

ADMIRAL VON BELLINGSHAUSEN VODKA

BELLINGSHAUSEN VODKA WAS DISTILLED TO CELEBRATE THE 100TH YEAR ANNIVERSARY OF ADMIRAL VON BELLINGSHAUSEN'S EPIC JOURNEY TO DISCOVER ANTARCTICA. THIS ULTRA PURE VODKA WAS MADE TO INSPIRE THE IMAGINATION WITH CAPTIVATING STORIES OF EXTRAORDINARY ADVENTURES AND A COMPANION FOR SHARING THROUGH LIFE'S EXCITING JOURNEYS.

ALL THE ILLUSTRATIONS FOR THIS VODKA WERE CUSTOM MADE. THE MAIN LABEL WAS ESPECIALLY HARD TO PRODUCE BECAUSE IT'S DOUBLE SIDED PRINT WITH MULTIPLE COLORS AND DELICATE EMBOSSED NAUTICAL ELEMENTS ON THE FRONT. THROUGH THE BOTTLE WE SEE THE REAL SHIPS OF ADMIRAL VON BELLINGSHAUSEN ON THEIR VOYAGE. THE LABEL'S SHAPE IS TO MIMIC ALSO A "LETTER IN THE BOTTLE" – TO TIE IT WITH NAUTICAL THEME AND ALSO TO GIVE IT MORE UNIQUE APPEARANCE ON THE SHELF.

LIVIKO MEISTRITE LOODUD VIIN ON KUMMARDUS EESTIST PÄRIT ADMIRAL VON BELLINGSHAUSENILE JA TEMA ELUTÖÖLE, TÄHISTAMAKS ANTARKTIKA AVASTAMISE 200. AASTAPÄEVA.

PUDELI ETIKETI ILLUSTRATSIOONIDE AUTORIKS ON GRAAFIK JAAN SAAR. PÕHJETIKETI KEERULINE KAHEPOOLNE TRÜKK KOOS PEENETE SURUTUD DETAILIDEGA OSUTUS TOOTJALE TÕSISEKS VÄLJAKUTSEKS. LÄBI PUDELI ETIKETI SISEKÜLGE VAADATES NÄEME LUGU ADMIRAL VON BELLINGSHAUSENI KEERULISEST JA SEIKLUSLIKUST AVASTUSRETKEST VALGELE MANDRILE. SILDI KUJU JÄLJENDAB PUDELIS OLEVAT KIRJA, MIS RÕHUTAB VEELGI MERESÕIDU TEMAATIKAT NING VÕIMENDAB TOOTE MÕJU KAUPLUSTE RIIULIS.