

Redesigned bottle for Joe Montana's Aviation American Gin

Shaun Weston 6 Mar 2013



House Spirits Distillery, co-owned by NFL legend Joe Montana, is introducing a new bottle design for its Aviation American Gin.

The clear glass bottle is reminiscent of a flask and communicates the story of Aviation and House Spirits' contemporary gin-making philosophy.

The bottle was developed in partnership with strategic brand design firm Sandstrom Partners and is now on shelves in retail stores across the US.