PEPSI RAW



Properties list:

end-user packaging single product update bottle glass and ceramics contemporary transparent identity by shape soft drinks

Pepsi has introduced a new, pared-down natural version of Pepsi called Pepsi Raw. A limited launch of this new beverage is being afferred in select bars in the UK. The identity was designed by Ziggurat from the UK. The bottle shape and graduated ridges are very attractive, coupled with the simple screen-printed graphics that allow the rich brown liquid to show through. These could work really well in an upscale bar setting. By returning to traditional glass bottle, Ziggurrat's Pepsi Raw was a premium product feel that also takes advantage of existing glass recycling streams.

Reference: Arts Project Packaging Design N.109 - april 2008

Credits:

Country: UK

Agency: Ziggurat Design

User: Pepsi

Awards: Starpack Awards

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