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PACKAGING NEWS

Anonymous

GRAPE APPEAL

Birmingham, Ala.-based **Buffalo Rock** Bottling's Grapico and Diet Grapico have been updated with a new look and rolled out to store shelves and coolers across the Southeast. The new packaging design, developed by **Buffalo Rock**'s advertising agency o2ideas, features a multi-hued purple emblem, product wording in a signature Southern block script and a cluster of purple grapes at the top. The "new retro" look brings together the nostalgic best of Grapico's history and the popularity of the grape taste, the company says. Grapico is available in purple cans and packaging, while Diet Grapico is available in white packaging. Both feature a new purple shield. The packaging redesign applies to all versions of the soft drink, including 12-ounce cans, 12-pack cartons, and 2-liter and 20-ounce bottles.