

Blossa 08 – Natural delight

It's time to enjoy this year's unique mulled wine from Blossa. A new, exciting taste experience is being introduced for the sixth consecutive year in a bottle designed by BVD. The flavour this year is blueberry.

Blossa 08 takes its starting point from what is intrinsically Swedish and natural but delivers it in a modern design. Inspiration for this year's design came from snowball shapes and the beautiful colours of the blueberry.

” *This year's taste is traditional and contemporary at the same time. Lately attention has been drawn to the many positive health effects of blueberries. Swedish blueberries, white snowballs and the number 08 are three simple elements that come together to capture the flavour of this season as well as reflect the Christmas spirit*”
Susanna Nygren Barrett, Design Director at BVD.

BVD has been awarded several design prizes for the series Blossa annual edition over the last few years. These have included first prize in the prestigious European Design Awards, the Design S prize from Swedish Design Award and a nomination in American Institute of Graphic Art. Interest surrounding the design increases every year and an indication of people's curiosity is that pictures of the latest design leaked onto the Internet several months ago. Blossa 08 will go on sale on the 3rd of November. In spite of a constantly increasing production – this year half a million bottles are being produced – the sales of the Blossa annual edition always sell out fast. You have to be quick if you want to take part in the experience.

Prizes/nominations:

2008 European Design Awards: First Prize
2008 AIGA/American Institute of Graphic Art: Nomination
2007 Guldägget (The Golden Egg): Diploma
2006 Swedish Design Award: Design S prize

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