

Nachtmusik updates packaging

Nachtmusik has updated its packaging for the first time in 14 years. By accentuating its intrinsic flavour delivery through a chocolate swirl on the foreground of the label, a more prominent harp motif now features on the swell of the bottle and a neck label with a gold tie provides the finishing touch.



The old and the new
(right).

Brand representative, Lorien Kee, reckons that chocolate-loving South Africans have in no way lost their love for the dark pleasures of the liqueur.

"It remains one of the leaders in its category but like any well-loved classic, it needed some nuanced fashion styling to bring out its ample proportions and elevate its relevance."

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