

# flow

specializing in package branding & design

August 2016 – Start-Up American Born Moonshine developed by Flowdesign is acquired by Millstone Brands LLC.



Pat Dillingham and Sean Koffel founded Windy Hill Spirits in 2013 with the vision to create a moonshine that honors both the tradition and rebel spirit of American moonshiners and bootleggers. They hired Flowdesign for complete branding, custom bottle and a one-of-a-kind closure system design. American Born Moonshine has since expanded its distribution to over 25 states and doubled its sales volume over the past year.

Three years later, in June 2016, premium spirits company Milestone Brands LLC, announced the acquisition of American Born Moonshine from Windy Hill Spirits. Milestone Brands LLC, was formed in February 2016 by Eric Dopkins, former CEO of Deep Eddy Vodka, and Chad Auler, co-founder of Deep Eddy Vodka.

“I am very proud of our design team for the hard work and dedication that went into the development of American Born Moonshine. Our goal as a company is to help our clients achieve their goals through great branding and design. This is another great success story for Flowdesign to look back on with pride.” says Dan Matauch, principle of Flowdesign.

#### **About Flowdesign**

Founded in 1997 and headquartered in Northville, Michigan with 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](http://www.flow-design.com) • 248-349-7250