

Stoic Fine Cider Brand and Packaging Design

Stoic Fine Cider's package design celebrates place, process, and patience.

With a focus on historic apples, Stoic produces dry, wine-inspired ciders that combine apple science with artistry. Stoic has transitioned from bottles to cans for their primary tier of ciders for ease of transport and cost-effectiveness. They asked us to create a new brand identity and packaging line for their best-selling ciders that sets them apart from their competitors.

Our design objective was to create a brand identity and packaging that balances sophistication and approachability, reinforcing Stoic's reputation for quality and innovation in apple (and other fruit and cactus) varieties.

The new identity uses typographic shapes that playfully lean back and forth, meant to break the perception that most people associate with the definition of "stoic." The can design combines elements of symmetry and asymmetry, adding energy and movement while maintaining a clean, modern appearance. The dome shapes front and back are highly symbolic of vessels and the unique door at their cidery, adding to the lore of this brand's beginnings.

Vibrant metallics, thoughtful typography, and illustrations by Bekah Worley showcase Stoic's craftsmanship and fruit varieties—each with a unique hand that interacts with the fruit. This human element conveys not only the hands-on farming and picking that the Stoic creators do but also the touch of the consumer. Our copywriting reflects the brand's knowledgeable and witty voice, bringing taste descriptions and brand storytelling to life.

Digitally printed cans allow for smaller quantities and batch-specific ABV updates. Bottle labels for their low-batch, higher-priced ciders were also updated to align with the new brand aesthetic. The updated brand effectively represents Stoic Cider and brings a fresh look to the category. The new packaging stands out on the shelf with its refined yet playful design, positioning Stoic Cider for continued success.