



Brass Foundry Brewing Co.

CHEERS TO NEW BEERS

ABOUT

Brass Foundry Brewing Co. is an expanding micro-brewery in Minneapolis, MN. Established in 2017, the award-winning brewer focuses on quality and value, with the claim, "We're smaller, slower, and better. We like it this way. We make all of our beers for you."

SITUATION

Brass Foundry was excited to launch So Zen, a new, 100% botanical, cold steeped beverage. Launching a new beer is a bit like going on tour with stops at liquor stores and distributors for tasting demos. After the sample is consumed, Brass Foundry wanted to leave the taster with a product reminder – a sticker.

OBJECTIVES

- Raise brand awareness of the newly launched beer.
- Provide taste testers with a fun reminder of the product they sampled.
- Ensure the gift (sticker) was useful and inexpensive.
- Gain brand exposure and impressions as recipients put the stickers on water bottles, drinkware, laptops (hopefully taking pictures and posting on social media for an added boost).

SOLUTION

Foxtrot Account Manager Jess Seletzky quickly sourced stickers that were easily removable, waterproof, and cost-effective. Jess worked with a supplier to ensure the artwork perfectly represented the new So Zen product and Brass Foundry brand. Best of all, Jess ensured the stickers were in hand, so Brass Foundry didn't miss a beat with their launch.

“THE STICKERS LOOK GREAT! OUR ENTIRE TEAM IS PLEASED WITH THE RESULTS AND CAN'T WAIT TO SEE THEM OUT AND ABOUT.”

**John Kraus, Controller, Director of Operations
Brass Foundry Brewing Co.**



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