

new from flow:

September 15, 2011

INTRODUCING PENDLETON 1910, A 100% CANADIAN RYE WHISKY

Building on continued success in the whisky category, Pendleton Whisky[®] – the official spirit of the Professional Rodeo Cowboys Association (PRCA) and one of the fastest growing premium whisky brands in the U.S. – announced today the launch of Pendleton 1910[™], a rare 100% Canadian rye whisky set apart by its 12-year aging process.



“We are proud of this new and rare 100% Canadian rye whisky. Pendleton 1910 delivers an exceptional, full-bodied flavor while maintaining the smooth finish that our Pendleton Whisky drinkers have come to expect,” said Ronald Dodge, president and CEO of Hood River Distillers.

Working closely with Hood River Distiller’s team to learn more about its Pendleton Whisky brand’s heritage, target market and product qualities, Flowdesign created a distinguished brand extension from its core brand. Hired to develop the name, brand graphics, structural design and marketing support, the Flowdesign team immersed themselves into the heritage of the Pendleton Round-Up to eventually present the selected trademarked name, Pendleton 1910, which pays homage to the first year of this prestigious rodeo.

Flowdesign created several concepts and obtained targeted focus group feedback before the creative team settled on the final product, which features a unique bottle intricately embossed with detailing reminiscent of the tooling on a saddle, and the famous Pendleton Round-Up bucking horse. “The bottle’s unique embossing wraps 360 degrees and challenged the capabilities of several glass companies; however, Flowdesign’s 20+ years experience in glass structural design helped guide the selected manufacturer through the development stages to completion. We utilized ceramic ink colors, neck and shoulder shapes from the core brand for brand cohesiveness, but the overall bottle height is taller,” said Dan Matauch, founder of Flowdesign.

Following its release in Oregon, national distribution of Pendleton 1910 will begin in October. Limited quantities will be available annually and will sell for approximately \$39.95 per 750ml bottle

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan. Flowdesign specializes in brand development for spirits and beverages. One-Stop-Shop for our clients naming, brand identity, graphics, structural design, and marketing needs. Flowdesign’s branding work has won many awards, but awards do not describe success alone. Brand and packaging success is measured in product sales and that’s where you will find Flowdesign’s true success. www.flow-design.com • 248-349-7250