Punch + American Craft Spirits Association

From Concept to Shelf:
A Case Study

PREPARED FOR ACSA

BY JOSHUA BERMAN

Joshua Berman,
of Punch Design Co.,
talks ~~Food and Beverage~~ Branding
Spirits

Personal Intro

Punch BBG PITCH

University of Tulsa - Class of ‘08

Project Manager / Senior Designer / Art Director

Co-founded TabSprint, a mobile payments company for bars, restaurants, and events

Helped sell a company to Constellation Brands

Launched BBG in 2016

Fortune 500 Experience: Caterpillar

Based in Tulsa

Personal Intro

Punch BBG PITCH

“The Bearded Iris brand means a lot to us and, accordingly, the process of refreshing our branding and creating some new packaging was something we took very seriously. Josh and his team **(Punch Design Co.)** provided just the right amount of creative support and insight we needed to reimagine our branding and make it far stronger. They knew exactly when to try and push us out of our comfort zone and when to defer to our innate understanding of the brand we’ve been building for years.

This wouldn’t have been possible if Josh hadn’t invested loads of time and energy into getting to know our brand and the people behind it. You can tell his team cares about establishing that depth of relationship and I believe that factor, along with their artistic skill, helped immensely in getting a quality result.”

Kavon Togrye, Owner

punchdesign.co / @punchdesignco

bermanbrandgroup.com + pitchdesign.co

Personal Intro

Food and Bev Experience

Art of Agave

Arka Beer

Abita Brewing Co.

Avocados by Mail

Bbox Café

Bearded Iris Brewing Co.

Belikin Beer - Belize

Black Sugar Cola Rum

Big Mountain Ciderworks

Cannabis Counter

Craftpeak

CrystaPure

Deer Hunter Wine

Downward Dog Wine

Droemer Ridge Ranch

DROOL Cannabis Products

Eurisko Beer Co.

Finda's Coconut Milk

Fullsteam Brewery

Gifts Ahoy!

Haskill Creek Farms

Indrio Brands

King's Sandwich Shop

Libre Rum & Cola

Living Prana Pancakes

Meadowlark Brewing Co.

Nine Arrow Farms

Ravinia Brewing Company

Roo Vitamins

Root Wellness

Santa Maria Brewing Co.

Santa Maria Distilling Co.

Silver Harbor Brewing Co.

Snackers! Snack Foods

Son of a Burger

SunUp Brewery

TabSprint

Tap It Brewing Co.

Tequiliana

Thorntree Farms

Tim's Midtown Diner

Torched Hop Brewing Co.

Treasure Coast Grown

Two-5 Beer Co. - Belize

White Street Brewing Co.

14 years of food + bev

10 years of Punch Design Co.

Personal Intro

Food and Bev Experience

Your Brand Development

“Building a brand that connects with the Consumer” AKA

Brand Development

the art of getting all of this in sync

Brand Vision

Core Brand Assets

Names

Logo(s)

Colors

Style

Tone-of-Voice
+ Personality
+ Story
+ Value Prop
+ Sense of Place

Shelf Presence

Packaging

Labels

Caps + Enclosures

Glass + Boxes

Illustrations
+ Photos

Brand Expression

Ads

Social Media Presence

Video + Photos

Partnerships

Retail Locations

Point-of-Purchase

Merchandise

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Your Brand Development

Two groups here today:

1

Why do we care about this?

Why does brand development matter?

2

I get why it's important - just get to the goods:

how do we do it, and how much does it cost?

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Food and Bev Experience

Your Brand Development

How? Case Studies

BIBCO Case Study

Core Brand Several Years Ago

New Products Three Years Ago

+

Stillworks Texas

Just Completed / Soon to Rename

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How? Case Studies

How Much? Shopping For Creative Services

What are you buying?

Brand Development

the art of getting all of this in sync

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Shelf Presence

Packaging

Labels

Caps + Enclosures

Glass, Bags, Boxes, etc.

Illustrations
+ Photos

Brand Expression

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Video + Photos

Merchandise

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How Much?
Shopping For Creative Services

What are you buying?

OR: You can pay as much as you want.

INTERNATIONAL

STRANGER & STRANGER

20k for a consult, well over 6 figures for full design services

REGIONAL

CO DO

100k starting for a full brand + packaging suite

DISTRIBUTED

Punch

50k starting for a full brand + packaging suite

ONLINE

fiverr.

35 bucks for a logo

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How? Case Studies

How Much? Shopping For Creative Services

At a bare minimum, make sure you are getting a Brand Style Guide

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How? Case Studies

How Much? Shopping For Creative Services

Why?

Why does this matter?

Because connecting with your customers is about a long walk in the same direction.

Even though you are not a retailer, you are still effectively direct-to-consumer.

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How? Case Studies

How Much? Shopping For Creative Services

Why?

If you already have more sales than you can fill, this can help you raise prices.

It can also lead to new retail opportunities (e.g.: Whole Foods is a beauty contest, but good design is also compelling to budget retailers)

We're trying to become more discoverable by our future fans, and then **setting** the right **expectation** about the product.

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How Much? Shopping For Creative Services

Why?

What you're trying to do is develop a brand that is:

1. Memorable
2. Meaningful
3. Valuable

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Why?

Q&A

Questions

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Why?

Q&A

Thank you very much.

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