

Alcohol & Beverage Display Portfolio

Together we collaborate, innovate and create
—leveraging 20+ years of expertise.



About OneTouchPoint

We Simplify Alcohol & Beverage Marketing

From integrated marketing campaigns, capturing customers and influencing buyers' attention through in-store marketing displays to easily managing coupons (and barcoding, state polling & compliance), OneTouchPoint helps you maximize consumer engagements across national, regional and local experiences.

Let OneTouchPoint handle your point-of-sale marketing needs, so you can focus on your core business.

We know the alcohol & beverage industry.



BOSTON BEER CO.



CAMPARI.

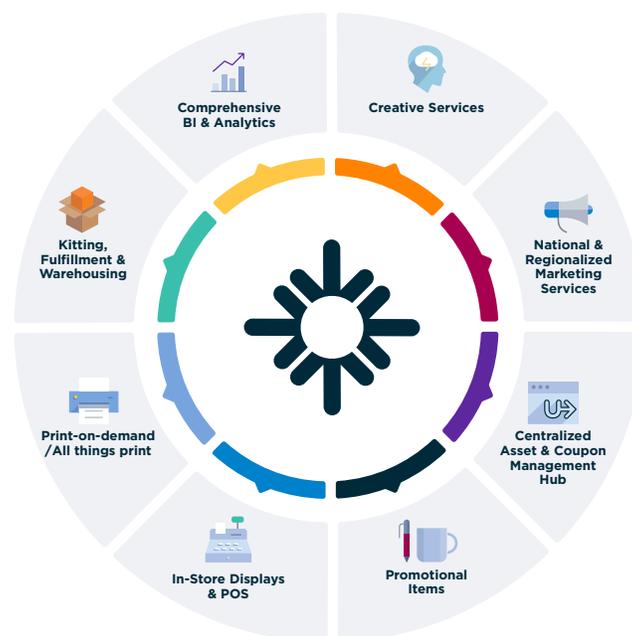


Who is OneTouchPoint

Our End-to-End Multi-location Support

One of the cornerstones of our work as an end-to-end marketing service provider is our ability to streamline processes, lighten the logistics burden and save both time and resources—without compromising brand quality or integrity across channels and locations. Our marketing offerings extend the same efficiency and standards to the online marketing world, giving our clients peace of mind that, no matter when, where or how current potential customers are interacting with their brands, they're seeing consistent, quality messaging that piques their interest and keeps them engaged with your brands.

→ Simplify your Alcohol & Beverage Marketing with an integrated platform



→ The alcohol and beverage market is experiencing explosive growth with new concepts and product lines launching continually. This makes the marketing challenge more difficult. Driving awareness, loyalty and brand affinity is no small task in such a crowded marketplace. To get to market quickly and efficiently, alcohol and beverage brands need an easy way to manage everything from creative to budgets to national campaign buying windows, to regionalize marketing and co-op funding

Table of Contents

3D Renderings	5	Mixed Materials	31
Espolòn Flagship	6	The Prisoner Wine Company	32
Modelo Trophy	7	Corona Hard Seltzer	33
Aperol Spritz Display Cart	8	Crimson Living Wall Display	34
Aperol Spritz Trike	9	Diora Rack	35
SKYY Infusions Display	10	Penfolds Rack	36
Golden Road Fruit Cart Basket	11	Masterson's 3 Bottle Box	37
Simi Wine Topper	12		
Meiomi Golf Display	13	Corrugate	38
Simi Barrel Display	14	Raising Spirits for Jack Daniels	39
Meiomi Holiday Display	15	Pacifico RV	40
Ruffino Display	16		
7 Deadly Wine Topper	17	VAPs (Value Added Packages)	41
Freixenet Arbor	18	VAPs	
Imagery Stand	19	(Value Added Packages)	42
Bonterra Wine Cart	20		
Jack Daniel's Football Display	21	Innovations (5D printing)	43
		5D Printing	44
Wood	22		
Pacifico Case Stacker	23	Sustainable Materials	45
Decoy	24	DISPA	46
Unshackled Display	25	MDF Rice Straw	46
Metal	26		
7 Moons Metal Circle Rack	27		
Jack Daniel's Delivery Truck	28		
Ménage à Trois Wire Display	29		
Daou Display	30		

3D Renderings



Espolòn Flagship

When our client approached us with this project, the initial challenge was addressing its significant weight. The display we created is 6' x 8', with a steel structure and large acrylic piece. We set out to produce a frame that would be able to support the heavy acrylic pane. It was determined that the display should be modular, with two equal fitting pieces, and under 100lbs. After designing two different prototypes to achieve this goal, we successfully re-engineered the frame's structure to be more lightweight, as well as knocked down into smaller master cartons. The first prototype was 140lbs and the second one was 90lbs. The final version of the display was still structurally sound, very stable, and supportive.

Project Details

Client

→ Campari

Brand

→ Espolòn Tequila

Services

→ Industrial Design

→ Custom Display



Modelo Trophy

Our Client was looking to update and evolve the soccer goalpost display they'd been utilizing for the last few years. The direction we were given was soccer-inspired, while avoiding a display that was too literal or 'real'. The client loved our trophy concept, and our challenge was to determine the best material to make a 50" trophy that was lightweight and easily portable. We sourced the perfect material, a reinforced fiberglass, similar to material used for mannequins. The final piece is durable, sturdy, lightweight and with a glossy finish, making this a display centerpiece.

Project Details

Client

→ Constellation Brands

Brand

→ Modelo

Services

→ Industrial Design

→ Custom Display



Aperol Spritz Display Cart

Our client requested a functioning display that could easily be wheeled around in-store. They also wanted the flexibility to be able to retail Prosecco as well as Aperol. The client specifically wanted the cart to hold product in retail, but also retain the ability to act as an authentic “bar cart” once the product is taken out of the piece. We designed the cart with removable top wires, so when adjusted the top shelf becomes an open, flat area to display product. The cart was so well received, several Campari employees ordered these carts for their own personal use!

Project Details

Client

→ Campari

Brand

→ Aperol Spritz

Services

→ Industrial Design

→ Custom Display



Aperol Spritz Trike

The Aperol Spritz Trike was one of our more unique projects for Campari that presented a few initial challenges. We had to be diligent about budget due to the complex design and development process. Additionally, the trike had to be scalable to accommodate displays in different sized retail environments. With the budget in mind, our goal was to have the trike appear as realistic as possible. We vacuum formed the front wheel, implemented vinyl chrome decal windows and incorporated realistic pop out lights. The bed of the trike was designed to be scalable, meaning it moved in and out to make the overall body bigger or smaller as needed. It held as little as 12 cartons up to 36 cartons. Even with all these customizable features, this piece can still be assembled in 5 minutes or less.

Project Details

Client

→ Campari

Brand

→ Aperol Spritz

Services

→ Industrial Design

→ Custom Display



SKYY Infusions Display

For this project, our client requested a modern, elevated display with a small footprint. The display required the capacity to hold 4 cases and 8 different SKUs, so we developed 4 flavor channel strips, allowing 8 flavors total (by incorporating double sided channel strips). This way, the display could hold whatever combination of flavors that the particular store/retail location offers.

Project Details

Client

→ Campari

Brand

→ SKYY Vodka

Services

→ Industrial Design

→ Custom Display



Golden Road Fruit Cart Basket

Simply put, this project was presented as “you know those beer buckets you get by the pool? We want that, but not that...better!” The client was open and flexible on how to approach this concept, so we presented them with different designs that would be feasible to properly manufacture. We were able to narrow down to a render that the client loved and was successfully produced.

Project Details

Client

→ Anheuser-Busch

Brand

→ Golden Road Brewery

Services

→ Industrial Design

→ Custom Display



Simi Wine Topper

The client requested an elevated display, reminiscent of Pottery Barn, with the incorporation of greenery to give it a natural, but upscale presentation. After a few rounds of design, we moved forward with the built out wooden letters. The client loved the display, and they even modified the greenery in the letters for the holidays.

Project Details

Client

→ Constellation Brands

Brand

→ Simi Winery

Services

→ Industrial Design

→ Custom Display



Meiomì Golf Display

Meiomì Wines wanted to expand its partnership with the PGA through an eye-catching display that incorporated the PGA brand while staying true to their own iconic label and shape. We included golf elements while maintaining the integrity of the Meiomì brand. The diecut metal letters have become a consistent fixture on all Meiomì displays.

Project Details

Client

→ Constellation Brands

Brand

→ Meiomì

Services

→ Industrial Design

→ Custom Display



Simi Barrel Display

Simi Brands wanted to expand their barrel display for accounts that required a smaller footprint. The challenge was how to capture the essence of the barrel into a stand-alone display. Using the barrel head as inspiration we created a display that highlighted the logo on the barrel head and enabled the brand to be stacked under the top for maximum visibility. Due to the success of this display, we created a corrugate version using the same design.

Project Details

Client

→ Constellation Brands

Brand

→ Simi

Services

→ Industrial Design

→ Custom Display



Meiomì Holiday Display

Expanding on the success of their label, Meiomì created a set of holiday displays. Based on the account they had the option to select a large arbor, set of cubes or a pole topper. All three were given a holiday theme of red and a snow scene with added garland to enhance the seasonal campaign.

Project Details

Client

→ Constellation Brands

Brand

→ Meiomì

Services

→ Industrial Design

→ Custom Display



Ruffino Display

Ruffino wanted to capture the fun of their brand with travel and gift giving using dimensional material to bring the display to life. Ruffino was able to showcase its brand while featuring a large display set up with a small footprint.

Project Details

Client

→ Constellation Brands

Brand

→ Ruffino

Services

→ Industrial Design

→ Custom Display



7 Deadly Wine Topper

The Wine Group's 7 Deadly Zins has an iconic label. Using the imagery of the serpent, we created a design that showcases the bottle with the serpent wrapping around it resulting in an eye-catching display.

Project Details

Client

→ The Wine Group

Brand

→ 7 Deadly

Services

→ Industrial Design



Freixenet Arbor

Freixenet wanted to create a display focused on wedding season. We used a trellis draped in fabric with floral accents to bring their vision to life.

Project Details

Client

→ Freixenet/Mionetto

Brand

→ Freixenet

Services

→ Industrial Design

→ Custom Display



Imagery Stand

Imagery is known for their iconic “drop.” They wanted a way to showcase their product with a clean-lined display that highlighted the drop while maximizing the bottles on the display. This four case display has a small footprint with high visibility.

Project Details

Client

→ The Wine Group

Brand

→ Imagery Estate Winery

Services

→ Industrial Design



Bonterra Wine Cart

Bonterra wanted to share their organic brand through a cart display. The display is easy to merchandise throughout the store, from the floral to the deli section. The ability to tell their organic story is highlighted with the natural crates and allows them to stand out from the competition.

Project Details

Client

→ Fetzer Vineyards

Brand

→ Bonterra Wine

Services

→ Industrial Design



Jack Daniel's Football Display

Jack Daniel's wanted to create a stand out display for football season. We created a 4' reinforced fiberglass 3D football display. This piece had a big impact and allowed them to merchandise multiple cases in store.

Project Details

Client

→ Brown Forman

Brand

→ Jack Daniel's

Services

→ Industrial Design

→ Custom Display

Wood



Pacifico Case Stacker

Pacifico wanted to create a case stacker display with interchangeable graphics on the side panels allowing them to change branding seasonally for different markets. The wood display met their requirements of a simple footprint with large case stack and multiple branding options.

Project Details

Client

→ Constellation Brands

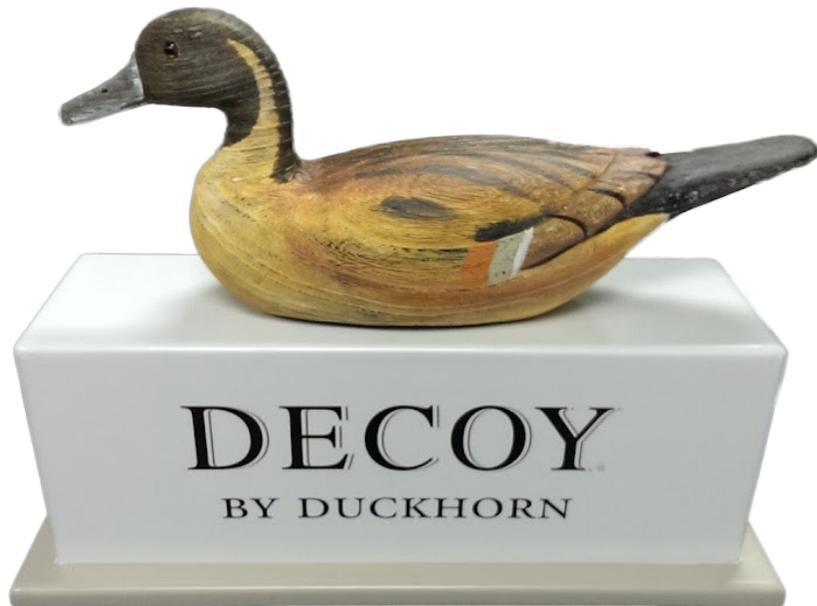
Brand

→ Pacifico

Services

→ Industrial Design

→ Custom Display



Decoy

The iconic duck is a big part of the branding of Decoy. We created a 3 dimensional lightweight case topper. The hollow wood case topper is easy to execute in retail and can be used as a case topper or a stand-alone piece.

Project Details

Client

→ Duckhorn Vineyards

Brand

→ Decoy

Services

→ Industrial Design

→ Custom Display



Unshackled Display

Playing off the success of The Prisoner Wine, Constellation Brands launched Unshackled using a similar style display to The Prisoner Wine brand. Elegant yet rustic was the goal of the display and the bottles are showcased like they are in a premium wooden gift box. The use of natural pine and a rustic stain finish made it the perfect display for the product launch.

Project Details

Client

→ Constellation Brands

Brand

→ Unshackled

Services

→ Industrial Design

→ Custom Display

Metal



7 Moons Metal Circle Rack

7 Moons wanted to showcase their unique story and branding by creating a 3 case circular metal rack. Imitating the look of moons, the display reflected the look of the label and gave it a unique presence in retail.

Project Details

Client

→ Constellations Brands

Brand

→ 7 Moons

Services

→ Industrial Design

→ Custom Display



Jack Daniel's Delivery Truck

Jack Daniel's has the reputation of being one of the original distillers in America. They are an American iconic brand and wanted to share their history by creating a replica of their old delivery trucks. This piece is made from metal and stands as a pole topper so they could display cases underneath.

Project Details

Client

→ Brown Forman

Brand

→ Jack Daniel's

Services

→ Industrial Design

→ Custom Display



Ménage à Trois Wire Display

This metal display is complete with figurines wrapped in lights that were battery operated to illuminate in the store giving consumers the opportunity to interact and understand the essence of the brand.

Project Details

Client

→ Trinchero Family Estates

Brand

→ Ménage à Trois

Services

→ Industrial Design

→ Custom Display



Daou Display

Daou wanted to showcase their new Rosé. We created a sleek metal display with a small footprint and added the acrylic side panels with printed details to match the design on the label that catches the customer's eye when filled with rosé.

Project Details

Client

→ Daou

Brand

→ Daou Rosé

Services

→ Industrial Design

→ Custom Display

Mixed Materials



The Prisoner Wine Company

The Prisoner Wine Company was looking for a sleek display to support sales in fine wine and luxury supermarkets. Mixing materials of metal and wood, we created a premium display showcasing their varietals and ease of use for the consumer to shop on all sides.

Project Details

Client

→ Constellation Brands

Brand

→ The Prisoner Wine Company

Services

→ Industrial Design

→ Custom Display



Corona Hard Seltzer

Playing on the popularity of the hard seltzer, Constellation launched Corona Hard Seltzers. The focus was to showcase the flavor profiles of the brand as well as the excitement of having bubbles in every sip. We used a mix of metal and acrylic to execute the design elements, bringing their vision to life.

Project Details

Client

→ Constellation Brands

Brand

→ Corona Hard Seltzer

Services

→ Industrial Design

→ Custom Display



Crimson Living Wall Display

The objective of this project was to showcase the flavor pallet of the wine. The front of the display was a box setting filled with faux regional plants and succulents - which is a large part of the brand's flavor. The back of the display was a full print of the winery vineyards.

Project Details

Client

→ Crimson Wine Group

Brand

→ Pine Ridge Vineyards

Services

→ Industrial Design

→ Custom Display

Mixed Materials: Wood & Metal



Diora Rack

Diora wanted to showcase their new brand with a display that incorporated standing shelves and a riddling rack in one piece. The dimensional die-cut letters on the header added depth and elegance to the display. Made of MDF and metal, the bottles were not only suspended on the sides but on the front to hold 4 cases.

Project Details

Client

→ Delicato Family Vineyards

Brand

→ Diora

Services

→ Industrial Design

→ Custom Display



Penfolds Rack

This premium metal and acrylic rack showcases the iconic brand and bottle of Penfolds. The client was looking to make a clean display with a small footprint to be used for both retail and fine wine stores.

Project Details

Client

→ Treasury Wine Estates

Brand

→ Penfolds

Services

→ Industrial Design

→ Custom Display



Masterson's 3 Bottle Box

Masterson's wanted to create a high-end back bar display that would showcase their 3 products. The package was made of a premium faux leather that could be given to an account and the inside platform could be removed from the case and become a stand-alone back bar display.

Project Details

Client

→ 3 Badge

Brand

→ Masterson's

Services

→ Custom Packaging

Corrugate



Raising Spirits for Jack Daniels

Jack Daniel's wanted to promote their brand for the Halloween season. This is one of the largest selling events of the year. The creation of this display not only highlights the holiday, but the topper was able to be removed and stand as a separate case topper.

Project Details

Client

→ Brown Forman

Brand

→ Jack Daniel's

Services

→ Industrial Design

→ Custom Display



Pacifico RV

Pacifico wanted to create a Modular Display with a removable top “box” to change out for other events/ seasons like a sweepstakes or holiday. The display gave Pacifico large presence in retail along with the ability to adjust the display size based on the individual retail store.

Project Details

Client

→ Constellation

Brand

→ Pacifico

Services

→ Industrial Design

→ Custom Display

VAPs (Value Added Packages)



VAPs (Value Added Packages)

VAPs are a large part of retail sales and give the client an opportunity to showcase their brands outside of the shelf. It gives the consumer a reason to purchase the product while receiving a gift as part of the purchase. IRG not only designs the VAP, we produce and have a bonded warehouse to kit and fulfill the complete package.

Innovations (5D printing)



5D Printing

5D is a revolutionary technology that makes flat surfaces look 5D. This technology is the first and only of its kind and you will not find it anywhere else in the world. Our captivating work will help your home, business, trade shows and more stand out from the rest and ensures to bring any space to life. These innovative, unique pieces will leave a lasting impression on anybody that encounters them.

- Printed on thin substrate
- Precise cuts & heat bend capabilities
- Built to last
- Ultra-radiant color printing

Sustainable Materials



DISPA

DISPA® are the sustainable display boards for screen and digital printing. They are made of FSC® certified paper (FSC® C127595) and are 100% recyclable. Thanks to the non directional core layer of DISPA® display boards, they provide optimal flatness and dimensional stability yet are still lightweight. The equally high level of rigidity - lengthwise and crosswise - is one of the main advantages over corrugated cardboard.



MDF Rice Straw

In California, rice straw is replacing wood as a raw material in medium- and high-density fiberboards while making use of an agricultural waste product. CalPlant 1 will use waste straw from the local rice harvest to create formaldehyde-free medium-density fiberboard (MDF) and high-density fiberboard (HDF). These low-carbon, low-emitting panels are better for the environment, have better performance, and could be a game changer in the interior panel industry.

Your brand & content. **Anytime. Anywhere. Anyway.**

If you want to deliver an unparalleled brand experience, you need to partner with the best. OneTouchPoint can elevate your brand, increase margins and speed time-to-market with its industry-leading technologies. Easily implement your brands initiatives all on one platform with OneTouchPoint:

- Print & coupons
- Displays / Point-of-Sale
- Premiums
- Wearables
- Digital coupons
- Digital marketing

Learn more at: 1touchpoint.com/solutions/alcohol-and-beverage

