

Baderbräu Brewing Company

In 1989, when Baderbräu was first introduced in Chicago, its upstart spirit, revolutionary nature, and award-winning flavor captured the imagination of a great city. Rooted in the old-world ideals of Eastern Europe's top craftsmen and infused with bold American character, this beer dared to be greater. Baderbräu started Chicago's craft revolution. Its amber color, spicy hop-forward aroma, malty body, and creamy finish set this beer apart from all others. Its artful combination of only the finest ingredients—water, aromatic Czech and German Noble hops, a private strain of European lager yeast, and robust malts from the USA—make this beer a style all its own. Needless to say, Baderbräu was dearly missed after its disappearance in the late 90's. Because of the interest Chicagoans showed in the beer even ten years after its disappearance, Rob Soma and his team not only tracked down the original recipe, but founded Baderbräu Brewing Company in 2014. Thier company recreated the original pilsener and developed a variety of seasonal flavors under their acquired trademark. Today, Baderbräu Brewing Company is constructing a brewery in the South Loop of Chicago, and has expanded its distribution to seven Chicagoland counties. Baderbräu's unique story requires a specialized design direction that unifies its current products with its revolutionary history.

Deliverables

Baderbräu Brewing Company's revitalized Chicago Pilsener and additional flavors require a unified design that represents the company. This project will produce bottle labels for Baderbräu's Chicago Pilsener, Lawnmower Lager, and Naked Selfie, a Black India Pale Ale. Each product will need to include something which distinguishes it from the other products. In addition, a package design for the six pack carriers of each of these flavors will be created. The packaging designs produced will set the tone for Baderbräu's visual voice across all channels.

Tone

Baderbräu's devoted following demands a nostalgic nod to the 90's, but it's contemporary revitalization can be highlighted by imagery that energizes something old or mundane. The references to the old or mundane can be emphasized through use of black and white imagery contrasted with the addition of bold colors to energize the design as a whole. Hand lettering combined with a rounded sans serif typeface would add a playful tone to the packaging, as well as echo the hand crafted quality to the beer. Overall, the tone of the packaging should reflect the character of Baderbräu Brewing Company: nostalgic, revitalized, and fun-loving.

Deadlines

Process design presentations will occur on November 5th and November 19th. Finalized designs for this project will be presented on December 8th and will await final approval and implementation.