

Spirits Packaging

OLD DOMINICK DISTILLERY

Tennessee Whiskey



Old Dominick Distillery and TricorBraun Create an Iconic Custom Bottle, Reviving a Whiskey Classic

Old Dominick Distillery's tagline is 'Storied Past, Spirited Future,' drawing from its notable history when founder Domenico Canale arrived in Memphis in 1859 to join his family's business. Canale eventually launched food wholesaler D. Canale & Co. Then, driven by a passion for making whiskey, Domenico developed the Old Dominick Toddy. Unfortunately, the Prohibition era forced Domenico to cease whiskey production.

However, in 2013, after discovering an unopened bottle of Old Dominick Toddy from the late 1800s, Domenico's great-great-grandchildren decided to reinstate the Old Dominick brand, opening a distillery in Memphis in 2017. This occasion marked the first time since Prohibition that whiskey has been legally distilled, barreled, matured, and bottled in Memphis.

Creating Memorable and Manufacturable Packaging Design

"In 2021, Old Dominick Distillery was one year from completing its first whiskey aging cycle and needed to start developing the bottle design," said Jerry Siegler, Packaging Consultant, TricorBraun. "To connect to its strong history in Memphis, Old Dominick Distillery sought a packaging design to connote a vintage

aesthetic with an iconic, premium look and feel that would resonate with consumers."

Old Dominick Distillery already had a clear design concept in mind, according to Richie Weaver, its Marketing and Creative Director. In addition, the distillery already had an established relationship working with TricorBraun and Siegler for its stock packaging needs. Therefore, the brand engaged TricorBraun to bring its concept to life.

We're selling considerably more Tennessee Whiskey case volume than we anticipated, and we can attribute that to the quality of the whiskey and the beautiful packaging design. The genuine excitement that the TricorBraun team brought forth to this collaboration is contagious, and Old Dominick Distillery is thrilled with the successful outcome.

— Alex Castle, Master Distiller & Sr Vice President, Old Dominick Distillery

"Old Dominick Distillery charged our team with translating its design concept into a visually appealing and unique, custom glass bottle," said Marco Serrano, design development manager, Design & Engineering, TricorBraun. "We recommended design elements to create a high-quality, bespoke design that complements Old Dominick Distillery's brand look and feel while

Spirits Packaging

OLD DOMINICK DISTILLERY

Tennessee Whiskey

working with our packaging engineers to ensure we addressed the vital manufacturing intricacies of glass packaging.”

To captivate consumers and bring the Old Dominick Distillery’s premium look and feel to life, TricorBraun recommended debossed engraving of the brand’s logo across the bottle’s shoulder in the front and back — one of the first areas of the packaging structure where the users’ eye line gravitates. As an embossed area is more fragile, the strategic choice for a debossed textured area on the shoulder minimizes contact damage when the glass bottle is on automated filling and labeling lines.

The bottle’s curved shoulder improves vertical load strength, which is critical for the palletization of glass bottles for shipping and storage. Also, the decorative details at the bottom half of the bottle evoke the brand’s storied history; the ribbing there infuses the look of an elegant, classic whiskey glass from the 19th century, and the original D. Canale & Co. company logo is embossed at the base.

Consumers Love the Product – and the Packaging

The consumer response to Old Dominick Distillery’s Tennessee Whiskey package was just like a first sip of the whiskey — extraordinary and satisfying.

“Everyone who attended Old Dominick Distillery’s launch party was blown away by the bottle’s shape and intricate, decorative details,” said Weaver.

“Also, our sales team has indicated that we have ‘knocked it out of the park’ since the formal launch, as consumers really love the packaging.”

“We’re selling considerably more Tennessee Whiskey case volume than we anticipated, and we can attribute that to the quality of the whiskey and the beautiful packaging design,” said Alex Castle, master distiller and senior vice president, Old Dominick Distillery.

Weaver added that TricorBraun’s knowledge —especially that of Jerry Siegler— was critical to understand the manufacturing possibilities associated with building a custom mold for a glass bottle.

“The genuine excitement that the TricorBraun team brought forth to this collaboration is contagious, and Old Dominick Distillery is thrilled with the successful outcome,” added Castle.

The admiration is mutual, according to Siegler: “Old Dominick Distillery is a first-class company that takes real pride in what they do, and it’s why TricorBraun values our partnership.”

TALK TO A TRICORBRAUN PACKAGING CONSULTANT

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