

# new from flow:

August 15, 2011

## Regional micro-distilled vodka sees early sales success

In a market congested with competitors, vodka entrants looking to gain a foothold more often than not find it difficult to get into the distribution channel controlled by a minority of players. Only vodka with true package or product distinction can grab the attention of distributors and retailers. Brothers Jim and Chris Finke utilized the services of Flowdesign to develop the branding and package design of their start-up brand, Buckeye vodka. With "Buckeye Vodka," the name, quality, price, design and regional focus all played a major role in the early success enjoyed by the Brothers Finke.



"Jim and Chris's goal was to provide ultra-premium vodka in an upscale package at an affordable price." To that end, Flowdesign operated at an economic "final package" price point so that the brand could be sold at an affordable price. Taking package pricing into consideration, several steps were followed:

First, Flowdesign designed the graphics and branding on attractive, lightweight stock bottles. Second, Flowdesign limited the silkscreen ceramic colors to only 3 choices with an added frosted-spray coating to help make the graphics read better. "Finally, we used a long, skirted aluminum roll-on closer instead of a cork to cut on costs," says Dan Matauch, founder of Flowdesign.

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