



# 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 own a brewery too - Sibling Revelry Brewing in Westlake, Ohio** - so we're also involved in the craft beer market, meaning that we understand some of the difficulties breweries are currently facing. The recent proliferation of the craft beer market has caused store shelves to be packed with an endless selection of craft beers. And as important as the quality and taste of your craft beer is, it's valuable to remember that the quality of a beer's label is just as important, as that's what catches a customer's attention.

We're a brewer, too, so we know standing out on store shelves is getting harder. Our Brew Pack makes it easier. You get eye-catching can labels that make your products more identifiable, and our BevCom labels, which give you the ability to cross-sell other products and gain more real estate for brand messaging



## 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.

- Clear, white, or metalized film
- Rapid digital printing capabilities
- Simple, competitive pricing structure
- Emergency/rush orders available
- Bring your brand to life



## BEVCOM LABELS

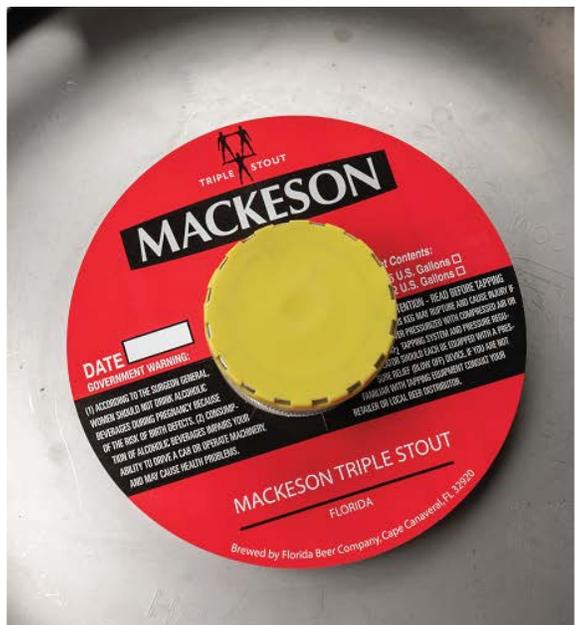
- Innovative labels for can rings
- Up to 250% more room to cross-sell products
- Put your message into the hands of your consumer
- Share compelling brand messages
- Vivid, eye-catching design



## KEG RING LABELS

Prime real estate you need in order to promote valuable brand information as well as cross-sell and promote additional products.

- Custom branded with your logo & message
- Required government warning information
- Month, day, and year of 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



Let us help you better brand your beer!  
Contact us today.



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