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# NEWSLETTER



## Bearhill Brewing Co.

This summer we have had the privilege to work with **Bearhill Brewing Co.** producing an excellent 12 can variety pack.

We are proud to be able to help launch products into the market and this is especially true for the Bearhill Brewing Co. Being able to work with them in the process of launching their first multi-pack has been a pleasure. We are proud to have built up a process allowing it to be easy for new clients to be able to launch their new products while providing cost effective solutions.

Look for the **Hot Alberta Summer Mix Pack** in a store near you!



## The Bullseye Team

This month we have two very exciting promotions to mention:

First, Adrian Houser has been promoted to **Director of Operations** of our BC facility.

Second, Darren Bolko has been promoted to **Warehouse Manager** of our BC facility.

Both Adrian and Darren have grown into these positions and have the experience to effectively meet Bullseyes Packaging needs. As we continue to grow we are excited to see them take on their new responsibilities.

Lastly, our **President** Stephen Peters would love to invite you to connect with him on LinkedIn! Check out his profile [here](#)!



## Industry News

One of the most interesting carton designs we have seen in the past couple of seasons comes from **Muskoka Brewing**.

The reason why we enjoy this product so much isn't necessary due to the product inside but rather the carton itself. The collection is called the Survival Sampler and it plays to there branding incredibly well. When you talk about Muskoka, Ontario you are talking about cottage/camping country. On the box they have multiple survival tips furthering their branding and creating a great conversation piece.

This method is a clever but simple way to have your variety pack fly off the shelves and increase your brand awareness.



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