IRRESISTIBLE PREMIUM ALE

Properties list:

new product
beer
alcohols and spirits
bottle
glass and ceramics
contemporary
metallescent
identity by illustration
single product
end-user packaging
adults

Packaging for the Natural Brewing Company's first beer, launched exclusively in Sainsbury's nationwide from October 2009. The Natural Brewing Company uses only the p urest ingredients from sustainable sources and applies traditional methods to create small batches of Brewery Fresh? disarmingly delicious, beer.

Reference: http://www.naturalbrewingcompany.co.uk/index.php#ourbeer-premium-ale
http://www.aloofdesign.com/articles/news/irresistible-premium-ale

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Credits:

Country: United Kingdom
Year: 2009
Agency: Aloof Design
User: Natural Brewing Company

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