

Shaking things up for Pimentae's share-worthy, sustainable, and cost-effective cocktail gift hampers

Based in London, Pimentae's ready-to-drink (RTD) cocktail business specialises in crafting high-quality margaritas. Offering Spicy, Cucumber, and Tommy's Margaritas, they invite customers to move beyond the tequila 'shot' culture and discover the true magic of tequila through perfectly balanced, bar-quality cocktails. Pimentae's team passionately celebrates the beauty and complexity of tequila, telling their brand's story, heritage, and commitment to high-quality ingredients through beautifully designed bottles and cans. With a strong focus on sustainability, Pimentae found the perfect partner in Saxon Packaging (part of the Smurfit Westrock Group) when seeking new gift hamper packaging for their drinks.

A measure of 'wow' factor

Pimentae sought three stunning hamper boxes to showcase their unique margarita flavours, prioritising the safe and secure delivery of their RTD products. Understanding the importance of the unboxing experience – especially in the age of social media influencers, where **87% of people use social platforms when making shopping decisions** – Pimentae designed their cans and bottles to be **bright, bold, and colourful, and the hampers needed to align perfectly with this vibrant vision.**

Dedicated to being kinder to the planet, Pimentae strives to become a B Corp-certified company. Their 100% plastic-free bottles are designed for easy upcycling and reuse meaning that it was crucial for the hampers to reflect their eco-conscious goals. The result? Packaging that not only protects but also underpins their commitment to the environment.

A dash of delight

Our team of packaging pros created jaw-dropping designs that truly make Pimentae shine. With flexible printing options, we precisely tailored the new hamper packaging to meet Pimentae's exact specifications. Utilising double-sided litho-print, we infused the packaging with luxury and sophistication, perfectly capturing their distinctive brand.

With premiumisation becoming a **driving force** in the drinks industry (Publicis Sapient), we focused on creating gift packaging with a **'wow' factor** that delivers a memorable unboxing experience that consumers would be keen to shout about on social media. Our goal was to balance visually striking **gift packaging** that makes a bold statement with secure product protection during shipping. Inspired by tequila's Mexican heritage and bursting with a host of vivid colours, the resulting hampers are not just beautiful, but are unforgettable. Every detail - from the intricate patterns to the bold hues - is meticulously printed to create **cocktail packaging** that delights the senses and leaves a lasting impression on consumers looking for high-quality drinking experiences at home.



Boosting experiences, cutting emissions

By switching from solid board boxes to corrugated cocktail packaging hampers, we've helped Pimentae to revolutionise their operations. The new flat-pack design maximises pallet yield, allowing for more boxes to be stacked on a single pallet. This not only slashes storage and transport space but also delivers significant environmental benefits by reducing carbon footprint during transportation. Plus, it enables more orders to be stored and shipped simultaneously, further cutting CO2 emissions.

But that's not all! Through a great partnership with Pimentae, we've helped them to take their customer experience to new heights by creating bespoke packaging that's a thrill to unbox. This premium packaging not only elevates the product's appeal but also offers a truly unforgettable brand experience. It's a celebration of the brand's essence, enticing buyers to keep coming back for their favourite tipples, time and time again.

Alice Parmiter at Pimentae said: "Honestly, we can't thank you enough."

Mike Impson from Saxon Packaging reflects: "It was a great project to be involved with and we loved creating the new range of packaging for Pimentae's Gift Hampers. The double-sided litho printed boxes allowed us to truly reflect the vibrancy and ethos behind the designs that Morgan Dagata created, and we are looking forward to more projects of this nature."

If you're in need of stand out drinks packaging that will enhance your customer experience, **get in touch** today!

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