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# NEWSLETTER



## A WINNING PARTNERSHIP

### ***Avenue Food & Drink Made In Alberta Awards***

"Across the province and over 11 categories, Avenue's Made in Alberta Awards, presented in association with connectFirst and SAIT,

highlight the best of a full range of locally made products." - [MadeInAlberta Awards](#)

What a wide range of categories these awards celebrate with amazing contributions from all over the province, including Indigenous Artisans, Beauty, and Alcoholic Drink.

We took particular note of the awards this year. As we scrolled through the announcements, admiring the list of winners and runners up, we came across [a very familiar sight](#).

For over fifteen months now, and going strong, we have partnered with Alberta Beer Festivals to assemble multiple editions of a collaborative concept they developed called "BeerFest In A Box".

A great big CHEERS to Alberta Beer Festivals for their innovative eight pack! We are proud to support their initiative with our variety pack assembly services.

## A Bullseye Referral!

Planning your Employee and Customer Gift Baskets for the Holidays? We've got your solution!

Bullseye is pleased to refer Corporate Promotional Products, a new-to-us vendor in the area.

Corporate Promotional Products is offering a **20% discount** for the Holidays, just tell them Bullseye sent you or use code '**BULLSEYE**' to get the deal!

Want to learn more?

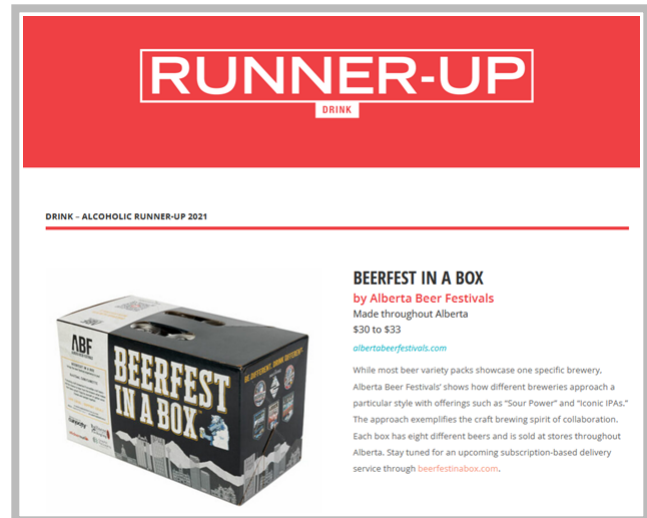
CALL: **403-466-4177**

EMAIL: [contact@corppromo.com](mailto:contact@corppromo.com)

<https://www.corppromo.com/>

OR

Feel free to contact Eira at 403-970-7155



## Bullseye Attends Edmonton Craft Beer Festival

Alberta Beer Festivals is a client we support with Beerfest In A Box, a brainchild they developed after the pandemic made festival-going an impossibility. Each edition of Beerfest In A Box carries eight different craft beers made by Alberta brewers. It is the ultimate local craft beer take home sample pack.

However, something was clear to me from attending the recent Edmonton Craft Beer Festival. To date, we have worked with six variations on the variety pack at Bullseye, making a sampling of 48 different craft beers! I thought that was a lot, but truly these numbers are but a tiny representation of what is going on in the Alberta Beer Industry today.

I can not recall the last time in recent history I was in such a huge event!

Being part of a crowd once again was overwhelming enough, but the magnitude of brewers we have in this entrepreneurial province is mind blowing.

We sampled more than beer at this upbeat festival. There were booths featuring craft ciders, bitters, vodkas, gins and oh-so-many RTDs. We were also pleasantly surprised to discover "soju" which is a rice-distilled spirit import from Korea.

If you enjoy the adventure of what's brewing in Alberta, find an Alberta Beer Festival near you; it is an experience you'll want to drink in!

*Bullseye Packaging Services is a proud vendor in the assembly of the BeerFest In A Box variety pack.*

## Additional Glossary Terms!

**RTD** – In the liquor industry an RTD or "Ready To Drink" beverage is frequently a pre-mixed cocktail type of alcoholic drink. However, the term can refer to any single use beverage that is ready to drink by opening and consuming it as is.

**CRAFT BEER** – Small batch beers unique to a region is too narrow a definition. There is an entire culture married to the ingredients, the brewing process, and the collaborative nature of it all.

## Bullseye's Service Spotlight on Variety Packs

We have worked hard at Bullseye to build a positive reputation for quality in variety pack assembly. While much of our business has traditionally focussed on beer, RTDs and water, our processes translate well into almost any kind of variety pack.

Think about it: a variety pack can be composed of beverages but the same goes for food and a multitude of other kinds of consumer packaged goods.



Hallowe'en candy is a great example. So, too are tea, gum, socks, yes and even reusable face masks. All kinds of flavours, colours and sizes for all kinds of tastes. Utilize it to launch a new SKU! From the consumers perspective, there is less risk in buying a multi-pack for trial; it may very well convince them to purchase more.

Have you considered selling your product as a variety pack? What better way to showcase your product line or introduce new SKUs? We've got the experience and we're up to the task. What can I say? We like variety in making variety packs!

## Join us for a quick 2 minute tour of our Chilliwack facility!

When you're new to a supplier or even when you have an ongoing relationship with a provider, sometimes you don't realize their full scope of supply. Variety packs are only one of our many areas of expertise.

[Come for a 2 minute tour of Bullseye services now!](#)



**"Our skill is your win."**

### Bullseye Packaging

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