

Spirits Packaging

ICEBERG VODKA

PET Bottle



TricorBraun's PET Plastic Solution for Iceberg Vodka Reduces Environmental Impact and Costs

The Iceberg brand name traces back to a day when its founders were stranded in a Newfoundland hotel bar, confronted by the sight of an iceberg obstructing the means for them to leave the harbor. In that moment inspiration struck: Why not craft vodka from the purity of an iceberg? Given that vodka comprises 60% water, the smoothness and minerality of its water source are critical for creating an excellent product. Thus, the Iceberg Vodka brand was born, with its signature element being pure iceberg water in the production.

As Iceberg Vodka sought to minimize freight costs and reduce its carbon footprint, TricorBraun identified numerous opportunities where PET packaging would seamlessly align with the goals of the spirits brand.

"Iceberg Vodka saw a boost in demand for spirits packaging for use in settings like outdoor events where the fragility of glass could be an issue — or for outdoor enthusiasts, who desire a lightweight product," said Alyssa Gazza, Packaging Consultant, TricorBraun. "Therefore, TricorBraun recommended a PET bottle because it is lightweight and a safer option than glass for outdoor occasions."

Initially, TricorBraun had been sourcing the Iceberg Vodka PET bottles from Toronto. However, given the high freight costs for shipping the bottles from Toronto to Iceberg Vodka and its co-packing facility near St. John's, Newfoundland, where the iceberg water originates from, TricorBraun identified a cost-saving opportunity for Iceberg Vodka to transition production to a Newfoundland facility.

TricorBraun also determined that shipping PET pre-forms was a more sensible option because of the lighter weight. TricorBraun's PET pre-form solution maximized efficiencies by reducing the number of trips required, with each truckload of pre-form resins equating to approximately eight truckloads of 1.75 ml bottles. This translates to lower fuel consumption and emissions, furthering Iceberg Vodka's commitment to sustainability.

TricorBraun distinguishes itself as a big company that operates with the personalized attention of a smaller entity, demonstrated through its ability to meet the needs of Iceberg Vodka.

— KEVIN CHISHOLM,
Operations Manager,
Iceberg Vodka

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“Shipping empty bottles demands more space, particularly with larger bottle sizes like our 1.75ml format where the air-to-bottle ratio increases,” said Steve Ciccolini, President, Iceberg Vodka. “Opting to ship pre-forms instead of empty bottles aligns with Iceberg Vodka’s commitment to minimizing our environmental impact.”

Driving Sales Success with PET Packaging

Embracing PET packaging yielded another significant benefit for Iceberg Vodka.

“We’ve experienced rapid sales growth of our PET bottles without compromising the sales of the glass format because PET is very much an occasion-based sale,” said Ciccolini. “Introducing Iceberg Vodka in PET has proven to be a strategic advantage for us at the shelf level and a differentiating point because it looks like a premium glass bottle.”

Iceberg Vodka also attributes its relationship dynamic with TricorBraun to its overall success.

“We’ve had a longstanding relationship with TricorBraun because they’ve got a great team of people readily available to help whether for invoice management or transportation logistics,” said Kevin Chisholm, Operations Manager, Iceberg Vodka. “TricorBraun distinguishes itself as a big company that operates with the personalized attention of a smaller entity, demonstrated through its ability to meet the needs of Iceberg Vodka.”



TALK TO A TRICORBRAUN PACKAGING CONSULTANT

At TricorBraun, we leverage our global scale, comprehensive scope, and unparalleled expertise to solve customers’ complex packaging problems and help them win in the marketplace.

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