**Shrink Wrap Requirements**

* Must be 244mm x 143mm. 244mm wide, 143mm tall. Ideally design would allow us to easily adjust for slight changes to these dimensions. Shrink Template file is from the manufacturer and is confusing to most people. If you understand it great. If not, a 244x143 rectangle design should be fine.
* Must include identification of the flavor (3 flavors – “Lemon Shandy”, “Lime”, and “Strawberry”)
* Must display the alcohol content – e.g. “7.5% Alcohol by Volume”
* Must include area for net contents statements – e.g. “3 100mL servings”
* Must include the following government warning in no smaller than 2mm font – “**GOVERNMENT WARNING:** (1) According to the Surgeon General, 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.”
* Must include “Bottled by Spikes Beverage Company LLC, West Chester, OH”
* Must include “Distilled spirits product. Contains no beer”.
* Must include area for UPC symbol – UPC should be oriented vertically so that the bars in UPC run horizontal. This is necessary due to distortion when shrinking.
* Must deliver final work in Adobe Illustrator files.
* Must deliver final work for all 3 flavors – lemon shandy, lime, and strawberry
* Suggest keeping detailed graphics or wording away from bottom of design. The shrink wrap covering the bottom cup will likely have higher distortion according to manufacturer. Using designs that can “distort” in this area would be beneficial.
* Suggest a design that easily converts from one flavor to another. For example, switching from lemon to lime should be as easy as changing one word and changing yellow to green.
* Suggest incorporating product logo (see logos folder for various versions. spikes\_master.ai would be master file)
* Suggest including “BEER ICE” prominently so that consumer knows what the product is.
* Suggest including “BOOZEY ICE FOR BEER”
* Suggest including “LASTS UP TO 2 BEERS depending on how and where you drink them”
* Suggest including “Made with REAL fruit juice: freeze ASAP for freshest taste”
* Suggest including “www.spikesbeerice.com”
* Suggest including “CONTAINS ALCOHOL”
* Suggest including an area to display basic product instructions and claims. Example wording is below. Icons to visually represent “Freeze, drop, enjoy” would likely help.  
    
  **“FREEZE in your freezer overnight**.  If you’re in a rush a few hours will do the trick if you don’t mind the ice melting faster (also flavors your beer faster).     
    
  **DROP Spikes into your favorite beer**.  Or get creative and try them in all kinds of beverages!  We recommend putting the ice in the glass first, but if you’re really talented try putting it in last (tip: submerge the rim of the cup before squeezing the ice out).  
    
  **ENJOY the flavor experience of Spikes**.  As the ice melts the flavor of your beverage slowly changes for a truly unique and ice cold experience!”

**Foil Lid Requirements**

* Must fit in circular template attached (L300 template.ai). Maximum dimensions are 75mm diameter. Also suggest including a “pull tab” area that extends outside the circle in your design.
* Must include an identification of the flavor (3 flavors – “Lemon Shandy”, “Lime”, and “Strawberry”)
* Must display the alcohol content – e.g. “7.5% Alcohol by Volume”
* Must include net contents statement – “100ml”
* Must include the following government warning in no smaller than 1mm font – “**GOVERNMENT WARNING:** (1) According to the Surgeon General, 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.”
* Must include “Bottled by Spikes Beverage Company LLC, West Chester, OH”
* Must include “Distilled spirits product. Contains no beer”
* Must deliver final work in Adobe Illustrator files.
* Must deliver final work for all 3 flavors – lemon shandy, lime, and strawberry
* Suggest incorporating the Spikes logo (spikes\_master.ai).
* We realize the above is a lot of wording for the lid, but much of it can be in 1mm font. We have no choice but to include all the above wording as they are needed to meet government regulations.