



## CASE STUDY

# AVA Vodka by Tarnished Truth

## OBJECTIVES

Tarnished Truth Distilling Company, one of the most unique distilleries in the country for its location inside a working 5-star hotel, wanted to make sure their top-shelf AVA Vodka stood out on a crowded shelf and that the bottle reflected the quality and craftsmanship of the spirit.

## CHALLENGE

As a refresh of an existing product, we needed to make sure the new bottle was inspired by the original, and more importantly, was recognizable to existing customers. The new bottle also needed to pop off the shelf while keeping the costs perfectly in check.

## SOLUTION

Starting with design, we simultaneously simplified the bottle and amplified its shelf presence by powder coating the bottle to give it a frosted glass effect. We then swapped the paper label for an applied ceramic label, giving the label a “painted on” effect.

Finally, we leveraged Gamer’s sourcing expertise to find a local bottle manufacturer and decorator resulting in significant savings.

## APPROACH

- Sourced bottle manufacturer
- Sourced manufacturer for two-step decorating process
- Sample decorating runs
- On-site Quality Assurance during bottle decoration
- On-site Quality Assurance at distillery
- Drove significant cost savings by identifying and sourcing from local manufacturing partners.

## AT A GLANCE

### Results

- Enhance visibility and uniqueness of AVA Vodka by redesigning the bottle.
- Retain recognition among existing customers while improving shelf standout.
- Simplified bottle design while boosting shelf presence via powder coating for a frosted glass effect.
- Utilized sourcing expertise to find local manufacturing partners, achieving cost savings.



**TARNISHED  
TRUTH** COMPANY  
DISTILLING

