

Spirits Packaging Development Checklist

Brand & Product

- Product name(s)
- Spirit type
- Target customer
- Brand positioning
- Desired retail price
- Target launch date
- Existing brand guidelines available

Bottle Selection

- Bottle style selected
- Bottle size confirmed
- Bottle finish selected
- Closure selected
- Bottle supplier identified (if applicable)

Decoration Plan

- Screen printing
- Spray coating
- Transparent finish
- Opaque finish
- Matte finish
- Gloss finish
- Frosted finish
- Metallic or specialty finish (if applicable)

Color Development

- Brand colors identified
- Pantone colors available
- Custom color matching required
- Multiple SKUs planned
- Product line color strategy established

Artwork

- Vector artwork (AI, EPS, or Vector PDF)
- Fonts outlined
- Logos approved
- Print areas reviewed
- Artwork proofread
- Color specifications provided

Sampling

- Sample requested
- Decoration reviewed
- Color approved
- Artwork placement approved
- Internal team approval complete
- Customer approval complete

Production Planning

- Estimated order quantity
- Number of SKUs
- Production timeline discussed
- Shipping requirements identified
- Launch schedule confirmed

Questions for Your Packaging Partner

- Does the selected bottle support our brand goals?
- Are our decoration methods appropriate for the desired appearance?
- Is our artwork production ready?
- Have we reviewed physical samples?
- Are we planning for future product launches?
- Have we allowed enough time for sampling and production?

Before Moving Into Production

- Bottle selected
- Decoration methods approved
- Colors approved
- Artwork finalized
- Sample approved
- Quantities confirmed

- Timeline confirmed
- Shipping details finalized