



Zodiac, a premium craft American potato vodka, launches today in Texas offering consumers an original and authentic product, rooted in the American spirit. Using their single source distillation process, the farm to bottle vodka is made in Idaho from regionally grown potatoes and Rocky Mountain water, resulting in a pure, ultra-smooth flavor. Aligning their Off The Beaten Path philosophies, the emerging brand also named Kacey Musgraves – Grammy-winning country artist, who firmly follows her own arrow – as one of the brand’s partners and creative brand ambassadors.

“We are thrilled to be introducing Zodiac to the Texas market and to have Kacey as part of the team,” said Zodiac Founder/President Tom Benson. “When we first discussed this opportunity with her there was an instant connection. Similar to Kacey, Zodiac is a ‘modern classic’ – natural and authentic with craft overtones. She has played an instrumental role in shaping the face of the brand

and its unique personality, and we’re looking forward to continue growing our partnership with Kacey.”

Flowdesign played an essential role in the brand development, packaging and successful transition from concept to reality for Zodiac Vodka. “It was a pleasure working with the Zodiac team along with Kacey Musgraves..” says Dan Matauch, principal of Flowdesign.

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. One-Stop-Shop for our clients naming, brand identity, graphics, structural design, and marketing needs. Flowdesign www.flow-design.com • 248-349-7250 Northville • 424-253-2828 Beverly Hills