

Together with the Boston Beer Company, we developed a brand identity grounded in bold contradictions—playing up the duality between indulgent, sinful flavor and sinless reasons to believe. This notion came to life through a halo icon with devil horns, and by balancing custom fruit illustrations with the clean, black and white brand badge. We introduced a playful tone of voice with a dash of mischief that acted to round out Sinless Spirits' shining, function-forward claims. A cocktail so indulgent, you'll swear it's a sin.



SINFUL FLAVOR

SINLESS
SPIRITS

MADE WITH
PREMIUM
VODKA

CRANBERRY
VODKA COCKTAIL
5% ALC/VOL

0 | 0 | 0
SUGAR CARBS GUILT

12 FL OZ (355 ML)
VODKA WITH NATURAL FLAVORS, ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR

SINFUL FLAVOR

SINLESS
SPIRITS

MADE WITH
PREMIUM
VODKA

PINEAPPLE
VODKA COCKTAIL
5% ALC/VOL

0 | 0 | 0
SUGAR CARBS GUILT

12 FL OZ (355 ML)
VODKA WITH NATURAL FLAVOR, ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR

SINFUL FLAVOR

SINLESS
SPIRITS

MADE WITH
PREMIUM
VODKA

BLACK CHERRY
VODKA COCKTAIL
5% ALC/VOL

0 | 0 | 0
SUGAR CARBS GUILT

12 FL OZ (355 ML)
VODKA WITH NATURAL FLAVOR, ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR

SINFUL FLAVOR

SINLESS
SPIRITS

MADE WITH
PREMIUM
VODKA

PEACH
VODKA COCKTAIL
5% ALC/VOL

0 | 0 | 0
SUGAR CARBS GUILT

12 FL OZ (355 ML)
VODKA WITH NATURAL FLAVOR, ARTIFICIAL SWEETENER, AND ARTIFICIAL COLORS

A COCKTAIL SO INDULGENT, YOU'LL SWEAR IT'S A SIN.

Sinless Spirits™ serves up premium vodka and bold fruit flavors with zero sugar, zero carbs, and zero guilt.



New



BLACK CHERRY
VODKA COCKTAIL
5% ALC/VOL

Only
100
CALORIES
PER 12 FL OZ SERVING






All
HORNS
SINFUL FLAVOR. SINLESS SPIRITS.


All
HALO
SINFUL FLAVOR. SINLESS SPIRITS.



SINFUL FLAVOR. SINLESS SPIRITS.

PREMIUM VODKA
COCKTAILS

PER 12 OZ. SERVING | VODKA WITH NATURAL FLAVORS, AND ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR | ©2025 SINLESS SPIRITS COMPANY | DRINKSINLESS.COM | PLEASE DRINK RESPONSIBLY | XXXXX

BLACK CHERRY VODKA COCKTAIL



0 | 0 | 0
SUGAR CARBS GUILT

PER 12 OZ. SERVING | VODKA WITH NATURAL FLAVORS, AND ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR | ©2025 SINLESS SPIRITS COMPANY | DRINKSINLESS.COM | PLEASE DRINK RESPONSIBLY | XXXXX

Only
100
CALORIES
PER 12 FL OZ SERVING



0 | 0 | 0
SUGAR CARBS GUILT

PER 12 OZ. SERVING | VODKA WITH NATURAL FLAVORS, AND ARTIFICIAL SWEETENER, AND ARTIFICIAL COLOR | ©2025 SINLESS SPIRITS COMPANY | DRINKSINLESS.COM | PLEASE DRINK RESPONSIBLY | XXXXX