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specializing in package branding & design

January 2019 – Flowdesign redesigns brand and packaging for “Canadian & American Rockies Whiskies”



Vancouver’s Fountana Group called upon Flowdesign to update its Canadian & American Rockies whiskies. Launched about five years ago, the Rockies line was intended for the Asian market. It bore a number of flavor markers that would appeal to a palate familiar with Asian fruits. Its reputation as a high quality whisky grew fast and fans were asking for it to be released in Canada as well.

Thomas Chen, Fountana’s manager in charge of whisky, tweaked the cask selection and boosted the abv to 46% for its Canadian release. Needless to say, it was a huge success.

Shortly after Roberto Roberti – an experienced whisky distributor – joined the Fountana Group, Chen put him in charge of the Rockies brand. Roberti had a vision for a whisky that would appeal to connoisseurs as well as to visitors and gift givers. Roberti immediately commissioned Flowdesign for the bottle design and branding of the Canadian and American whiskies. Both bottles feature a graphic of the Rocky Mountains embossed around their bases and

a single mountain peak pushing up into the bottle from underneath. Flowdesign also created custom die-cut labels for both the American and Canadian markets which are differentiated by a silver star, a red maple leaf, and text.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan, 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. www.flow-design.com • 248-349-7250