

# flow

specializing in package branding & design

April 2018 – Hood River Distillers Sells Pendleton Whisky Brand for \$205 Million.



Hood River Distillers just recently sold its Pendleton Whisky brand for \$205 Million to Becele, S.A.B. de C.V., parent company to Jose Cuervo. Becele is best known in the United States by its operating subsidiary, Proximo Spirits, Inc.

Flowdesign's contribution to the success of the Pendleton Whisky brand starts with the 1910 Canadian Rye Whisky. Beginning with the naming process, Flowdesign and Hood River Distillers decided on the name Pendleton 1910, which pays homage to the first year of the prestigious Pendleton Round-Up. Building off the 1910 name, Flowdesign created a uniquely shaped and embossed bottle and then carefully selected fonts and brand graphics that fit Pendleton's brand and target market.

"Seeing a brand that we helped develop get purchased for millions of dollars makes us feel proud of all our contributions to the brand's success story. Our ultimate goal every time we help a client develop their brand is to see them have sales success," says Dan Matauch, principal of Flowdesign.

#### **About Flowdesign**

*Founded in 1997 and headquartered in Northville, Michigan with an office 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*