## (RI)1Â WHISKEY



## Properties list:

end-user packaging
single product
new product
minimal
contemporary
glass and ceramics
alcohols and spirits
unusual visual association
bottle
transparent
identity by shape
identity by typography

## From (rī)1 Whiskey website

"The traditional rye whiskey category takes on a modern look and feel with the introduction of  $(r\ddot{A}%)1$ .

(rī)1 is a cutting-edge spirit for today's top tastemakers and cocktail drinkers who are lo oking to expand their ultra-premium spirits repertoire.

 $(r\ddot{A} \ll) 1$  brings cocktails to life by celebrating smooth rye flavor notes, and its stylish packaging and simple name showcase a fresh take on a classic spirit.

Bottled at 92 proof, (rī)1 features a light, slightly spicy flavor and a long, luxurious finish. St raight, the nose offers a gentle, peppery nod to its rye heritage. Cut with water, the scents of dried fruit and cinnamon push to the front, providing a rich palate experience.

Whether serving as the base of traditional cocktails, such as the  $(r\ddot{A}\ll)$  1 Manhattan, or the fo undation of new signature recipes like the Rising Sun (½ part  $(r\ddot{A}\ll)$ 1, ½ part fresh lemon juic e and ½ part orange juice),  $(r\ddot{A}\ll)$ 1 offers a smooth alternative to the cocktail scene.

 $(r\ddot{A}\ll)1$  is packaged in a distinctive glass bottle with a single label that reinforces the brand's st raightforward feel and modern style. Priced at approximately \$46-48 per 750ml bottle (varies by market),  $(r\ddot{A}\ll)1$  is an exquisite spirit suitable for the most sophisticated lifestyle. Fu ture variants, including  $(r\ddot{A}\ll)2$  and  $(r\ddot{A}\ll)3$ , are planned to create a complete product line."

Reference: http://press.ri1whiskey.com/press

Credits:

**Country:** USA

**Agency:** Doe Anderson

**Designer:** Kevin Price

## Other images:

