

Beaming on the pack of a new design

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Date : June 6, 2016



Global Jim Beam Portfolio Receives Packaging Makeover

Jim Beam is getting a new look for the first time in decades. The bourbon that's been around since 1795 and all its varieties found in more than 100 markets will have new, consistent, cleanly **designed** labels with higher-quality paper. US consumers should see the changes by August while European shoppers started seeing the shift in March. Until now, different designs for **Beam** had been used in different markets.

"Being a truly global iconic **brand**, with packaging obviously being our most visible and valuable real estate, we wanted to make sure that wherever you went you saw a consistent look of Jim Beam across the family of products," **Megan Frank**, VP of global **marketing** for the **Jim Beam brand**, told [Ad Age](#).

<https://twitter.com/JimBeam/status/736225468295307264>

For some beverages in the portfolio that are considered premium, such as **Jim Beam Black**, the shape of the bottle changes to be more rectangular. (Don't worry, Beam lovers. It holds the same amount.) [Premium products](#) will also get "extra fine detailing, crafted borders, full finishes, refined embossing and a paper matte stock," according to a [press release](#). In other words, **Beam** wants its premium products to look a little classier. Other products in the portfolio include **Jim Beam Bourbon**, **Jim Beam Apple**, **Jim Beam Honey**, **Jim Beam Kentucky Fire**, **Red Stag** by **Jim Beam** and **Jim Beam Devil's Cut**.

"This represents another historic milestone in my family's history," said Fred Noe, seventh-generation master distiller and **Jim Beam's** great-grandson, in the press release. "I've always been proud to see the faces of every Beam master distiller displayed on **Jim Beam** bottles across the world. These bottles feel even better in my hands when I pour the world's finest bourbon."

This comes two years after **Beam** put into motion its first global **marketing** campaign, "Make History," featuring actress Mila Kunis. The new look will be integrated into the campaign as well

as in-store displays.

https://youtu.be/KklsB4O_d_E