

DBA

Design Effectiveness Awards
Submission 2016



United by Design®
Branding & design agency

FOR PUBLICATION

Submission title

Treboom Brewery Bottle Range

Industry sector

Branded Drink

Client company

Treboom Brewery

Design consultancy

United by Design

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SIBA industry awards 2014

Treboom Brewery, Baron Saturday
Highly Commended Label Design

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Executive summary (Word count 299)

“For a relatively new microbrewery we needed to make people aware of Treboom Brewery and tempt them to try our beers for the first time. The label designs have made a huge impact on our confidence in promoting our brand. Without a doubt they have grabbed the attention of buyers and consumers in a very crowded market.

The label designs have been so successful in grabbing attention that we have decided to redesign our pump clips to reflect our bottle labels. We feel the designs portray the right image for the brewery, making us proud not only of our beers but also the image they project.”

Jane Blackman
Owner, Treboom Brewery

Treboom Brewery is run by a talented and driven couple. Formerly a Scientist and Ceramist, they have developed a brewery business from the ground up.

Brewing just cask ale from the outset, the owners were looking to make a significant step change in this traditional approach but with no prior experience in marketing, they looked externally for advice.

Bottling seemed to make sense, and the collaboration with United by Design began. This was going to be a tough challenge. The market place is incredibly crowded and competitive, with new and dynamic breweries appearing all the time, as well as more established breweries continuing to maintain a good percentage of the market.

Treboom have now been bottling for nearly two years, in this time have achieved:

- Outperforming the market by **782.9%**.
- Exceeding monthly targets by an average of **122%**.
- Total turnover increasing by an average of **24%** per month, whilst maintaining retail prices up to **97%** above the market average.
- Expanded their outlets from 40 miles around the brewery to national, including the **Tate Modern** and a **Michelin Star restaurant**.
- National and international **awards** and recognition for label design.

**Treboom**
B R E W E R Y

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Project overview (Word count 850)

Treboom set out on its bottling venture with a number of aims and objectives in mind:

Establish bottled beers as a significant part of the business and not be 100% reliant on cask sales

Treboom was thriving and growing through cask sales alone, but recognised the need to reach new markets in order to diversify its revenue streams.

Promoting Treboom bottled beers as a premium product

With small batches, production price per bottle is inevitably more than other larger breweries can achieve. Marketing the beer as a premium, handcrafted product can justify the price point.

High visual impact

With the craft brewing market seeing such uplift, creating stand-out on shelf is key to success.

Expand customer base

Treboom already supplied numerous pubs, but this new venture would attract a number of different customer bases.

Increase outlets

Attracting new customers who may have been alienated before bottling to stock the Treboom beer range.

Increase brand awareness

A strong presence in bottles has the potential to push brand awareness much further than being solely available on the bar.

Promote the character and personality of the brewery and its ales

The brewery boasts an interesting back-story with an unusual mix of science and art at its core.

Appeal to a wide audience

With the rise of female and younger drinkers being interested in the craft beer market, Treboom was conscious its brand should be attractive to 'traditional' drinkers and emerging markets. Customers are becoming more aware of the numerous styles of beer and more experimental with purchasing decisions.

Fit into contemporary craft brewing zeitgeist

As the market has developed, the attitude towards craft beer has changed, Treboom wanted to make sure it was not only 'in' with the crowd, but pushing at the forefront of this growing market.

Sales Targets from Sept 2013

Sept 2013 – Feb 2014	240 bottles per month
March 2014 – Aug 2014	480 bottles per month
Sept 2014 – April 2015	800 bottles per month

Targets were derived from looking at the cask customers (within a 40 mile radius of the brewery), and the capacity these current customers could take. As the range of bottled beers expanded, targets were increased.

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Pre Sept 2013

Examples of original Treboom
branded pump clips before
bottle label development began

Description

Treboom Brewery is a microbrewery established in December 2011 by John Lewis and Jane Blackman in Shipton-by-Beningbrough, five miles north of York city centre.

For the first 20 months production centred around a range of cask ales, which were supplied to pubs within a 40 mile radius of the brewery. Over this time the reputation of Treboom's beers grew and there followed a demand for the availability of the beers in bottles for the take-home market.

Bottling would open up several new markets for retail sales and trade sales to shops and restaurants. This was an important point in the development of the business and provided an opportunity to make an impact on a whole new range of customers.

Since opening the brewery in 2011 the number of microbreweries in the area has doubled, inevitably making the market more competitive. The importance of standing out from the crowd was therefore a high priority.

Overview of market

- The UK now has more breweries per head of population than any other country in the world – one brewery per 50,000 people!
- There are 1,258 breweries operating in the UK; 170 of these opened in the last 12 months.
- The premium bottled ale market is predicted to reach a value of £1billion by 2020.
- 20% of Brits have drunk craft beer in the last six months.
- 34% of beer drinkers say they would be prepared to pay more for craft beers; this rises to 43% amongst 25-34 year olds.
- 16% of beer drinkers always aim to try something new, showing the need for innovation within the ale market.
- Two main factors are taken into consideration when purchasing beer: beer style and brewer/brand.
- The market is taking a turn towards the younger generation, with more than a third of 18 – 24 year olds having tried real ale and 87% of these saying they plan to drink it again.
- A survey of women by Friends of Glass has found that 39% of those surveyed who drank alcohol had tried craft beer.
- One major theme contributing to the success of the market is the trend of pairing premium beers with food. The 'There's a Beer for That' campaign seeks to upgrade how beer is presented and served.
- SIBA estimates that its members alone brew over 2,500 different bottled beers, based on five brands brewed by 75% of members.
- SIBA members rank marketing and design fifth out of seven priorities for investing duty relief savings.

Launch date

September 2013

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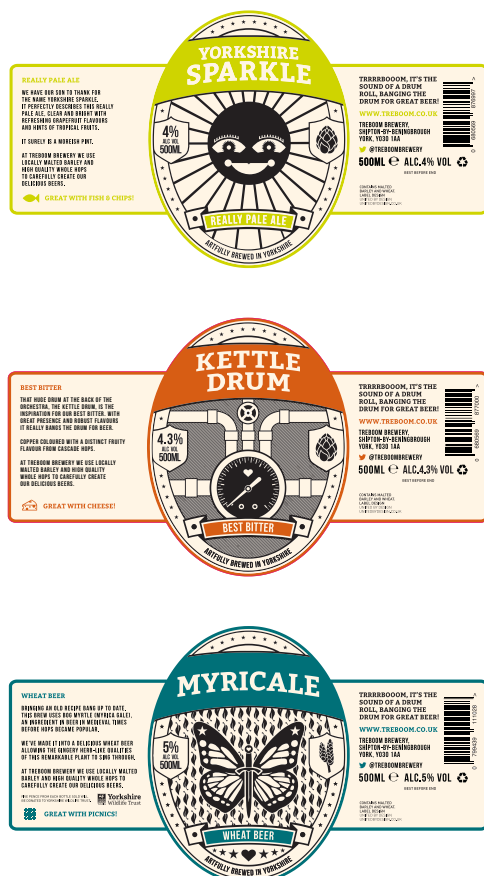
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New label design

Examples of full label design, including front and wrap around elements

Size of design budget and production costs

From September 2013 – February 2014, work was undertaken on a pro bono basis.

Studio hours:

Initial design development	75 hours	(£4,875)
Illustration development	67.5 hour	(£4,725)
Application, design and roll out across labels	21 hours	(£1,155)
TOTAL	163.5 hours	(£10,755)

This was offset with advertising and promotion of the work by Treboom Brewery on every bottle, via social media, press coverage and through SIBA.

Since February 2014 Treboom has spent a total of £1,028 on bottle label design.

Outline of design solution (Word count 483)

Building on the existing strong, expressive brand identity and minimal pump clip design, the development of striking brand packaging began.

Working closely with the business owners we drew out specific personalities and stories for each ale, previously not expressed at all through the business, let alone on bar or other promotion. We tweaked the strap line to align it to the business owners' approach and play on the clever, skilful nature of brewing: 'Artfully brewed in Yorkshire'.

Reviewing over 180 breweries, small and large, in Yorkshire and the North East was a serious undertaking, as well as taking a national perspective to ensure that the design, branding and packaging were unique and original. Care was taken to not become too 'hipster', yet to take a step away from the traditional brewing image. From the outset the client was keen not to pander to traditional beer-drinking consumers, but at the same time not alienate them.

Treboom was able to support our market research and test the viability of new design routes by consulting their local customers. Not only were regional pubs considered during design development, but also urban and city centre bars, e.g. in Leeds, that were currently not stocking cask at all.

The style was developed with the original brand identity in mind. Strong black line and detail with a central focal point in the label gives a layered, bold contrast to the bright range colours. All illustrations are bespoke, original and reference specific subject matter or ingredients relevant to the ales – giving the buyer another level of interest when experiencing the ale.

The generation of a strong illustration style, supported by colour cues, clear recognition of the name, ABV and ale type were key in the hierarchy.

The bottle, although not bespoke, was chosen for its less traditional, more elegant profile, widening appeal to potential new buyers, including women and younger drinkers, without alienating existing cask drinkers. To tackle this we pulled the brand identity away from the main label and elevated it to the neck, ensuring clear visibility and prominence.

A 360-degree label with a distinct shape was developed to give individuality and differentiation on shelf. The label's tolerance to varying storage and extremes of temperature was considered to maximise ease of trade. The in-hand experience was also closely analysed, the tactile overall feel of the labels gave a premium experience that was rooted in provenance. Using a plastic label material we used three varnishes to replicate a textured and interesting paper – matt, gloss and reticulated all gave an interactive feel, took the shine off the plastic and ensured that wherever the bottles were, the quality of the label would not be undermined.

Additional tasting notes and food pairings were also introduced to assist in opening up the beers to new customers and enlighten an already loyal customer base to the origins and inspiration around the ales.

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Summary of results

Targets smashed month on month

Actual sales compared to monthly targets;



Treboom has exceeded its bottle sales targets every month from the beginning of bottle production, averaging **122%** above monthly targets.

NB These targets were derived from looking at the brewery's cask customers (within a 40 mile radius of the brewery), and the capacity that these current customers could take.

Success above market average: cementing the premium product image

According to Marston's Premium Bottled Ale Report 2015 the average off-trade retail price for PBA is 32p per 100ml (£1.60 per bottle).



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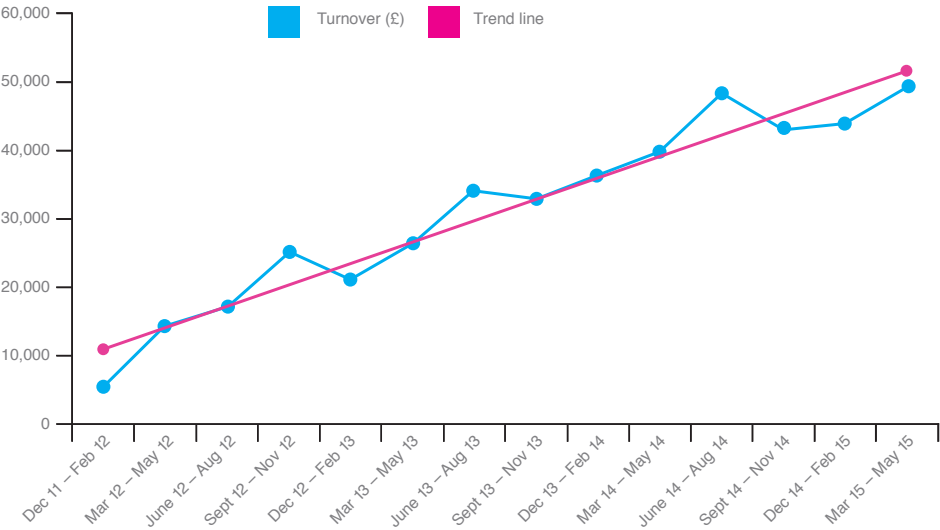
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Treboom is able to maintain an average of **24% growth** per quarter retailing their PBAs at 72 – 97% above the market average: 55p – 63p per 100ml, (£2.75 – £3.15 per bottle).

Quarterly turnover (**NB** This does not include specials);



How Treboom has outperformed the market

Treboom has outperformed the market by **782.9%** $((92.7-10.5)/10.5)*100$

Marston's Premium Bottled Ale Report states that the market is growing at 10.5% year on year (January – January).

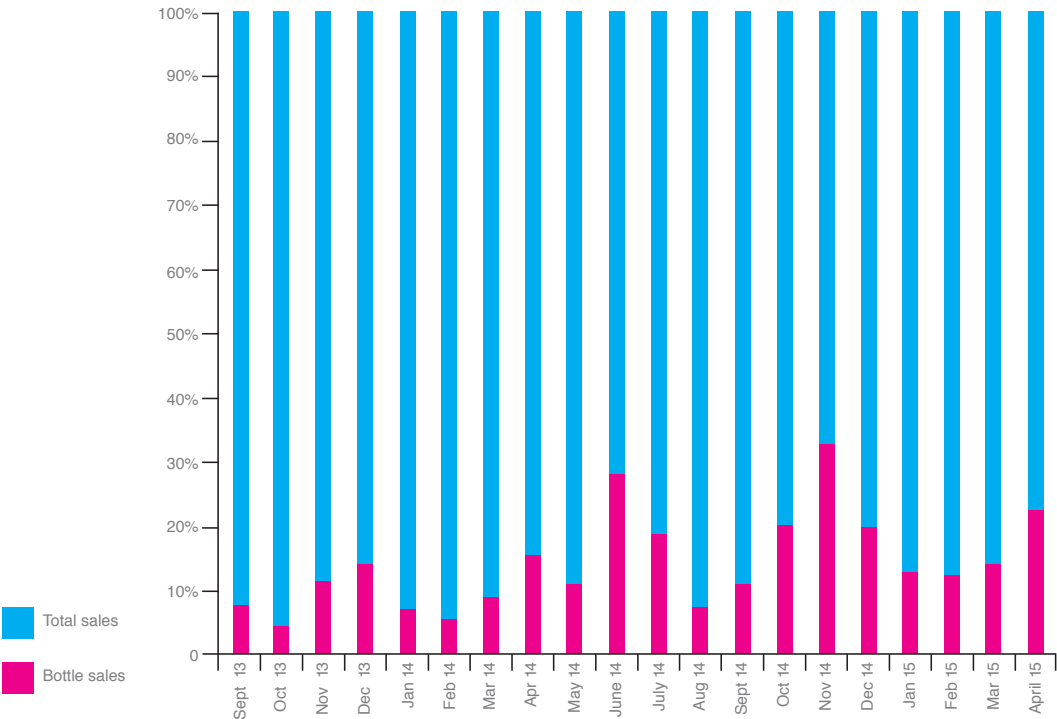
During the period from January 2014 – January 2015, Treboom increased its bottle sales by **92.7%** (from 787 to 1515).

When taking into consideration that Treboom has chosen a price point up to 97% above the market average, this growth and outperformance is staggering.

Contribution to sales

Since bottling began, bottle sales have contributed on average 14% of monthly sales, with the highest contributions being in the run-up to summer and Christmas 2014.

Bottle sales as a proportion of total sales;



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Recruitment and equipment

Due to the success Treboom is experiencing the brewery has been able to invest in a new part-time member of staff.

Furthermore, it has also been able to invest in new equipment, increasing efficiency and productivity.

Increase in outlets supplied

Prior to bottling Treboom supplied cask ales to pubs within a 40 mile radius of the brewery.

In total, since Treboom began bottling, it has supplied 50 national outlets with bottled beers; of these, it has had multiple repeat orders from 72%.

Outlets are mainly specialist beer and wine shops, delis, farm shops and restaurants/café's and function halls.

Treboom does not supply any supermarkets; in fact several customers have taken products on because of this. They wanted exclusivity; a premium product that was not available widely in supermarkets.

Online/wholesalers:

- Yorkshire Ales
- Brewd.com
- Barley Wolf

23% of bottle sales have been retail sales – direct from the brewery. This shows Treboom has reached a different market for their beers by selling from the brewery.

Treboom Brewery outlets for bottled beers

York

Yorkshire Ales – Snaith
House of Trembling Madness
York Beer and Wine Shop
Shambles Tavern
Vjs Art Bar
Clements Hall
Bedern Hall
Brewd.com
Cafe 164
Kafe Neion
Meltons Restaurant
Love Cheese
Grange Hotel
Top Juice

Local to Brewery

Brookes – Shipton-by-Beningbrough
Dooleys Easingold
Topsy Fox Easingwold
Topsy Fox Haxby
Home Farm Beningbrough
New Inn Huby
Wigginton Stores
Sutton-on-the-Forest Village Hall

North Yorkshire

Hunters – Helmsley
Brookes – Richmond
Roots Farm Shop – West Rounton

Leeds

Temple Newsam
George and Joseph

Harrogate/Otley

10 Devonshire Place
Van Zellers
Ake and Humphris
Square and Compass – North Rigton
Curious Hop – Otley
Swift Wines – Knaresborough

Newcastle

Mmm and Glugg
Coppers

London

Tate Modern
Pied a Terre
Pied Nus
Tirage

Others

Butchers Dog – Driffield
Brass Castle – Malton
Cost Cutter – Boston Spa
Jug and Bottle – Bubwith
Beer and Wines Direct – Halifax
Bier Huis – Ossett
Deli Belge – Sowerby Bridge
Eldwick Post Office
Barley Hops – Congleton Cheshire
Bottles Galore – Derby



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Increase in brands

The core range of three ales was the initial focus (Baron Saturday, Yorkshire Sparkle and Kettle Drum) and then expanded to the other ales in the range, including some of the specials and limited editions.

Bottled beers were rolled out as follows:

- Yorkshire Sparkle: Sept 2013 (Ale)
- Baron Saturday: Feb 2014 (Porter)
- Myricale: April 2014 (Local ingredients beer)
- Kettle Drum: June 2014 (Traditional Bitter)
- Malliot Blanc (Special): June 2014 (Belgian/Continental-style beer)
- Spicecracker (Special): November 2014 (Traditional Ruby)
- Hop Britannia: April 2015 (IPA)

The core range of ales has enabled the brewery to re-look at older beers that, although they were an interesting and tasty brew that would sell in limited cask, were not marketed or did not gain traction across the region or get national recognition. Since the development of the new brand packaging special edition ales have been created such as a limited edition Malliot Blanc, a saison style ale that was brewed specifically for the Tour de Yorkshire and has since continued to be brewed and bottled in its 750ml bottles. Spicecracker, an autumnal special, has also been a success.

As Malliot Blanc and Spicecracker were released as specials, the decision was made to push the brand further. By the time Malliot Blanc was released, brand familiarity of the core range had already been established in the local and wider area. Treboom was confident in its decision to allow the specials to stray away from the ‘rules’ of the core range, and produce something colourful and striking, whilst still incorporating the use of pattern which is prevalent across all bottles.

The strength of the brand allowed Treboom to confidently produce some innovative beers that are often overlooked by other breweries.

Survey of SIBA members
Types of brands and seasonal beers by % brewing*

Beer style	Percentage
Golden Bitter / Ale	92.2
Traditional Bitter	81.1
Stout / Porter	73.0
Strong Bitter / IPA	72.6
Super Premium bottled	42.6
Organic	30.7
Traditional Mild	30.0
Speciality	29.3
Strong Mild / Old Ale	24.8
Lager	19.6
Craft Keg	19.6
Local Ingredients	18.9
Wheat	18.1
Strong Ale / Barley Wine	14.8
Unrefined Cask	14.1
Foreign-style	11.5
Bottle-conditioned	10.7
Varietal or Green Hop	7.0
Low alcohol	2.6
Gluten free	0.7



*Percentages calculated on total responses per category



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@haxbybaker Dec 7 2014

Beer is as good as the label. Treboom spicedcraker. Fine fine fine

@mmm_newcastle Nov 19 2014

'Baron Saturday' from @TreboomBrewery - great label, great design - and the porter is even better. Loving it.

@mmm_newcastle Nov 18 2014

The @TreboomBrewery labels really stand out on the shelves at glug... Great beers too!

@damyantipatel 16 Apr 2014

Had lovely beer yesterday, Yorkshire Sparkle, beautifully designed bottle labels too brewed by http://www.treboom.co.uk/Our_Beers.html

@RootsRounton Oct 26 2014

@TreboomBrewery @UBD_Studio Beautiful design, will make great xmas presents. Can't wait to get them in @RootsRounton

@huntershelmsley Jun 28 2014

@TreboomBrewery had our first delivery from you guys yesterday, labels are eyecatching! Lets see what the customers think!

@YorkshireAleBoy Jun 22 2014

Bloody brilliant! Great flavour, the design is awesome! Please brew again next ye... (Maillot Blanc) <http://untpd.it/s/c94581616>

Confidence from customers

*"We always look for labels that are visually striking as in our retail outlets the appeal of a label has a significant impact on sales, the Baron Saturday especially appeals to me as it conjures memories of watching James Bond as a child."**I always look at beers by the quality of the product first, with bottle size in relation to ABV, then label design is the last thing I look at.**I won't take a beer with a bad label design due to the importance people put on visual stimulation in their choices, but I wouldn't chose a beer on the basis of the label alone. Ideally they should all work together and Treboom beers and labels work harmoniously"*

Alex Stevenson AIWS

Beer Academy Sommelier, Certified WSET® Educator
Bars Manager and Drinks Buyer
Tate Modern*"Good design is something that you hardly notice, but great design is something that really stands out. Outstanding beer and outstanding design, that's Treboom. What more do you need to know?"*

David Moore

Pied a Terre
Michelin Star restaurant
Central London

Recognition of visual impact

Not only has there been a consistent dialogue and positive feedback via social media, there has been national and international recognition through awards;

- SIBA Highly Commended label Design 2014 (Baron Saturday)
- A'Design Bronze Award - International 2015 (Full bottle packaging range)

General and design press have also picked up on the brand label packaging;

- Design Week

www.designweek.co.uk/designers-prepare-for-the-tour-de-france/?nocache=true&adfsuccess=1

- The Telegraph

"Many of the small, quality-led breweries that have sprung up over the past decade look abroad for inspiration, so it is a pleasure to see a thoroughly modern bottle emblazoned with an unashamedly traditional British style, best bitter."www.telegraph.co.uk/foodanddrink/seasonal-food-and-drink/11536155/3-of-the-best-drinks-to-toast-to-St-George-with.html

- Manchester Evening News

"The label is a striking bit of creative, a bit reminiscent of Factory Records and Peter Saville's design, nice work folks!"www.manchestereveningnews.co.uk/whats-on/food-drink-news/tour-de-france-2014-local-7369347

- The Drum

Initial core bottle range featured in the Creative Round Up Oct 2013. This featured alongside brands such as Bodum, Samsung, Mercedes and Twinings.

www.thedrum.com/news/2013/10/02/vote-best-piece-work-our-creative-round-winners-be-featured-25-october-issue-drum

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Further opportunities

Pump Clips and Keg Lens

"The label designs have been so successful in grabbing attention that we have decided to redesign our pump clips to reflect our bottle labels. We feel the designs portray the right image for the brewery making us proud not only of our beers but also the image they project."

John Lewis, Treboom Brewery

Due to the ongoing success of the bottled ale, the brewery has invested in the pump clips and a soft launch is in progress for both the core range and specials; creating a coherent brand in the market.



Keg Lens' will also be considered in the future.

Canning

In their latest report, SIBA predicts that there will be a rise in canned beers. Treboom are already investigating the opportunities in this area of the market.

Gift sets

With the ability to attract the take-home market due to the availability of well-loved cask ales in bottles, Treboom has been able to explore the gift market, creating presentation packs. This has allowed the brewery to fully take advantage of seasonal trends, especially around Christmas. This has been reflected in the fluctuations of bottle sales.

Collaborations

The opportunity to work with other local businesses on several interesting projects:

- In collaboration with the Yorkshire Wildlife Trust, Treboom launched Myrcale, a wheat beer that contains locally sourced Bog Myrtle. Very few breweries have produced local ingredient beers, but the strength of the new brand packaging has meant that Treboom has had the confidence to step into this arena and prosper.
- Cyclism Exhibition- Treboom provided part of its limited edition run of Malliot Blanc to Gallery Munroe House as part of an art exhibition celebrating the Grand Départ visiting Yorkshire. Treboom also had limited edition prints commissioned to complement the ale. As the brewery holds art and design at its core, this was a perfect opportunity to promote the brewery and its story.
- Treboom have collaborated with a local pub, The Swan, on Bishopgate, to create exclusive ale. Swan Special Blonde is currently available on cask, and bottle production is in early stages. Promotional glassware has also been produced as part of this project.
- Kettle Drum is used by Harrogate Preserves Co. in their Ale, Fig and Apricot Chutney; yet another way that Treboom is using food pairings to its advantage.

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Other influencing factors

There has been no spend on other marketing activities other than the rebrand/package update; promotion is simply word of mouth, social media and press releases.

The success of independent food and drink markets, particularly in Yorkshire, may have also contributed to the bottle range's success. However, in such a highly competitive market, and with a price point considerably higher than the market average, it is fair to argue that the quality of the product and its standout on shelf/stall will have more bearing on sales and the brewery's success.

Research resources

The Guardian

SIBA Beer Report 2015

SIBA Beer Report 2014

CAMRA Cask Ale Report 2014-15

Good Beer Guide 2015

Marston's Premium Bottle Report 2015

Mintel

www.businessinfomag.uk/B2B-Technology/47-of-woman-think-drinking-from-a-pint-glass-can-be-seen-as-unfeminine/