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NEWSLETTER



Next generation beverage company rebrands as Future Proof

"By definition, Future Proof means to be forward-thinking and create brands or products that are unlikely to become obsolete." Schultz says. "The name speaks to the heart of what we're building here, and that's to create meaningful brands that are here to stay."

In his role, King, a founder of Austin Eastciders, was hearing from beer wholesalers about the positive effect BeatBox Party Punch as was having on their business and that they wanted more innovation.



"I've been in this industry for a long time, but beer wholesalers really thought of anything that's not traditional beer as the enemy and an impediment to growth. Now we're seeing beer wholesalers looking for solutions to grow their business," King says. "That's kind of where we come in. We provide a solution for them that's outside of traditional beer." - [Beverage Industry](#)

Future Proof's story reminds us of our own journey in many ways. Seeking to remain innovative for all of our client's fresh marketing campaigns via Variety Packs, Retail Displays, Mix-n-match cases, and more! Every time a client brings something new to the table our first response is never, "Sorry, we don't do that." Instead we approach it from the mindset of, "How do we make that work?" Adapting and reacting to market trends is our forte. No matter how the times may change we like to believe that we are relatively *future proof*. For full details of our current packaging capabilities you can visit our [Why Co-Pack?](#) page to learn more!

Pairing Beer & Chocolate with Wilbur Chocolate

'One of the main things to remember about beer and chocolate is that they actually have a lot in common. Not only are both better when produced by skilled master craftspeople, but beer and chocolate each also mingle bitter and sweet flavors to excite your taste buds.

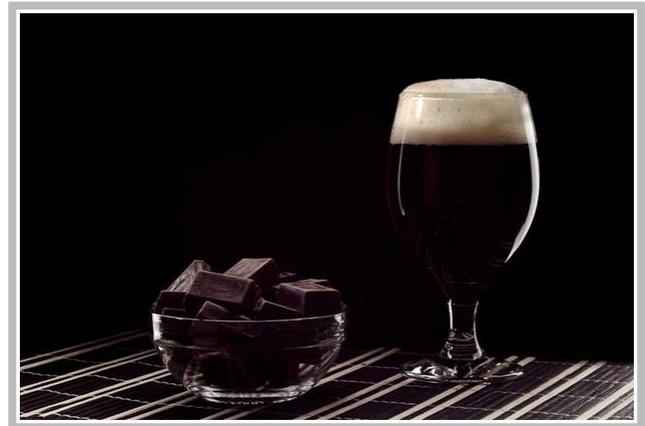
And some beers, like rich stouts, actually have what tasters describe as chocolate and coffee notes in their flavor profiles, which makes them easy to enjoy with a variety of artisan chocolate items.' - [Wilbur Chocolate](#)

Oatmeal Stout and Milk Chocolate

Oatmeal Stout is typically very dark in color with a roasted malt character. It's smooth, not bitter, and absolutely delectable with finely crafted milk chocolate —perfect for dessert!

IPA and Dark Chocolate with Spice or Salt

It's true that there are a vast number of IPAs (India Pale Ale) in several different styles, such as Belgian, American, and English. Tasting notes will vary somewhat between the styles, and—of course—between individual breweries' specific offerings. No matter what, the earthy and hoppy flavors of many IPAs pair best with darker chocolate that's been spiced or salted to provide more depth on the tongue.



At Bullseye Packaging we see this as a golden opportunity for two businesses to come together for a perfect pairing aimed at consumers. Often our work involves two manufacturers coming together to create a joint product for the market often in the form of DIY kits of grab-and-serve packs. Unsure of what you'd need to accomplish that? Bullseye has over 10 years of experience in the field and we would love to share that with you! Don't wait, start the conversation today via our [contact page!](#)

(If you're looking for more BeerxChocolate pairings we have that for you as well courtesy of [Wilbur Chocolate](#))

Big Rock Brewery, a Success Story

'In 1985, Ed McNally founded Big Rock to buck the time's beer trends. Three bold, European-inspired offerings – Bitter, Porter and Traditional Ale – forged an industry at a time heavy on easy drinking lagers and light on flavour. Today, our ten signature beers, ongoing seasonal offerings, four ciders (Rock Creek Cider® series) and custom-crafted private label products keep us at the forefront of the craft beer revolution, still proudly bucking the time's beer trends. Big Rock brews in Calgary, Alberta, Vancouver, British Columbia, and Toronto, Ontario.' - [Big Rock Brewery](#)

Big Rock has been growing in the Alberta market and has expanded their operations to include Co-manufacturing for out of province or start up companies. These companies utilize big rock's professional lab and production facility to produce a wide range of products for the Alberta market.



While Big Rock has a comprehensive program to variety pack their own production, sometimes their are projects that fit outside of their significant capabilities. Bullseye Packaging connects Big Rock with a wider range of finished pack formats. Through our support, they can bring virtually any pack format to market successfully. We look forward to supporting Big Rock Brewery as the complexity and variety of finished pack solutions grows as well! You can read this and more success stories on our website right [here!](#)

Client Showcase: Molson Coors

"In 1786, John Molson didn't just thirst for a better beer, but also a better community and country. He had four core beliefs that drove his journey: others over self, character over reputation, creating a lasting impact, and keep the legacy going. Today, these values continue to shape Molson's practices." - [Molson Coors](#)

Right from the beginning Molson never wanted to make just another beer that gets lost in the shuffle. They wanted to create an experience, an opportunity for connection with those closest to them. What immediately stands out about this company is how they are truly passionate about expressing Canadian spirit through everything they do. From their world famous ad in 2000 ([I AM CANADIAN - MOLSON COORS](#)), supporting the Toronto Raptors as they pushed for a championship in the NBA, to their current 24 pack that includes their Explorer Backpack. Everything they do is focused on Canada and the people in it, molding their products to fit the needs of their consumers.



Bullseye Packaging saw this company and after a few phone calls, a deal was struck. Shortly after Bullseye was able to support Molson's Canadian pride by packaging their Toronto Raptors promo pack for their BC fanbase. Seeing videos of fans carrying the cases of beer we had handled personally as they cheered for our Canadian team brought us much national pride. When working with Molson Coors on projects you can be sure that you're working with their passionate Canadian consumers as well!

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