

FOOD

House Spirits Distillery Debuts New Bottle Design

For Award-Winning Aviation American Gin



BY BEPORTLAND

JUN 04 12:00AM

House Spirits Distillery, a leader of America's craft distilling resurgence that is co-owned by NFL legend Joe Montana, 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."

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."

For more information, recipes and purchasing locations, visit www.aviationgin.com.