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Start-up “Rock Saké” sees early success

The continued growth of saké sales in the United States is undeniable. Americans are drinking more saké than ever and desire a high quality, all-natural, domestic product. **Rock Saké**, a California-based supplier of ultra-premium sakes, is pleased to introduce **Rock Saké Junmai Ginjo**



and **Rock Saké Cloud**. Each new saké is formulated from all-natural rice from the Sacramento Valley and spring water from the Cascade Mountains of Oregon. Rock Saké is the only domestically-produced, ultra-premium saké with a brand name that is easy to pronounce and a bottle that stands out on the shelf.

Seth Podell, the creator of Rock Sake, chose partner Flowdesign to develop the brands’ look and feel. Rock Saké Junmai Ginjo comes in a stunning EXTRA white frosted bottle and Rock Saké Cloud in a blue frosted bottle. Each package features a stylish bamboo design and lists the respective type of saké in English.

“The challenge for us was to create an upscale contemporary design and also maintain some saké heritage so the consumer could easily identify its category” says Dan Matauch, founder of Flowdesign. “We hand-illustrated the bamboo and Japanese typeface, and custom designed the logo font. We finished the bottles’ capsules with black matt ink and Japanese symbols coated in gloss varnish to give each distinctive styling without an overpowering presence.”

During its short time since launching, Rock Saké has garnered design awards at the LA International Wine and Spirits competition, American Graphic Design Awards, and Brand Packaging Design Gallery 8. Rock Saké has also become the saké of choice by patrons in some of America’s hottest restaurants and bars in major cities like Los Angeles, Chicago, and San Diego and at local food and wine festivals, celebrity events and local fundraisers. Look for Rock Saké on store shelves in upscale food markets and other chain stores soon.

Rock Saké Junmai Ginjo and Rock Saké Cloud contain 15% Alc/Vol. Supplied by Rock Saké of West Hollywood, CA 90046. Available in 375ml and 750ml bottles, Rock Saké products are distributed by American Wine & Spirits division of Southern Wines & Spirits.

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