



Käfer – Handle with care

[Beverage Packaging]

The wine range for Feinkost Käfer illustrates in a playful and humorous way the risks and benefits of enjoying wine. The label print illustrates the aphrodisiac effect of wine through a combination of friendly icons and mathematical equations. The quality of the wine is indirectly conveyed even without direct product advertising. The clean lines and the minimalistic appearance of the icons are highlighted by the transparent material of the labels. The white lettering in contrast to the dark glass bottle attracts a high level of attention.

Client

Feinkost Käfer GmbH, Munich

Design

Bloom GmbH, Munich

Creative Direction

Christof Jung

Account Management

Kathrin Wormer