CLAIMS

1.

A bottle extending along a longitudinal axis and that includes,

radially outwardly facing first surfaces spaced axially apart from one another;

a radially outwardly facing second surface radially smaller than and located axially between the first surfaces;

a plurality of annular ribs projecting from the second surface and axially spaced apart with annular spaces therebetween and collectively establishing a radially outwardly facing third surface radially larger than the second surface, and wherein the third surface includes circumferential reliefs in at least some of the ribs that circumferentially interrupt the ribs to allow communication of air between the annular spaces; and

radially outwardly facing fourth surfaces axially between and radially smaller than the first surfaces but radially larger than the second surface,

wherein a continuous insulation volume is established radially between the fourth surfaces and the second surface and axially through the circumferential reliefs in the ribs, and extends continuously over more than 90 angular degrees around the bottle.

2.

The bottle set forth in claim 1 wherein each rib has a semi-spherical outer surface.

3.

The bottle set forth in claim 1 wherein the at least one radially outwardly facing first surface includes first surfaces spaced axially apart from one another, and wherein the bottle further includes:

a radially recessed portion extending axially between the radially outwardly facing first surfaces, and including:

stepped portions extending axially and radially inwardly from the first surfaces,

an insulative portion extending axially between the stepped portions, and including the second and third surfaces, and

a pair of axially facing shoulders between the first and fourth surfaces,

a pair of axially facing shoulders or bevelled portions between the second and fourth surfaces,

wherein the third surface is radially smaller than the first surfaces.

4.

The bottle set forth in claim 3 wherein the insulation volume extends continuously between the pair of axially facing shoulders or beveled portions.

5.

The bottle set forth in claim 1 and that also includes parting line bridges projecting radially outwardly from the second surface, diametrically opposed to one another, and extending axially between the first surfaces.

6.

The bottle set forth in claim 5 wherein the insulation volume extends continuously about 180 angular degrees around the bottle except for the parting line bridges.

7.

The bottle set forth in claim 1, further comprising a label carried over at least a portion of the third surface and having axial ends and axial margins adjacent the axial ends, wherein surface contact between the axial margins and the body is circumferentially continuous.

8.

The bottle set forth in claim 7 wherein the insulation volume is at least 0.020 cubic inches per square inch of corresponding label area.

9.

The bottle set forth in claim 7 wherein surface contact between the label and the third surface is characterized by multiple discrete contact areas such that there is no continuous path of surface contact between the label and third surface 360 angular degrees around the bottle.

10.

The bottle set forth in claim 7 wherein the label has axial margins sealed to the bottle so that the continuous insulation volume is air-tight.

11.

A bottle extending along a longitudinal axis and that includes,

outwardly facing first surfaces spaced axially apart from one another,

a radially outwardly facing second surface radially smaller than the first surfaces,

a radially outwardly facing third surface radially larger than the second surface and established collectively by radially outwardly facing projection surfaces of a plurality of projections that project radially outwardly from the second surface,

radially outwardly facing fourth surfaces axially between and radially smaller than the first surfaces but radially larger than the second surface, and

parting line bridges projecting radially outwardly from the second surface, diametrically opposed to one another, and extending axially between the first surfaces; and

wherein continuous insulation volumes are established between the fourth surfaces and the second surface, and extend continuously over more than 90 angular degrees around the bottle, wherein the relief connects the insulation volumes.

12.

The bottle set forth in claim 11 wherein the parting line bridges have outer surfaces coincident with the radially outwardly facing projection surfaces of the projections.

13.

The bottle set forth in claim 11 wherein the continuous insulation volume extends continuously about 180 angular degrees around the bottle except for the parting line bridges.

14.

The bottle set forth in claim 11 further comprising a label carried over at least a portion of the third surface.

15.

The bottle set forth in claim 14 wherein the insulation volume is at least 0.020 cubic inches per square inch of corresponding label area.

16.

The bottle set forth in claim 14 wherein the insulation volume extends continuously between axial margins of the label.

17.

The bottle set forth in claim 14 wherein surface contact between the label and the third surface is characterized by multiple discrete contact areas such that there is no continuous path of surface contact between the label and third surface 360 angular degrees around the bottle.