



GVH Distribution

BEVERAGE LABEL TRENDS NOW & THEN

Spread some good cheer with positive labeling messages incorporated into your beverage brand. Much like Seattle-based Jones Soda Co. who turned to their consumers for designs of hope that they featured on a 6 bottle series that was released in July. These designs ranged from messages of thanks to essential employees to “We’re All in This Together” campaigns. Jones Soda’s regularly change up their labels every few months with black and white photos submitted by their customers. “The pandemic has brought out the best in people...” according to Maisie Antonielli, VP of marketing at Jones.*

Beverage or craft beer producers are all looking for an impactful, creative label solution that is authentic while also increasing sales. According to studies, conducted by “Package Insight” at Clemson University and sponsored by Avery Dennison, the product label captures attention and drives sales. The study confirmed that position on the Shelf as well as type of label all impacted results.**

Participants wore calibrated eye-tracking glasses while they shopped a simulated shopping environment and typical store planogram. The merchandised shelf included craft beers with labels made from paper, matte film, gloss film, metalized film, wood veneer, and clear film.

They measured the time to first fixation or when the product first came into view and how long the participant fixated on the product. Gloss labels were viewed the most but for a shorter duration followed by wood veneer and metalized materials. Clear on clear labels were viewed **20% longer** compared to the others.**

46% of participants perceived the metallic label product as more expensive, with wood veneer and clear film following close behind. All this data confirms what we already know, that label design and material selection make an impact on buying decisions. With fierce competition in the craft beer and beverage categories, put your trust into a design and label company that will work tirelessly to implement a label solution that sells.



Blog

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*bevindustry.com June 22, 2020, **Craftbrewingbusiness.com Aug 3, Article