

# Not Just Another Spirits Bottle



## MJS PACKAGING

### About the Customer

Old Baldy 2 Whiskey, premium whiskey release collaboration between Cork 'N Bottle's Ed Bley and Bourbon 30's Jeff Mattingly

### The Situation

Old Baldy Whiskey is a blended whiskey released in very limited quantities. The original glass bottles they intended to use for the second release were delayed, and the bottles would not be ready in time for bottling. With the whiskey blend sitting in vats, and a release party only days away, an immediate solution was required.

### Enter MJS Packaging

Ed quickly solicited help from the team at MJS Packaging. In addition to a specific design look, technical expertise was also necessary. Due to the high proof of this whiskey, it was necessary to evaluate for adequate headspace to prevent the bar top closures from popping off the bottles.

### Turnaround

Due to our experience in the spirits industry, our team was able to tap our network of suppliers and glass experts to provide immediate ideas for an alternative that would meet the aesthetic and functional demands. Within two days, new glass bottles were sourced, ordered, delivered and tested.

### Results

The bottles worked flawlessly, with plenty of head space for the whiskey. The incredible success of Old Baldy gave Ed Bley the confidence and credibility to pursue his dream of launching his very own distillery, Rising Tide Spirits. We look forward to our continued partnership with Ed Bley at Rising Tide Spirits and Jeff Mattingly at Bourbon 30.



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