



Seagram Cooler

SEAGRAM COOLERS

Pressure Sensitive / Flexo / Digital / Clear Film / Paper Film /
Metalized Film / Rotary Screen

In 1986, Seagram launched Wild Berry as the original Seagram vodka cooler. In 2010, Seagram asked StratusGroup to print a new multi-national rebrand that would communicate a consistent image across three distinct cooler brands. Together with Seagram, we developed the Wild Berry, Cream Swirl, and Vodka Spritzer labeling systems. The ultra-white screens and reflective substrates stir up an edgy elegance that appeals to existing cooler drinkers as well as a new, younger crowd.