

# Spain's Casa de Alba highlights family heritage on Crown tins

Shaun Weston

8 Jan 2014



Casa De Alba selected Spanish graphic designer Manuel Estrada to develop two different designs for the packaging of its new olive oil, and Crown Holdings for the packaging itself.

Product preservation was a primary concern for Casa De Alba. The inherent barrier properties of tinfoil [packaging](#) block light and air, protecting the quality and organoleptic properties such as taste, smell and appearance of the olive oil, as well as extending shelf life.

"Metal packaging has proven to be a perfect solution for not only providing protection for the sensitive olive oil, but also for promoting Casa De Alba's illustrious heritage," said Véronique Curulla, marketing director, Crown Aerosols and Speciality Packaging Europe. "Crown offers brands around the world numerous possibilities to safely package their products while lending them a premium look with extraordinary shapes, sophisticated finishes and convenient solutions."

Designer Manuel Estrada developed two different designs depicting historic figures from the Alba family, both based on paintings by great art masters: *The Duchess of Alba in White* by the Spanish romanticist Francisco de Goya (1795) and *The Grand Duke of Alba* by the Italian painter Titian (1570).

■ See also [A gallery of new food products for December 2013](#)



## LATEST HEADLINES

[Domaine de Canton secures distribution agreement with Marblehead](#)

[AFS Technologies strengthens mobile positioning with acquisition of Visicom](#)

[Suntory to acquire all outstanding shares in Beam](#)

## RELATED TOPICS

[Food](#)

[Food > New Products](#)

[Packaging](#)

[Packaging > Metal](#)

## BUSINESS LISTINGS

[Crown Holdings](#)