

Design Distilled to Perfection



MJS PACKAGING

About Our Customer

Rising Tide Spirits crafts small batch, critically acclaimed bourbons.

Objective

Our customer's dream was to build a custom bottle that would reflect the quality of its contents, providing a product beautiful in taste and looks to its valued customers. The bottle needed to be embossed with the brand name and include the brand's iconic bird as a key design element.

Solution

We worked with our manufacturing partners to create a handblown glass bottle with a custom bird figurine affixed to the base of the bottle.

Challenges

First, we had to comply with a TTB directive that limited headspace to a maximum of 8%. Second, we had to account for variances in the neck finish due to the handblown glass, impacting closure fit. Finally, extensive trial and error was needed to properly secure the bird.

Results

Rising Tide sold out the release before the bottles were even filled! In addition, the bottle was awarded the People's Choice Award for Best Package from the NACD.

"Taking a vision in my head and turning it into something you can physically hold is an experience I'll never forget. The MJS team managed the mold builds, inspections, quality testing, freight and more. They were truly invaluable."

*Ed Bley
Founder
Rising Tide Spirits*

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