

# VIRTUOSO LIFE

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## TASTING NOTES



Wrapped in leather, heading south, going square: Today's spirits bottles are works of art.

## Glass Act

Presentation makes perfect with these seven new offerings, whose eye-catching bottle designs showcase stellar libations within.

BY ANTHONY DIAS BLUE

**A** LITTLE BROWN JUG MAY have been good enough for the moonshiners of yore, but today's spirits bottles are anything but drab. The liquor-store shelf now dazzles with eye candy: Bottles in a rainbow of colors assume all shapes and sizes, each vying for your attention

and a chance to appear on your next credit card statement. Producers who ignore bottle design may as well be selling bulk dish soap. "Spirits sales are surging at an annual rate of 7.5 percent," says F. Paul Pacult, editor of *Spirit Journal*. "Product presentation has become a significant factor in marketing—especially in the premium

and super-premium sectors, where product appearance often dictates buying decisions."

These seven new bottles demonstrate both the imagination of their producers and the talented designers commissioned to produce them. And, yes, the liquid inside is just as good as the package.

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