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NEWSLETTER



The Power of Partnership Bearhill and Bullseye Growing In Tandem

If you're from Alberta, you will instantly connect with the kind of pride you feel when describing our geography.

The horizon ranges from see-forever prairie that rolls up into the swell of the majestic Rockies. Canadian national parks like Jasper's celebrate our landscapes and wildlife and encourage us to embrace the richness sitting in our own back yard.

From the Jasper backdrop three best friends emerged to form a family of brewpubs. They started with **Jasper Brewing Co.** in 2005 as Canada's first National Park brewery. Then they opened **Banff Ave. Brewing Co.** five short years later, to be followed up by **Last Best Brewing & Distilling** in another half decade and finally **Campio Brewing Co.** in 2018.

From the beginning, this trio's intention was to create a beer culture inspired by community; one of locally produced craft beer that belonged to the community who drinks it.



Bullseye is honoured to be a supporting partner to these three Jasper-ites, as we assemble and pack their **Alberta 12pk mixer** and **Mountain Park 8pk mixer** variety packs.

What Makes a Partnership Work?

As *Director of Brewing* at Bearhill, Phil Brian has been coordinating the variety packs together with us over the years. Recently, as we were planning our next round of mix packs, my curiosity got the better of me. I asked Phil what it was about Bullseye that made us his preferred vendor. We like to know what is working for our clients and make sure we keep the good stuff ongoing for Phil and for all of our clients. Phil had this to say:

"Bullseye has always been responsive, flexible and transparent, with pricing that's fair and creates value for all parties."

"We want to grow our business in tandem with our partners, suppliers and customers, and in our four-year relationship Bullseye has always been supportive of these values."

Mix It Up This Summer

If you can't get out to your local national park this year, you can channel your Alberta love into Albeerta love! How? Grab a Mountain Park Pack which regularly features all of Jasper Brewing Co. and Banff Ave Brewing Co. beer reflective of our provincial bounty! While you're at it, get yourself a branded t-shirt available from their beautiful [Albeerta website!](#)



A Note of Thanks from Bullseye Calgary

While *covid-19* has presented setbacks, **Bullseye** remains grateful to all our clients for continued business at both our **Chilliwack** and **Calgary** locations.

Our **Calgary** relocation to a new and larger warehouse has served us well and to our happy surprise, we have already begun to outgrow it. Often challenges can be a positive force toward new opportunities to expand business and make room for ways in which to partner with our clients.

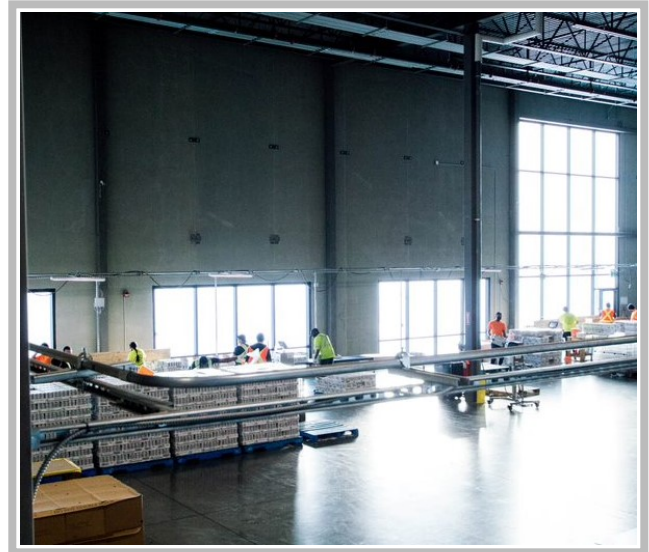
At **Bullseye Packaging Services** we love to develop new techniques to conquer every obstacle thrown at us. From the new and unusual ones we've had through pandemic times, to relocating to a much larger warehouse, we continue to take them all in stride.

One real morale booster in our new facility is all the natural daylight that pours in. With massive floor to ceiling windows our teams get a bright and welcoming work environment every day of the week as they prepare our clients' products to perfection.

So as we head into May, we want to say thank you for trusting us with your projects every day.

It's almost that time again! Bullseye's Summer Survey and Raffle will be held during the month of June, with raffle draws being held in early July. We value our clients' feedback immensely, so we look forward to your participation. More info will follow in our next

newsletter!



Pass it on

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Bullseye Packaging - Newsletter

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