



Penn Brewery's IPA rebrand increases sales by 160%

by Jim Valentino

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 Untapped.

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.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

THIS FRAGRANT IPA IS BREWED WITH A BLEND OF SEVEN DIFFERENT HOPS, GIVING IT A BOLD FLAVOR AND AROMA. 5% ALC. CT-DI-M4-ME-IN-VI-C4 REDEMPTION VALUE.

INDIA PALE ALE 12 FL. OZ. PITTSBURGH, PA

BREWED & BOTTLED BY PENN BREWERY

PENN BREWERY

IPA

MADE WITH 7 KINDS OF HOPS

INDIA PALE ALE

SINCE 1986

INDIA PALE ALE 12 FL. OZ. PITTSBURGH, PA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

THIS FRAGRANT PALE IS BREWED WITH A BLEND OF SEVEN DIFFERENT HOPS, GIVING IT A BOLD FLAVOR AND AROMA.
5% ALC. BY VOL. (10.6% ALC. BY VOL. IN U.S.)

- **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**

- **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**

The graph illustrates the trend of COVID-19 cases in the United States over a 13-month period. The y-axis, labeled 'NUMBER OF CASES', has major grid lines every 50 units from 0 to 250. The x-axis represents months, starting from January and ending in January. A red line tracks the number of cases, showing a significant peak in September and a subsequent decline, with a slight uptick in the final January.

Month	Number of Cases (approx.)
Jan	50
Feb	40
Mar	15
Apr	35
May	30
Jun	55
Jul	10
Aug	100
Sep	210
Oct	100
Nov	105
Dec	110
Jan	130

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