

August 2015 - Wild Ginger Beer designed by Flowdesign



Wild Ginger Brewing Company hired Flowdesign for branding and marketing support for its new brand.

“The design consists of bold brand fonts on a red and cream background in conjunction with a playful redheaded woman icon to play on its name,” said Dan Matauch, principal of Flowdesign.

“Alcoholic ginger beer has been around as long as the art of brewing. It was only during Prohibition that it turned to soda,” said Wild Ginger founder Jamey Grosser. “I’ve always loved ginger beer, but could never find an alcoholic version, so I decided to make one myself. With Wild Ginger, we’ve nailed the right combination of ginger spice and fresh citrus that is great on its own and is a mixologist’s dream in cocktails.”

Grosser learned the art of brewing from legendary moonshiner Popcorn Sutton, and with this current venture, is expanding his repertoire through a wide range of adult beverages.

Wild Ginger alcoholic ginger beer (4% ABV) is initially available in 12-ounce cans in Ohio, Indiana, Kentucky, Tennessee, Georgia, Alabama, Mississippi and North Florida, with national availability expected by year-end. A six-pack will retail for approximately \$8.99-\$9.99. Additional products are planned for release in the fall.

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.

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