VELKOPOPOVICKY KOZEL BEER



Properties list:

range of products
beer
alcohols and spirits
additional structural elements
wrapper
can and tin
metals
historical, traditional
identity by colour
identity by textures and patterns
end-user packaging
adults
limited edition packaging

New limited edition beer design. The project aims to emphasize the values of the famous Czech brand and enlarging the number of its fans. The design of the limited edition reflects the ancient traditions as well as the mastership of the Czech brewers. Every can is a part of the Old Czechia. Beside the collectors' design, the Velkopopovicky Kozel beer offered gifts to everyone who managed to unravel the special message that was encoded on the can.

Reference: http://www.kozel.cz/

Credits:

Country: Czech Republic

Designer: Yurko Gutsulyak

Other images:



