



FOR IMMEDIATE RELEASE

Tuesday, July 5, 2016

Drinkwolfhead.com is something to howl about

Amherstburg, Ont. – Wolfhead Distillery opened its doors in late May, becoming the first craft distillery in the area since prohibition and it's been a highly successful first month. Thousands of people have sampled ultra-premium spirits at their finest and enjoyed an unforgettable meal on the patio. Now, the Distillery is proud to announce success for their *online* presence as well.

Wolfhead Distillery has received a Silver 2016 Summit Creative Award for their website designed by Douglas Marketing Group (DMG), a Windsor-based agency with international reach. With over 5000 entries from 21 countries in this year's competition, owner Tom Manherz was particularly happy with the result.

"As the ideas came together to start the Distillery, we realized our website would be critical for spreading the word and telling our story. I think the award recognizes our achievement of that," he says.

Wolfhead Distillery boasts six uniquely flavoured spirits, a tasting room and a spirits-paired menu. DMG started the brand launch by presenting label designs for whisky and vodka bottles to a focus group of spirits enthusiasts and community members and then went to work with its integrated marketing and design approach. The Wolfhead brand was ultimately designed to embrace the history of the region, with a nod to the bustling tourism business. The website captures the personality of the Wolfhead brand, while sharing distinct messaging for media and the region.

According to Liz Farano, DMG's Vice President, it was a welcome challenge to strike a balance between sophistication and fun. "Wolfhead's whisky and vodka are very high-end, crafted products, but the positioning appeals to a broader audience. The brand and website embody these qualities - clean, fresh, accessible combined with striking graphics and design."

According to Manherz, the next step is to use the website to grow the Distillery's fan base, called the Wolfpack. He's pleased to say the Distillery has a busy few months ahead "...with lots on the horizon, including our Grand Opening and new product launches."

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Wolfhead Distillery is Windsor-Essex County's first premium craft distillery. Located in Amherstburg, Ontario, Wolfhead Distillery is a blender and distiller of ultra-premium spirits. Wolfhead prides itself on being local and combines unique local ingredients to create a flavour profile that promises to impress! For more information, please visit: www.drinkwolfhead.com