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# CleanCo Redesign

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CLIENT NAME:

CLEANCO

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# Executive Summary

CleanCo burst onto the alcohol-free spirits scene in 2019 with a promise that resonated instantly: “Skip the hangover, not the fun.” Its bottle—an elegant, art-deco nod to the golden age of cocktails—gave the new brand a shot of glamour and instant shelf standout. But as CleanCo rocketed from one non-alcoholic gin to a full 0.0% portfolio of gin, rum, tequila, vodka and whisky, that beautiful glass kept getting in the way. It was heavy and costly to ship, locked to a single mould and a silver screen-printed wordmark that vanished under bright studio lights REDACTED CONFIDENTIAL DATA.

The design brief was multi-layered: refresh the identity for stand out and unmissable visibility wherever the brand shows up; build a clear, personality-led navigation system that lets shoppers decode new variants at a glance; and craft a bottle that keeps the original’s charisma while shedding the weight—economic and environmental.

The design employs clever structural illusion that uses less glass while carving out more flat “billboard” space on the bottle’s front face for stronger branding. The new, subtly imperfect-hexagon silhouette preserves a premium stance yet sheds 65 g of glass, trimming both material usage and freight costs. All mandatory copy now shifts to a back label vs being screen-printed, so one ultralightweight mould can serve all SKUs.

Bold hand-drawn illustrations in high-contrast colour speak the visual language of each spirit category, helping the pack leap off shelf and guide shoppers straight to the right variant. A redrawn wordmark—larger, weightier and printed on bright-white labels—remains crystal-clear in bars, supermarkets and on camera, while a prominent “0.0%” badge removes any doubt that every bottle is alcohol-free.



The redesign launched in October 2024 and commercial momentum followed. In the US, the Christmas season after redesign overtook Dry January as the peak sales window in 2024, powering year-on-year gains of REDACTED CONFIDENTIAL DATA. In the UK, December sales at Tesco climbed REDACTED CONFIDENTIAL DATA, while Clean T, the brand's tequila alternative, soared REDACTED CONFIDENTIAL DATA.<sup>1</sup>

Distribution has broadened just as dramatically. A nationwide Waitrose rollout announced in May 2025 lifted CleanCo to REDACTED CONFIDENTIAL DATA, and on-trade accounts in the UK and Ireland surged REDACTED CONFIDENTIAL DATA during the first quarter of 2025.<sup>2</sup>

Globally, an estimated 8.8 million “Clean Cocktails” were poured in 2024—roughly one every 2.8 seconds, a 180 % leap on 2023.<sup>3</sup> That performance helped the company secure a US \$5 million funding round fronted by England cricket captain Ben Stokes in May 2025, underscoring investor confidence in CleanCo's ability to turn a lighter, sharper design into heavyweight growth.<sup>4</sup>

The redesigned packaging set off a positive chain reaction of growth—stronger presence, lighter footprint, wider reach and accelerating sales and a crystal-clear promise that lets more people enjoy great spirits without the morning regret.

<sup>1</sup> <https://www.thespiritsbusiness.com/2025/01/cleanco-us-sales-soar-38-in-2024/>

<sup>2</sup> <https://www.nationalworld.com/lifestyle/shopping/cleanco-wins-nationwide-waitrose-listing-for-clean-t-as-the-first-and-only-mass-available-00-tequila-in-the-uk-5143013>

<sup>3</sup> <https://www.thespiritsbusiness.com/2025/01/cleanco-us-sales-soar-38-in-2024/>

<sup>4</sup> <https://www.foodmanufacture.co.uk/Article/2025/05/19/ben-stokes-invests-in-alcohol-free-spirits-brand-owned-by-made-in-chelsea-star/>



# Context & Overview

## DESCRIPTION & KEY FACTS

Founded in 2019 by entrepreneur Spencer Matthews, CleanCo exploded from a single non-alcoholic “gin” into a full 0.0 % line-up—gin, tequila, rum, vodka and whisky—aimed at letting drinkers “Skip the hangover, not the fun.” The start-up’s elegant Art-Deco bottle gave early shelf cut-through but soon hampered costs, logistics and variant navigation.

The scope of the project included creating a lighter bottle, sharpening the wordmark, producing hand-drawn illustrations that signal each spirit, and building a flexible asset toolkit that scales effortlessly across spirits, channels and markets—all while dialling up CleanCo’s vibrant yet premium personality.

**Launch:** October 2024

**Design fees (ex-production):** £65K



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## MARKET CONTEXT & PROJECT BRIEF

The zero-alcohol category is forecast to grow at +7 % volume CAGR worldwide to 2028, adding more than US \$4 billion across the ten largest markets<sup>5</sup>. In the UK, no/low volumes have more than doubled year-on-year into 2024 and are set to keep expanding at a similar pace through 2028\*. Big names such as Gordon's 0.0 and Tanqueray 0.0 entered the aisle, raising the bar on shelf impact, efficiency and sustainability for every challenger brand<sup>6</sup>.

CleanCo had raced from one non-alcoholic gin SKU to a range of five non-alcoholic spirits. Yet its original heavy, embossed Art-Deco bottle inflated freight costs, required four separate moulds and limited label real estate, undermining both margin and speed to market.

The task was to design a comprehensive structural and visual identity system—one that could adapt seamlessly across SKUs, channels, and regions, reduce cost of goods, and bring CleanCo's personality to the forefront.

## KEY OBJECTIVES:

- **Lightweighting:** Remove at least 50g of glass from every bottle to reduce COGs and freight expenses.
- **Single-mould efficiency:** Replace multiple moulds with one global ultralightweight design to streamline production.
- **Improved visibility:** Help shoppers spot the CleanCo logo in any and all environments.
- **Clearer navigation:** Enable shoppers to identify the correct spirit variant for faster, easier decision-making.
- **Expand distribution in grocer multiples:** Create a design fit for scale and standout on shelf to support nationwide listings.
- **Support expansion in on-trade:** Deliver a distinctive, premium look to drive uptake across bars, restaurants, and hospitality venues.

<sup>5</sup> theiwsr.com

<sup>6</sup> drinksretailingnews.co.ukgrmag.com



# Design Solution

The first move to engineer a lighter bottle was to soften the hard edges, shaving off heavy corners and hollowing the walls to shed 65 g of glass (about 12%). But rounding those edges also threatened to shrink the front panel—and with it the all-important branding space.

The solution was an imperfect hexagon—a subtly stretched, six-sided silhouette that restores a broad, flat “billboard” face while preserving every gram of weight savings. It provides more room for bold branding and clearer messaging, all while maintaining the premium look of the original bottle. All legal copy was moved from screenprint to a back label, a single decision that collapses four heavy bottle moulds into one lightweight version to help further reduce COGs.

Graphics support standout and navigation. Each spirit now carries its own bold, hand-drawn cue—agave leaves for tequila, oak barrels for whisky, juniper sprigs for gin—so shoppers can find their favourite, even on a busy shelf or a phone screen.

Those illustrations are executed in a high-contrast colour palette that leaps off the shelf, giving every variant personality without fracturing family unity. The CleanCo logo has been redrawn to be bolder and printed in bright, fully recyclable white instead of hard-to-read silver screen-printing, so it stays crystal-clear in supermarkets, cocktail bars and TV studios alike. A prominent “0.0%” badge nails the alcohol-free promise at first glance, turning previous confusion into confidence.

In short, every design decision for the new CleanCo bottle earns its keep—boosting shelf impact, cutting cost and carbon, and giving the brand a smoother path to global growth.





# Impact & Results

By redesigning a single piece of packaging, CleanCo transformed a cost-drag into a value engine. Every structural decision—from bottle weight to label layout—was directly tied to commercial, operational, and brand-building results.

## 1. SUSTAINABILITY & COST SAVINGS

- Lightweighted by 65g per bottle (13% reduction), surpassing the original 50g brief.
- Saves approximately £140,000 annually in glass and freight costs.
- Prevents 120 tonnes of CO<sub>2</sub> emissions per year (based on supplier QC data and FEVE emission factors, 2024).

## 2. GLOBAL PRODUCTION EFFICIENCY

- Consolidated four moulds into one by moving all mandatory copy to a back label.
- The single, ultralightweight design is now used across all SKUs, streamlining logistics and cutting tooling costs.
- Reduced changeover times from weeks to days, enhancing agility in global markets.



### 3. SALES GROWTH & MARKET PENETRATION<sup>7</sup>

#### United States

- In the holiday season after relaunch, Christmas sales overtook Dry January as the new peak sales window.
- Calendar year 2024 saw:
  - CleanCo's retail sales remain in growth REDACTED CONFIDENTIAL DATA in the US in L52W thanks to new distribution
  - Shipments were up REDACTED CONFIDENTIAL DATA YoY in Q4 largely thanks to distributors buying-in the redesigned SKUS
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  - REDACTED CONFIDENTIAL DATA
  - REDACTED CONFIDENTIAL DATA
  - REDACTED CONFIDENTIAL DATA

#### United Kingdom

- Tesco December 2024 sales REDACTED CONFIDENTIAL DATA post-redesign.
- Clean T (tequila variant) surged:
  - REDACTED CONFIDENTIAL DATA
  - REDACTED CONFIDENTIAL DATA
- REDACTED CONFIDENTIAL DATA UK grocery coverage achieved in May 2025 via nationwide Waitrose rollout.

<sup>7</sup> <https://www.thespiritsbusiness.com/2025/01/cleanco-us-sales-soar-38-in-2024/> & Client provided information



#### 4. ON-TRADE GROWTH & BRAND PARTNERSHIPS

- UK & Ireland on-trade accounts REDACTED CONFIDENTIAL DATA YoY in Q1 2025.
- Q1 2025 featured standout collaborations, including:
  - Greene King (700+ venues): Major pub group rollout.
  - The Lanesborough Hotel (Oetker Collection):
    - Bespoke “Clean January” menu
    - Clean G replaced Tanqueray 0.0%
    - Clean Cocktails now permanent due to popularity
  - Ennismore Partnership (Feb 2025):
    - CleanCo becomes alcohol-free house pour across flagship hotels including Hoxton Shoreditch, Hoxton Holborn, Hoxton Southwark, Sanderson, Hyde London, and more.

#### 5. CONSUMER ENGAGEMENT

- In 2024, 8.8 million Clean Cocktails were poured globally—roughly one every 2.8 seconds.<sup>8</sup>
- This represented a 180% increase vs 2023.

#### 6. INVESTOR CONFIDENCE

- In May 2025, CleanCo closed a US \$5 million funding round, led by England cricket captain Ben Stokes OBE as strategic investor.<sup>9</sup>

#### 7. MARKET LEADERSHIP<sup>10</sup>

- CleanCo remains the only independent brand in the top 6 alcohol-free spirits brands internationally and is now larger than all other UK independent players combined.
- REDACTED CONFIDENTIAL DATA

<sup>8</sup> City AM, Feb 2025

<sup>9</sup> <https://www.foodmanufacture.co.uk/Article/2025/05/19/ben-stokes-invests-in-alcohol-free-spirits-brand-owned-by-made-in-chelsea-star/>

<sup>10</sup> Client provided information



# Evaluating Other Contributing Factors

While the redesign was the key driver behind CleanCo's packaging efficiencies, cost savings, and retail commercial growth, a handful of targeted on-trade partnerships also supported brand visibility, particularly in the hospitality sector, including Greene King REDACTED CONFIDENTIAL DATA, The Lanesborough REDACTED CONFIDENTIAL DATA, Inception Group REDACTED CONFIDENTIAL DATA, and Frameless REDACTED CONFIDENTIAL DATA. <sup>11</sup>

These activations enhanced cultural relevance and on-trade presence, but the retail performance, distribution expansion, and material cost reductions were driven entirely by design. No paid media, price promotions, or broadcast advertising were used during this period. Marketing activity was limited to always-on owned social content and the series of co-branded campaigns as listed above.

<sup>11</sup> Client provided information

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# Credits

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