

Spirits Packaging

# VANJAK VODKA

Paper-Based Bottle



## TricorBraun’s Sustainable Packaging Solution Elevates Vanjak Vodka Paper-Based Bottle to First-to-Market in Colorado

Local Distilling has been a valued TricorBraun customer since 2015. Jon Guelzow, the Founder and President, began his career as a wine representative and was inspired by the many family-owned and generational wineries and distilleries he encountered along the way. This ignited his passion for creating a business that would last across generations, leading to the launch of Vanjak Vodka, named after his family members.

Local Distilling originally offered its Vanjak Vodka Mountain Traveler edition in a 750-mL plastic bottle. However, recognizing Colorado’s outdoor and active lifestyle, Local Distilling sought a durable, lightweight, and sustainable packaging replacement that would be easier for its outdoor enthusiast customers to travel with.

“Local Distilling always strives for a distinctive aesthetic on all its products,” said Alex Fenaughty, Account Coordinator, TricorBraun. “When Guelzow visited TricorBraun’s booth at an industry trade show in 2023, he was impressed by the novelty of the 750-mL paper-based bottle on display.”

This paper-based bottle provides 360 degrees of branding space and features a securely sealed foil pouch in an outer shell made from 100% recycled paperboard. It

is five times lighter than glass and, according to a 2024 independent Life Cycle Analysis conducted by total quality assurance provider Intertek, has a carbon footprint up to six times lower. TricorBraun has distributor exclusivity for this package format in the US.

Guelzow added, “With its coolness factor, sustainability benefits, and ability to stand out on retail shelves, TricorBraun’s paper-based bottle solution checked all our boxes.”

TricorBraun didn’t just help us procure the package; they went above and beyond to provide support for our filling and capping processes by quickly negotiating the rental of a ROPP capping machine, ultimately saving us several thousand dollars.

— Jon Guelzow, Founder & President  
Vanjak Vodka

As Local Distilling aimed to be the first distillery in Colorado to distribute a paper-based bottle vodka option, it was eager to quickly get the Vanjak Vodka Mountain Traveler edition on retail shelves.

“The paper-based bottle had a ROPP neck finish, which required a specialized machine to fit the cap

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to the bottleneck, which Local Distilling didn't have," said Guelzow. "TricorBraun didn't just help us procure the package; they went above and beyond to provide support for our filling and capping processes by quickly negotiating the rental of a ROPP capping machine, ultimately saving us several thousand dollars. TricorBraun's efforts enabled us to produce our first run and meet Vanjak Vodka's launch timeframe."



### Paper-Based Bottle Packaging Wins Over Customers

The Vanjak Vodka Mountain Traveler paper-based bottle has been an early hit with consumers. According to Guelzow, visitors to the distillery have seen the packaging, and the feedback has been overwhelmingly positive. Customers especially appreciate the bottle's look and lightweight feel.

"TricorBraun is thrilled for everyone in Colorado to experience Local Distilling's Vanjak Vodka Mountain Traveler in the innovative paper-based bottle," said Carlos Ruiz, Regional Inside Sales, TricorBraun. "This packaging option fulfills Local Distilling's goal to create a sustainable product that is also lightweight and versatile enough for the outdoors."

Guelzow added, "TricorBraun's paper-based bottle not only helps to reduce our carbon footprint, but also looks better and makes our Vanjak Vodka packaging feel like an upgrade."

According to Guelzow, this positive outcome is also a result of Local Distilling's close-knit collaboration with TricorBraun, which ties back to the familial connection he values in his brand.



"What sets TricorBraun apart from other packaging companies is their ability to provide the personal, one-on-one attention I desire. Having someone who can physically be here to support me and visit regularly is invaluable," Guelzow said. "Additionally, TricorBraun's capabilities and expertise in supporting breakthrough packaging launches, such as ours, make all the difference. Overall, working with them has truly been a pleasure."

### TALK TO A TRICORBRAUN PACKAGING CONSULTANT

At TricorBraun, we leverage our global scale, comprehensive scope, and unparalleled expertise to solve customers' complex packaging problems and help them win in the marketplace.

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