



HARD HIPPIE

Hard Kombucha

Brand and Package Design



PACKAGE DESIGN - MULTI-UNIT CARRIER



DAN BENNETT

FINAL - FRONT

PACKAGE DESIGN - MULTI-UNIT CARRIER



DAN BENNETT

FINAL - SIDE

PACKAGE DESIGN - MULTI-UNIT CARRIER



DAN BENNETT

FINAL - BACK

PACKAGE DESIGN - MULTI-UNIT CARRIER



In addition to creating the design for the multi-unit carrier, I was also tasked with creating a variety pack of flavors for this brand with unique labels for each.



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FINAL - BOTTLES

PACKAGE DESIGN - MULTI-UNIT CARRIER



DAN BENNETT

FINAL - BOTTLES

PACKAGE DESIGN - MULTI-UNIT CARRIER



PACKAGE DESIGN - MULTI-UNIT CARRIER



PACKAGE DESIGN - MULTI-UNIT CARRIER



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DIGITAL LAYOUT

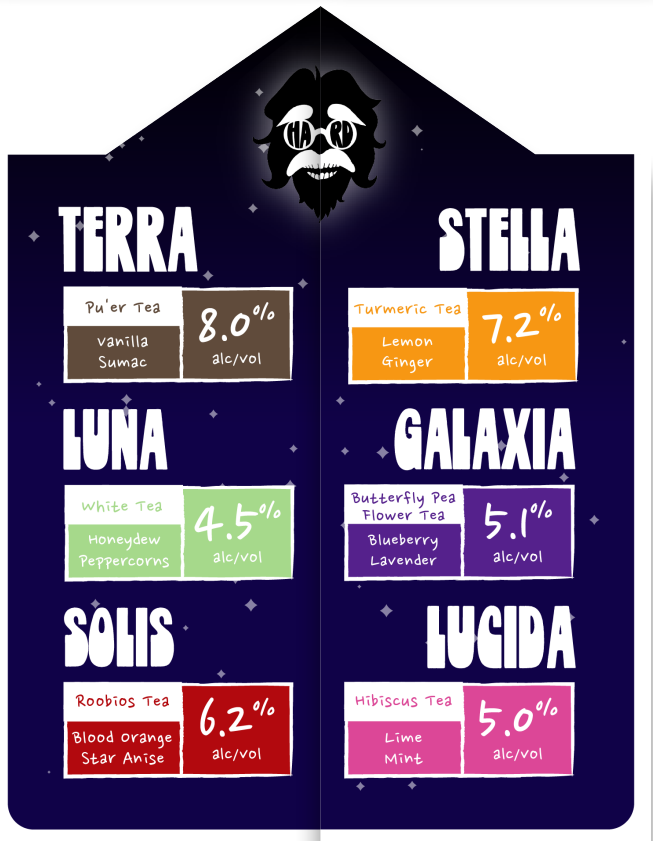
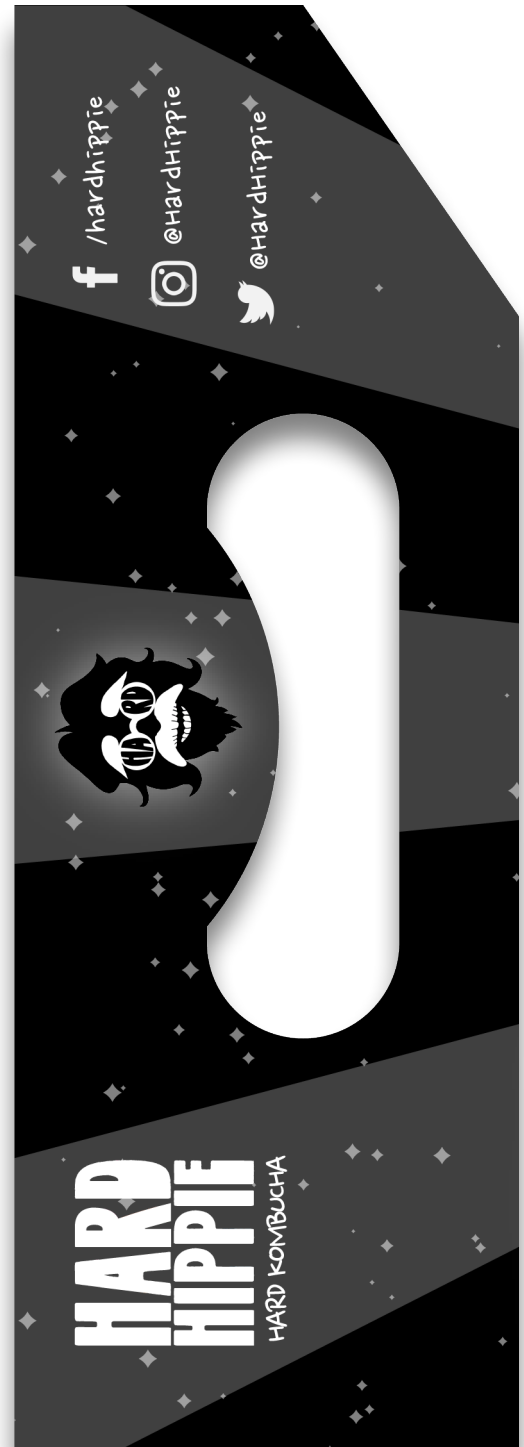
PACKAGE DESIGN - MULTI-UNIT CARRIER



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FRONT AND BOTTOM

PACKAGE DESIGN - MULTI-UNIT CARRIER



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SIDES AND HANDLE

PACKAGE DESIGN - MULTI-UNIT CARRIER

TERRA

HARD HIPPIE
HARD KOMBUCHA

Pu'er Tea
vanilla
Sumac

8.0%
alc/vol

12 FL.OZ.
355 mL

Enjoy by:
04/19/2020

TERRA

As bold as the people of Earth, Terra brings deep, rich Pu'er Tea imported from China with some lightness of vanilla and sumac could be exactly what the Earth needs right now, you know?

MADE WITH LOVE, BUT ALSO

Water, Kombucha culture, Organic Pu'er Tea, Organic Erythritol, Organic vanilla Pods, Organic Reb A (Stevia Leaf Extract), Natural Flavors, citric Acid, Sumac, Sea Salt.

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 0mg	0%	Total Carb. 7g	2%
Sat. Fat 0mg	0%	Sugars 1g	0%
Trans Fat 0mg	0%	Dietary Fiber 0g	0%
Cholesterol 0mg	0%	Protein 0g	0%
Sodium 5mg	<1%		

Nutrition Facts

Serv. Size 1 bottle
Calories 180

*Percent Daily Values (DV) are based on a 2,000 calorie diet

LUNA

Like a brightness in the midnight sky, Luna provides a bright pop of honeydew, the glow of White Tea followed by the tingle of peppercorns to remind you that space is still kinda spooky.

MADE WITH LOVE, BUT ALSO

Water, Kombucha culture, Organic White Tea, Organic Erythritol, Organic Honeydew Juice, Organic Reb A (Stevia Leaf Extract), Natural Flavors, citric Acid, Peppercorns, Sea Salt.

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

LUNA

HARD HIPPIE
HARD KOMBUCHA

White Tea
Honeydew
Peppercorns

4.5%
alc/vol

12 FL.OZ.
355 mL

Enjoy by:
04/19/2020

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 0mg	0%	Total Carb. 1g	1%
Sat. Fat 0mg	0%	Sugars 1g	0%
Trans Fat 0mg	0%	Dietary Fiber 0g	0%
Cholesterol 0mg	0%	Protein <1g	2%
Sodium 20mg	1%		

Nutrition Facts

Serv. Size 1 bottle
Calories 100

*Percent Daily Values (DV) are based on a 2,000 calorie diet



DAN BENNETT

DIGITAL LABELS

PACKAGE DESIGN - MULTI-UNIT CARRIER



HARD HIPPIE
HARD KOMBUCHA

Rooibos Tea	6.2%	12 FL.OZ. 355 mL
Blood orange Star Anise	alc/vol	Enjoy by: 04/19/2020

SOLIS

As bright and warm as a summer day, and just as warm, Solis brings back thoughts of the summer months with rich Rooibos Tea, a punch of blood orange, and some star anise spice.

MADE WITH LOVE, BUT ALSO

Water, Kombucha culture, Organic Rooibos Tea, Organic Erythritol, Blood orange oils, Organic Reb A (Stevia Leaf Extract), Natural Flavors, Citric Acid, Star Anise, Sea Salt.

GOVERNMENT WARNING:
 (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
 (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Carb.	7g	2%	
Sugars	1g	0%	
Dietary Fiber	0g	0%	
Protein	0g	0%	
Total Fat	0mg	0%	
Sat. Fat	0mg	0%	
Trans Fat	0mg	0%	
Cholesterol	0mg	0%	
Sodium	0mg	0%	

Nutrition Facts
 Serv. Size 1 bottle
 Calories 180
 *Percent Daily Values (DV) are based on a 2,000 calorie diet.

STELLA

Stars in the sky are much bigger than they appear. Don't let it's light color deceive you, Stella is strong. Powerful flavors of Turmeric Tea, spicy ginger, and lemon are sure to stun you.

MADE WITH LOVE, BUT ALSO

Water, Kombucha culture, Organic Turmeric, Organic Erythritol, Ginger Root, Organic Reb A (Stevia Leaf Extract), Natural Flavors, Citric Acid, Lemon oil

GOVERNMENT WARNING:
 (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
 (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Carb.	2g	1%	
Sugars	2g	0%	
Dietary Fiber	0g	0%	
Protein	<1g	2%	
Total Fat	0mg	0%	
Sat. Fat	0mg	0%	
Trans Fat	0mg	0%	
Cholesterol	0mg	0%	
Sodium	50mg	2%	

Nutrition Facts
 Serv. Size 1 bottle
 Calories 100
 *Percent Daily Values (DV) are based on a 2,000 calorie diet.



HARD HIPPIE
HARD KOMBUCHA

Turmeric Tea	7.2%	12 FL.OZ. 355 mL
Lemon Ginger	alc/vol	Enjoy by: 04/19/2020



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DIGITAL LABELS

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GALAXIA

HARD HIPPIE
HARD KOMBUCHA

Butterfly Pea Flower Tea

Blueberry Lavender

5.1%
alc/vol

12 FL.OZ.
355 mL

Enjoy by:
04/19/2020

GALAXIA

As deep and beautiful as the farthest galaxy, Galaxia pairs the lightness of Butterfly Pea Flower Tea with the empowering flavors of blueberry and lavender into one blissful experience.

MADE WITH LOVE, BUT ALSO

Water, Kombucha Culture, Organic Butterfly Pea Flower Tea, Organic Erythritol, Blueberry concentrate, Organic Reb A (Stevia Leaf Extract), Natural Flavors, Citric Acid, Lavender Oil

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Carb.	2%	Total Carb.	7g
Sugars	1g	Sugars	1g
Dietary Fiber	0g	Dietary Fiber	0g
Protein	0g	Protein	0g
Total Fat	0mg	Total Fat	0mg
Sat. Fat	0mg	Sat. Fat	0mg
Trans Fat	0mg	Trans Fat	0mg
Cholesterol	0mg	Cholesterol	0mg
Sodium	0mg	Sodium	0mg

Nutrition Facts

Serv. Size 1 bottle
Calories 180

*Percent Daily Values (DV) are based on a 2,000 calorie diet

LUCIDA

More amazing than you could ever imagine possible in a kombucha, Lucida is here. Vibrant Hibiscus Tea joins up with the zing of lime and the almost too cool mint in this ethereal drink.

MADE WITH LOVE, BUT ALSO

Water, Kombucha Culture, Organic Hibiscus Tea, Organic Erythritol, Organic Lime Juice, Organic Reb A (Stevia Leaf Extract), Natural Flavors, Mint Extract

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Carb.	1%	Total Carb.	2g
Sugars	2g	Sugars	2g
Dietary Fiber	0g	Dietary Fiber	0g
Protein	2%	Protein	<1g
Total Fat	0mg	Total Fat	0mg
Sat. Fat	0mg	Sat. Fat	0mg
Trans Fat	0mg	Trans Fat	0mg
Cholesterol	0mg	Cholesterol	0mg
Sodium	50mg	Sodium	50mg

Nutrition Facts

Serv. Size 1 bottle
Calories 100

*Percent Daily Values (DV) are based on a 2,000 calorie diet

LUCIDA

HARD HIPPIE
HARD KOMBUCHA

Hibiscus Tea

Lime Mint

5.0%
alc/vol

12 FL.OZ.
355 mL

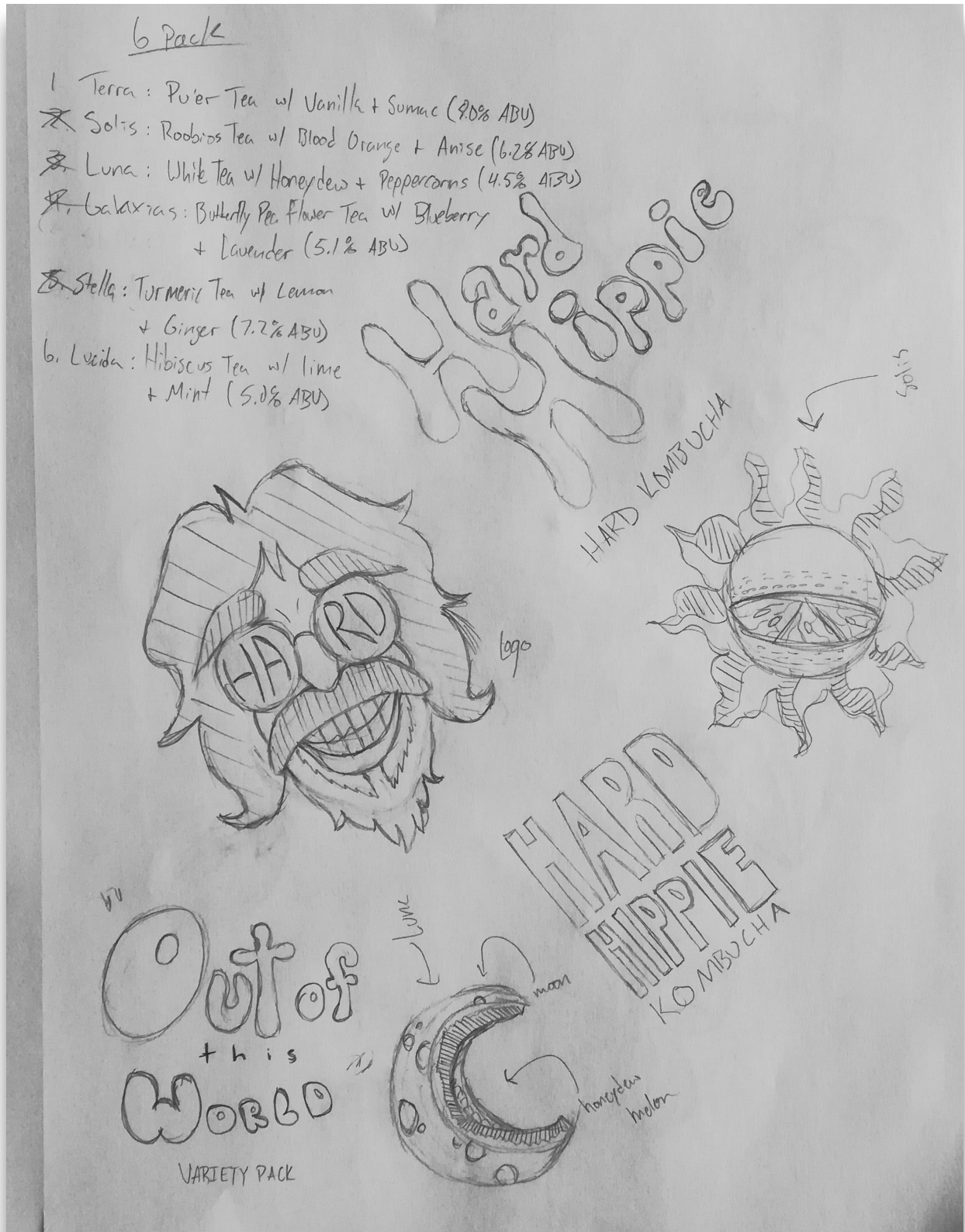
Enjoy by:
04/19/2020



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DIGITAL LABELS

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