THE 86 CO.
DESIGNING THE BOTTLE

NECK
The bottle has been designed with a long neck to easily hold with a full hand; it’s shaped for a consistent flow of liquid, and has been designed to fit speed pourers snugly. In addition, we added two rims: one at the top to grab and pull the bottle up from the well, and one around the base of the neck that acts as a fill line and a comfort zone for long pours.

CAP
We chose not to cover the caps with a foil so they are quick and easy to open when switching bottles behind a busy bar.

SCALE
The 86 bottle has a scale with exact measures in fluid ounces and liter measurements. It is great for inventory control, batching cocktails, and can be used to measure recipes for house-made syrups and infusions.

LABELS
The labels contain as much useful and honest information on them as possible. The labels are reinforced so they are easy to remove, should you want to reuse the bottle for water or syrups, etc.

MIDDLE GRIP
The bottle was designed in a liter size as the liter is most commonly used in bars across the USA. Liter bottles can be quite bulky, so we added a ridge in the middle for bartenders with smaller hands and is weighted for the perfect pour.

BASE
We have tapered the bottom of the bottle to add a comfort zone when grabbing the bottle from a higher shelf or when pouring from the base of the bottle.
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ONE OF THE MOST COMMON CONVERSATIONS WE HAD WHEN DEVELOPING OUR SPIRITS WAS, “PLEASE, CAN YOU PUT YOUR SPIRIT IN A FUNCTIONAL BOTTLE THAT WE CAN USE?” LIKE WITH OUR SPIRITS, WE HAVE MADE A BOTTLE FOR THE BARTENDER.

OVER 100 BARTENDERS CONTRIBUTED TO THE DESIGN, AND SEVERAL TESTED MOCK BOTTLES FOR US AT THEIR BARS. THROUGH THOSE CONVERSATIONS AND TRIALS, WE CREATED ONE OF THE MOST USER-FRIENDLY AND FUNCTIONAL BOTTLES IN THE MARKET.

The 86 Co took everything into account when creating this bottle. They worked with a water bottle designer for the ergonomics and efficiency of the bottle and consulted a physical therapist to create a bottle that has several options for pouring.

This reduced the potential for repetitive motion injuries and they looked to professional bartenders for constant feedback during the process of the design.

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It may seem like an simple request, but so many bottles are a pain to use behind the bar - the bottles get lost in the well or are too wide for the back bar, speed pourers don’t fit, there isn’t enough of a neck to grab... the list goes on, and so began the mission to create a bottle designed for the professional bartender.

This bottle is a great example of The 86 Company’s philosophy that nobody knows a bar better than a bartender.