



Antigua Cruz Tequila Hits Premium Cues

Mexico's Tequilera de Arandas company recently chose the Buenos Aires-based Tridimage design firm to completely redesign Antigua Cruz tequila's structural and graphic packaging for a global audience. The previous squat, square bottle had been used by other tequila brands, which deprived Antigua Cruz of differentiation and unique positioning, and the label design was not competitive in the current international tequila market.

Tridimage created a glass bottle structural design with premium personality, standing out from the competition by using sophisticated and expressive resources of high visual impact. The new screen-printed graphics introduced a new icon and a logo redesign that conveys the polarity between classicism and modernity. The structural and graphic design of the new presentation case plays with the bright-vs.-matte opposition on the surface finish.

"By keeping the graphics to a minimum, you achieve a great integration of graphics and bottle," explains Hernán Braberman, principal at Tridimage. Braberman believes the bottle strikes a perfect balance of traditional moods and contemporary aspirations. The design also leaves the back of the bottle clear, moving the product information to a side panel.

The angular shape and neo-Gothic font logo convey an accessible premium personality while borrowing design sensibilities from the perfume and cosmetics categories. The coffin-box-back paperboard case is assembled with a tabbed design that doesn't require glue, overprinted on foil with spot UV varnish.

MORE TEQUILA DESIGN...

LUXURY DESIGN AWARD WINNER

The Casa Dragones tequila brand recently accepted the most prestigious luxury design award in France, the Grand Prix Stratégies du Luxe. Inspired by traditional Mexican apothecary bottles, each Casa Dragones bottle is unique and individually crafted using pure, lead-free crystal. Skilled artisans sculpt, bathe, and polish every bottle to a lustrous shine by hand using a semi-automated process before each bottle is signed and numbered.

Casa Dragones's Maestro Tequilero hand-finishes the contents of each bottle by gently balancing platinum tequila with a hint of extra añejo. "We are extremely proud to be able to represent the craftsmanship of modern Mexico on an international stage," said Casa Dragones cofounder and CEO Bertha González Nieves. For more, visit www.casadragones.com.



RENEWED RESPECT FOR HISTORY

Good as a shot; good for sipping; high quality; relevant; distinctive. That's what Beam Global Spirits wanted to reinforce when they asked brand development and marketing firm Armstrong Associates to refresh the heritage label design for Sauza Tequila.

The Sauzas, widely considered tequila's "first family," are credited with naming the spirit and were the first to export it to the U.S. The package design utilizes rich historical elements from the brand's past to reinforce Sauza's authentic tradition and distinctive heritage, updated with refinements that emphasize purity, contemporary relevance, and fun.



A NEW PRIVATE LABEL BRAND

Sam's Club wanted to develop a tequila brand that delivered an authentic Mexican experience at an unbeatable price. In developing this brand, the core target consumer became the "CEO Mum." The creative direction of Calle Azul was inspired by the idea of "affordable craftsmanship," and the name Calle Azul (translates to "Blue Street") embodied this value proposition. For more on Calle Azul, see Page 10 of this issue.

