



SHUNSTONE

PERSONALIZED WHISKEY GIFTS

START WITH THESE 5 QUESTIONS

Before choosing the glass,
box or engraving.



SHUNSTONE



WHO

Who is receiving it?



WHY

Why are they
receiving it?



USE

What should
they do with it?



PERSONALIZE

What deserves
personalization?



REMEMBER

What should they
remember?

PERSONALIZATION OFTEN STARTS TOO LATE.



What should
we engrave?



Where should
the logo go?



What accessories
should we add?

But the more
important questions
come before
customization.

01

WHO

Who is actually receiving it?



SHUNSTONE



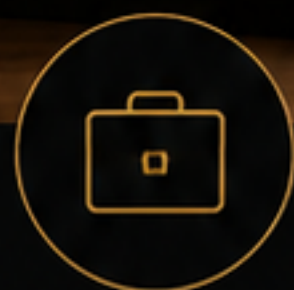
FATHER

—
Quiet ritual.
Well earned.



BEST MAN

—
Shared memory.
Lasting bond.



CLIENT

—
Thoughtful gesture.
Stronger relationship.



WHISKEY
ENTHUSIAST

—
Always exploring.
Always discovering.

“

“Whiskey drinker” is **too broad**
to design a truly relevant gift.



BETTER QUESTIONS. BETTER GIFT.

02

WHY

Why are they receiving it?



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BIRTHDAY

Celebrate
their day.



MILESTONE

Mark an
important moment.



GRATITUDE

Say thank you
in a meaningful way.



HOLIDAYS

Share warmth
and good cheer.



CORPORATE
APPRECIATION

Build relationships.
Strengthen trust.

“ The occasion gives the gift
its meaning and purpose. ”



BETTER QUESTIONS. BETTER GIFT.

03

USE

What do you want
them to do with it?



SHUNSTONE

POUR

Enjoy their whiskey.
Every time.

EXPLORE

Smoke and aroma
bring discovery.

SHARE

Good whiskey
is better when
shared together.



A useful product mix starts with **the experience** —
not the accessory count.



OPEN



POUR



SMOKE



TASTE



SHARE

04

PERSONALIZE

What actually deserves
personalization?



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GLASS

Name / Initial / Logo

Make it theirs.
Make it memorable.



BOX

Message / Artwork

Tell the story beyond
the product.



PRODUCT MIX

Recipient-specific
selection

Curate based on their
taste and lifestyle.



PRESENTATION

Card / Sleeve / Story

The moment they
open it matters.



“ Not everything needs customization.
One meaningful detail can be stronger
than five branded ones.



WHO



WHY



USE



PERSONALIZE



REMEMBER

BETTER QUESTIONS. BETTER GIFT.

05

REMEMBER

What should they remember after using it?



SHUNSTONE



THE GIVER

Your thoughtfulness stays with them.



THE OCCASION

The moment becomes worth remembering.



THE EXPERIENCE

The ritual brings pleasure and meaning.



THE BRAND

Quality builds trust that lasts.

“ The name personalizes the product.
The experience personalizes the gift. ”

WHO → WHY → USE → PERSONALIZE → REMEMBER

A SIMPLE FRAMEWORK I USE WHEN THINKING
ABOUT PERSONALIZED WHISKEY GIFTS.

— Amy