

EKITAI SAKE

Ekitai Sake - Team members

Chao-Lun Cheng
William Sutton
Jiaming Gong
at Sheffield Hallam University

Ekitai Sake can be bought top shelf in retail stores, airports, bars, and nightclubs. It is the ideal premium gift for friends, family members, and executives. Ekitai Premium Sake is targeted towards Westernised liquor drinkers who enjoy the deluxe brand of alcoholic beverages. Although Sake is not a common drink in western culture nowadays, we predict its popularity will skyrocket within the next twenty years alongside the rise of Asian culture in the West.

Design Concept

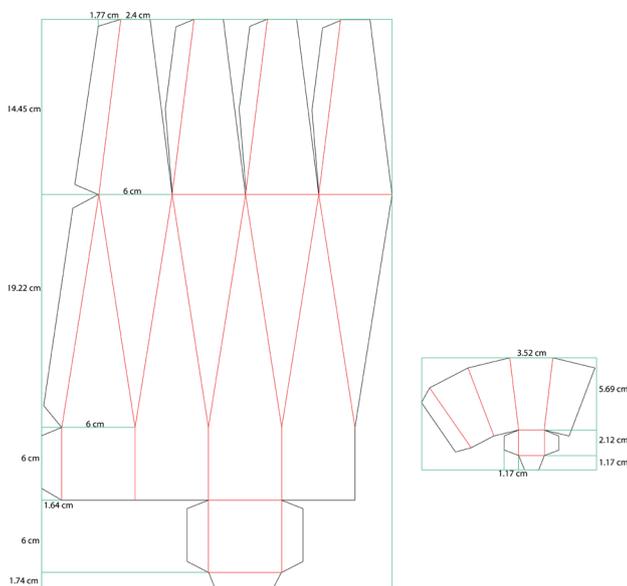
Our design concept is very simple, which is to stop using glass bottles in Sake packagings. Despite the fact that glass bottles are the most common choice of material in wine packaging, there are two reasons why using glass bottles in wine packaging is a waste of energy.

Firstly, although the glass bottle is recyclable, it costs a great amount of energy to produce and recycle because the melting point of the glass is very high. Additionally, glass bottles are too heavy. The average weight of an empty 750ml wine bottle is 500g, which equals around 40% of the weight of a full bottle. Similarly, 40% of energy consumption is wasted in the transportation of glass bottles on cargo vessels.

Packaging Design

Our packaging contains two parts, a bottle shape packaging and a shot-glass shape lid. The idea is that our customers can hold the packaging as the bottle and use the lid to drink the Sake. In this case, our customers do not need to buy a cup to drink it.

The material we use to make the packaging is BillerudKorsnäs White 270 g/m². It is very durable, strong, and recyclable. The card's smooth surface makes it effective for printing.



Sustainability

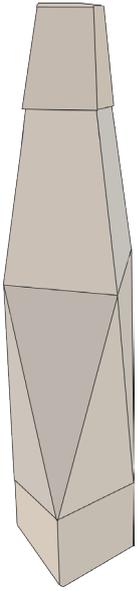
There are some companies trying to use other materials to pack their wine, such as PE plastic bags. Instead of selling a bottle of wine, they sell a bag of it. Although PE plastic has many advantages, for instance, it is very light, recyclable, and inexpensive, we still want to use as less material as possible. Besides, a bag of wine does not look appealing. People still expect to buy "a bottle of wine" not a bag of it. Thus, we researched bio-barriers and found out that there are many ways to make paper completely waterproof and suitable to contain liquid.

Since this is the packaging for the future, we presume the paper is waterproof at this stage. Thus, we only use cardboard to produce this packaging so it is 100% recyclable. The packaging can be squashed and recycled after the bottle is emptied. It only takes a small amount of space in the recycle bin. Besides, unlike glass bottles, our packaging is very light so it also saves a great amount of energy during transportation. Additionally, the customer can always fill the bottle with another drink after they finish the drink. This provides them with the possibility of a second use for this packaging.

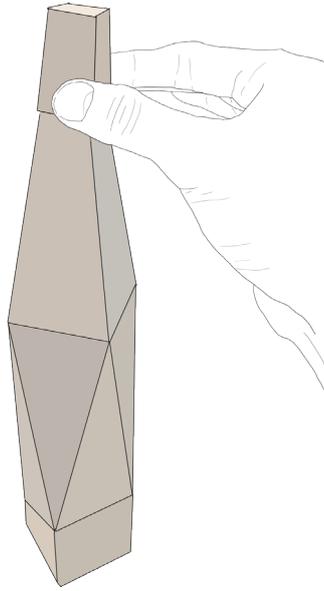
Graphic Design

There are special meanings behind our graphic design and our choice of colour. We print an illustration of a koi carp on our packaging because, in the past, only the royal family and the richest people could afford to raise the koi carp. Ordinary citizens could hardly see one in their whole life. It used to be the symbol of luxury in Japan. As for the wave pattern, it is very common in Japanese culture. This pattern looks like waves of the ocean, which means peace and auspiciousness in their culture. We use red inks on our graphic designs because it means wealth and honour in eastern culture. This is the most suitable colour for premium products.

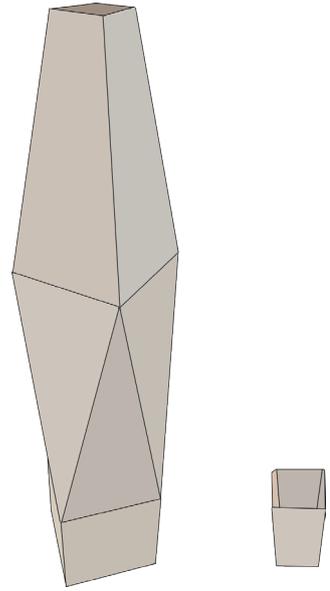
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