

ARCELLA PREMIUM
BRANDS' NEW REDCLIFF LIQUEUR



Arcella Premium Brands, LLC, announces the introduction of its Redcliff Liqueur, the first premium American liqueur.

“With 15 distinctive blended ingredients, Redcliff Liqueur offers a truly unique American taste and has a southwestern look and feel,” according to Frank Arcella, owner of Arcella Premium Brands of Las Vegas, Nev.

To design the brand packaging for this new spirit, Arcella called upon Flowdesign, Inc. of Detroit, MI., Brand Identity and Package Design specialists for the consumer products industry. “We were inspired by an old vase supplied to us by Frank Arcella”, says Dan Matauch, President of Flowdesign. It is a unique tombstone-shaped bottle, which tapers out at the bottom, and features custom designed 360-degree spirals embossed in the glass. We also worked with prominent American artist Stephen Reaves to finalize the front label pictorial which helps enhance its southwestern theme. The paper label features hot stamped gold on the spiral logo and outside border, along with embossed elements on the painting to give it a realistic “lifted” oil painting texture.

“We are targeting our new premium liqueur to heartland America, people who enjoy rodeo and country music, as well as younger adults who live full, active lifestyles,” says Arcella.

Redcliff Liqueur will be introduced first into markets in Nevada, Colorado, Arizona and New Mexico.

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