

flow

specializing in package branding & design

February 2017 – Start-Up Bulldog Gin, is acquired by Gruppo Campari.



Gruppo Campari has acquired most of the assets of Bulldog London Dry Gin, an independently owned brand, for \$55 million.

Flowdesign began working with Bulldog Gin founder Anshuman Vohra in 2005. With its unique color and iconic shape, the brand was an instant eye catcher. Bulldog Gin is currently the #4 premium gin in the world and also the fastest growing premium gin in the world by annual growth rate. It's currently sold in 95 countries.

“Seeing a startup brand we helped develop get purchased for millions just reassures me that we are doing the right things. Our goal as a company is to help our clients achieve their goals through great branding and/or design execution,” says Dan Matauch, principal 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 • 248-349-7250