



American Barrels Small Batch Whiskey is developed for the American Bourbon Whiskey drinker. The rattlesnake, a symbol of American independence which dates back to the American Revolution, coils around the tailored, shotgun shell-shaped bottle. The bottom of the bottle is finished off with a custom-adhered base representing the copper casing of a shotgun shell. The closure is a wood bar-top cork and the neck is dressed with a leather strap.

This bottle embodies the never-say-die fighting spirit of the United States and the small batch whiskey is perfect for any occasion. American Barrels Small Batch Whiskey is a 90-proof taste of Americana, with a light, ultra-smooth flavor.

American Barrels LLC hired Flowdesign to develop the brand logo, custom bottle, and marketing materials for American Barrels Small Batch Bourbon Whiskey. “We are happy to see

the American Barrels brand come to fruition. This unique design will definitely stand out from the other bourbons on the shelf,” says Dan Matauch, principle of Flowdesign.

#### American Barrels LLC

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#### 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. One-Stop-Shop for our clients naming, brand identity, graphics, structural design, and marketing needs. Flowdesign [www.flow-design.com](http://www.flow-design.com) • 248-349-7250 Northville • 424-253-2828 Beverly Hills