

Fordham Lee Distillery

A Spirit Worth Remembering

CHALLENGE

Fordham Lee Distillery came to CF Napa to develop their Fordham Lee & Zachary Edward brands that honor Founder Bill Poffenbarger and friend's late sons – both spirits worth remembering.

SOLUTION

The packaging needed to be classy, strong and speak to the two brands' focus on family and friendship.

For the flagship Fordham Lee Bourbon Whiskey, the label design was printed on metal, giving the bottle a powerful presence. Every detail was embossed into the metal creating an incredible tactile experience for the imbiber and a commanding presence for the nostalgic hand-drawn type. The intricate label for the Blueberry Swirl Cream Liquor was screenprinted on a protective, opaque bottle. The dark blue and cream color scheme mimicked the flavor notes found in the unique spirit.

The Zachary Edward packaging needed to have a strong look to not only fit into the Fordham Lee Distillery family of offerings, but also be able to confidently stand on its own. The Zachary Edward wordmark

CLIENT

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COUNTRY

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PROJECT SCOPE

Logos
Packaging
Marketing
Digital

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SOLUTION, CONTINUED

was handdrawn to capture a nostalgic Americana sensibility. The brand name along with a filigree frame was screenprinted on the bottle for a luxurious effect. This was combined with a toothy paper bottom label that was selected to allow for both easy extension into new products as well as a rich textural component.

Following the design of the spirits packaging and logos, CF Napa established the distillery's digital presence with the creation of their website.

CF Napa designed the website with a focus on Bill's incredible story – his love and dedication to friends and family is ever present in everything he does. Each of his crafted spirits has a dedicated page that includes its story and full-color photography by CF Napa to capture the unique personalities of each beverage. Tasting notes and transparent production information accompany each spirit and reinforce the distillery's no-nonsense approach to whiskey.

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MARKETPLACE RESULTS

The brand launched in 2020 with the release of their cream liqueurs and was quickly followed by their flagship Fordham Lee Bourbon and Zachary Edward Bourbon. The portfolio now includes several bourbons and a growing collection of specialty cream liqueurs. Fordham Lee Distillery will be releasing a philanthropic MOOnshine product that supports first responders through donations to Tunnels to Towers. The spirits have been extremely well received by consumers – they are routinely complimenting not only the delicious product, but the beautiful design work. Although the brand is still in the development phases of deploying a full marketing and sales strategy, sales have surpassed the brand’s expectations. The sales numbers for 2023 are on track to double those of 2022.

“CF Napa, what can I say! A truly professional group of branding/logistical partners in our endeavor to grow our business. CF Napa has been able to grasp my vision from day 1 and turn our logo, labels, packaging, etc. into a realized solution that we are so proud to have representing our family and our brand! ...

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...The entire CF Napa crew makes any size company feel as though they are so important to them. They are punctual and timely on design and commitment, excellent consultants in the industry with regard to sharing outsourced solutions they trust and have bent over backwards to help us with changes, additions, etc always!"

BILL POFFENBARGER
Proprietor
Fordham Lee Distillery

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