

Three Years After Launch, Saverglass Tells The Story Of James E. Pepper's Iconic Decanter

LEXINGTON, KY, UNITED STATES, August 30, 2026 /EINPresswire.com/ -- Three years after its launch, the James E. Pepper decanter is becoming one of the most recognizable bottle designs in American whiskey. What began as a quest to faithfully recreate a historic bourbon bottle has evolved into a powerful example of how heritage brands can leverage packaging to tell authentic stories, strengthen consumer connection, and differentiate themselves in a crowded premium spirits market.

Now, James E. Pepper Distilling Co. and Saverglass are sharing the story behind the collaboration that brought a remarkable piece of bourbon history back to life.

Founded during the American Revolution, James E. Pepper is one of Kentucky's oldest whiskey brands. Throughout the brand's revival, founder Amir Peay undertook extensive historical research that uncovered a collection of original James E. Pepper bottles, packaging and historic memorabilia dating from the late nineteenth century through the mid-twentieth century. Among them was a 1945 period-perfect decanter that immediately stood apart.



The Modern James E Pepper Decanter manufactured and decorated by Saverglass



Saverglass Logo

Its heavy, cross-hatched glass cutting craftsmanship, and unmistakable silhouette embodied the

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A phenomenal reaction from the market. Having something special, authentic and true to the history and place of the distillery was immediately recognized and sparked interest in the market.”

Amir Peay, Owner

character of the brand and inspired the vision to recreate the bottle for a new generation of bourbon drinkers with no compromise on its authenticity.

"The bottle represented everything we wanted James E. Pepper to stand for," said Amir Peay, Owner of James E. Pepper Distilling Co. "It wasn't nostalgia for nostalgia's sake. It was an opportunity to reconnect consumers with a genuine piece of our history."

Transforming History into a Modern Package
Recreating the historic decanter required more than

replicating an original design. The team needed to balance historical accuracy with the technical requirements of modern production, including bottling efficiency, decoration, closure integration, and long-term durability.

Working directly from the original 1945 bottle, Saverglass carefully reengineered the package to preserve its distinctive character while ensuring it met the demands of contemporary manufacturing.

The collaboration focused on maintaining the bottle's iconic silhouette while adapting it for today's premium spirits market. The original design was translated into a production-ready package, preserving its historical proportions and visual identity. A modern wood-and-cork closure was integrated into the design, requiring refinements to the neck and finish while maintaining the authenticity of the original concept.

Additional technical enhancements improved the consumer presentation and production capabilities of the bottle. Subtle refinements to the bottle's proportions created a more elevated visual presentation, while integrated flat panels enabled precise decoration and label application without disrupting the historic aesthetic. Original debossed details were refined for consistency and durability, and an embossed inscription around the base, "JAS E PEPPER & CO. LEXINGTON, KENTUCKY," added another layer of heritage and storytelling.

Packaging as a Strategic Brand Asset

The market response was immediate and profound.

Consumers embraced the bottle as both a premium spirits package and a collectible keepsake. Retailers and industry professionals recognized its ability to stand apart in an increasingly competitive whiskey category, proving that authentic storytelling can become a powerful commercial advantage when executed through thoughtful package design.

Three years after launch, the decanter remains a defining element of the James E. Pepper brand identity and a tangible expression of its heritage.

For Saverglass, the project demonstrates the company's ability to help brands unlock value from their history while meeting the demands of modern production.

"Many spirits brands possess extraordinary stories, but too few have the opportunity to tell those stories through the package itself," said Matt Wilson, Senior Vice President Americas, Saverglass. "Our role is to help our customers transform their brand heritage, design ambition, and operational requirements into packaging that catches immediate attention and creates a lasting impression with consumers."

A Model for Heritage-Led Innovation

As premium spirits brands continue searching for meaningful ways to differentiate themselves, the James E. Pepper decanter illustrates what can happen when historical authenticity, consumer insight, and manufacturing excellence come together.

The result is more than a bottle. It is a piece of brand history recreated for today's market, proving that the most compelling innovations are often inspired by the past.

Watch the film here: [How a Forgotten 1945 Bourbon Decanter Became a Modern Icon.](#)

About James E. Pepper Distilling Co.

Founded in 1780, James E. Pepper is one of Kentucky's oldest bourbon and whiskey brands. Revived in 2017, the company produces award-winning bourbon and rye whiskey at the historic James E. Pepper Distillery in Lexington, Kentucky.

About Saverglass

Saverglass is a world leader in the design, production, customization, and decoration of sustainably produced high-end glass bottles for the premium and ultra-premium spirits and wine markets. We are a privileged partner of the world's leading spirits and wine brands, as well as emerging brands committed to the quality and exclusivity of their packaging. Our global network spans seven manufacturing sites and four decoration plants across three distinct operating regions, driven by leading-edge technologies, and our team's professionalism, ongoing training, and passion for excellence. www.saverglass.com.

About Orora

Saverglass became part of the Orora Group in December 2023. Orora is a global leader in the design, manufacture and decoration of glass bottles and aluminum cans. Listed on the Australian Securities Exchange (ASX), Orora's operations span Australasia, North America, Europe and the UAE. Servicing the global beverage industry, Orora works with some of the best-known drinks brands in the world, with a network of 17 production sites across several continents. www.ororagroup.com.

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