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NEWSLETTER



Updated Contact Page!

In an effort to provide quick and helpful responses to our potential clients we have completely updated the [contact page](#) on our website!

We have a fully functioning integrated map that shows our warehousing locations so that you can easily see where we are in relation to your products and your distributors.

We have our direct contact information for both warehouses and our admin office!

And we have, for clients new and old, our '[Client Application Form](#)' so that when we get back to you, it's with a solution!



Craft Brewers Conference & BrewExpo America

"BrewExpo America is the largest brewing conference and trade show in the U.S.

BrewExpo America is the premier trade show for craft brewers. With more than 700 vendors all in one location, this is the place to shop for products and services for your brewery or brewpub. This is the perfect opportunity to meet leaders in the national and international brewing arena.

The trade show provides an environment that allows exhibitors and buyers to develop profitable business relationships and helps brewing and brewery restaurant professionals encounter the latest and the best products and services industry vendors have to offer.

It is the only industry event that serves brewpubs, breweries, and wholesalers!"-[Craft Brewers Conference](#)

The event will be going during April 19th - 22nd and will have multiple [clients of ours](#) past and present there as attendees and one as a speaker! It should be a very informative event filled with many knowledgeable people in the brewing industry. For those looking to either get into the business or expand their footprint in the market this could be one of many excellent first steps.



Truly Hard Seltzer Looks to Compete!

"The Boston Beer Company's sales in 2019 reached \$1.25 billion, a 25.5% increase compared to 2018, according to the company's earnings report released Wednesday afternoon. [...] In the release, CEO Dave Burwick credited the Truly, Twisted Tea and Dogfish Head brands for driving depletion growth in the final quarter of 2019. "Truly continues to generate triple-digit volume growth and we are continuing to expand package and draft distribution across all channels," he added, citing improved volume and velocity trends after reformulating all 13 Truly flavors."-[Brewbound](#)

The Boston Beer Company has taken a 4 year old brand in Truly and turned it on it's head with their revamp of the product. Updating their packaging, marketing, and message has proved invaluable for them as it has garnered their product a strong following.

"Burwick credited Boston Beer's moves to support the brand in the fall, including a reformation of all 13 flavors, new advertising featuring actor [Keegan-Michael Key](#) and a sponsorship deal with the NHL." - [Brewbound](#)

Often times it's not your product that needs to change, but how consumers view your product. That's where we come in. Putting your A+ products into A+ packaging is our specialty and we would love to prove it.

[Contact us](#) today and let's get started on your solution!



Client Showcase: Russian Standard - Moscow Mule

"Ultra-clean, smooth, and delicious... This is vodka as it should be." - [Russian Standard Vodka](#)

With all of Russian Standard's vodka being mixed and blended into the perfect elixir right in St Petersburg, they have a strong focus on purity in their vodka that you experience in every sip. As they chose to craft this fantastic cocktail this winter, RS stopped with nothing short of excellence as they assembled the classic Moscow Mule we can now experience today.

"We draw our inspiration from the work of Russia's most famous scientist, Dmitri Mendeleev..."

Dmitri Mendeleev's dedication to science and our passion for vodka making converge in every bottle of Russian Standard Vodka, lovingly produced in their shared hometown of St Petersburg, the Venice of the North...

St Petersburg stands close to Lake Ladoga, whose soft waters of glacial origin are perfectly suited for use in vodka that sets new standards" - [Russian Standard Vodka](#)

Just as the original creators of this vodka would have ventured out into the cold to harvest this perfectly smooth cool glacier water, we are invited to step out into the cold with confidence as we have the classic Russian Standard Moscow Mule in hand. We're welcomed by the science and simplicity that is carried in this pristine cocktail of true Russian standards.



So with every can we crack open this season, we can take pride in this 'mule' just as the Russians do!

Written and Photographed by Faith Peters

Bullseye Packaging
Stephen Peters - President

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