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New Product Launch Cotton Candy Liqueur

Nicholas Enterprises is a privately held company based in West Lake Village, CA. Nick Menna, owner of Nicholas Enterprises, introduces a new and unique liqueur imported from France called Cotton Candy Liqueur. Nick called upon his long-time design firm Flowdesign to help develop the look and identity of this exciting new spirit.



Cotton Candy Liqueur is a subtle blend of ultra premium French vodka with ripples of cotton candy natural flavors that is great on the rocks or as a mixer. Its taste hints of citrus grapefruit with sweet botanical aromas.

Flowdesign looked at multiple designs focused on a stock bottle shape. "We developed an original logo font and placed it vertically on the bottle so we could maximize its size for shelf impact. The bottle was then acid etched so the fonts and graphics would pop nicely off the bottle and give a soft glow to pink liquid. We then finished the capsule off in a dark maroon color on an upscale tin capsule to blend with the cotton candy swirl pattern that circles the base of the bottle," says Dan Matauch, founder of flowdesign.

Nicholas Enterprises also distributes Chimayo Tequila and was the original U.S. distributor of Meukow, a French Cognac.

Flowdesign

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