

# Valentine Distilling Co. Vodka

The Evolution of American Craftsmanship

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## CHALLENGE

When Rifino Valentine set out to start Valentine Distilling Co. he wanted to reestablish the ideal that Detroit was built upon: American Craftsmanship. An ideal that hard work, ingenuity, and doing things the old-fashioned way are necessary ingredients for success, and for producing products of the highest quality. As a fledgling distillery, the project offered a unique challenge: Valentine Distilling Co. needed a refined branding solution that would be scalable, and versatile enough to work with new products and offerings as the company grew and expanded their product line.

## SOLUTION

Detroit's legacy as the symbol for American grit and ingenuity needed to play a crucial role in the redesign strategy. The "Pin-Up Girl" artwork, a direct nod to WWII-era Detroit manufacturing and the industrious personality of the Valentine brand, was an important equity element that had to be maintained but refined.

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### CLIENT

Valentine Distilling Co.

### COUNTRY

United States

### PROJECT SCOPE

Logos  
Packaging  
Custom Bottles  
Marketing

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## **SOLUTION, CONTINUED**

For the first evolution of the packaging in 2012, the logo was redesigned to fit more compactly on the bottle for better readability and the iconography of the pin-up girl was completely overhauled along with the packaging hierarchy to elevate shelf-impact and brand recognition. The resulting package design not only provides a system that can be easily extended across SKUs but also a solution that is less expensive to produce, keeping cost of goods in check. Additionally, CF Napa sourced a nearly identical bottle that was less expensive, and a vendor that could silk-screen the complete artwork onto the bottle, eliminating the need for the previously hand-applied label altogether.

For the second evolution of the packaging in 2018, CF Napa's solution was a custom designed bottle with vertical grooves inspired by the Art Deco architecture found throughout Michigan and classic decanters. The pin-up girl artwork on the label was refined and designed to fade into the background as a watermark. Minimal information is shown on the front of the label, giving it a clean, artisanal look that harkens back to the heyday of American craftsmanship.

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## MARKETPLACE RESULTS

Following the redesign, Valentine Distilling Co. grew 400% over four years and expanded into national accounts like Costco, Sam's Club, Kroger, and even internationally into Europe. To keep up with demand, Valentine Distilling Co. opened a second production facility, making it one of the largest micro-distilleries in the Midwest.

“I have worked with several designers over the years and I couldn't be more grateful that I found CF Napa. In fact, now they're the only agency I trust with my brands. Most importantly, CF Napa really became a part of my team, taking extra time to understand my goals and vision for the brand. As the design process progressed, the team worked thoroughly through each revision until we achieved a professional, clean and timeless package. We've always had a quality product inside the bottle but now, thanks to working with CF Napa, it really shows on the outside too.”

**RIFINO VALENTINE**  
President & Founder  
Valentine Distilling Co.

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