

Award Winning Ukranian Vodka

Mechanic

ICE – Colour Changing Bottle

Aim:

To launch a new range of Vodka for Ukrianian distiller Khortytza

Solution:

Working with Ukrainian Glassware Decoration company, DanCo Décor Ltd to supply specialist Thermo-chromic Slurry to create a unique effect on bottles to launch a new range of vodka for Award Winning Ukranian Vodka distiller, Khortytza.



The specialist technology covers glass bottles of Khortytza's latest new addition to its range of vodkas - ICE.

ICE's subtle concoction of cool flavours; mint, lime and menthol, is further supported by the addition of the chilled innovative Thermo-chromic colour changing properties within the bottle design. The bottles vibrantly change colour from white matt to saturated blue when placed in the fridge or chiller, informing the consumer that the vodka is at its optimum temperature for consumption - between: 8C (46.4F) - 12C (53.6 F).

The change in colour cleverly informs the consumer that chilled consumption adds to the ultimate taste experience. It's a beautifully designed bottle which DanCo Décor have won a much coveted packaging Award for the creative design.

DanCo Décor Ltd won the best packaging design award for Khortytza at the 2013 Ukranian Star of Packaging Awards. There were 84 competitors within the 'Packaging' category but only one winner! <http://www.khortytza.com/en/ice>

