

From Online Sales to Supermarket Shelf

A Case Study for the Wobbly Brewery

i2ieurope

Creative Solutions

Customer Profile

The Wobbly Brewery was established by a former welder who helped manufacture brewery equipment. Now operating from a state of the art brewery in Hereford, the company brews award-winning ales and fruit ciders, catering to sophisticated tastes and the craft ale enthusiast. Initially, the Brewery only sold online but they have recently launched their products in stores.

The Problem

As their products were previously only available through the post as individual cans or in casks, the Brewery needed to develop new Retail Ready Packaging (RRP) to hold 10 cans of Wobbly Wabbit Pale Ale.

The design needed to co-ordinate with the look of the Wabbit can but, to reinforce brand identity, it also had to be flexible enough to adapt for other products in the range. At the same time the packaging had to be bold to ensure it stands out on shelf.

The Solution

- We created a one-piece box with a vintage, distressed look using the Wabbit green colour and the rabbit image as the main product identifiers to tie in with the can's design.
- The alternating coloured side panels with over-sized imagery contrast boldly with the more subtle white front and back panels. As a result, the Wobbly Brewery and Wabbit branding will really stand out in a busy store environment.
- The strong design includes significant key elements which will translate well to the Brewery's other products.

The Benefits

- i2i's extensive knowledge of retailer requirements so we understand the intricacies of designing successful RRP.
- Our award-winning design team with a wealth of experience and creative flair.

The Brewery was delighted with the finished 10-pack and we have since developed designs for their Amber and Gold ranges.



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