

## New Hokkaido Double Daruma Packaging Design

***Which lips tell the truth and which speak mystery? HaHa! A question so direct turns both mouths to laughter. Try again, Daruma Daruma says.***

He has no arms, he has no legs, he has no body. And just look at those eyes! Why did Daruma sit facing a wall for nine years? Exactly.

Bodhidharma was a zen monk who sat facing a wall for 9 years to attain spiritual enlightenment. His arms and legs fell off but he remained steadfast. To this day, 'Daruma dolls' are rich in symbolism and are regarded more as a talisman of good luck to the Japanese. They are seen as a symbol of perseverance and are a popular gift of encouragement.

This old-school and distinctive New Hokkaido Double IPA – made with Japanese rice – inspired us to create the two faces of Daruma as the focus of our label design. We integrated **joge-e** which literally translates to “up-down picture” first created by those visual tricksters in the Edo period Japan.

A modern take on an ancient artform (the beer, too, of course) that is double the fun when you turn your beer can upside down. New Hokkaido Bev Co is also enjoying the option to flip the label upside down on the canning line to create a surprise option on the shelf.

Another humorous and interactive element integrated into this second-in-the-series label design is the 'empty' eye that begs the customer to fill it in. Just as the Daruma lore says...the first eye symbolizes your wish...and the second eye is filled in when your wish has been granted.

The label is printed on a metalized polypropylene label stock that gave us the perfect opaque matte black, red, and white ink that contrasted beautifully with the shiny gold areas. As luck would have it, this second Daruma offering has been as wildly popular as the first.