

## Smirnoff Caipiroska Peelable Bottle

by [Admin](#) on December 12th 2011 and filled under [Packaging](#)



A bottle to peel, Smirnoff fresh way to start off your party! The perforated, peel-able, labeled bottles even come in a wooden crate. Check it out! "To launch the new formula of the flavors of Smirnoff Caipiroska, the Brazilian drink that is popular worldwide, we created bottles with the texture of the fruit for the flavors lemon, passion fruit and berries and a diagonal perforation, so that consumers could feel the unique experience of peeling a drink made of fruit. And we even sent the bottles in wooden crates to a select mailing list, just like the fruits are transported in large produce markets in Brazil." Designed by JWT, Brasil; Art Direction: Christian Faria, Ricardo Kawano, Vinicius Montana; Copy Writer: Marlon Zanatti

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