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House Spirits Distillery Debuts Distinctive New Bottle Design for Award-Winning Aviation American Gin

PORTLAND, Ore.--(BUSINESS WIRE)--[House Spirits Distillery](#), a leader of America's craft distilling resurgence that is co-owned by NFL legend Joe Montana, today announced the introduction of a new custom bottle design for its award-winning [Aviation American Gin](#). The sleek clear glass bottle is reminiscent of a flask and clearly communicates the story of Aviation and House Spirits' contemporary gin-making philosophy, while encouraging the world to embrace an innovative style of gin. The bottle was developed in partnership with strategic brand design firm, [Sandstrom Partners](#), and is now on shelves in retail stores across the U.S.

The availability of the new bottle comes shortly after Aviation earned recognition as the top-rated gin from *Wine Enthusiast* (scoring 97 points), and on the heels of House Spirits signing a national distribution deal with [Southern Wine & Spirits](#), the nation's largest wine and spirits distributor, to expand the brand's footprint across the country.

"As the popularity of Aviation American Gin continues to grow, and we expand to more bars, restaurants and stores throughout the country and around the world, we needed a bottle that could speak for itself and tell the story of the brand," said Thomas Mooney, CEO and co-owner of House Spirits Distillery. "We believe this eye-catching new design will continue to further position Aviation as a contemporary American craft spirit while also celebrating the distinctive nature of the gin itself."

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The new label features aircraft imagery and decidedly American typography, designed to stand out against English competitors and reinforce Aviation as a category-defining spirit that appeals to a much broader audience.

"From the classic art deco look and feel, to the sense of balance and grace, Sandstrom Partners helped capture the joy of modern culinary cocktails with a nod to the vintage era of the past," says Christian Krogstad, founder and co-owner of House Spirits Distillery. "As part of the design process, we also worked with leading bartenders to create a shape that's easy to grab and handle, while fitting nicely into a bartender's speedwell."

Aviation American Gin incorporates an adventurous blend of spices from around the world uniquely suited to the cocktail enthusiast's palate. Aviation shines both on its own as well as in resurrected vintage gin drinks and modern culinary cocktails. For more information, recipes and purchasing locations, visit www.aviationgin.com.

About House Spirits Distillery

House Spirits Distillery is a leader of America's craft distilling resurgence, and the anchor of Portland's famous distillery row. Its award-winning products are batch-distilled with an intense, passionate, near-obsessive pursuit of quality using ethically sourced ingredients. Its spirits include [Aviation American Gin](#), [Westward Oregon Straight Malt Whiskey](#), [Krogstad Aquavit](#) and a line of limited release small-batch spirits. Aviation Gin represents a unique partnership between House Spirits and internationally acclaimed bartender Ryan Magarian. House Spirits has developed a loyal following among food and beverage connoisseurs, and its brands are distributed nationally. For more information, please visit www.housespirits.com and www.aviationgin.com.

About Sandstrom Partners

Sandstrom Partners is a strategic brand design firm specializing in the creation and revitalization of thought-leading brands.

Contacts

Formula PR
Samantha Lutz, 212-219-0321
lutz@formulapr.com

HOUSE SPIRITS DISTILLERY

Smart Multimedia Gallery



House
Spirits
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Debuts

Distinctive New Bottle Design
for Award-Winning Aviation
American Gin (Photo:
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HOUSE SPIRITS DISTILLERY

