

August 2015 – Beverage giant Constellation Brands invests in start-up Craffhouse Cocktails



Since its launch in 2013, startup Craffhouse Cocktails has seen success in both sales and distribution. Selling 7,500 9-liter cases last year, Craffhouse Cocktails competes in a category that netted more than \$236 million over the past year, according to industry tracker Nielsen.

Those strong sales figures, along with great branding and taste, caught the attention of beverage giant Constellation Brands.

"When we find something distinctive, we're going to be prepared to invest in it." said Bill Newlands, Constellation Chief Growth Officer. Investing in Craffhouse Cocktails allows Constellation to diversify its product portfolio, which is concentrated in wine and beer. Liquor accounted for just 5% of its \$6 billion in net sales last year and most of that

comes from its Svedka Vodka and Black Velvet Canadian Whisky brands. Constellation Brands Inc. will invest in approximately one third of Craffhouse Cocktails and will get one of five seats on Craffhouse Cocktails' board.

Working with Craffhouse founders Matt Lindner and Charles Joly, Flowdesign helped develop the brand name, label design and bottle structure.

"In a heated craft spirits market, the goal was to develop a truly different brand that stood out from the hundreds of new entrants that utilize common stock bottles and ineffective label branding. To reinforce the Craffhouse name and craftsmanship, we developed a custom shaped bottle utilizing a Grolsch-style closure and high-quality paper labels which feature embossing and silver hot-stamping. Each label has a unique color and shape to help differentiate them in the marketplace. It's always a great honor for us to see a start-up we've worked with achieve such success. It reflects our knowledge of the marketplace and the pride we put into our work," said 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.