

## Case Study



### New Bacardi Canada Offering Combines High-End Print Enhancements with a Sustainable Carton Design

Bacardi Canada Inc., a subsidiary of Bacardi Limited, is part of the world's largest privately held spirits company. The company's portfolio includes an expansive offering of premium spirits and pre-batched cocktails. It is expanding its product offering in Canada to include ready-to-drink Bombay Sapphire Gin & Tonic in cans.

Ontario-based Alliance Labeling, Bacardi Canada's co-packer, partnered with Graphic Packaging International (Graphic Packaging) to create a carton that would capture the brand's elegance while also incorporating practical and strategic features such as recyclability and easy packing.

## Case Study: Sustainability | Elevated Experience | Convenience

### Challenge



- Graphics**  
 Customized package for the Canadian market, conveying the heritage and elegance of the Bombay Sapphire brand
- Design**  
 Customized with features for easy hand-packing and secure closure
- Sustainability**  
 Develop a solution that meets the performance needs of retail distribution and demonstrates the brand's commitment to sustainability

### Solutions



- Print enhancements**  
 Matte varnish with select elements enhanced with high-gloss UV coating and gold hot-foil stamping
- Customized carton**  
 Four-can carton with auto-bottom and full overlap tuck top and three-dagger lock closure
- 20pt AquaKote™**  
 Engineered for excellent printability and superior wet, dry, and tear strength, made from sustainably sourced fiber

### Results



- Eye-catching print enhancements that convey the high-end nature of the brand and promote product differentiation on store shelves
- The carton is tamper-evident and allows for efficient packing with easy hand-filling
- Paperboard protects the cans during distribution and stands up to high humidity and dry conditions while demonstrating the brand's commitment to sustainability as a highly recyclable material

## Challenge

Bacardi Canada, a client of Alliance Labeling, needed a carton for their ready-to-drink Bombay Sapphire Gin & Tonic cans. The product was already being distributed in the U.S., so the challenge was to replicate the current product while customizing it to fit the specific aesthetic and strategic needs of Bacardi Canada.

The new carton needed to convey the heritage of the Bombay Sapphire brand and grab consumer attention with a design that stood out on store shelves. The solution also required efficiency for easy hand-filling, the ability to stand up to commercial transport and secure closure for the retail space.



## Solution

Alliance Labeling partnered with Graphic Packaging's design team to develop a custom four-can carton. The carton was designed with print enhancements that create a visually stunning package. The design features a matte varnish overall with select elements highlighted with spot high-gloss UV coating. Gold hot-foil stamping was used to draw attention to the Bombay Sapphire seal and key copy elements. The custom design elevates Bacardi's premium branding and differentiates the product on store shelves.



The carton was designed with an auto-bottom and full overlay tuck top with a secure three-dagger lock closure. It was produced on Graphic Packaging's 20pt AquaKote™ paperboard, made from a blend of virgin and recycled solid unbleached sulfate (SUS™) fiber. This paperboard provides excellent wet and dry strength for top-of-the-line performance during transport and in humid or dry storage conditions. The choice of AquaKote also provides a superior printing surface engineered to deliver exceptional print results.



## Results

The use of enhanced packaging and premium design creates an overall effect of tradition and elegance that captures the consumer's eye and communicates the high-end nature of the brand. The choice of paperboard provides a large canvas for the beautiful print enhancements and high-end graphics, setting the product apart in the spirits aisle. The auto-bottom and full overlay tuck top with a three-dagger lock promotes efficiency during the packing process and provides a tamper evident structure to benefit retail locations.

The use of Graphic Packaging's paperboard affirms and demonstrates Bacardi's commitment to sustainability. AquaKote is made from trees, a renewable resource, and is accepted for recycling in most communities in the U.S. and Canada. The recycling rate of paper and paperboard in the U.S. today is 66 percent\*, and consumers understand that paperboard is a highly sustainable packaging material.

The product entered the marketplace in 2021. Since its launch, the convenient canned cocktails have met retail success and Bacardi Canada will distribute nearly five times the initial order amount in early 2022.

\*Source: American Forest & Paper Association - 2020

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