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## HIRST PACIFIC LTD DESIGNS NEW GLACIAL PACKAGING FOR FINLANDIA VODKA

NEW YORK, NY (March 1, 2011) – Brown-Forman, a diversified producer of fine quality wine and spirits, unveiled today the new bottle design for its Finlandia Vodka brand. Webb Blevins, global design director for Brown-Forman led the design vision for Finlandia and joined with Hirst Pacific Ltd to redesign the structural packaging of Finlandia Vodka.

“Great brands have great stories. Finlandia is one of these brands with such a story,” says Kenneth Hirst, president of Hirst Pacific Ltd.

The design is all about discovery and continues the story behind the historic Vodka of Finland. The vodka is pure and natural and is made from 10,000 year old, glacial spring water and barley grown in Finland’s pristine landscape. From the first design, glacial ice became the metaphor for Finlandia’s unique qualities and the bottle captures the purity of the vodka through the natural fluid forms of glacial ice frozen in time.

The new crystal clear ‘glacial ice’ bottle is tall and slender, the peaks and valleys provide a memorable tactile experience while through the magic of refraction the glass comes alive and dances with reflected light. The organic icy form with its deep ice crystal push up in the base glistens recounting its origin like the ice shimmering in the land of the midnight sun.

To achieve the natural lines the design was first hand sculptured with the objective of producing an *objet d’art* that would be kept long after the contents had been emptied.

The Finlandia Vodka product line includes 1L, 750ml, 500ml and 250ml bottles. The line will be available in the United States and throughout the world. Grab a bottle and enjoy the new design of Finlandia Vodka sculptured by Kenneth Hirst.