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August 2017 – Flowdesign Extends Old Forge Distillery's Family of Brands



In 2014, Flowdesign was hired by then startup Old Forge Distillery to develop its branding, package design, and marketing. Their first product line of moonshines, followed by additional liquor products such as Tennessee Roots Gin, 9-year aged bourbon, rum, and a vodka, have all seen great success. Next, they introduced a line of spirits called “Distiller’s Select” which are infused with herbs, spices, and fresh fruit to create unique flavor profiles. Most recently, the Old Forge Distillery Cream line of products (34% alcohol cream liqueurs) were introduced in a variety of flavors which reflect their head distiller’s favorite ice cream flavors.

“Starting with the Distiller’s Select line, we developed a custom die-cut paper label on a bright white background with black text and colorful icons of illustrated botanical drawings that depict each infusion. As for the Cream, we developed a free-flowing custom font for the brand logo. A tall, classic, amber brown bottle was chosen to help protect its contents. It also sets these cream liqueurs apart from Old Forge Distillery’s other product lines. Each of the labels are color coordinated to echo the flavor of the product inside,” says Dan Matauch, principal of Flowdesign.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan with sales offices in Beverly Hills, California, Flowdesign specializes in brand development for spirits, beverages, and other consumer goods. They are a one-stop-shop for product naming, brand identity, graphics, structural design, and marketing needs. Flowdesign www.flow-design.com • 248-349-7250