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NEWSLETTER



Tree Beer & Big Rock Brewing together in Vancouver

The move comes after the company that owns Tree Beer agreed to a joint venture with Calgary's Big Rock Brewing. The agreement will see Tree Beer teaming up with Big Rock to run the Calgary brewer's Vancouver production facility, where both will brew most of their products.

Recently Bullseye worked on a project for Big Rock Brewing out of our Calgary location, and we have loved working with them so far! As they expand into BC from Alberta we are looking forward to more moments where we can work alongside them on projects. Keep an eye open for a success story highlighting this project! Or if you can't wait you can read our other success stories [[Here](#)]



Wild Rose Brewery is on the rise with Sleeman Breweries!

Due to their incredible success in the Albertan Craft Beer market Wild Rose Brewery caught the eye of national beer supplier Sleeman Breweries. Their popularity within the locality of Southern Alberta has put them into a position to expand faster than their facilities can manage. Their partnership with Sleeman Breweries will further their reach and increase their production exponentially!

"I think that this gives Wild Rose a little bit of an opportunity with Sapporo and Sleeman's supply chain to achieve economies of scale in terms of their raw materials acquisition and maybe get their beer in to some venues that they haven't been able to in the past." Wild Rose CEO Bill McKenzie told Calgary Today that growing in Alberta is the first priority for the southern Alberta brewer. "Distribution opportunities will be dealt with when we get there," McKenzie said. "The immediate opportunity right now is to continue growing here in Alberta. There's a ton of opportunity."



Bullseye Packaging has worked with Sleeman Breweries for over a decade and we know that they will take good care of Wild Rose's expansion. To learn more about this future Albertan powerhouse go [[Here](#)] or click on the image to read an article written by Global News!

Continuing to pass audits with flying colours!

'Tis the season for audits and updates!

Recently our Chilliwack location completed the Sedex SMETA 4 Pillars Audit!

It covered:

- Labour Practices
- Health + Safety
- Environmental Impact
- Business Ethics

Happily we passed without any qualms and we would love to have them back in the future! At Bullseye Packaging we consistently pass client audits as they come up each year and as we enter into new partnerships. Despite covering a large variety of client audits, we have found great benefits from adding our own third party auditing program to give our clients the confidence they need in the quality service we provide.

To learn more about our many licenses & audits that we have undergone visit our website here [[Here](#)] to learn more!



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