

WEST STRAND





INGREDIENTS

SERVES 1

- 2 OZ RUM
- .75 OZ OF LIME JUICE
- .5 OZ OF DRY CURACAO
- .5 OZ OF ORGEEAT & CANE MIX

TOOLS

- COCKTAIL SHAKER OR LIDED MASON JAR
- JIGGER (SHOT GLASS)
- STRAINER
- CRUSHED ICE

DIRECTIONS

POUR THE ORGEEAT AND CANE, RUM, DRY CURACAO, AND LIME JUICE INTO A COCKTAIL SHAKER.

ADD CRUSHED ICE TO THE SHAKER AND SHAKE ALL OF THE INGREDIENTS FOR 8 SECONDS, UNTIL YOU GET A NICE CHILL.

STRAIN INTO A GLASS WITH CRUSHED ICE AND ADD A FRESH SPRIG OF MINT. TOP WITH A SPLASH OF RUM.

ENJOY

THE PERFECT MAI TAI

BARTENDING TIPS TO MAKE THE PERFECT MAI TAI

THE YELLOW AND RED LINE ON THE SIDE OF EACH BOTTLE IS TO MEASURE ONE SERVING IF YOU DON'T HAVE A JIGGER.

IF YOU DO NOT HAVE CRUSHED ICE, SHAKE SUCCESSIVELY WITH WHOLE ICE FOR 10 SECONDS.

IF YOU DO NOT HAVE A SHAKER, A LIDED MASON JAR WORKS.

SMACK THE SPRIG OF MINT ON THE BACK OF YOUR HAND TO RELEASE THE ESSENCES.

THERE IS NO ONE WAY TO SHAKE A COCKTAIL, THE GOAL IS TO ACTIVATE THE INGREDIENTS BY MOVING THEM FROM THE LID TO THE BOTTOM OF THE GLASS AND VICE

CUTWATER SPIRITS

LOCAL SPICED RUM

PRODUCT OF SAN DEIGO

WEST STRAND

BARREL AGED & CASK STRENGTH

375 ML BARREL 006 90 PROOF

SAN DEIGO

LIME

PRODUCT OF

WEST STRAND

LIME

200 ML

PHASE 1

RESEARCH

OBJECTIVE

The goal with West Strand was to build a product to fill the lack of at-home mixology kits. The objective was to create a product that helps consumers understand what they are drinking and how to make the drink at home. Everything is local to the West Coast providing high-quality ingredients sourced from San Diego to Seattle. This product is an educational experience to understand flavor balancing, pairing, and bartending techniques. West Strand is an at-home bartending experience.



RESEARCH BRIEF

BACKGROUND

West Strand came from a lack of cocktail kits in grocery stores. Although there are cocktail mixers, I never found one that wasn't full of sugar and artificial tasting. So, with my experience working in a bar, I decided to create the product that the market was lacking. West Strand was inspired by California, I called the Bay Area my home but spent my life traveling the coast. I wanted to start off with a product that encapsulated the flavors of this Golden Coast. In this series of drinks, the first to create is the Mai Tai. The Mai Tai has an unlikely history, it originated in the streets of Oakland, California. The Mai Tai is one of my favorite drinks- when made right. This drink reminds me of the beaches of Santa Barbara and is California in a cup.

OBJECTIVE

The majority of this project was the brand identity of West Strand and the packaging of the cocktail kit. The research consisted of interviews, competitor analysis, card sorting, and other Human-Centered Design techniques. These were done to create a stronger foundation on what the consumers want to see in the market and how might it profit.

DESIGN CHALLENGE

How can West Strand be an accessible, non intimidating approach to at home bartending all while not breaking the bank?

AUDIENCE

West Strand's audience consists of West Coast locals over the age of 21. More specifically, people who are interested in learning how to taste. As cocktails at home are coming back into fashion, the audience target is younger which is why the price point is lower. The audience consists of people who want to make mixed drinks at home, but who want to in low quantity but higher quality. People who care about locally sourced ingredients and about drinking for the taste rather than drinking to get drunk.

DESIGN CONTEXT

With this series of cocktails starting off with classics, I wanted to the visual design to resemble classic and vintage as well. I was inspired by the design of the California Gold Rush. I wanted to take the vintage hand-drawn style and modernize it.

INTERVIEW THEMES

“

As a bartender, you gravitate toward drinks and certain flavors while most people that drink stick to the trends. So, you are going to want to stay on-trend, stick to spirits like Blue Whale Gin, St. George, or Cutwater. This is a way to open up other avenues to spirits and mixing, while safely introducing new cocktails. People would see you can help people create a name for their brand and if people aren't informed about them yet then it helps them grow their business.

”

-JOE CANIGLIA
PROFESSIONAL BARTENDER

CLASSIC COCKTAILS

**SOCIAL DRINKING,
SMALL GROUPS**

LACK OF EDUCATION

LOCALLY SOURCED

NEUTRALITY OF DRINKS

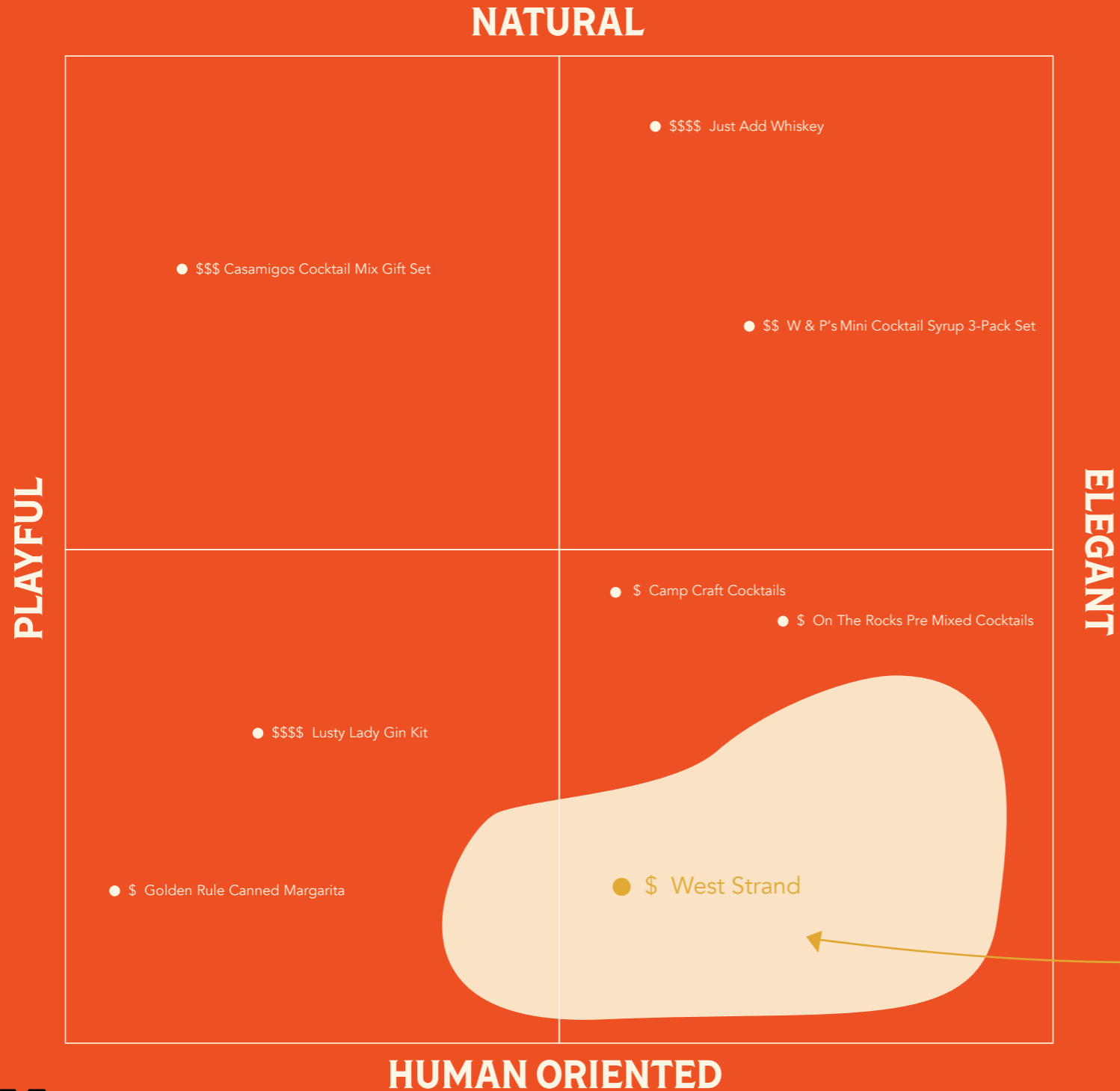
GENDER NEUTRALITY PACKAGING

COST EFFECTIVE

PHASE 2

BRAND DEVELOPMENT

OPPERTUNITY OF GROWTH



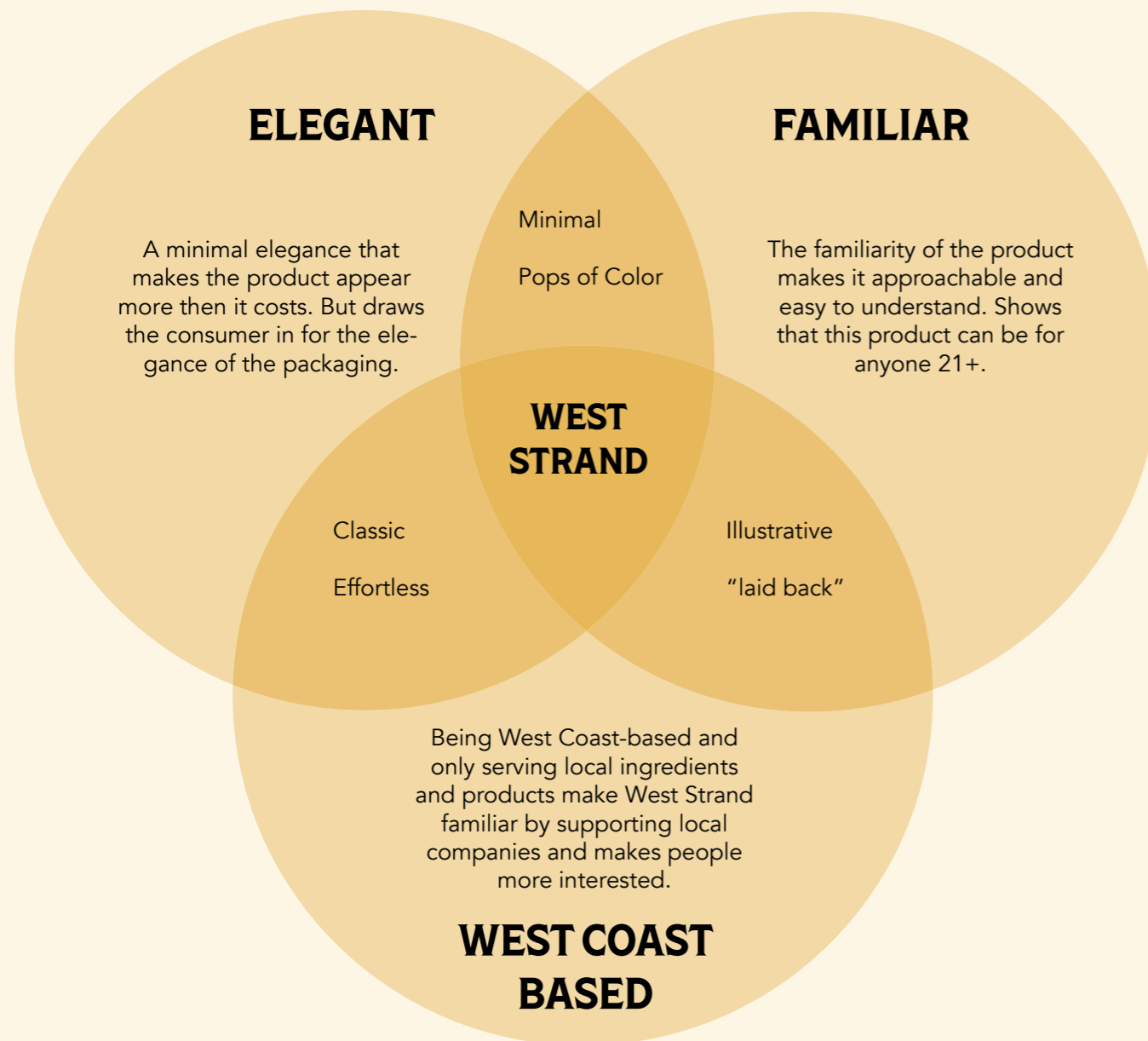
West Strand's Opportunity for growth is to focus on the consumer. Many of the cocktail kits that include alcohol are all priced above \$90 and subscription/ delivery only. With West Strand wanting to be an instore product the market should be valued between \$20-40 depending on quality/ quantity. This product should be something a customer can grab and have all of the ingredients in the box, including the booze and garnishes. The competitors who do include the spirits are single or double serving cocktails premixed, ready to be poured over ice, valued between \$10-20. With West Strand wanting it to an "at home bartending experience" it's important to emphasize the humanistic experience as well as the learning aspect of it.



BRAND

VS

PRODUCT



West Strand provides local small-batch cocktails. These products are all locally sourced from the west coast, crafted with quality, fresh ingredients. Each package contains a series of spirits, bitters, citrus, and syrups that are all forged from San Deigo to Seattle. This cocktail helps bring an understanding to the ease of bartending at home. With each package having four servings it creates an authentic bartending experience to share with a friend. Every item comes separated to ensure freshness and to give the customer an inside on mixology. The recipe card includes tricks to ensure the perfect cocktail from professional bartenders, with insight on the origin of the drink. Enjoy, and consume responsibly.

NAMING PROCESS

THE STRAND

- SIMPLE / COMFOR
- LOCAL
- HIGH QUALITY

West Strand Co.



- FLAVORS INSPIRED BY PLACES
- MT. TAM, DOUGLASS FIR GIN
 - MISSION BAY (SAN DIEGO, COCALUMITY - inspired by the B's color) (our)



MADE FOR YOU, CRAFTED BY US. FOR YOU, FOR YOUR FRIENDS, FAMILY, CO WORKERS
 UNDERSTAND OUR BARTENDING SKILLS W/ EASE + COMFORT IN YOUR OWN HOME.



PHASE 3

VISUAL DEVELOPMENT

LOGO IDEATION

WEST
STRAND

WEST
STRAND

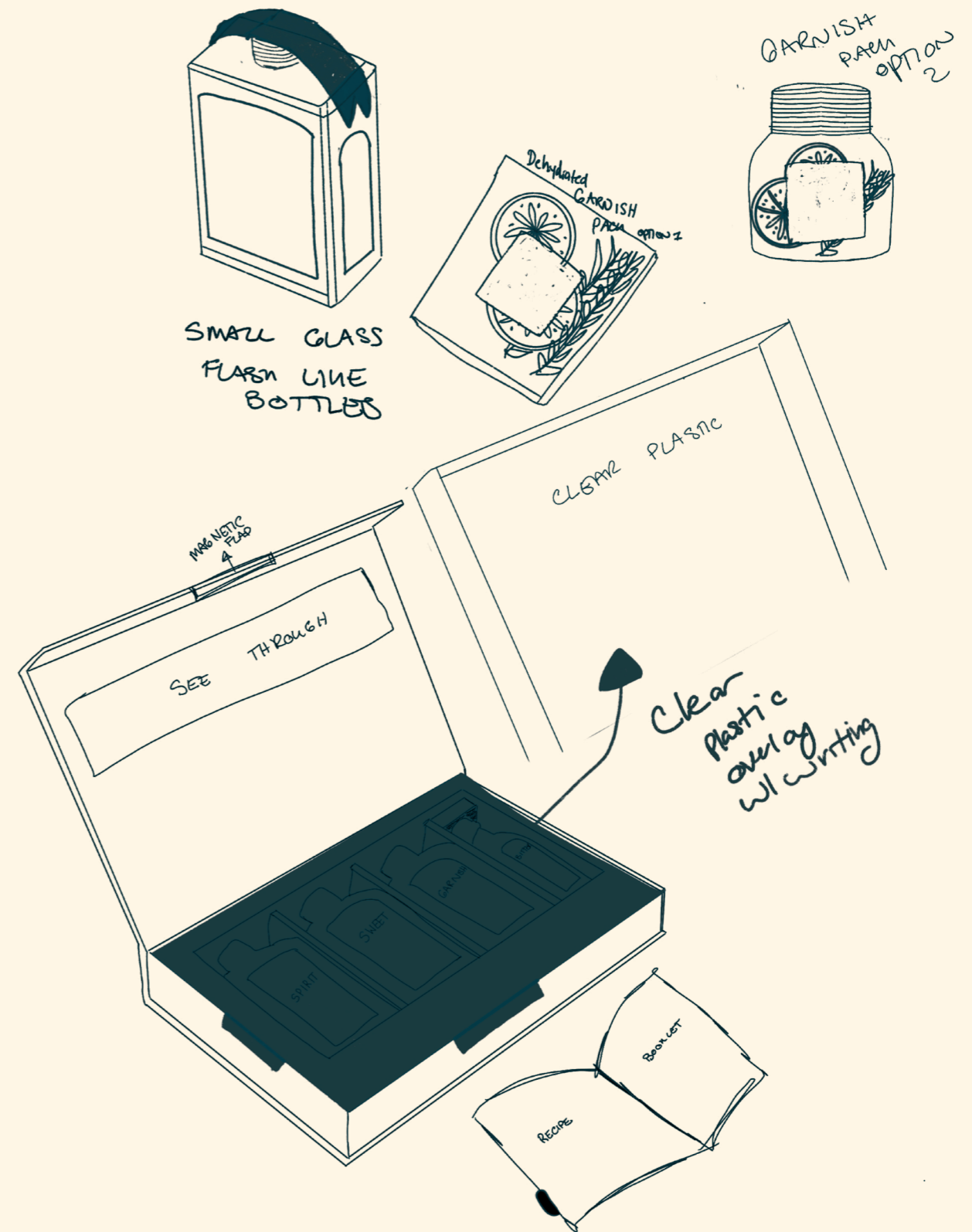
WEST STRAND

WEST STRAND

WEST STRAND

BOX DESIGN

To stay with the elegant theme, the box ideation came from four glass flask like bottles, inset in a matt black magnetic closure box.



LABEL PROCESS



WEST STRAND

LOCAL SPICED RUM



BARREL AGED RUM & CASK STRENGTH RUM

375 ML	AGED 5 YEARS	90 PROOF
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CUTWATER SPIRITS

LOCAL SPICED RUM



PRODUCT OF SAN DEIGO

WEST STRAND

BARREL AGED & CASK STRENGTH

375 ML	BARREL 006	90 PROOF
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PHASE 4

FINAL PRODUCT

VISUAL BRAND - LOGO

WEST STRAND

WEST STRAND

WEST STRAND

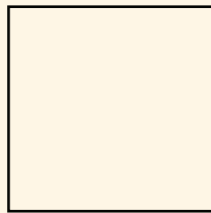
WEST STRAND



VISUAL ASSETS



Persimmon



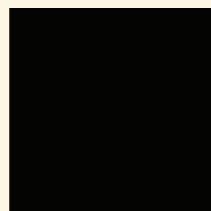
Alabaster



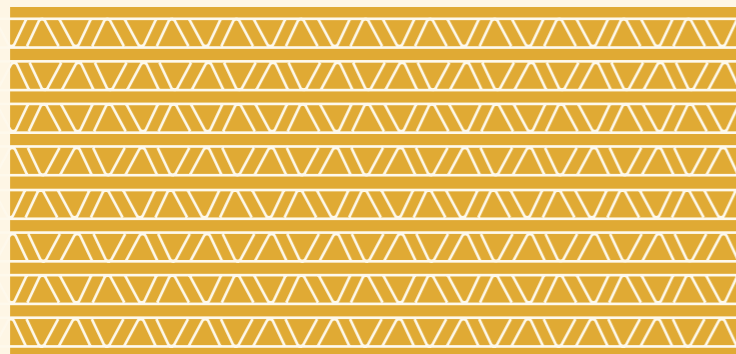
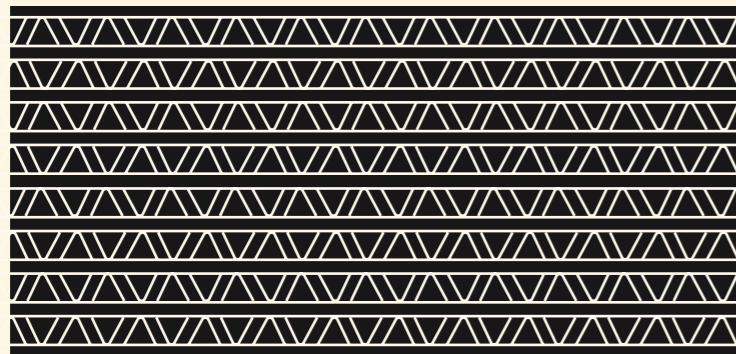
Gold Rush



Deep Teal



Black



HEADER FONT

SHACKLETON NARROW

SECONDARY FONT

RIFT SOFT DEMI

Body Font

Avenir Book



LABLES



RECIPE CARD

WEST STRAND

MAI TAI



FIRST, FAMILIARIZE YOURSELF WITH THE INGREDIENTS. WE USE A COMBINATION OF **THREE SHEETS SPICED RUM** AND **CASK STRENGTH RUM**. THE DIFFERENCE IN THESE IS THE DISTILLATION PROCESS AND LENGTH. THEY ARE AGED AT LEAST TWO YEARS IN VIRGIN AMERICAN OAK BARRELS, THIS INTRODUCES HINTS OF TOFFEE AND CARAMEL THAT GIVES WAY TO FLAVORS OF VANILLA AND TOBACCO.

DRY CURACAO IS TRIPLE SEC'S HEARTIER DRYER OLDER SISTER, MADE WITH BRANDY RATHER THAN A NEUTRAL GRAIN LIQUOR.

ORGEAT SYRUP IS A STRONG SYRUP MADE WITH ALMONDS, SUGAR, AND A TOUCH OF ORANGE FLOWER WATER.

CANE SYRUP IS A THICKER, SWEETER VERSION OF SIMPLE SYRUP. WHILE SIMPLE SYRUP HAS A 1:1 WATER TO SUGAR RATIO, CANE SYRUP HAS A 2:1 SUGAR TO WATER RATIO.

TO MAKE THIS DRINK AS EXQUISITE AS POSSIBLE, USE FRESH LIME JUICE AND FRESH MINT.

INGREDIENTS

SERVES 1

2 OZ RUM

.75 OZ OF LIME JUICE

.5 OZ OF DRY CURACAO

.5 OZ OF ORGEAT & CANE MIX

TOOLS

COCKTAIL SHAKER OR
LIDED MASON JAR

JIGGER (SHOT GLASS)

STRAINER

CRUSHED ICE

DIRECTIONS

POUR THE ORGEAT AND CANE, RUM, DRY CURACAO, AND LIME JUICE INTO A COCKTAIL SHAKER.

ADD CRUSHED ICE TO THE SHAKER AND SHAKE ALL OF THE INGREDIENTS FOR 8 SECONDS, UNTIL YOU GET A NICE CHILL.

STRAIN INTO A GLASS WITH CRUSHED ICE AND ADD A FRESH SPRIG OF MINT. TOP WITH A SPLASH OF RUM.

ENJOY

BARTENDING TIPS TO MAKE

THE PERFECT MAI TAI

THE YELLOW AND RED LINE ON THE SIDE OF EACH BOTTLE IS TO MEASURE ONE SERVING IF YOU DON'T HAVE A JIGGER.

IF YOU DO NOT HAVE A SHAKER, A LIDED MASON JAR WORKS.

IF YOU DO NOT HAVE CRUSHED ICE, SHAKE AGGRESSIVELY WITH WHOLE ICE FOR 15 SECONDS.

SMACK THE SPRIG OF MINT ON THE BACK OF YOUR HAND TO RELEASE THE ESSENCES.

MANY RUM DRINKS ARE SHAKEN BECAUSE THEY ARE MADE STRONGER. THESE COCKTAILS ARE SHAKEN TO ADD FROTH, CHILL THE DRINK MORE, AND TO ADD DILUTION.

THERE IS NO ONE WAY TO SHAKE A COCKTAIL, THE GOAL IS TO ACTIVATE THE INGREDIENTS BY HAVING THE ICE FLICK FROM THE LID TO THE BOTTOM AND VICE VERSA.

BOX DESIGN



WEST STRAND

West Strand provides local small-batch cocktails. These products are all locally sourced from the west coast, crafted with quality, and fresh ingredients. Each cocktail kit contains a series of spirits, bitters, citrus, and syrups that are all forged from San Deigo to Seattle. This Mai Tai helps bring an understanding of the ease of bartending at home. All of the ingredients come separated to ensure freshness and to give you an inside on the mixology of this drink, with four servings per kit. The recipe card includes tricks to ensure the perfect cocktail from professional bartenders, with insight on the origin of the drink. Enjoy, and consume responsibly.

WHAT'S IN THE KIT:



SPICED RUM



LIME JUICE



DRY
CURACAO



ORGEAT &
CANE SYRUP



DRIED LIMES

PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY

