

November 2014 Old Forge Distillery Moonshine



Old Forge Distillery, a new Tennessee mountain distillery crafting innovative, small batch spirits with local flavors, has recently opened in Pigeon Forge. Head distiller, Keener Shanton, will incorporate pure mountain spring water and locally sourced, freshly ground corn into its most recent moonshine introduction.

The distillery, named after an iron forge that once sat on the land, is located a short distance from the historic Old Mill. This provides easy access to freshly ground grain. It's housed in a 100-year-old barn constructed of Tennessee timber and equipped with a small-batch copper column still.

First came the iron forge, which Pigeon Forge is named after; then the Old Mill, now a fixture on the National Register of Historic Places; and most recently the Old Forge Distillery, to carry on the spirit of handcrafted quality. "We're fortunate to have such a rich history to draw from and so many great resources nearby at the Old Mill Square," said distillery manager Kris Tatum.

Old Forge Distillery hired Flowdesign to develop its branding, marketing, and package design. "Working with the great people at Old Forge Distillery, it was a pleasure to help form a new brand based on local history. We look forward to the future success of Old Forge Distillery," says Dan Matauch, principle of Flowdesign.

Old Forge Distillery

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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.flowdesign.com • 248-349-7250 Northville • 424-253-2828 Beverly Hills