



## Helping a newly formed premium spirits importer project manage a new packaging format - for the young hip and trendy

James Ross Consulting worked with the Head of Marketing and Director of Operations to assist in developing a packaging concept new to the Bottled Spirits market in the USA. The scope included identifying potential packs, packing resources and presenting cost-benefit data for each of the proposals.

### Business Challenge

In order to compete in the dynamic, highly competitive, distilled spirits market our client had to be proactive in identifying new creative concepts. It also needed to be flexible to evolve these concepts, plus deliver them, to market as fast as possible. They have found that their fast expanding portfolio of beverages was putting pressure on existing resources. Bringing concepts to market is a fast moving environment and our client required a flexible, multi-skilled approach.

### How JRC Helped

JRC picked up an initial idea that our client had identified, and confirmed the promise of this project, identifying process challenges and identifying solutions. Co-packing resources were established, artwork developed and the process seen through to market. A survey and analysis was also conducted of other potential products, which offered a further range of eye-catching beverage containers.

### Value Delivered

JRC were a valuable resource to assist our clients small team, bringing an international view, a wider knowledge of the packaging products available and their particular manufacturing processes/constraints. Focused, technically competent resource was able to help deliver innovation ontime and in-budget.

### About Our Client

Our client is a newly formed, privately owned, premium spirits importer based in New York. With just over a year in business, the company's portfolio has grown to hold five award winning premium brands of spirits.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).

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