



**LAS VEGAS...** Arcella Premium Brands, LLC, today announced here the introduction of its Redcliff Liqueur, the first premium American liqueur.

“With 15 distinctive blended ingredients, Redcliff Liqueur offers a truly unique American taste and has a southwestern look and feel,” according to Frank Arcella, owner of Arcella Premium Brands of Las Vegas, Nev.

To help enhance the packaging for this new spirit, he called upon Saxco-Demptos of Louisville, Ky., worldwide packaging specialists for the wine and spirits industry. Saxco-Demptos is a division of Saxco International Inc. of Horsham, Pa.

Saxco-Demptos worked with long time partner Flowdesign, Inc. of Detroit, MI., Brand Identity and Package Design specialists for the consumer products industry. “We were inspired by an old vase supplied to us by Frank Arcella”, says Flowdesign principle Dan Matauch. It is a unique tombstone-shaped bottle, which tapers out at the bottom, and features custom designed 360-degree spirals embossed in the glass. We also worked with prominent American artist Stephen Reaves to finalize the front label pictorial which helps enhance its southwestern theme. The paper label features hot stamped gold on the spiral logo and outside border, along with embossed elements on the painting to give it a realistic “lifted” oil painting texture.

Saxco-Demptos sourced and supplied a private mold 750-mL flint bottle from the Owens-Illinois BSN subsidiary, a Saxco-Demptos vendor. In addition, Saxco-Demptos provided a four-color, custom six-pack shipping carton from All West Container Corp. of San Francisco, Calif., another in its cordon of vendors.

The multi-colored labels which carry through the southwestern motif in a picturesque acrylic abstract was created by prominent American artist Stephen Reaves. The labels were applied by Frank-Lin Inc. of San Jose, Calif., who also served as the filler for the bottles.

The new Redcliff Liqueur was appropriately finished off with a decorative gold plastic cap from Mac Closures in Canada.

“We are targeting our new premium liqueur to heartland America, people who enjoy rodeo and country music, as well as younger adults who live full, active lifestyles,” says Arcella.

Redcliff Liqueur will be introduced first into markets in Nevada, Colorado, Arizona and New Mexico.

“This project gave us an opportunity to be creative, innovative and resourceful in assisting with the overall marketing concept,” notes Rob Belke, vice president and general manager of Saxco-Demptos.

Saxco-Demptos provides total packaging development solutions for the liquor industry, as well as domestic and imported bottles for the wine industry. The company is located at 2301 River Road, Suite 101, Louisville, Ky. 40246. Additional details at 502-326-8456, fax 502-394-9109 or on the web at [info@demptos.com](mailto:info@demptos.com).