

KNOWING YOUR BRAND INSIDE AND OUT:

*Understanding the differences in how
your brand is communicated on shelves
vs. in your taproom*

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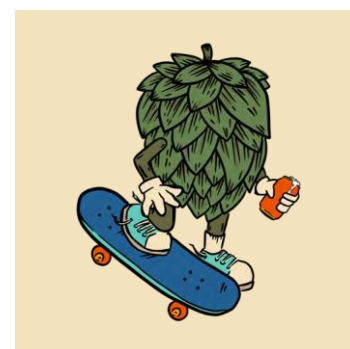
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Sales & Marketing Director
Iron Horse Brewery



BLINDTIGER

EST • 2013 DESIGN SEA • PNW



HOW CAN I COMMUNICATE MY BRAND?

INSIDE MY 4 WALLS



- Hours & Ages
- Beer Styles
- Merch
- Glassware
- Entertainment
- Charity Pairings
- Events
- Other Beverages

OUTSIDE OF MY 4 WALLS



- Packaging Sizes
- Beer Styles
- Account Types
- Labels and Cartons
- Tap Handles
- POS Items
- Pricing

DIFFERENT BUSINESS MODELS



FAIR ISLE BREWING



STEMMA BREWING



IRON HORSE BREWERY



FAIR ISLE BREWING

Who we are:

“Fair Isle began with intention: Creating purposeful farmhouse ales that reflect the Pacific Northwest.”

How we show it:

Glassware, bottles, 21+, pop-up kitchens, architecture, materials, saisons & farmhouse ales





STEMMA BREWING

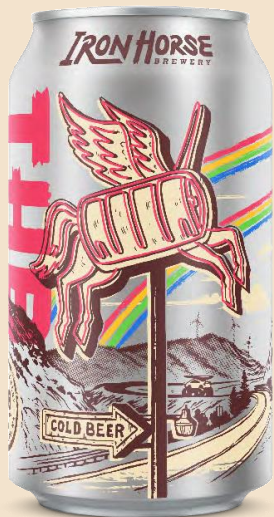
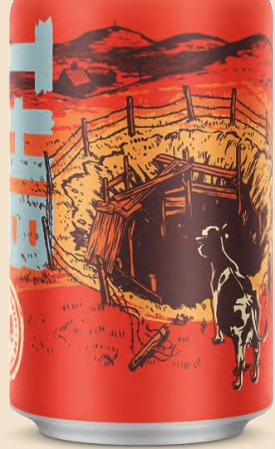
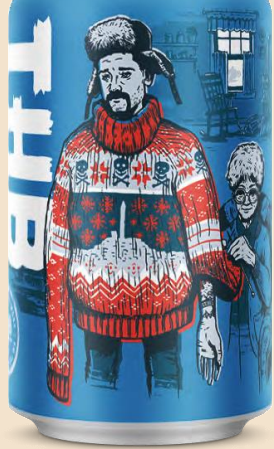
Who we are:

**Crafting community
in Bellingham**

How we show it:

**A taproom that's
approachable and
family-friendly, merch
for all, range of beer
styles, local collabs,
community events, team
sponsorships**





IRON HORSE BREWERY

Who we are:

"Creating human connection with fermentation"

How we show it:

Packaging, POS and campaigns with quirky personality

GROCERY CAMPAIGNS WITH PERSONALITY



SHIFTING MODELS & EXPANDING THE BRAND

FAIR ISLE



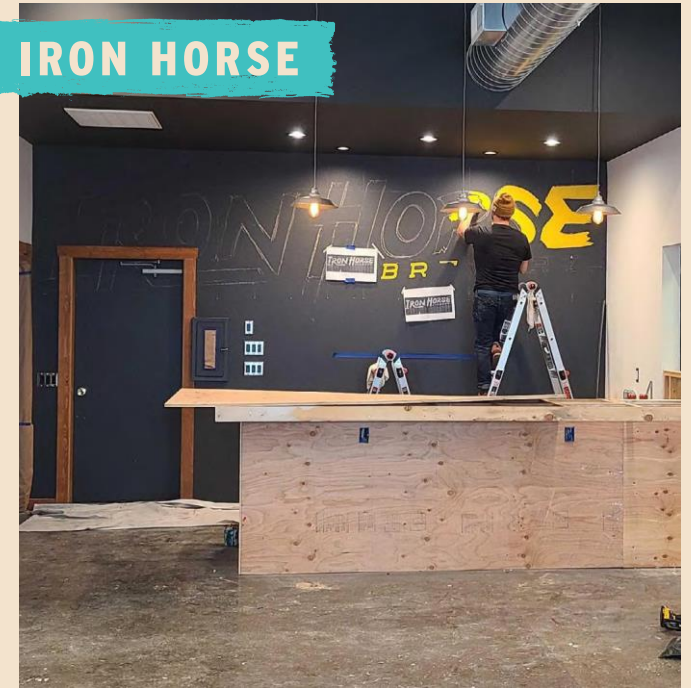
DISTRIBUTION

STEMMA



EXPANSION

IRON HORSE



A TAPROOM. AGAIN.

WHAT ABOUT MULTIPLE TAPROOMS?

DUST BOWL BREWING CO.



**BREWERY & TAPROOM
TURLOCK, CA**

**TAP DEPOT
MONTEREY, CA**

**OLD TOWN TAP HOUSE
ELK GROVE, CA**

EVENTS & PARTNERSHIPS

MAKING CHOICES THAT SUPPORT THE BRAND

FAIR ISLE



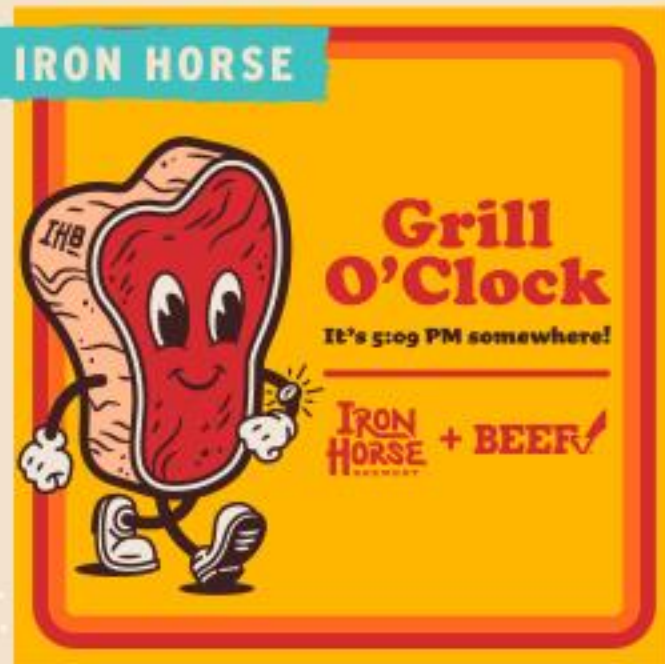
POP UP KITCHENS

STEMMA



COMMUNITY EVENTS
& SPONSORSHIPS

IRON HORSE

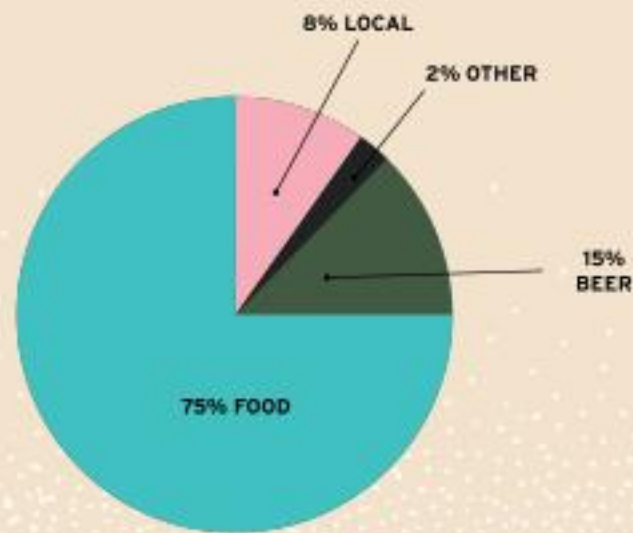


STRATEGIC PARTNERSHIPS

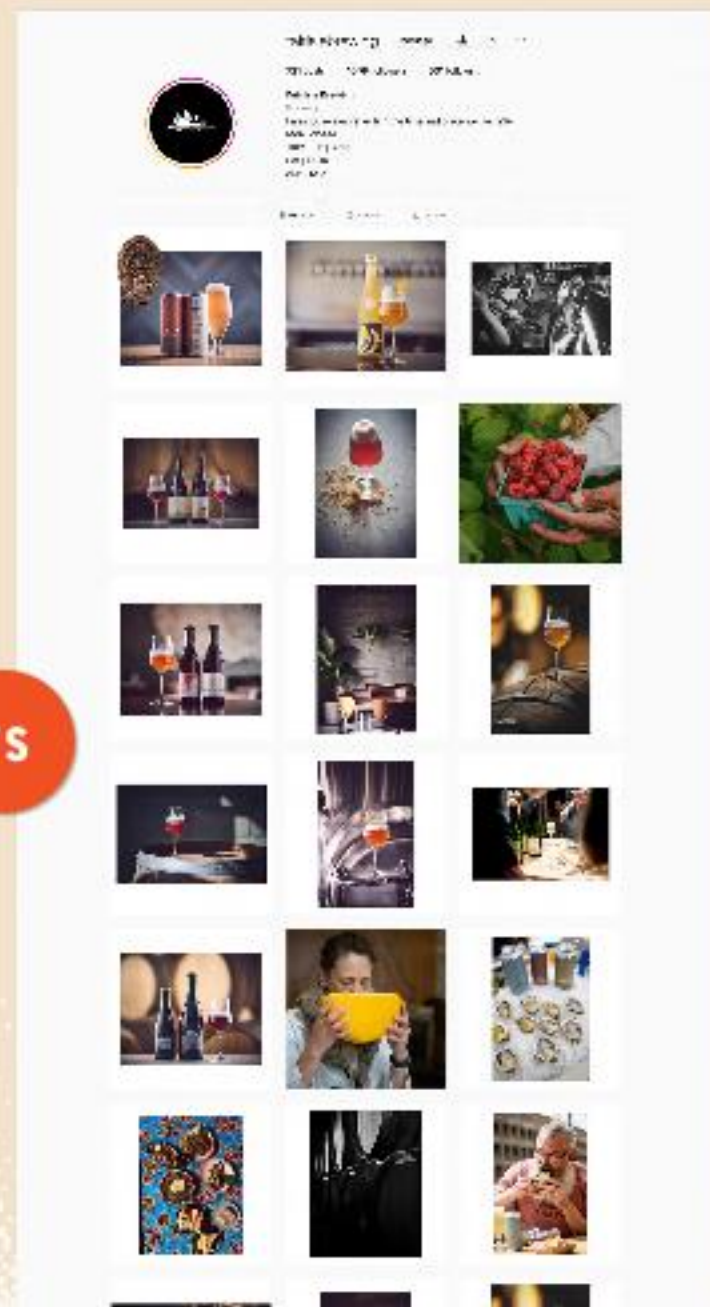
SOCIAL MEDIA

DOES IT REFLECT MY
BUSINESS MODEL?

DOES IT REFLECT MY
BRAND PERSONALITY?



VS



MERCH

IS IT SUPPORTING MY BRAND?

AM I TREATING IT LIKE A MARKETING CHANNEL?

AM I LETTING MY VENDOR CONTROL MY BRAND?

ARE WE JUST PUTTING THE SAME ONE LOGO ON EVERYTHING?



MERCH

SELECT ITEMS THAT
MAKE THE MOST SENSE
FOR YOUR BRAND

CHOOSE QUALITY

DIVERSIFY WITH A
VARIETY OF BRAND
ASSETS



TOP 5 MISTAKES

- 1. The wrong things dominating social media**
- 2. "We're family friendly" (but not really)**
- 3. Zero POS support for beer releases**
- 4. Never visiting the competition**
- 5. One logo across all of the cardboard tshirts**

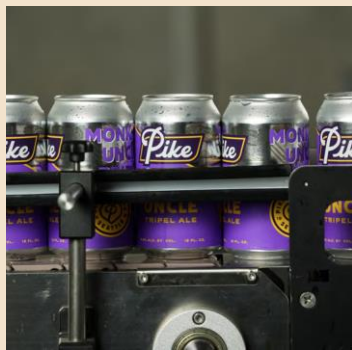
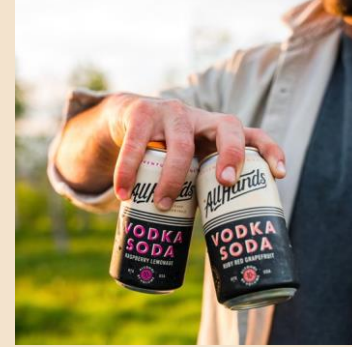
5 TAKEAWAYS

- 1. Don't lose yourself chasing trends (but also don't get stubborn)**
- 2. Anticipate growth and plan ahead for it**
- 3. Pay attention to your competition**
- 4. Don't expect the same things to work off- and on-premise**
- 5. What tweaks can better reinforce my brand in my taproom? In accounts?**

The background of the image is a repeating pattern of the Blind Tiger logo. The logo consists of a stylized tiger in a pouncing pose, with its mouth open and claws extended. The tiger is rendered in a dark grey color against a lighter grey background. The pattern is set against a dark grey background with a fine, light-colored dot grid. In the center of the image, there is a horizontal white brushstroke with a rough, hand-painted edge. The word "QUESTIONS?" is written in a bold, orange, sans-serif font across this brushstroke.

QUESTIONS?

BLINDTIGER



THANK YOU!
BLINDTIGERDESIGN.COM

