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CLAXA

The Cooler Bottle

An innovative bottle design, composed of a bottle placed within an external vase and welded together, keeps the wine cool and fresh, allowing it to be enjoyed to the last drop.

A crisp, fruity and dry
Prosecco with underlying
softness. A pleasantly fruity
and harmonious finish.

- Layout and colors compliment Claxa's label and neck band.
- Opening for bottle neck is transformed into an overlaying flap, allowing for additional room for branding.
- Inclusion of "The Cooler Bottle" communicates unique aspect of the bottle.
- Description of bottle is slightly larger than tasting notes to improve hierarchy of message.



Version A

Brand name: Villa Sandi Claxa

Necker Size: 3" x 5"

Client: Folio Wine Partners

Project: Claxa Necker

Round: 3

Date: 3/4/2008