

SPIRITS PACKAGING SOLUTIONS



“TricorBraun helped our project come to life, from photo and concept to a bespoke and refined package we are truly proud of. They supported us in scouting, securing, and managing multiple premium vendors to bring the glass, decoration, and crystal closure and travel cork together for a seamless and luxurious final package.”

–LINDSEY KOPS MUNDY
Vice President and Brand Guardian,
Hemingway Rum Company

“Effectively engineered
and made to perfection.”

–DALE DOYLE
Designer,
Holotype Studio



Raise the bar with our tailored spirits packaging and unmatched service.

Amidst ever-changing economic conditions, the North American spirits market remains resilient and continues to thrive. At TricorBraun, we understand the integral role packaging plays, whether you're launching a new product or rebranding an existing one. It's the role of packaging to communicate product uniqueness, enhance the overall consumer experience, foster brand loyalty and drive sales success.

As your trusted packaging partner, we are committed to providing a reliable supply of cost-effective, quality packaging solutions across material substrates, sizes, and sustainable solutions. We offer access to world-class resources, guiding you through every step of the packaging process.

Together, we commercialize packaging that resonates with consumers, drives brand loyalty, and increases your bottom line.

01. Meet Your Spirit Consumers

Learn about the different types of spirit consumers and how to reach them with packaging.



02. Packaging Solutions

Explore our wide range of stock and custom spirits packaging solutions spanning glass, plastic, aluminum, and paper.



03. We're Here to Help

Everything we do starts and ends with our customers.

Meet Your Spirit Consumers

Today's consumers seek visual cues - packaging that aligns with their preferences for spirit brands demonstrating purpose, wellness, convenience, and premiumization.

By understanding the intricacies that influence the purchasing behavior of each spirit consumer group, and recognizing the role packaging plays, spirit brands can gain a competitive advantage in the marketplace and brand loyalty.

Purpose-Led

Prioritization of brands with an authentic purpose, one in which a connection is created on a human level between the product and the consumer.

WHAT DO THEY VALUE?

This consumer values sustainability, diversity, and inclusion.

WHAT ARE THEY BUYING?

Products from brands that go a step further and communicate on-pack the positive impact their practices have on the communities or ecosystems in which they originate.

HOW IS IT PACKAGED?

Recycled, recyclable or reduced material formats with on-pack messaging communicating the brand's story from the sourcing of the ingredients to the considerations for packaging.



Paper bottle and eco-base bottle shown with concept artwork.



TricorBraun Success Story
O'Neill Vintners & Distillery OMAGE

Premium-Driven

A focus on superior product

WHAT DO THEY VALUE?

Quality, whether in story, ingredient, or process.

WHAT ARE THEY BUYING?

Products and packaging that convey an emotional link to status, quality, or heritage.

HOW IS IT PACKAGED?

Premium package formats that utilize unique shapes, print application or closure details to showcase the product.





Convenience-Oriented

While driven by convenience, they also prioritize experiences and seek to explore new options and opportunities to indulge.

WHAT DO THEY VALUE?

Formats tailored to consumption location. Convenient options to try new flavors, varieties, and brands. The ability to indulge in pre-mixed options.

WHAT ARE THEY BUYING?

Single-serve and value-sized options based on consumption location or desired experience.

HOW IS IT PACKAGED?

Lightweight options such as aluminum and plastic support portability. Value-sized offerings are often packaged in plastic with ergonomics built into the design. Glass continues to resonate as premium.



TricorBraun Success Story
Stateside Vodka



TricorBraun Success Story
Mocktails

Wellness-Focused

Focused on balance. Thirsty for options that decrease alcohol consumption, without abandoning traditional spirit products either. A preference for variety over a strict no alcohol diet.

WHAT DO THEY VALUE?

This consumer values mindful consumption alongside opportunities for indulgence.

WHAT ARE THEY BUYING?

Products that make flexibility part of the offering through unit sizes or ABV levels, as well as alternative ingredients.

HOW IS IT PACKAGED?

Single-serve and ready-to-drink formats are common in package substrates ranging from glass to plastic to aluminum. On-pack ABV and ingredient callouts communicating differentiation from industry norms.





Packaging Solutions

As one of the largest purchasers of packaging in the world, we leverage our vast purchasing power, access, and scale to identify the best sourcing partners and provide cost-effective solutions for our customers. **Our range of packaging options sets us apart.**



GLASS BOTTLES



PLASTIC BOTTLES



PAPER BOTTLES



ALUMINUM CANS



CUSTOM PACKAGING



CLOSURES



BAG IN BOX



DECORATION

Glass

Infinitely recyclable material, perceived by consumers as premium.

Bottle designs shown are only a sample of our options. At TricorBraun, we have access to hundreds of additional vendor stock solutions through our extensive supply chain network.

MILANO

Fill Capacity: 375ml, 500ml, 750ml

Neck Finish: 18.5mm BT, 21.5mm BT

Extra Flint



MÁLAGA

Fill Capacity: 750ml

Neck Finish: 18.5mm BT

Extra Flint



LISBON

Fill Capacity: 750ml

Neck Finish: 21.5mm BT

Extra Flint



ISTANBUL

Fill Capacity: 750ml

Neck Finish: 18.5mm BT

Extra Flint



WINSTON

Fill Capacity: 200ml, 250ml,
375ml, 500ml, 750ml, 1L

Neck Finish: 28-350 CT,
30mm ROPP

Flint



VIGGO

Fill Capacity: 1L

Neck Finish: 28-350 CT

Flint





NELLO

Fill Capacity: 200ml
Neck Finish: 28-350 CT
Flint



HUDSON

Fill Capacity: 375ml
Neck Finish: 28-350 CT
Flint



WILDE

Fill Capacity: 1.75L
Neck Finish: 33-360 CT
Flint



MASLOW

Fill Capacity: 1.75L
Neck Finish: 33-360 CT
Flint





ECO-BASE SOLUTIONS

To enhance the sustainable footprint of your glass offering and resonate with purpose-led consumers, consider our eco-base solutions. The solutions minimize total material usage, maximize freight savings, and help achieve your sustainability goals while retaining a premium appearance. **These unique options are only available through TricorBraun, and are ready to be ordered.**



OAK

CYPRESS

HICKORY

SEQUOIA

PINE

Fill Capacity: 750ml

Neck Finish: 18.5mm or 21.5mm Bar-Top Cork depending on design

Available in Extra Flint



Regardless of your product type, our eco-base solutions offer a sustainable and versatile way to showcase a variety of spirit products. Many of these bottles seamlessly integrate with your existing stock packaging and can be transitioned effortlessly.



The solutions have been rendered to demonstrate flexibility of positioning from spirit type to decoration to closure utilization.



PET Bottles

Lightweight, durable and minimizes breakage. Consider package decoration to ensure recyclability.

Bottle designs shown are only a sample of our options. At TricorBraun, we have access to hundreds of additional vendor stock solutions through our extensive supply chain network.



RIVER

Fill Capacity: 1.75L
Neck Finish: 33-360 CT



VALLEY

Fill Capacity: 1L
Neck Finish: 28-350 CT



GLACIER

Fill Capacity: 375ml

Neck Finish:
30mm ROPP



CLIFF

Fill Capacity: 375ml

Neck Finish:
28-350 CT



CANYON

Fill Capacity: 200ml

Neck Finish:
28-350 CT



OASIS

Fill Capacity: 100ml

Neck Finish:
23mm ROPP



ISLET

Fill Capacity: 50ml

Neck Finish:
18mm CT



OXBOW

Fill Capacity: 50ml

Neck Finish:
18mm CT



LAGOON

Fill Capacity: 50ml

Neck Finish:
18mm ROPP

Closures

Whether simple or complex, stock or custom, discover the perfect closure for your glass or plastic spirit bottle solution.



CORK

Features: Natural or Synthetic Shank

Top Material: Plastic, Wood, Metal, or Glass

Able to customize from the cork up, or through the utilization of color, metallization, pad printing, hot stamping, embossed/debossed features, or laser etching.



TAMPER-EVIDENT

Sizes: 18mm, 28mm, 33mm

Material: PP, PCR available

Able to customize via color, metallization, embossed/debossed features, or print applications.



ROPP

Sizes: 18x12, 30x60, 36x52

Material: Aluminum

Fully customizable in color or via print applications.



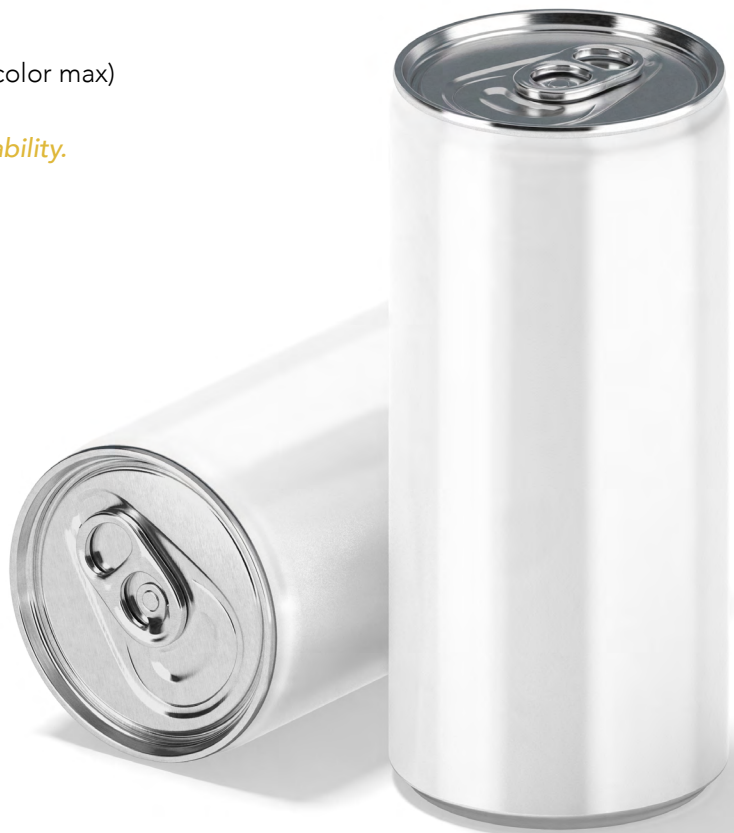
Cans

Convenient, durable, and fun package format to enjoy ready-to-drink product solutions.

Sizes: 8.4, 12 and 16 fl oz

Styles: Standard or sleek; Brite, printed (6-color max) or shrink sleeved

Ask us about Epoxy and BPANI liner availability.



Paper

A new innovation in the spirit packaging space, with sustainability benefits seen for both carbon and water footprints.

Fill Capacity: 750ml

Neck Finish: 30mm ROPP

Paper bottle shown with concept artwork.



Decoration

Decoration and on-pack details are just as important as the shape of the package. Together, they position your spirit product(s) for success. Explore key decoration techniques for color, metallization, tactility, and more.

Need help determining the best decoration techniques to utilize for your selected bottle? Whether its mocking up your brand's existing artwork or developing a custom graphic solution from the ground up, our team is here to help! Consult with our Graphic Designers today and see how your spirit packaging solution is able to come to life.



Are you looking to add embossed details to further personalize your package and create premium tactile details, yet your development timeline doesn't support a fully custom solution? Inquire about stock tool options with the ability to customize key locations with personalized embossed features, while achieving the speed to market you need.





Custom Bottles

Our award-winning Design and Engineering team consists of experienced team members in Category and Consumer Insights, Graphic and Industrial Design, Engineering, Quality and Project Management. Our team's make-up ensures custom designs resonate with consumers (both functionally and aesthetically) and are manufactured to specification to ensure package performance.

We are able to customize the full package. From bottle to closure, to unique label designs and decoration. We build more than 400 custom projects annually, hold hundreds of utility and design patents, and have earned more than 100 renowned industry awards.





TricorBraun Success Story
Forbidden Bourbon

Asymmetric, statuesque profile demands consumer attention

Ergonomic grip

Stock cork closure



Concept designed for consumers, refined for manufacturability, available for final development.



TricorBraun Success Story
Arta Tequila

Silk screen or shrink sleeve



TricorBraun Success Story
Peg Leg Porker



TricorBraun Success Story
The 1970



TricorBraun Success Story
O'Neill Vintners & Distillery O'MAGE



TricorBraun Success Story
Distillerie 3 LACS



We're here to help!

Amidst a crowded and rapidly expanding spirits market, achieving differentiation becomes paramount. The strategic selection of structural packaging to safeguard and preserve your product, coupled with leveraging your brand and visual elements, holds the key to resonating with consumers and securing market share.

TricorBraun specializes in creating spirits packaging solutions, crafted for your unique needs. Our customer-focused approach leverages our robust global supply chain to provide high-quality, cost-effective packaging solutions that contribute to your bottom line. We have a presence in over 100 locations across the Americas, Asia, Europe, and Australia—our team of over 2,000 experts excels in sourcing, logistics, quality, vendor-managed inventory, and warehousing. Whether your packaging goals are stock or custom, short-term or long-term, straightforward or complex, we work with flexibility toward the best integrated solution for your needs.



Let's get started. Email us at marketing@tricorbraun.com

TRICORBRAUN

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