

# Under the Influence

A few cold comforts to get you through the summer heat.

WITH A COUPLE more months of hot weather still to go, we've rounded up the latest liquid designs to whet your appetite.

Design has been used by &Co's new sauvignon blanc not to make it more luxurious and exclusive, but to underpin a more European idea of wine as an everyday thing. To do this they've adopted ideas from the local usual – a bottle of beer. The crown cap closure and the label with a drawing from the original crown cap patent aim to make wine not a special occasion tippie, but something accessible to be enjoyed everyday.

Hallertau Brewery took almost the opposite approach to &Co and used design to elevate the brand beyond other run-of-the-mill beers. When the Hallertau Brewery opened, its first four beers were simply numbered and the patrons were asked to submit names. Locals

fiercely debated the four, but it was those four numbers that stuck even after other names were decided on. The simple, bold and utilitarian graphics, designed by Degree Design, have a robust and honest feel, while still being original and unique.

Aroha Cordial bottles also adopt a shape and sense of nostalgia from another beverage with their bottle mimicking the traditional New Zealand 600ml milk bottle.

Eschewing nostalgia and pushing for modern elegance, the 26000 Vodka bottle is a tall, slim and polished creation, not unlike their target customer, I imagine. Deep Origin's custom-designed vessel combines beauty with functionality with ergonomically opposing dimples that make pouring a cinch, and it looks great on the table. You'll be intoxicated.

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ABOVE, FRONT ROW, LEFT TO RIGHT: Aroha Elderflower Rhubarb Sparkle; &Co Sauvignon Blanc 2009. BACK ROW: Hallertau 2, from the First Four range; 26000 Vodka (Lychee); Hallertau 1; Deep Origin sparkling water.