

MULTI-COLOR MASON: COLLECTORS' EDITION REQUIRED CUSTOMIZED PREMIUM LABEL



MARKET BACKGROUND

Goose Island's Bourbon County Stout broke the mold back in 1992 when they brewed a stout in barrels that previously held Jim Beam bourbon. Since then beer enthusiasts have waited in line for hours year after year to get their hands on the limited quantity released every year.

THE CHALLENGE

Instead of the typical 12- and 22-oz bottles, Bourbon County Brand Stout is now packaged in a 16.9-oz bottle with embossed lettering. We were tasked with creating a premium neck and back label for this custom bottle.

MCC SOLUTION

Multi-Color executed a full wrap neck label with a 5/8" tab that pops out from the bottle. Special treatment was applied to the neck label to allow for two-sided printing of the flag and to ensure a perpendicular shape once applied. The back label was tapered to match the taper of the bottle with a custom die cut shape.

THE RESULTS

The customer was thrilled with the flag neck label, as it successfully draws consumer attention at the shelf and highlights Goose Island's legacy as the originators of bourbon barrel aging. The new bottle garnered unprecedented consumer response and considerable trade press and recognition.

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