



# ADVANCING THE ART OF VODKA

## EXPLORING VAN GOGH VODKA'S BOLD NEW PACKAGING

BY ROGER MORRIS

**V**an Gogh Vodka has long been known for bold flavors. Now, Van Gogh is incorporating bold new packaging with vivid splashes of colorful painting and distinctive lettering that will command the visual attention of consumers as well.

Beginning this fall, Van Gogh will roll out its redesigned line of 15 flavored vodkas to accompany its unflavored Van Gogh Vodka, all featuring one standard, easily visible brand logo.

“When we started making Van Gogh Vodka in 2000, we first concentrated on getting premium flavors in the bottle, and then we concentrated on the bottle itself,” says Norman Bonchick, Chairman and CEO of 375 Park Avenue Spirits. “Ours was the industry’s first see-through bottle,” he recalls, “and it sent the message that there was quality in the bottle.”

While the original bottle was frosted with a see-through window, the new bottle is crystal clear, making the new design pop, with VAN GOGH lettering just above the mid-point of each bottle. The flavors inside the bottle will be identified by specially com-

missioned paintings—executed in the style of Van Gogh—by New York artist Joy Olney.

“What we have achieved is more consistency,” Bonchick says, “and the name ‘Van Gogh’ stands out so that the consumer can easily identify it on the back bar.”

### Capturing Their Imagination

“The creation of the vodka and its flavors are truly wonderful and imaginative,” says Ron Wong, Executive Creative Director for Spring Design Partners. “In the redesign, we strive to present

the brand through this filter of artistic Expressionism. One can appreciate the contrast of a beautiful matte-white canvas against richly textured brushstrokes of original oil paintings.” A specially textured varnish has been applied to the artwork on each bottle so that the illustration actually looks—and feels—like a painter’s brush strokes.

“I believe the redesign was necessary to capture the imagination of the Millennial market and contemporize the brand for today’s consumer, who is focused on authenticity and experience,” Bonchick says. The Van Gogh re-introductory campaign will feature trade publication ads, social media and special media events.

A total of 16 expressions, culled from an original selection of 25, will make up the revised portfolio. Van Gogh Vodka, Açai-Blueberry, Citroen, Cool Peach, Dutch Caramel, Dutch Chocolate, Double Espresso, Espresso, Mango, Melon, Oranje, Pineapple, Pomegranate, Raspberry, Vanilla and Wild Appel.

Van Gogh Vodka (SRP \$24.99/750ml) is crafted in small batches by third generation Master Distiller Tim Vos at the Coymans Distillery in Tilburg, Netherlands. ■



The classic unflavored Vincent Van Gogh bottle continues to be represented by the Starry Night background.