



# Brand Packaging & Design Specialists

March 2015 Flowdesign develops Kist Sparkling Waters



During its 30-year history, Intrastate Distributors Inc. (IDI) has grown from a fleet of only one truck to a major carrier and developer of a wide variety of beverages. The Detroit-based company is a beverage wholesale corporation selling water, juice, soda, snacks and beer to retail accounts in southeastern Michigan and northwest Ohio. Kist, a brand name that's been around since 1929 was recently purchased by IDI. IDI worked with long-time vendor Flowdesign to help them develop the branding for its new Kist Sparkling Waters.

The design consists of bold lettering for "Kist" and mouth-watering fruit images representing each flavor. Competing in a tough market with other brands such as "Sparkling Ice," Kist has seen promising sales in this year's first quarter. Kist comes in 7 flavors: cherry pomegranate,

blackberry raspberry, blackberry blueberry, acai blueberry pomegranate, strawberry melon, kiwi strawberry and orange mango.

## 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 Northville • 424-253-2828 Beverly Hills