SAD PADRE

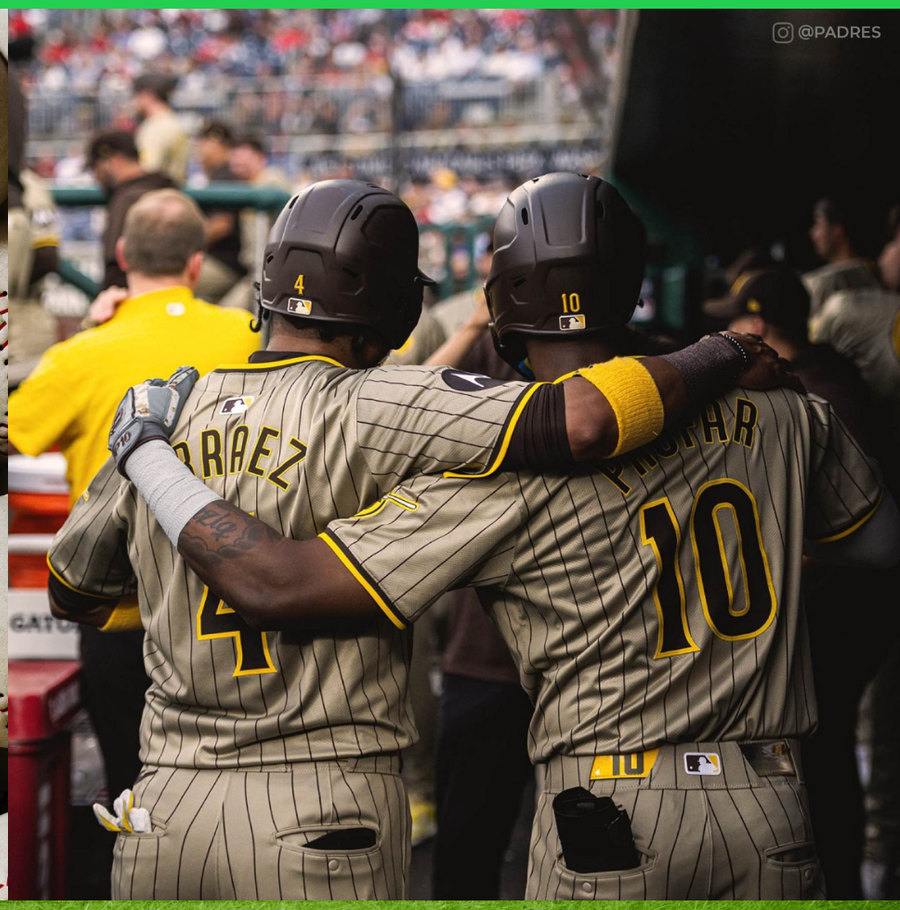
Packaging design and naming for apple cider

Challenge & Approach
Sad Padre is an authentic apple cider produced in San Diego, California. It's a gluten-free product with no added sugars or concentrates. Our task was to create a tribute project for the local baseball team, the San Diego Padres. It had to be something special and meaningful – something that fans would appreciate and enjoy.

Idea & Name
Baseball is all about the game and enjoying good times filled with laughter, cheers, and fun. Our cider is the perfect match. "Sad Padre" is a play on words and meanings – Padre, as the team mascot, looks sad as he gazes at the baseball-shaped apple, symbolizing the exciting start of a game and the joy of a thrilling experience.

Design
The design had to align with the concept, so we based it on a handcrafted illustration. We combined the Padres' yellow with natural green and red, representing the ripe apples used in cider production. The packaging design is minimalistic and well-structured. We placed the logo vertically and aligned it with the illustration, creating a perfect composition. Once you see the can and pick it up, you feel the vibe and anticipate the game. It's all about excitement, fun, and a positive atmosphere. Go, Padres!

ENTIC CIDER FROM SAN DIEGO * AUTHENTIC CIDER



SAD PADRE
ESTD 2024
Apple cider
100% FRESH PRESSED APPLES
AUTHENTIC FROM SAN DIEGO
1 PINT
6.5% ALCOHOL
NO CONCENTRATES
NO SUGAR
GLUTEN FREE
VEGAN FRIENDLY
TRIBUTE TO THE BEST TEAM
IT STARTS WITH AN APPLE, ENDS WITH A GAME

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INGREDIENTS: APPLE JUICE, MALIC ACID, YEAST, NUTRITION FACTS: CALORIES 240, TOTAL FAT 0 G (0% DV), TOTAL CARB. 176 (1% DV), TOTAL SUGARS 11 G, PROTEIN 0 G.
WARNING: (1) 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.
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