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June 2016 - Flowdesign develops flavor line extensions for WG Brewing Company



Nashville, TN-based WG Brewing Company – the first craft brewer to enter the hard soda category – has launched an alcoholic “two-fer” with the introduction of **Wild Docta’** and **Wild Sit Russ** alcoholic sodas. These new brands join portfolio siblings **Wild Ginger Alcoholic Ginger Beer** and **Wild Root Alcoholic Root Beer** and double the size of the WG Brewing portfolio.

Flowdesign worked hand-in-hand with WG Brewing owner Jamey Grosser through all aspects of the package development. “The brand’s bold, simple fonts as well as stylized character illustrations were carried over to help convey each new flavor,” says Dan Matauch, principal of Flowdesign.

“We’ve been thrilled by the response to our small batch Tennessee products, and these two new flavors are ideal additions to our portfolio as we hit the summer months and expand into South Carolina, Connecticut, Massachusetts and Maine,” said WG Brewing Founder Jamey Grosser. At the same time, WG Brewing products have been picked up by Publix Super Markets, which will be carrying the brands in stores throughout the south. **Wild Docta’** taps a nostalgic vein with its grown-up nod to Rock & Rye soda—a rich blend of vanilla, cherry and cola flavors that is ideal straight out of the can, on the rocks, or with a shot. **Wild Sit Russ** takes America’s passion for lemon lime (citrus) soda and adds alcohol to make the ultimate alcoholic citrus soda. “I’m proud to continue that Tennessee tradition and give consumers an adult option of a beverage they grew up loving. “Hard soda or soda beers are hot right now because they are the ultimate white board when it comes to exploring the flavor potential of beer,” Grosser continued. “Until recently, we let the spirit brands control the flavor dialogue, but the WG Brewing portfolio, and particularly the additions of Wild Docta’ and Wild Sit Russ are giving beer lovers a breath of fresh air, while appealing to new consumers looking for sweet, but seasonable options.” Both brands share WG Brewing’s distinctive label style with characters that evoke the company’s hip and slightly irreverent attitude.

The WG Brewing portfolio consists of **Wild Docta’** Alcoholic Rock & Rye Soda (5% ABV), **Wild Sit Russ** Alcoholic Citrus Soda (4.5% ABV), **Wild Ginger** Alcoholic Ginger Beer (4% ABV) and **Wild Root** Alcoholic Root Beer (5% ABV). WG Brewing products are available in Alabama, Arkansas, Connecticut, Florida, Georgia, Indiana, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Ohio, South Carolina, Tennessee, West Virginia and Wisconsin.

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 • 248-349-7250