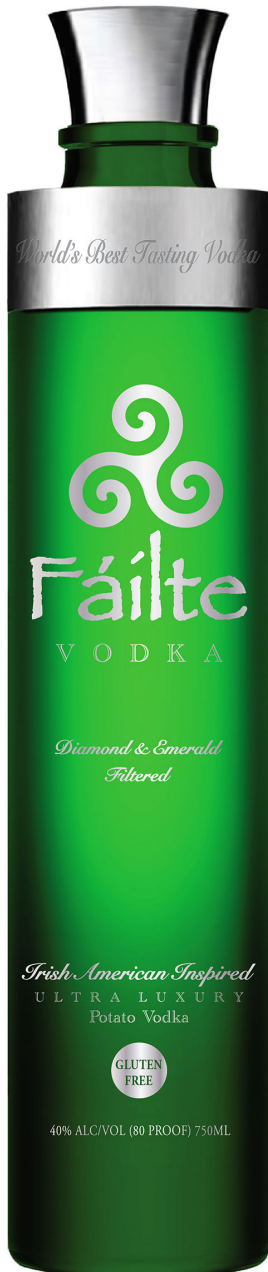


June 2014 Fáilte Vodka



Start-up Fáilte Spirits hired Flowdesign to develop the label design, bottle structure, carton graphics and custom closure for their new product: Fáilte Vodka.

Standing over 13 inches in height, Fáilte vodka is unique in the fact that it is Irish-inspired, potato vodka produced and sold in the United States. “Fáilte” a term commonly used in Irish pubs and homes meaning “Welcome.” The bottle boasts a custom, heavy, screw cap with the logo embossed on the top and a chrome ring that nicely finishes off the shoulder with square, straight lines. The entire bottle is sprayed with special, Irish green, soft matte, organic, translucent ink. The labeling is silver hot-stamped on both front and back of the bottle to coordinate with the capsule and ring around the shoulder.

“We were very excited to have this opportunity to develop unique, upscale, premium branding and packaging for a vodka that has a great brand name and story” 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. 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