

Zakuska Vodka was born from celebrations around the product owner's family dinner table. Stories and jokes, heartfelt toasts and songs, all accompanied by delicious food and punctuated by cold shots of vodka.

As designers, we wanted to ensure that we brought Zakuska's story to life so we immediately began sifting through family photos with the client. We incorporated both the client's parents on the label, as well as old-time imagery from Brooklyn and New York.

We chose to create a front label that would be small and sleek – one that would stand up against other vodka brands on the shelf – but that would also welcome the potential buyer to explore the back of the label as well as the vision of the label visible through the front. The distortion from the Wild Crafted brand bottle adds to the sometimes indistinct and unfiltered nature of memories with friends and family when vodka hits the table.