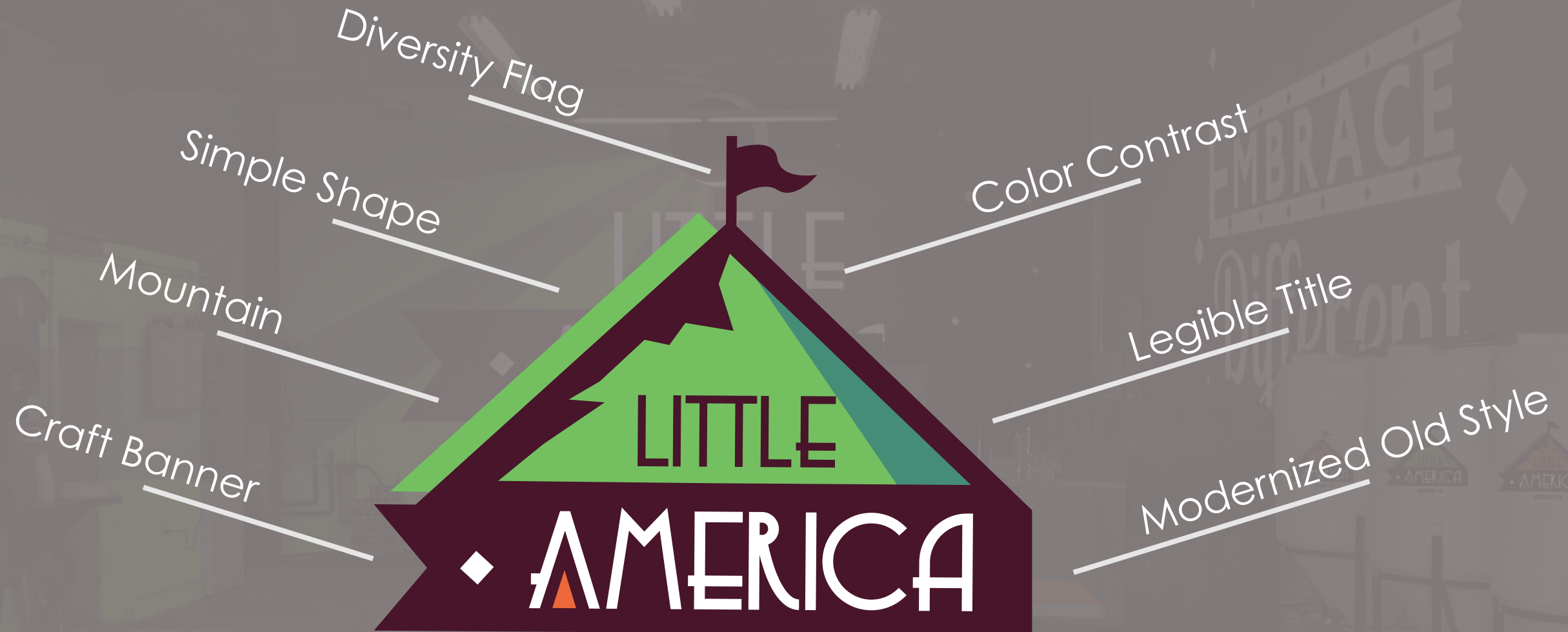# LITTLE
# ·AMERICA
### BREWING Co.

## Team #14

Sam Cole  Jessica Flores  Rachael Imes  Alex Kim  Patrick Pheiffer  Jayden Tran

## The Main Concept

Little America Brewing Company seeks to embrace the
melting pot of different cultures here in North America Using
Natural Flavors and Ingredients from all over America
and all over the world.

about **Kayleigh**

- 27 yrs old, from Chesapeake

- Editor for Online Culture/Arts Magazine

- Currently searching for local trending places`

*"Little America is a company that values diversity and Embraces the Differences that all people have to offer. It truly represents the individuals who make up this country and I love their use of natural ingredients."*

about **Mike**

- 45 yrs old, from Baltimore

- Construction Expert

- Family Man,

-Loves Community

- Craft Beer enthusiast

*"I love everything that Little America Brewing Company is doing with their craft beer. I appreciate a business that is so heavily invested in the community. I even bought a hat so I could show my support"*

Ballcap

Beer and Shot Glasses

T-shirt
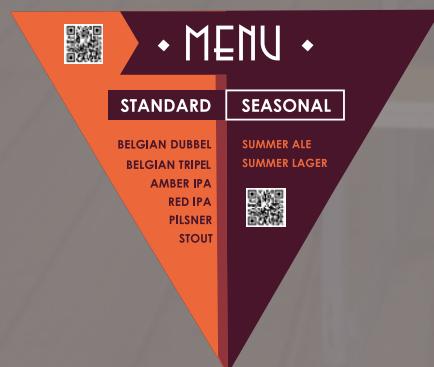
The inside of the brewery should exhibit art, graphics, and information about the daily and seasonal brews. Here we have proposed a few ideas.

www.webaddress.com

## BREWERY / COMPANY LOGO

- Logo - Image & Type
- Logomark - Image
- Logotype - Type

## LABELING SYSTEM

- Individual Beer Labels for Each Brew:
- -6 Standard Beers
- -Seasonal Brews & Special Ales
- -Stick on Labels for In-Store Fresh Brew Cans

- Tap Handles:
- -Standard Little America Brewery Logo
- -Handles per Beer (Varied Colors/Designs)

## PRINT COLLATERAL

**In-House:**
- Printed Menu*
- Coasters* with Standard/Constant Beer Menu on Back
- Stickers
- Business Card

**Signage:**
- Environmental Advertisements:
- Printed Flyers

## DIGITAL COLLATERAL

- Brewery Website:
- -Company Logo/Core Values
- -Full List of Standard/Seasonal Menu
- -About Us (Photos of Interior/Exterior)
- -Services Provided (Brewery Tasting, Private Lessons)
- -Upcoming Events Calendar
- -Location Finder

- Brewery Mobile App:
- -Menu
- -Location Finder
- -In-App Take-Out / Order System
- -Community Share: Social Media Guest Posts

## ENVIRONMENTAL SIGNAGE:

**Interior:**
- Wall to Wall Artwork
(Logo Art, Company Slogan/Quotable Typography)
- Wall Menu

**Exterior:**
- Mural Artwork Advertisement
- A-Frame Signs
- Banners
- Window Lettering & Graphics

## WEARABLE MERCHANDISE / APPAREL / ARTWORK

- T-Shirts* with Standard/Constant Beer Menu on Back
- Hats
- Ballcaps
- Glasses - Beer /Pint Glasses, Collectible Shot Glasses
- Souvenir Bottles
- Collectible Pennant Flags and Clothing Patches
- Collectible Brewery Posters and Hangable Art Prints
- Collectible Postage Stamps

## MARKETING / MEDIA OUTLETS

**Print:**
- Local Newspapers, Magazines

**Digital:**
- Online Blogs and Article Write-Ups: Food Review Publications, Trendspotting, Local Online Tastemakers

**Audio:**
- Local Radio/TV

*with QR Code leading to Website/App and/or links to Special Offers, Seasonal Promotions & Discounts

**Social Media Accounts / Email Blasts:**

- Instagram Handle, Twitter (Optional)
- -High-Quality Photos of Beers/Menu Items
- -Behind the Scenes Photos of Local Sourcing, Farmers/Growers, Fresh Ingredients (Integrity and Transparency of Ingredients)
- -Posts of Special Events/Promotions
- -Connect/Interact with Guests and Visitors by "Liking" and Commenting on Posts and Photos of their Visit

- Facebook Page
- -Photos
- -Event Invitations

- Email Blasts
- -Bi-Monthly (Seasonal) Email Blasts and Newsletters

## Thank You

LITTLE
• AMERICA
BREWING CO.