

Spirits Packaging

BURNT CHURCH DISTILLERY

Straight Bourbon Whiskey



TricorBraun Solves Burnt Church Distillery's Packaging Problem, Contributing to a Successful Bourbon Launch

Burnt Church Distillery makes a "Confession" on its website: The brand never intended to bottle and sell bourbon it didn't craft — it aimed to address a market gap by swiftly delivering an ultra-premium bourbon, sidestepping the traditional aging process. The outcome is a bold, flavorful bourbon perfect for those with discerning taste.

Ensuring Seamless Transition from Design Concept to Manufacturability

Burnt Church sought to create a 750-mL "Confession" bottle with a premium design aesthetic to set it apart within its product lineup. This included incorporating clean, structured lines reminiscent of a decanter style. Leveraging their successful collaborations with TricorBraun on previous custom bottle projects, Burnt Church engaged the company to create a solution for "Confession."

"TricorBraun needed to craft a design concept that met Burnt Church's vision of a high-end luxury bottle aesthetic," said Jay Lee, Product Design Engineer and Team Lead, Design & Engineering, TricorBraun. "We strategically designed the 'Confession' bottle with an overall shape using multiple structured

angles, cut lines, and a front and back panel that descends straight to the base, which provided a truly unique and premium aesthetic."

"TricorBraun quickly translated our vision into a design that perfectly captured what we had in mind," said Chris Crowe, President, Burnt Church Distillery. "We previously sourced our premium bottles from Europe, but due to a glass shortage there, we needed to explore alternative options. TricorBraun's vast network of high-end glass suppliers enabled us to transition away from Europe, ensuring the ability for commercialization."

As the design necessitated a heavyweight glass bottle with an exceptionally thick diamond-cut base, according to Lee, TricorBraun had to engage a supplier that understood this specification.

With TricorBraun, it is a process that involves multiple functions, from design to engineering, supply chain, and sales. TricorBraun demonstrated a commitment to understanding Burnt Church's needs and provided the functional support we needed to ensure a successful outcome.

— Chris Crowe, President,
Burnt Church Distillery

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With top-tier designs like “Confession,” success in the glass industry hinges on adept management of both the production process and quality. TricorBraun boasts a dedicated team equipped to proactively tackle and navigate the nuances of glass manufacturing. Garrett Mager, Regional Sales Manager for Spirits said, “Our team efficiently delivered an outstanding custom glass bottle solution at a competitive price point. This not only met Burnt Church’s envisioned specifications but also aligned seamlessly with their designated timeframe for market launch.”

Although “Confession” is currently emerging in the market, with availability in South Carolina, Georgia and Tennessee — and soon to be online— the initial response from the customers has been “outstanding,” according to Crowe. “In its inaugural month of sales, ‘Confession’ became the highest revenue-generating product among our entire lineup in our tasting room.”

Crowe also attributes success to the true partnership that Burnt Church shares with TricorBraun.

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If you’re looking for custom solutions from our award-winning Design & Engineering team, [click here](#) to speak with a packaging consultant and learn more about our resources.

Our team is here to leverage our global scale, comprehensive scope, and unparalleled expertise to solve your complex packaging problems and help you win in the marketplace.