

December 2015 - Wild Root Alcoholic Root Beer



Expanding on its early success of Wild Ginger Beer, W.G. Brewing Company hired Flowdesign to develop its next flavor line extension “Wild Root”.

“Wild Root carries over the bold fonts and overall brand architecture from Wild Ginger. Colors were changed to reflect the root beer theme and a custom illustrated mug character was created that falls in line with the Wild theme,” said Dan Matauch, principal of Flowdesign.

Wild Root alcoholic root beer is a smooth refreshing adult beverage that brings

back those delicious memories of enjoying root beer soda.

Wild Root (5% ABV) is available in 12-ounce cans in Ohio, Indiana, Michigan, Minnesota, Kentucky, Tennessee, Georgia, Alabama, Mississippi, Arkansas, Florida and West Virginia. National availability is expected by early 2016.

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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