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specializing in package branding & design

November 2016 – Flowdesign helps brand St. Augustine Distillery's Florida Double Cask Bourbon



St. Augustine Distillery founders Philip McDaniel and Mike Diaz discovered the oldest ice plant, in the nation's oldest city, and restored it to its historic splendor in order to house their distillery.

The founders engaged several industry legends for assistance in releasing the first bourbon to be put into barrels in the state of Florida since prohibition. Jake Norris, Founding Distiller of Stranahan's Colorado Whiskey developed the mash bill and Dave Pickerell, former Master Distiller of Maker's Mark, designed the production facility and guided the final blending. Flowdesign was then hired to develop the branding for the bourbon – Florida Double Cask Bourbon.

"A combination of silkscreen ink and a paper label was developed to help give the brand an upscale look while also providing the benefit of the tactile feel from the materials. The white silkscreen ink used for the distillery name combined with a metallic copper drop shadow, helps it stand out from the dark bourbon color. On the back of the bottle, showing through to the front, is a black silkscreen illustration of the historic ice plant, which is now home to the distillery. Finally, Florida Double Cask, encompassed in a shield design, is printed on a high-quality paper label. The paper uses custom illustrated artwork, fonts and embossing to reflect the quality of the bourbon inside," says Dan Matauch, principal of Flowdesign.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan with sales 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 • 248-349-7250