

BEING THE AUTHORITY ON BEER & FOOD

Iron Hill Brewery hired Smith Brothers in 2016 to lead efforts for brand campaign development, website design and further advance their craft beer packaging. Once onboard, SBA also had to find a way to further differentiate the brand from other breweries.

After talking with key members of the operations team, head chefs and brew masters, SBA noticed that they take as much pride in the food (locally grown, made-from-scratch recipes) as they do with their award winning craft beer. Plus, many of the food items found on the menu contained the beer as a key ingredient.

These insights led to a brand campaign that elevated the food to match the award winning beer. This led to the brand campaign launch and new tag line:

CRAFT KITCHEN. SCRATCH BREWERY.

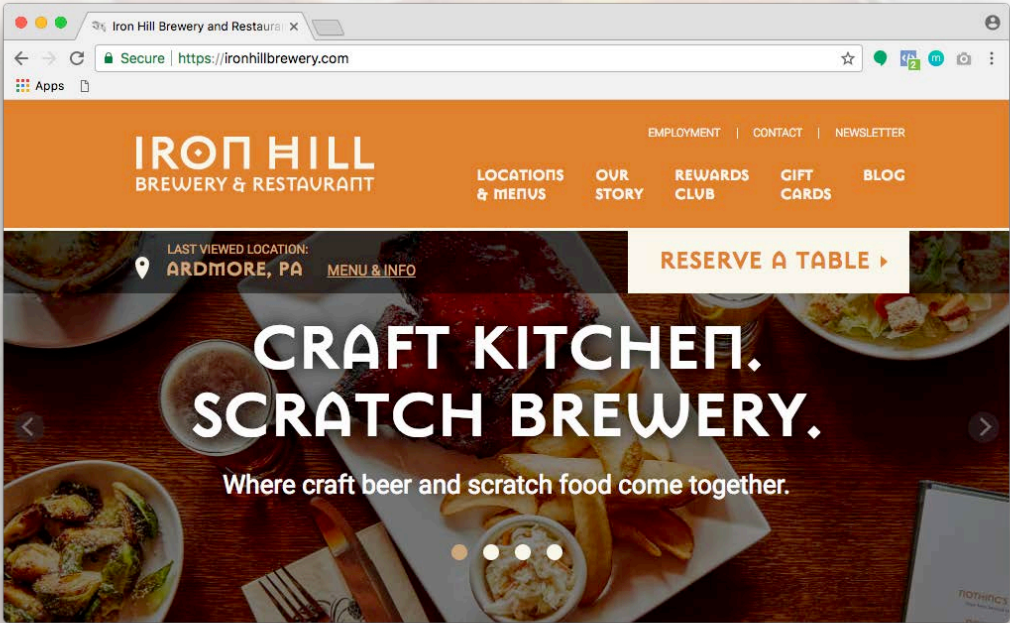


IRON HILL CRAFT KITCHEN. SCRATCH BREWERY.



CRAFT KITCHEN.
SCRATCH BREWERY.

IRON HILL
BREWERY & RESTAURANT



SIGNATURE & SEASONAL BEER CAP DESIGNS

IRON HILL BREWERY

SIGNATURE SERIES




FIND OUT HOW SMITH BROTHERS AGENCY CAN HELP DRIVE BUSINESS TO YOUR RESTAURANT.



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Smith  **Brothers**