

# BEVERAGE BRANDING

---

ERMITAGE  
FRANCE

*Regnvaan*

LT BTV 14

5921



Founded by Tim Girvin in 1973, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

- naming
- identity
- brand storytelling
- strategy
- websites
- environmental design
- messaging
- packaging
- print
- illustration
- type design
- marketing materials
- and more!

## LET GIRVIN TELL YOUR STORY

At GIRVIN, we believe that every brand has a soul—built by humans for humans, they have their own stories and journeys, which we harness and tell in authentic, creative, and compelling ways. We'll dive deep into your brand—its past and your vision for its future—so we can focus on strategically building a unique creative direction that is meaningful to you, your audience, and your long-term market presence. For us, a successful brand is founded on a story that creates a powerful, memorable visual articulation and emotional connection transcending trends.

## METHODOLOGY & APPROACH

In our pursuit of embracing creative action and solutions for each client's unique needs, we have evolved proprietary processes for accelerated business results.

**BrandQuest®** A customized and collaborative team brainstorming workshop that builds consensus among executive team members regarding company vision, mission, values, positioning, and character. This assures a holistically framed team buy-in that allows for acceleration and effective integration into the next phase of brand evolution.

**Ideator®** Our proprietary naming process is a verbal exercise to define one of the most crucial elements of a strategically driven brand: the name. We use a highly collaborative and strategic approach to achieve the greatest creative potential when developing product names, brand names, and taglines.

**BrandSpirit®** Brands are created by humans for humans. We find the emotional core and essence of the brand to serve as the source of strength for compelling marketing messages, striking visualizations, and captivating alignments for the brand's representations to market.

**Transparent Design®** Our integrative service builds seamless communication of your brand's messaging across all media formats—from print and environmental to digital and broadcast platforms. This transparency of designed expression creates audience trust that there is a strategic and directorial focus on all aspects of branding implementation.

# BAD ASS COFFEE OF HAWAII

GIRVIN



**CHALLENGE:** Bad Ass approached GIRVIN with a highly unique but dated brand identity that was sorely in need of revitalization to better communicate their philosophy, legacy, and aloha spirit. And because their brand wasn't clearly defined, each location was left to their own interpretation, leaving no two stores alike.

**SOLUTION:** We started with a BrandQuest® workshop that laid the foundation for creating a whole new approach to their brand story, messaging, identity, packaging, merchandise, and a fully rethought set of interior and environmental standards for the stores.

**RESULT:** Rollout brought a new wave of enthusiastic investors, new and existing franchise owners ready to buy-in to the new brand look, interiors, and positioning with revitalized cafés and new locations rolling-out aggressively across the country. Each remodeled store experienced a huge leap in sales. For example, the Naples, Florida location saw a 154% revenue increase after their renovation.





**CLIENT PERSPECTIVE:** "Your team has been the most significant accomplishment in the early development of this new company. The level of thinking, persistence and focus on an integrated solution has delivered a truly game-changing brand identity, packaging and store design."

**SCOTT SNYDER | CEO**

**CLIENT PERSPECTIVE:** "The first "Girvin designed" store has been warmly received. It is beautiful. The numbers are holding and we have done Social Media marketing and old fashioned guerilla marketing to help introduce the community to our new brand and your design. Many customers have commented on the difference between the old and the new and definitely LOVE the "New Bad Ass Coffee". Come and visit West Jordan, Utah!"

**CONNIE ALEXAKOS | VP OF FRANCHISE OPERATIONS**



**CHALLENGE:** Wild Alchemy founder Colleen Morgan and partner Alison Davis wanted to bring the principal of alchemy—the power of change, balance, symmetry, and equality—to the forefront of their organic cafe. They envisioned a mystical amalgam of nutrition, thoughtful plant-based deliciousness, preventive support, and healing manifestation.

**SOLUTION:** After a visionary BrandQuest® session, GIRVIN built a unified solution that encompassed a naming strategy, identity, brand patterning, signage, and print—all for a transformative and cohesive look.

**RESULT:** The new integration of brand identity, disciplined visualizations and café interiors triggered a northeastern US evolution boosting the expansion of store locations. Consumer response has been phenomenal.



**CLIENT PERSPECTIVE:** "Yes, it's been a great success! Our customers love the new brand. And...there is so much more in store :) I believe in you and your team!"

**COLLEEN MORGAN | FOUNDER**



**CHALLENGE:** Cheerwine wanted an updated look while retaining some of their brand legacy.

**SOLUTION:** Retaining some elements of their past, like the classic elliptical containment, GIRVIN evolved the brand to fit the “effervescent” territory and created a variety of product offerings.

**RESULT:** With renewed support of Cheerwine’s roots—its historical foundation imbedded with a livelier, modernist vigor—this century-old brand burst into completely unforeseen locations, states, and venues. Following our development of the integrative theme of “Legend Since 1917”, the drink was newly embraced and held high in the legacy of its provenance in the American Southeast.



**CLIENT PERSPECTIVE:** “When I think of GIRVIN the first words that come to mind are “inquisitive” and “finding meaning.” Not commonly used terms for a design firm, I do not consider GIRVIN simply a design “shop”. It is the thinking, it is clear, rich, deep and always evocative meaning it translates to brand storytelling, through strategy, insights and design that has kept me a client now for over 25 years across 3 different organizations. If you are truly committed to liberating your brand make your first thought GIRVIN.”

**TOM BARBITTA | SENIOR VICE PRESIDENT OF MARKETING**



**CHALLENGE:** Ennoble Beverage Brands approached GIRVIN to redesign a to-go cocktail offering founded on TGI Fridays' classic Long Island Iced Tea and Moscow Mule.

**SOLUTION:** Partnering with Ennoble and Canterbury Investment Group, we designed specialized illustrations and packaging for maximized shelf presence, accentuated restaurant franchise branding and in-house, at-table restaurant sales with table cards and on-premise sales tools.

**RESULT:** Our efforts generated more interest in TGIF's to-go cocktail offerings, growing their audience and creating more sales.





**CHALLENGE:** Hell's Gate Brewing sought GIRVIN for packaging design evolutions.

**SOLUTION:** Along with a redesign of their existing product offering—cans, six packs, shippers—we coordinated the development of a new campaign strategy: copy writing, graphics programs, merchandising, marketing and sales materials, and truck graphics.

**RESULT:** The launching of one of the first integrated promotional media campaigns for BC's Mark Anthony brands—including app development, mobile, digital and print advertisements, in-store storytelling and packaging, shelf-talkers and shopper merchandising—resulted in the full launch of the brand that, earlier, was nearly abandoned by the brand owners. Tens of thousands of cases were sold at site, on premise and throughout the Canadian provinces.





**CLIENT PERSPECTIVE:** "I think you've nailed it! I am really pleased with the outcome and a special thanks to you and your team for being so diligent and open to keep working on further strengthening the concept. Excellent work!"

ANTHONY VON MANDL | CEO & FOUNDER

# FRANK'S RED HOT CAESAR

GIRVIN

## FRANK'S RedHot CAESAR!



**CHALLENGE:** Canada-based Foundry Brands reached out to GIRVIN to support the branding of a new drink offering combining the spiced-flavor message of Frank's with vodka for a twist on the classic Bloody Mary.

**SOLUTION:** We began with consumer research, audience testing, then launched into the identity and package design of the Red Hot Caesar, supporting the release of multiple SKUs in Canada and then in the US.

**RESULT:** This program required an innovation in formulation, as well as positioning to build and align a new product linked to a recognized brand presence. The packaging boost and launch resulted in enthusiastic buy-in for their Canadian and US audiences.



**CLIENT PERSPECTIVE:** "Have to say an enormous thank you to the GIRVIN team for the art direction and that the choice of photographer was excellent. Looking forward to the roll out."

**CHRIS PFEIFER | FOUNDER**

# BLACK BIRD CIDER WORKS

GIRVIN



**CHALLENGE:** A Rochester, NY investor and brand dreamer reached out to GIRVIN to brand her cidery.

**SOLUTION:** We built a core identity and packaging for the cidery and hospitality facility.

**RESULT:** Black Bird Cider Works became a much-loved local cider brand, still producing high quality cider near Lake Ontario.



# 50<sup>TH</sup> PARALLEL ESTATE WINERY

GIRVIN



**CHALLENGE:** Curtis Krouzel had a deeply held dream to create a world-class winery. He and his wife Sheri-Lee took over an abandoned vineyard near Okanagan Lake with sweeping scenic vistas, and named it 50<sup>th</sup> Parallel to represent its unique physical location.

**SOLUTION:** The Krouzels engaged GIRVIN to create an overall brand strategy, beginning with a comprehensive BrandQuest® workshop. From there, we developed the logo, illustration, and wine labels. The couple's architect also found ways to incorporate the landmark into the developing structure.

**RESULT:** Today, Curtis and Sheri-Lee's dream has expanded to include not only a winery and tasting room, but a destination facility with events center, restaurant, and therapy spa—a favorite Canadian destination place.





**CLIENT PERSPECTIVE:** "The one stop international shop for the best in industry creative brand and marketing skillset is cultured from GIRVIN design in Seattle, Washington, USA. Tim Girvin leads the team enriched and delivers a flare and holistic grace to every element that will be the essence of 50<sup>th</sup> Parallel Estate."

**SHERI-LEE & CURTIS KROUZEL | FOUNDERS**



# REYNVAAN FAMILY VINEYARDS

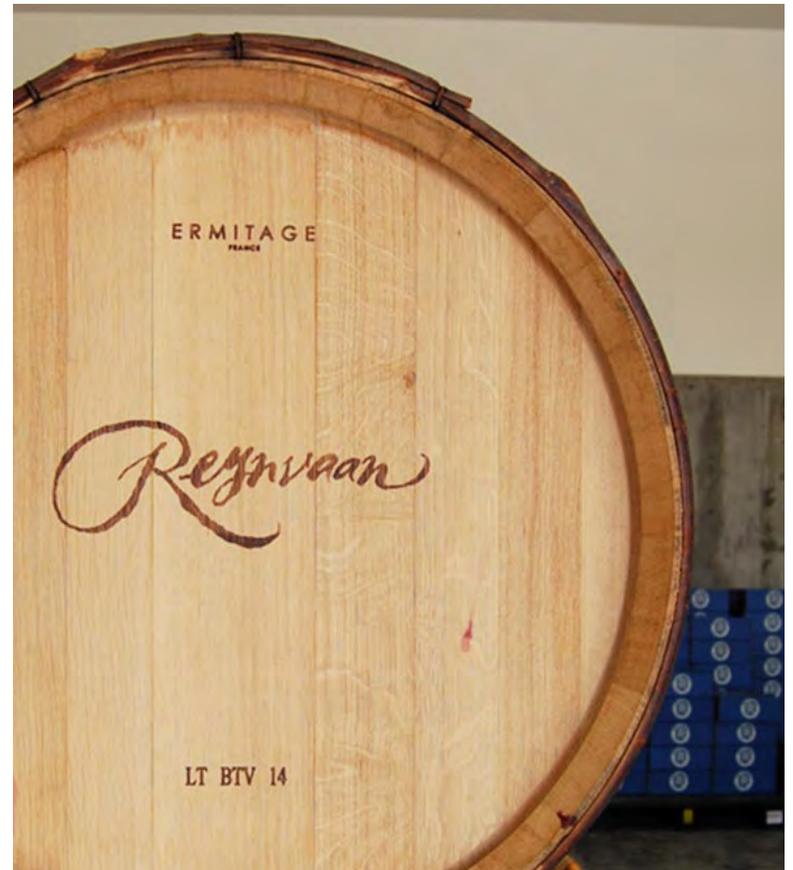
GIRVIN

Reynvaan

**CHALLENGE:** Reynvaan is a small family-owned winery in the Walla Walla Valley. They have a rich history and were looking for someone to help tell their story.

**SOLUTION:** We worked with the Reynvaans not only to establish their story, but play out key elements of the identity including the signature logo and color palette. What started out as an initial two-label set grew to encompass five color variations for a family of at least 10 award-winning wines.

**RESULT:** A successfully integrated identity and signature labels generated more interest from purchasers and created enough revenue to expand into new lines and labels.



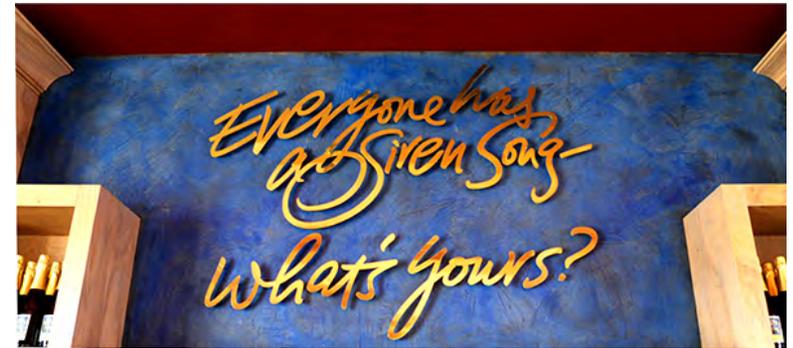


**CLIENT PERSPECTIVE:** "Thank you for all of your great work with us, we really appreciate it."

*You get tons of compliments about our labels and we explain the process with you guys and how great you are."*

**GALE REYNVAAN | FOUNDER**



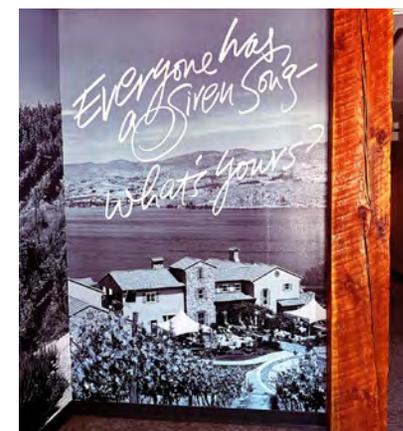


**CHALLENGE:** The founders of Siren Song were inspired by southern France, coastal living, vibrant interiors, and exquisite experiences—and enlisted GIRVIN to build that dream from the ground up for their Chelan, WA location.

**SOLUTION:** Beginning with a visionary workshop, we built the foundations for the brand strategy, identity, and guest experience. We then oversaw everything from interior design, furnishings, and collateral to wayfinding, wine labels, and website. More recently, we consulted in creating the naming and positioning strategy of their expanded locations—two of them new retail, dining, and shopping experiences, with exterior design treatments and signage; one, Le Bistrôt, is the newest outpost of Siren Song Wines—*un restaurant haut de gamme et un bar à vin* in Ellensburg, WA.

**RESULT:** Every color and texture, every step of the guest journey, is holistically integrated. Siren Song has emerged as one of the top wine-touring and culinary destinations of the Manson, Lake Chelan County viticultural areas of Washington State—with tours, cooking classes, tasting flights, and detailed tiers of experiences that attract tourists from around the world to their various locations. Customer response has been widely celebrated and documented in awards, social media, and published journalism.





**CLIENT PERSPECTIVE:** "Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the 'place' experience for our new Vineyard Estate and Winery. We are THRILLED with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."

**HOLLY & KEVIN BROWN | FOUNDERS**



# STANLEY PARK BREWERY

GIRVIN



**CHALLENGE:** CEO Anthony von Mandl, founder of Mark Anthony Brands, approached GIRVIN for branding a brewery located in Stanley Park, a landmark in downtown Vancouver, British Columbia.

**SOLUTION:** We reimagined the brand and brewery while keeping the historic charm and legacy of a brand inspired by a brewery that began in the area in 1897. We created the landmark, packaging and labels.

**RESULT:** Stanley Park Brewing has since become a local favorite—honoring the area's heritage and becoming a destination place within the popular Stanley Park.





**CHALLENGE:** Challenged by gaining mind-share in the mature bottled water category and competing with large existing players like The Coca Cola Company, Athena Partners sought a partnership with GIRVIN's design and marketing teams to successfully brand and launch this cause-related effort to fight cancers afflicting women. Our challenge was to make the packaging stand out in the store aisle—Athena wanted to look like part of the crowd, but be the strong frontrunner.

**SOLUTION:** The positioning of Athena needed to speak about making healthy personal decisions, being strong, waging the war against the disease and coming out a winner. To match these strong, powerful sentiments, we developed the "Warrior" persona. For the packaging, we used vivid blues and strong teals, empowering the bottle to stand out on a store shelf, while integrating the pink ribbon reminds consumers of the important cause. We also developed the new, hopeful tagline "Victory Starts Here." Supporting Founder and CEO Trish May's vision, we built a brand premise and voice, wrote core elements of the positioning and messaging, and designed the brand from scratch. We created the product packaging, shelf set merchandising, and made key introductions to Whole Foods and Nordstrom in support of her efforts.



**CLIENT PERSPECTIVE:** "Thank you again for lending so much of your head, heart, and hands to our efforts."

**TRISH B. MAY | FOUNDER AND CEO**



**CHALLENGE:** Fukuju is a sake brewery in Kobe that has been honing its craft for the Japanese market for over 260 years. As local preferences for spirits have evolved and domestic sales of sake have declined, Fukuju looked to GIRVIN to reach a broader market by telling its story to US consumers.

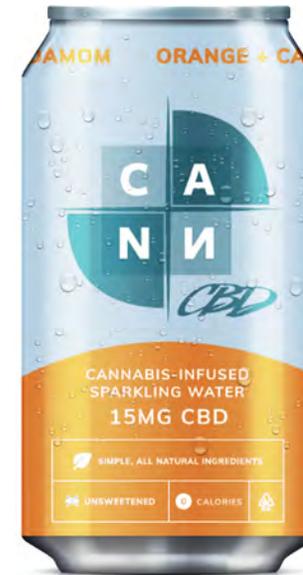
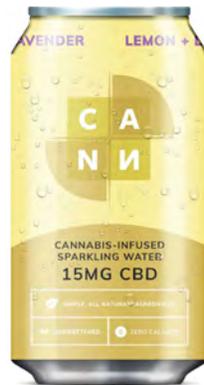
**SOLUTION:** We started by carefully tuning the Fukuju identity, including creation of an iconic “Fukurokuju” character (one of the Seven Lucky Gods in Japanese mythology). Then we translated the messaging and story for an English language website, print materials, and coordination of a sustained social media effort—all to disrupt the notion that sake is merely something you drink with Japanese food.

**RESULT:** Relevance of sake in the US market is steadily rising, and Fukuju is meeting its growing international demand through increased availability in the US via importers, restaurants, and retailers.



**CHALLENGE:** Brand investors approached GIRVIN with a cannabis drink concept.

**SOLUTION:** We built a brand language around Cann as a cannabis-infused tonic. GIRVIN built the core BrandCode®, design systems, color palettes, and packaging for canned and carton containments.



**CHALLENGE:** Peter Click—founder of Click Wine Group and EVP of International Sales at Ste. Michelle Wines Estates—posed this proposition: “I’m trying to develop a wine concept around the idea of an exclusive, if not somewhat secret, gather of grapes for a special editioning.”

**SOLUTION:** We created solutions that ranged from playful to slightly risqué treatments, for build-out, comprehensives, and pre-sales marketing presentations.



**CHALLENGE:** Former Hogue Vineyards wine master, Mike Conway, approached GIRVIN to design the look of his Eastern Washington winemaking enterprise Latah Creek.

**SOLUTION:** We built the Latah Creek brand from the beginning—identity and label design—now a long-selling award winner in the winemaking producers of the Northwest that has been flourishing for decades.





THANK YOU

Seattle | Tokyo

206.674.7808  
info@girvin.com

[www.girvin.com](http://www.girvin.com)