Retail Innovation Shout-Out: Oak Bottle Enables You to be a Master Distiller

by Andrew Gropper

No matter how good the product, there are always innovators out there looking to make it better. And in a world where there are no less than 32 flavors of Smirnoff Vodka, Oak Bottle wants to help their customers get on the customization bandwagon. Traditional oak infusion methods require either bulky barrels or volume-wasting spirals that can take weeks or even months to achieve the desired level of infusion. Oak Bottle’s self-named product, which ranges in size from 355 – 750 mL, allows customers to infuse their favorite wine or spirit with a rich, oaky flavor in as little as 24 hours. This is achieved through a unique combination of design and simple math.

Simply fill the oak container with water that induces the wood to swell, then replace the water with the wine or spirit of your choice and to let the oaking process take place. Through an increased ratio of oak surface area to the beverage volume, your infusion should be ready within 24-72 hours (depending on how strong you would like the flavor to be) and the Oak Bottle will maintain its infusion capabilities for about 50 rounds.

So whatever the Oak Bottle may lack in size, it more than makes up for in its flexibility to give beverage enthusiasts the creative freedom to simply and quickly customize their favorite drinks. It’s a great example of how innovation can combine design to create a truly unique consumer experience.

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Originally published on April 24th, 2015

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