



Awards
**International
Housewares Design
Award Finalist**

Cool Idea, Hot Commodity

The Frozen Concoction Maker, the iconic product launch for the Margaritaville brand, became a top-seller overnight, and established brand-owner Jarden Consumer Solutions as a new leader in backyard entertainment. The product was also Jarden's first in the premium-price category. Now the company sells other products in high pricepoint channels.

Bringing Margaritaville to Life

Inspired by a popular Jimmy Buffet song, the Margaritaville brand originally represented a restaurant chain and appeared on t-shirts, frozen food, tequila, and drink mixers...but no products. When Jarden licensed Margaritaville for home appliances, the company turned to Altitude for the best approach on productizing the brand. Through extensive research, analysis, and strategy, we determined that a frozen drink maker would be the best initial offering. It is a perfect fit for the relaxed, festive Margaritavilla vibe, bringing a restaurant-quality experience into the home. Better yet, there was nothing like it on the market.

Delivering Value: Affordable Luxury

Making a perfect frozen drink requires shaved ice, not the chopped ice produced by a blender. Serious experimentation on the part of Altitude's engineering team perfected the precision choreography of shaving the ice and blending the ingredients. While product feasibility was being defined, the Altitude research team conducted ethnographic studies to establish the appropriate personality and features for the product. The final design merges the rugged quality of commercial equipment with the approachable character of a small home appliance. Details like brightly colored accents and maritime-inspired markings evoke relaxed afternoons by the pool or on the beach.

The unprecedented functionality and distinct look of the drink maker made it enormously appealing. The original Margaritaville product is on a 24/7 manufacturing schedule to keep up with demand. Subsequently, Jarden has introduced two additional variants, both designed by Altitude: the deluxe Premium and budget-friendly Bahamas version.