

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

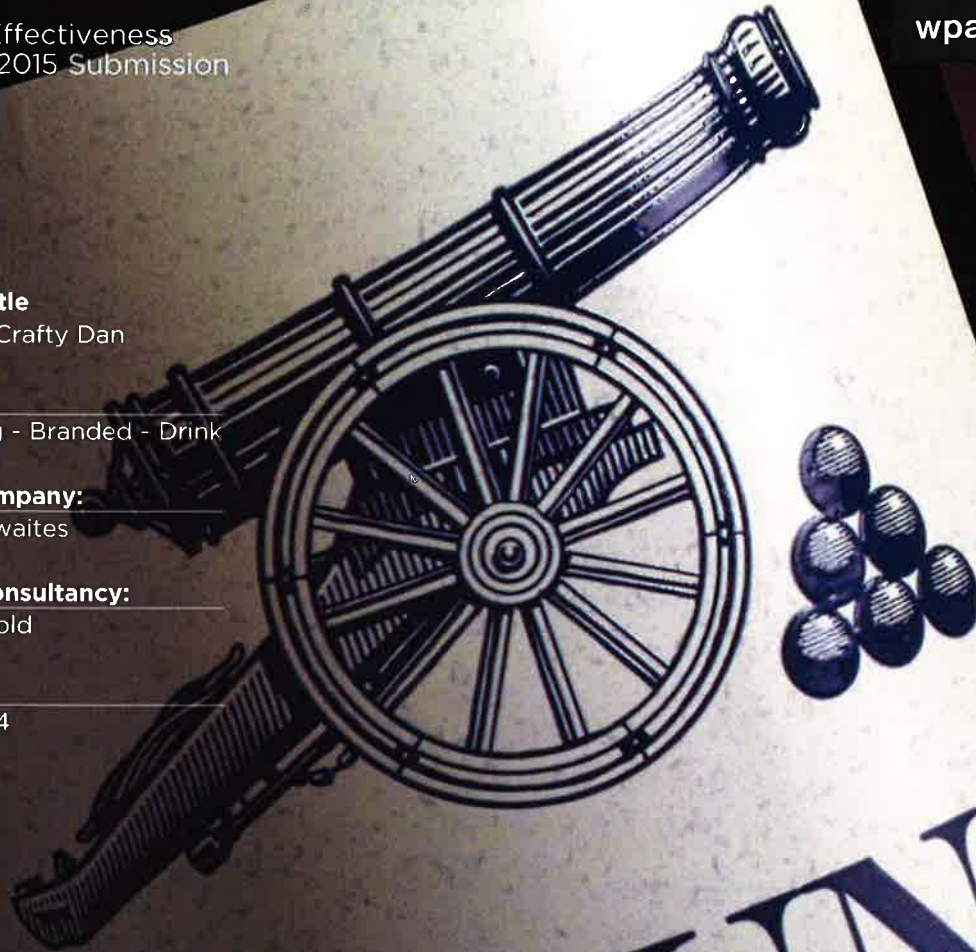
Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014



13 GUNS

**CRAFTY DAN  
MICRO BREWERY**

A SASSY HIT OF HOPS  
IN AN IPA  
THE ORIGINAL  
OF AMERICA  
13 STATES

— ALC 5.5% VOL —

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

“Thwaites has over two hundred years of brewing success and it is important to continually innovate and ensure we continue appeal to our consumers. We have developed the Crafty Dan range to specifically appeal to new drinkers and help us develop new markets, including export.

The craft beer market is an important part to Thwaites future success and WPA Pinfold has created designs that have a perfect fit with this fast growing category. The designers have enabled us to open up new markets and add value. Feedback from customers is that on shelf impact is fantastic as we have real stand out versus the competition.”

**Lee Williams, Marketing Manager.**



**CRAFTY DAN**  
**MICRO BREWERY**

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Executive Summary**

Daniel Thwaites first started brewing in 1807 in Blackburn, Lancashire, and has remained a family owned brewery ever since. There have been many changes in the beer market over the years and Thwaites has survived and thrived, by adapting to changing market trends and investing in innovation. In the last century this culminated in its 'state of the art brewery' built in 1966 at a cost of £5.5m.

The decline in the number of traditional beer drinkers and overall beer consumption in the Blackburn area, and the recent explosion in micro brewers, has totally changed the brewing landscape for Thwaites and created significant challenges. In addition, there is a 'craft beer revolution' going on (driven by the American micro brewers) which has resulted in a new wave of UK craft beer micro breweries.

The trading environment has forced Thwaites to review its strategy and business model. The micro brewery built by Thwaites three years ago to take on the craft brewers, is now its sole brewing operation. Thwaites has had to close its main brewery this year and contract out the brewing of its main beers, due to difficult trading conditions. This pioneering Crafty Dan range of beers is a key part of Thwaites strategy to move to a new brewery that focuses on added value, speciality and craft beers, and grows export markets.

The last three years have been challenging times - Thwaites has made a loss from 2012 and has gone through three phases of redundancy, culminating in the closure of its main brewery in March this year.

**For the brewery, the new range has been a lifeline. The beers have established Thwaites in the new craft beer keg sector and are already significantly outperforming the existing, established range of its micro brewery beers. New key accounts have been established in both the 'on trade' (draught beer) and 'off trade' (packaged beer) markets. Export markets have been established in nine markets and, most critical for the future of the brewery, the range has established fantastic margins per barrel (compared to existing Thwaites mainstream beers) - packaged margin is double and per keg margin is up 15%. Average sales per beer in the new Crafty Dan range are up 590%.**



**590%**

increase in average  
sales per beer

**CRAFTY DAN**  
**MICRO BREWERY**



**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Outline of Project Brief**

There are currently over 1,100 micro breweries in the UK and every month new breweries are entering the market. Thwaites needs to move with the times and establish itself in the new beer market where the beers are premium priced and the volumes consumed are lower than mainstream beers.

The creation of the Crafty Dan range is Thwaites' answer to the American craft beer revolution that has hit our shores. These beers are bolder, with bigger flavours - yet, ironically, are based on traditional English ale styles.

The brief: to create branding and packaging for a new, innovative range of packaged and keg beers that reposition Thwaites in the contemporary craft beer sector; to take on the American craft beer imports and position the beers as added value; to create a range of beers that are modern classics - trading off the Thwaites heritage, whilst positioning the beers for younger drinkers.

The beers are brewed in Thwaites' micro brewery, which was built to develop craft and speciality beers and has subsequently become Thwaites' sole brewery.

The new range is intended to pioneer a new positioning for Thwaites in preparation for a move to new premises, as part of its plan to build a new business model that positions the brewery for future profitability.



**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Key Objectives**

The new range of Crafty Dan beers was developed to help reposition the brewery for future success and profitability as Thwaites prepared to move to a new brewing site. Key requirements for the designs were:

- Position Thwaites as a serious contender in the craft beer market, by positioning the brand to appeal to the new wave of beer drinkers (both male and female).
- Attract new customer accounts and increase presence both in the off trade (multiple grocers and off licences) and on trade (pubs and bars) markets.
- Add value - through quality of branding and packaging design.
- Appeal to export markets and help establish new export territories.
- Create a new direction for the Thwaites brand that will help future proof the brewery.
- Help the brewery reposition itself in the changing market and return to profit.



**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Description**

This was a unique opportunity to break the mould for Thwaites and test the market for a more innovative and contemporary range of beers.

The project encompassed:

- Naming strategy
- Branding
- Packaging (primary and secondary) - bottle, can and lens/fount
- Glassware



**CRAFTY DAN**  
**MICRO BREWERY**



**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Overview of Market**

- Amount of adults drinking beer remains broadly the same - 71% UK adults now drink beer.
- Consumption is less - 31% beer drinkers claim to be drinking less beer, compared to 13% claiming to drink more.
- Volume sales of beer declined by 3.4% - from 4.24 billion litres in 2012 to 4.09 billion litres in 2013.
- Volumes are predicted to fall even further up to 2018 - to 3.49 billion litres.
- Trading up to premium beers is expected to increase market value by 2018 (despite decline in volumes) to £18.4 billion - 2013 market value is £16.7 billion.
- 13 million drinkers (25% of UK adults) have consumed a craft beer in the past 6 months.
- 35% of beer drinkers think craft beers are worth paying more for.

Stats - Mintel 2013.

**Growth in micro breweries in the UK**

Since the Small Breweries' Relief, introduced in 2012, there has been a boom in the number of UK breweries - 1,147 by 2014. This is the highest number of breweries in 70 years and approximately 200 new breweries are opening each year.

Stats - CAMRA beer report.



**CRAFTY DAN**  
**MICRO BREWERY**

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

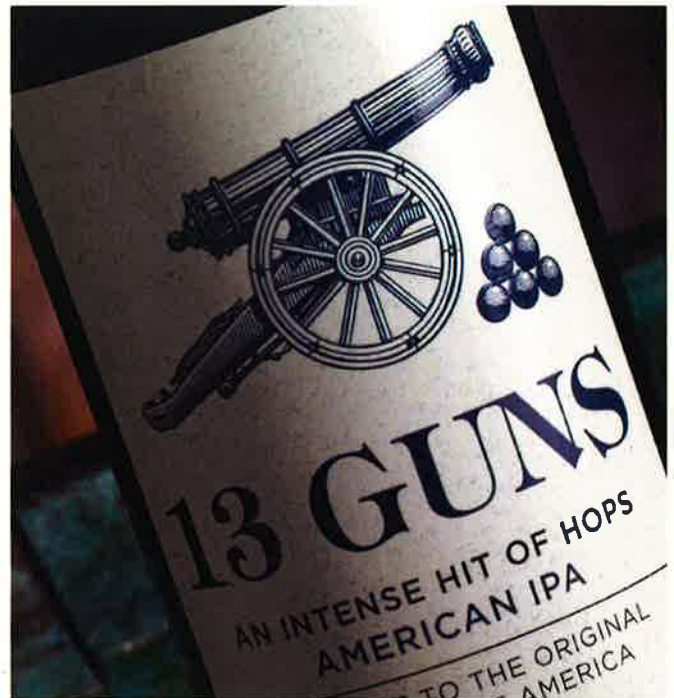
WPA Pinfold

**Date:**

03.07.2014

**Key Challenges**

- Although the craft beer sector is growing this has been at the cost of sales of traditional and mainstream beers - which has historically been Thwaites' core market.
- Thwaites was losing market share to the new wave of brewers, had to close its main brewery (to cut costs) and was losing money. Repositioning the brand for future growth was critical. (See the market).
- The craft and specialist beer category is very crowded with over 1000 breweries entering the market in the last ten years, and several hundred more in the pipeline. The growth in new brewers outstrips growth of market.
- The new drinkers have become both more discerning and experimental - Thwaites have had to up their game in terms of presentation and need to appeal to a younger (female and male), added value market.



**CRAFTY DAN**  
**MICRO BREWERY**



**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Project Launch Date**

- Launch January 2014.

**Size of Design Budget**

- £18,000.



**CRAFTY DAN**  
**MICRO BREWERY**

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Outline of Design Solution**

The craft beer revolution currently raging across the USA has been inspired by traditional European beers, except they are bigger and bolder. This has not gone unnoticed in the UK and now the English brewers are fighting back by creating their own hoppier, stronger beers. The Crafty Dan range combines the best of both worlds (old and new) with nearly 200 years of brewing know-how and bold American hops and malts.

For example the 13 Guns design celebrates the formation of the United States of America, with classic illustration and typography, that symbolise the craftsmanship and attention to detail that has gone into the brewing process, whilst the overall look is clean and fresh which perfectly reflects the beer itself.

Each design has a clear definition of its beer style (which is a key communicator for today's more experimental drinkers) and supporting copy emphasises the more challenging ingredients and flavours.

The new branding and packaging uses a classic illustration style and crafted lettering – presenting it in a fresh, clean contemporary way. The background is a non standard cream (not a Pantone, PMS colour) which has been carefully balanced on press. The sample room style back label typography, which emphasises the brewer and ingredients, further enhances the style and personality of the beers.

The challenge was to integrate the branding across all packaging formats (bottle, can and fount) and communicate a premium positioning. The designs have roots in traditional scraper board illustration style, with a contemporary edge that resonates with the graphic style for craft beers in the USA. On shelf (and on bar) stand off is exceptional.

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Human Impact**

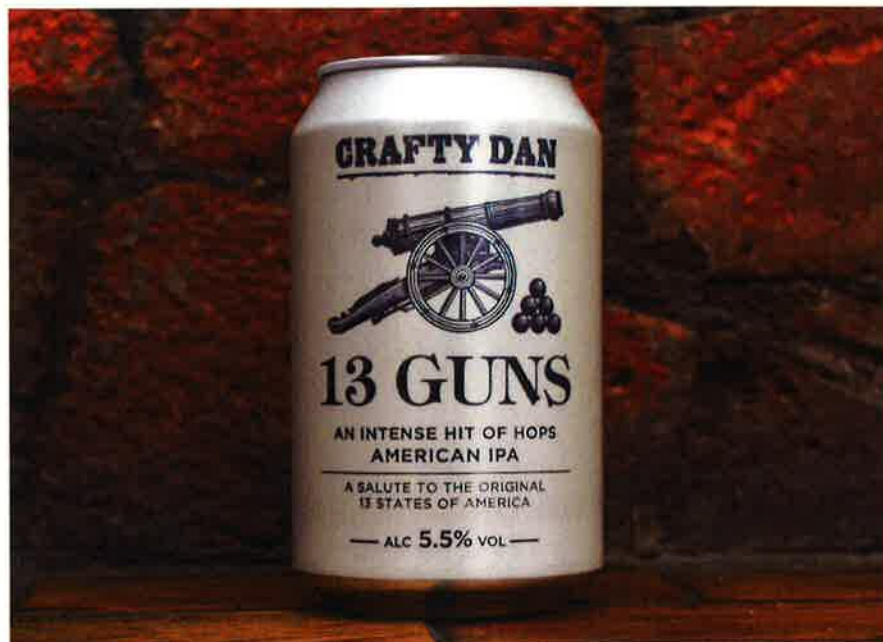
Over the years there has been a decline in sales across Thwaites' regional heartland, Blackburn and the Ribble valley, with a reduction in industry and the demise of the traditional Thwaites drinker.

Since the recession in 2008, Thwaites has been affected by a series of further setbacks, with a decline in profits (to a loss in 2012), a reduction in the workforce by over a third and the closure of the main brewery in 2013.

The new Crafty Dan range has reinvigorated Thwaites' customer base and sent a buzz through the brewery staff, instilling excitement and giving renewed pride and optimism for the future.

**Other External Factors**

There have been no other influencing factors for the launch and marketing of the Crafty Dan range, apart from tweets by Thwaites social media team. There has been no advertising or marketing support.





**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

“ Thwaites is a great brewery with a wealth of brewing knowledge and expertise. It was founded in the days when England was famous for producing the best beers in the world and it’s those 19th century ale recipes that the Americans are emulating today. For Thwaites to go back to its original brewing recipe roots, and then add some American flavour, was the right decision - making a brave move, by stepping out of its design comfort zone and investing in branding that defines a new future for the brewery, is paying dividends. It’s nice to be taking the Americans on at their own game and reclaiming our brewing heritage.”

**Myles Pinfold, Managing Director.**

**Project Title**

Thwaites Crafty Dan

**Category:**

Packaging - Branded - Drink

**Client Company:**

Daniel Thwaites

**Design Consultancy:**

WPA Pinfold

**Date:**

03.07.2014

**Declaration**

**Myles Pinfold**  
Managing Director



**WPA Pinfold**  
Ex Libris  
Nineveh Road  
Leeds  
LS11 9QG  
UK

**Telephone:**  
0113 244 8549

**Email:**  
myles@wpa-pinfold.co.uk

**Lee Williams**  
Brand Marketing Manager



**Daniel Thwaites**  
Star Brewery  
Penny Street  
Blackburn  
BB1 5BU  
UK

**Telephone:**  
01254 686868

**Email:**  
leewilliams@thwaites.co.uk

