



Tampico Beverages Rolls Out Juice Brand Redesign

*March 20, 2018
By Andy Morton*



Tampico Beverages has unveiled a brand redesign for its namesake juice range, as it ramps up outdoor activations in cities across the US.

The Chicago-based company said today the packaging overhaul for its range of fruit-flavoured juice drinks includes adding juice droplets to the logo and a smiley face to the 'o' in its brand name. The company said it offers a "more fun, adventurous and uplifting aesthetic".

At the same time, Tampico will expand its 'Tampico Tuesdays' campaign, with brand ambassadors visiting public spaces in major cities including Chicago, Miami, Los Angeles, Atlanta, Houston, Dallas and New Jersey. The ambassadors will hand out Tampico wristbands while being accompanied by roaming mobile billboards designed to look like larger-than-life bottles of Tampico.

Tampico Beverage is owned by Houchens Industries, a Kentucky-based owner of retail grocery and convenience stores in the US. Houchens bought Tampico, which exports to a number of international markets, in 2008.