# VOOBREW

Properties list:

box
bottle
wood
glass and ceramics
transgressive
historical, traditional
hand-made
identity by typography
identity by system of colour
alcohols and spirits
beer
concept
range of products
end-user packaging
adults

"Voobrew is a New Orleans inspired beer that is designed to make the user feel as though they are drinking a voo doo potion. The two flavors, Crown Chakra Ale and Solar Plexus Chakra Lager, are based on two existing voo doo spells that supposedly bring enlightenment or increased self confidence.

The corked bottles are wrapped in twine to mimic authentic potion bottles and I kept the wood of the "crate" box raw to give an authentic feel".

Reference: http://www.hannahvolz.com/Voobrew

Credits:

**Country:** USA

**Designer:** Hannah Volz

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