



## Penn Brewery's IPA rebrand increases sales by 160%

The craft beer industry is currently a juggernaut, disruptive to the major brands, a bastion of DIY capitalism at its finest, and still growing. According to craftbrewingindustry.com, there are 5,200 breweries now operating worldwide, with no immediate end in sight. Beer enthusiasts continue to clamor for new tastes, hoping to find that elusive, perfect brew that will garnish a five star rating on Untappd.

There will come a day when market saturation runs the tap dry, and the party will be over, sprawling breweries across the floor like discarded empties. So what are two ways to ensure your brewery is not one of them? Well, the first, (and this should seem relatively obvious), is crafting unique and delicious beer that creates return visitors.

The second thing you can do to survive the inevitable market contraction is to craft a unique and delicious BRAND for your brewery. A brand that says "We know who our customers are," and "We are in this for the long haul."

Other than reputation, this will be the best chance to draw potential customers to your label.

Penn Brewery is one such brewery, laying out a fairly clear mission from the beginning: provide traditional German-style beer that follows German purity laws, but still has a house taste that lets you know it's a Penn beer. Taste notwithstanding, the marketing team realized it had made a misstep with its Biergarten IPA label and asked me to find a way to rebrand it. **Below is a case summary of how that was achieved.**

**Company:** Penn Brewery is a traditional German-style brewery that opened in Pittsburgh in 1989, and has since become a fixture in the Pittsburgh brewhouse scene. They sell a wide array of beer styles, and have an attached restaurant that is famous for its 13-bacon sandwich.

**Needs:** Penn's original concept of the Biergarten IPA wasn't performing as well as they liked, and they asked me to come up with a new approach that would capture more shelf attention and subsequent market share.

**Solution:** Penn asked to retain the oval, sash and Bavarian checker pattern, but was open to bolder, more distinctive font choices. The color palette was made to incorporate stronger contrast and the illustration was redesigned into a bolder, more contemporary vector style that simplified the salient visual message.

### ORIGINAL



#### WHY IT DOESN'T WORK

- Confusing color palette, hard to focus on important elements
- Illustration is soft and unfocused, doesn't project a clear idea. Hops illustrations are from a stock company and don't match the style of the cityscape drawing
- Gothic letters are anachronistic and don't speak to a modern audience

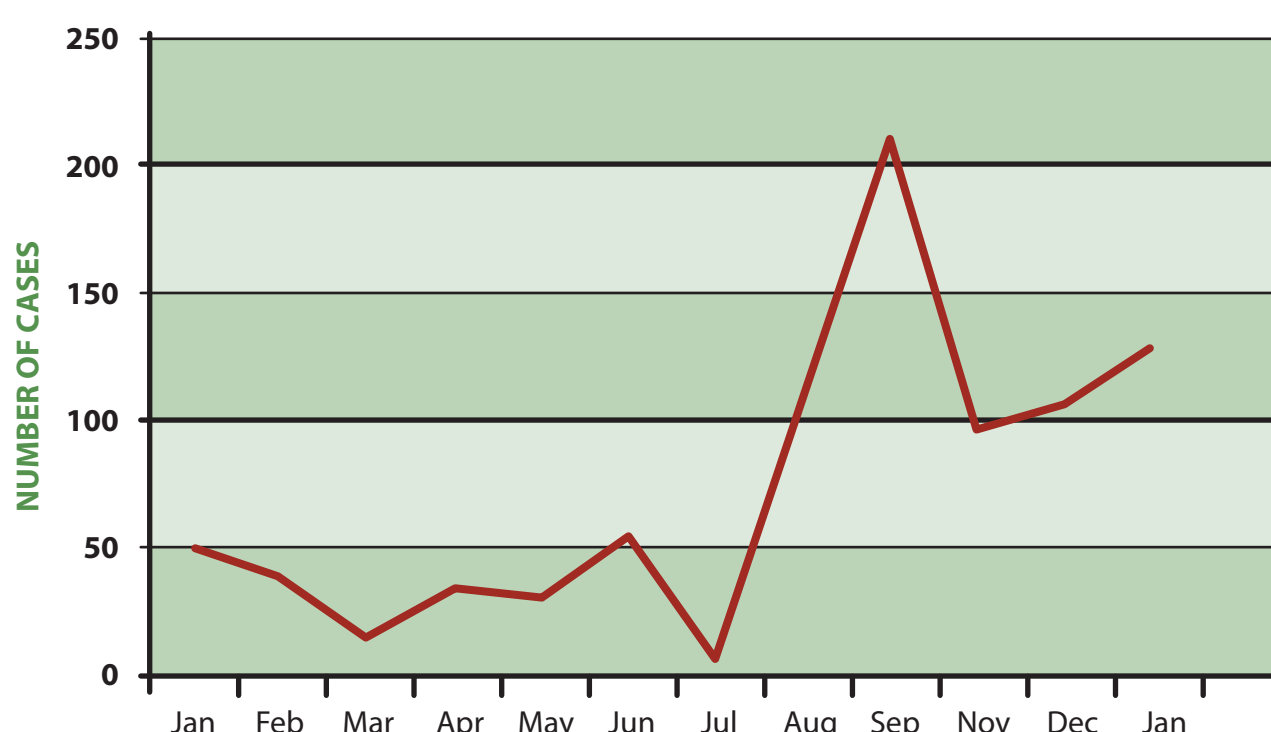
### REBRAND



#### WHY IT WORKS

- Bold, contrasting color improves shelf visibility
- Use of bold, clean, retro-contemporary type is easy to read and speaks to a hipper audience
- Clean vector graphic illustration gets to the point, emphasizing the hops and the bold city of Pittsburgh

**Results:** Penn Brewery reported a 160% increase in cases shipped!



**If you're interested in crafting better results for your brewery, contact me today to get some ideas flowing.**