



Käfer – Bellini

[Beverage Packaging]

The label design for the large (0.7 l) and small (0.2 l) "Bellini" bottle of the Feinkost Käfer brand exudes Italian charm and the anticipation of relaxing summer evenings. The bottle contour of the fruity cocktail mixed with Prosecco and the juice of peaches and raspberries is reminiscent of a champagne bottle. Through the use of the capital or the small letter, the distinctive "B / b" for "Bellini" playfully refers to the two different bottle sizes. The transparency of the labels together with their minimalist design guide the attention towards the strong peach colour of the drink.

Client

Feinkost Käfer GmbH, Munich

Design

Bloom GmbH, Munich

Creative Direction

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Account Management

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