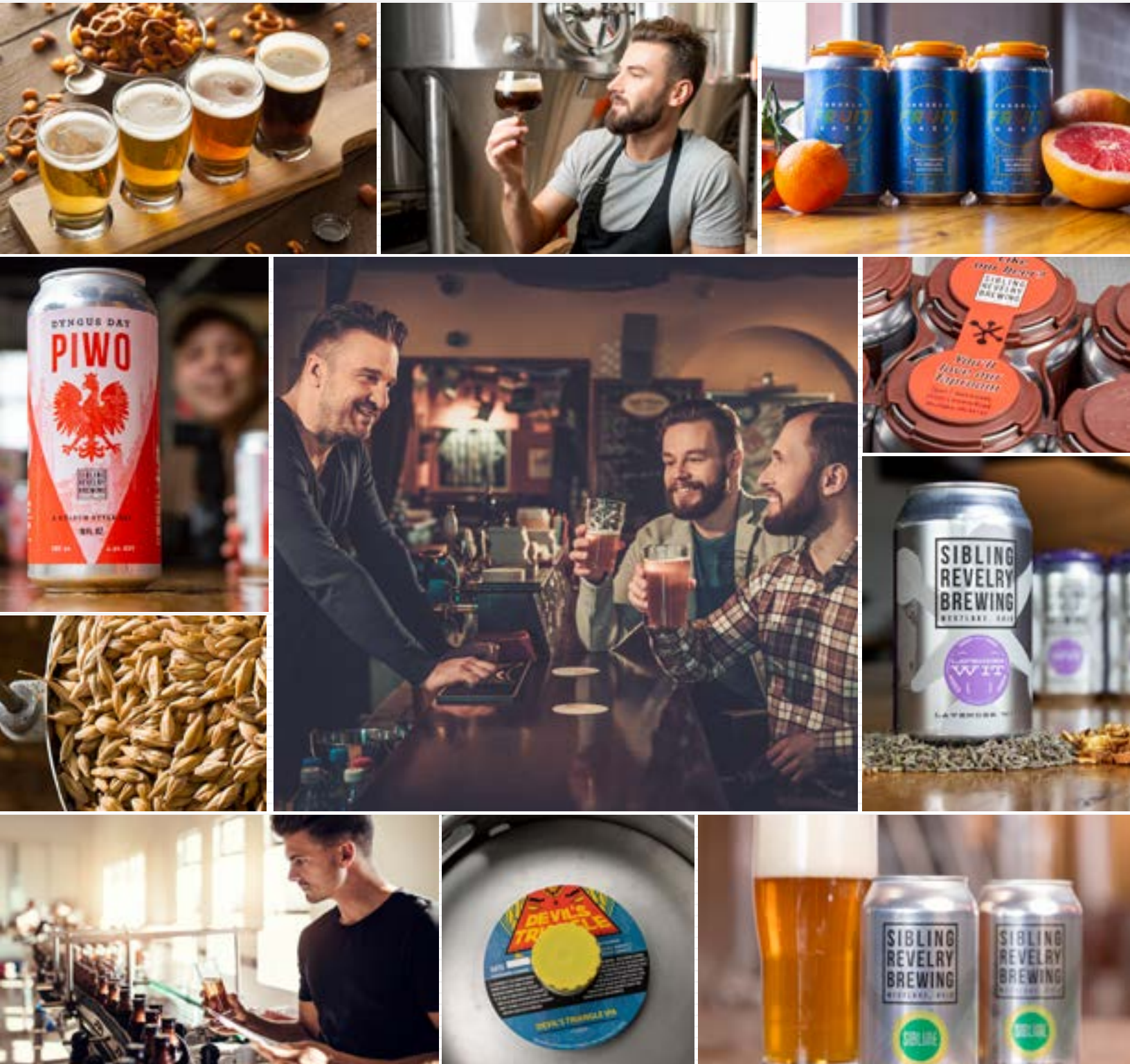




Identify With Us.

Innovative can and keg label solutions for craft beer.



The Kennedy Group doesn't just produce high-quality, stunning pressure sensitive product and promotional labels, we know beer ... we're a brewer as well. The proliferation of craft beers have caused store shelves to be packed with an endless selection. As important as the quality and taste of the craft beer, so to is the quality of the beer's label. Just like the taste of the beer, the label communicates quality and brand appeal as well. The Kennedy Group has built an industry-wide reputation for producing vivid graphic labels, even metallic labels, using the latest technology. Craft beers are unique. Together, we'll help yours get noticed. Cheers!

We Understand the Craft Brewing Industry - We're a Brewer, too!

Being a label products company AND owning a craft brewing business places The Kennedy Group in a position to understand exactly what you need to brand and promote your beer. Contact The Kennedy Group to discuss the different ways to capture the eye of the consumer at retail and promote your brand throughout distribution channels. We know beer!



Can Labels

Bring your beer cans and your brand to life with colorful print techniques that will make your product stand out on the shelf, the table and in the consumers' hands.

Material

- Clear film
- White film
- Silver metallic



12 oz. Clear Film Label on Silver Can

Keg Ring Labels

Prime printing to tag your brand with valuable information.

Features and Benefits:

- Custom branded with your logo & message
- Required government warning information
- Month, day, year production information
- Volume of keg
- Name of craft beverage
- Identifies keg to owner
- All weather material resistant to cold/humid temperatures; non-adhesive
- Uniformity
- Variable printing



BevCom® Labels

Special shaped (*patent pending) on-pack communication pieces for use with can rings.

Features and Benefits:

- Cross sell/promote
- Drive more traffic
- Sell more beer



*Patent Pending

Primary Market Application



Beverages

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