

redemption

BRANDING



CHANGE YOUR STORY

background



How Terre Haute Brewing Company Developed the Strategy, Execution, and Partnership to

SOAR.

The beer category is more crowded than a Taylor Swift concert parking lot and more competitive than a social media influencer feud.

How do you survive & thrive?

This is the question that the five NYC-based owners of **Terre Haute Brewing Company (THBC)** asked **Redemption Branding** after purchasing a “craft beer” brewing company in Terre Haute, Indiana. They knew little of both — but had the conviction & commitment to succeed.

And it was our job to make sure they do.

mission + vision

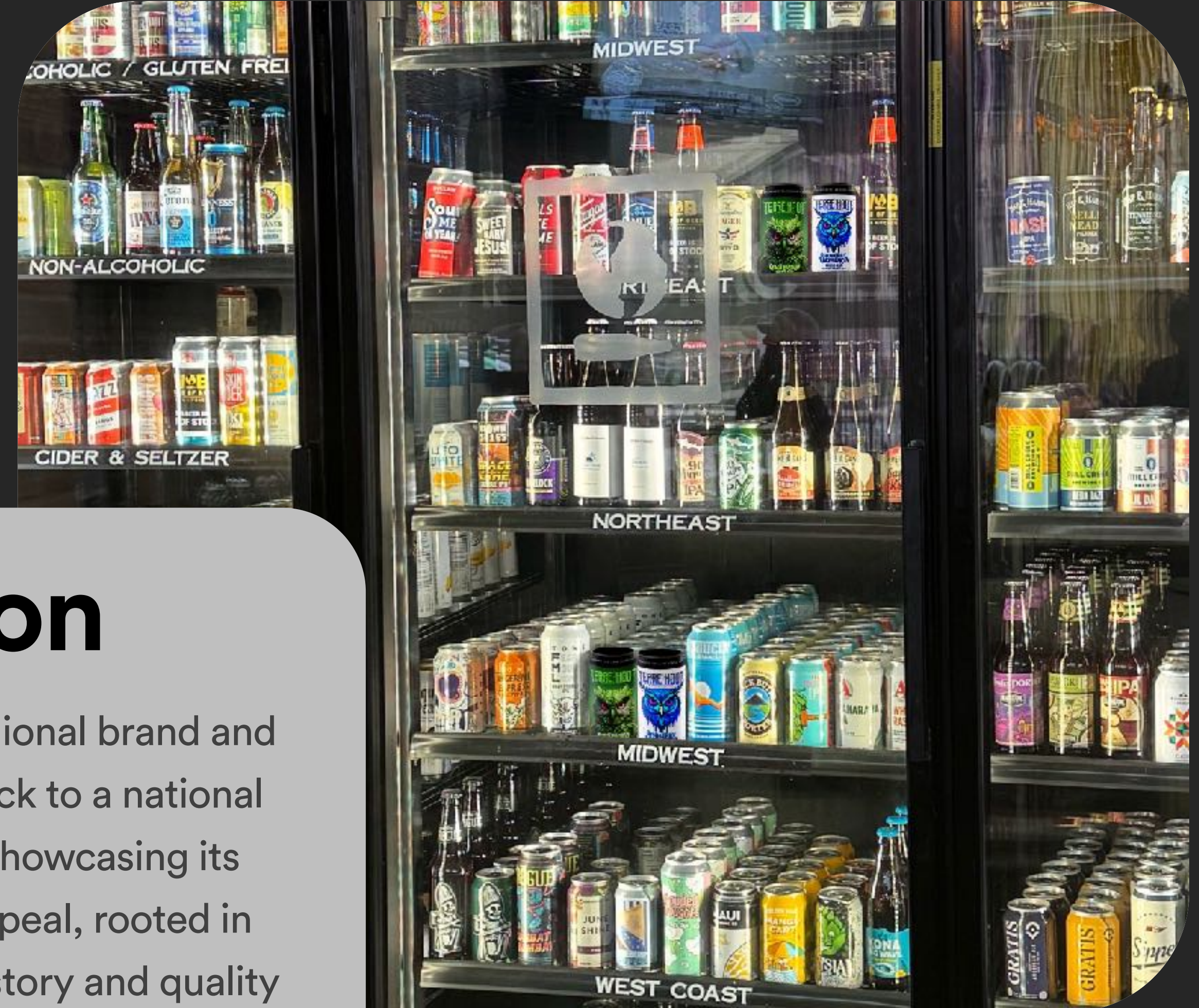
Redemption Branding was charged with bringing back the former glory of Terre Haute Brewing Company (THBC) as the second-oldest brewery in the U.S. and one of the top-10 breweries with national distribution to nearly every state.

+ Mission

Partnered with THBC to reclaim its rightful place in the beer space, a category filled with 1,000s of brands on chaotic shelves and seas of tap handles.

+ Vision

Take a regional brand and push it back to a national stage by showcasing its unique appeal, rooted in outlaw history and quality brews.





2nd-Oldest Brewery in the U.S.

Let's reclaim the
brand's rightful spot
in the industry.



Gangster + Outlaw Indiana Roots

History meets unique
brand ID & point of
differentiation.



insight

THBC is the 2nd-oldest Brewery
in the US & largest in Indiana.

The history of the brand is ID'd &
separated by its gangster image
& outlaw Indiana roots.

Bang ... this is where we began.
Breaking the Law Since 1837.



execution



strategy ⚡

THBC had several unique & quality offerings that spread across the Zeitgeist of the modern-day beer consumer: IPAs, traditional lagers, stouts, and what they thought would be the next-level space... Fruited Sours.

So how do we launch the Fruited Sours in the context of the THBC master brand?

Create a sub-brand that unites the oddity of pronouncing the name Terre Haute — and linking it back to the gangster image.

ESTD
TERRE HAUTE
BY TERRE HAUTE BREWING CO.
1837

brand manifesto ⚡

We are The Terre Haute Brewing Company.

Who gives a HOOT?

Well, we do.

We are born from the land which a Method Actor changed the landscape of cinema forever and foundationally defined “James Dean Cool.”

A Cougar who painted our houses pink.

The basketball player who took flight on the wing of a BIRD in the Sycamore State.

An historic attitude which defined the Original Sin City... Breaking the Law Since 1837.

And the satirist who exposed our GAFFS AGAIN.

We are proud of our history in Indiana brewing and that of the Nation.

From the heartland, we create the next generation of beer.

Some may call it SOUR, we simply embrace its delicious, irreverent fruitful flavor.

From the proud Terre Haute Brewing Company tradition, it is our pleasure to welcome Terre Hoot.

Terre Hoot: the next generation of bold & unique beers lead with SOURS.

The beer market can be so pretentious with a stick up its own ass.

Why can't we authentically enjoy some good ole fun?

Let's have a HOOT while ordering a pint, can, or keg.

Terre Hoot is crafted with precision & passion in its effervescent celebration of the harmonious union between the natural tartness & sweetness of luscious fruits.

Our brand & consumer spirit takes flight with the OWL.

Wise.

Experienced.

Cunning.

Sarcastic.

Nocturnal.

The Terre Hoot OWL most certainly gives a HOOT.

Across the bar, on our label, and in our connection with our irreverently reverential parliament of fellow owls — we give a HOOT.



— OWL —
CAPONE

brand archetype ⚡

Additionally, we created a new brand icon that would take flight, is wise, nocturnal, a hunter, and is cunning enough because of this combination of nature & outlaw spirit... the OWL.

The icon that we created to soar was Owl Capone.

Owl Capone embodies all the spirit of our Fruited Sours — and all the confluence between owl & gangster.

brand archetype

My name is Capone... Owl Capone.
I don't SHOOT anymore, I HOOT.

I'm wise.

I'm nocturnal.

I'm cunning.

I'm a hunter.

I'm able to see at night with a 360° view.

I'm a mischievous & formidable fowl.

THBC takes flight with the spirit of the OG.

Our beers are born in Terre Haute, Indiana — and
brewed with the city's outlaw heritage & spirit.

We are the Original Sin City.

We've been Breaking the Law Since 1837.

The laws of brewing.

The laws of consumption.

The laws of innovation.

Outlaws answer to no one.

Nor do you.

A group of owls is called a Parliament.

And you are a member of the Parliament Club, our thing.

We soar boldly — and rule the night.

Your hands & my talons are inextricably connected.

Pull a draft.

Pour an “owler.”

Take a flight.

Grab a six pack.

Carry a keg.

Soar with us as THBC embraces our gangster roots —
and celebrates taste & history across the Nation.

social teaser videos SOLAR ECLIPSE



package design



hoo!





GREEN BASTARD FRUITED SOUR

GREEN APPLE & RASPBERRY FLAVOUR

FROM THE 2ND-OLDEST BREWERY IN THE U.S.,
TERRE HAUTE BREWING COMPANY, WHERE WE HAVE
BEEN BREAKING THE LAW SINCE 1837, COMES
OUR LATEST OUTLAW: GREEN BASTARD.

THE NAME MIGHT SCARE YOU, BUT THE FLAVOR PROFILE
CERTAINLY WON'T. ENJOY OUR BLENDED FRUIT PUREES
THAT ARE TART WITH A PUNCH OF GREEN APPLE AND
HEIGHTENED WITH SWEET RASPBERRY.

IT'S LIGHT AND EASY DRINKING WITH
A FRUIT FLAVOR EXPLOSION.

CHILL OUT. AND ENJOY.



TERRE HAUTE
BREWING CO.
AMERICA'S 2ND-OLDEST BREWERY

4.5% ABV

CAN
(12 FL. OZ.)



AVAILABLE:
DRAFT AND KEGS
IN TAP ROOM

BREWED AND CANNED AT TERRE HAUTE BREWING CO.
401 SOUTH 9TH STREET, TERRE HAUTE, INDIANA

812.814.3071 ■ TERREHAUTEBREWINGCOMPANY.COM

DRINK
BEER
FROM
INDIANA



BOOBERRY VIZODKA FRUITED SOUR

BLUE RASPBERRY & BLUEBERRY FLAVOUR

FROM THE 2ND-OLDEST BREWERY IN THE U.S.,
TERRE HAUTE BREWING COMPANY, WHERE WE
HAVE BEEN BREAKING THE LAW SINCE 1837,
COMES A NEW OUTLAW: BOOBERRY VIZODKA.

NO, NOT VODKA INFUSED — BUT DISTILLED WITH
100% TART BLUEBERRY DELICIOUSNESS.

REMEMBER ENJOYING YOUR FIRST SNOW CONE?
NOW YOU CAN ENJOY THAT AGAIN IN A FRUITED
SOUR. PERFECT FOR SUMMER DAYS BY THE POOL,
BBQS, AND WITH ANY & ALL OCCASIONS
WITH YOUR CREW.

DON'T FRET & BOO-HOO... EMBRACE THE BOO.



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BEER
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FRONT



BACK









MISSION TO MARS

FRUIT-FLAVORED SOUR ALE

CHERRY & RASPBERRY

COUNTDOWN... 3-2-1...
BLAST-OFF TO THE RED PLANET!
OR SHOULD WE SAY THE CHERRY PLANET.
RASPBERRY SWEET, BUT WITH SOME TANNIC
BITTERNESS AND CARBONATION
TO GIVE IT LIFT-OFF.

AS THE 2ND-OLDEST BREWERY IN THE U.S.,
WE'VE BEEN BREAKING THE LAW SINCE 1837.
NOW WE'RE LAUNCHING FOR YOU, ELON.

TERRE HAUTE BREWING CO.
AMERICA'S 2ND-OLDEST BREWERY

TERREHOOT.COM

INDEPENDENT

CAN
(12 FL. OZ.)



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DRINK
BEER
FROM
INDIANA



PEARADISE CITY

FRUIT-FLAVORED SOUR ALE

PEAR, GREEN APPLE & GINGER

TAKE ME DOWN TO THE PEARADISE CITY WHERE
THE SOURS ARE FRUITY, JUICY, CRISP, AND ZINGY.
OH WON'T YOU PLEASE TAKE ME HOME?

FROM OUR HOME AS THE 2ND-OLDEST BREWERY
IN THE U.S. TO YOUR HOME.

WE'VE BEEN BREAKING THE LAW SINCE 1837.
AND OUR LATEST BUBBLY COMBINATION WILL
PUT THE DELICIOUS DRINKABILITY OF FRUITED
SOURS ON ITS AXL.

TERRE HAUTE BREWING CO.
AMERICA'S 2ND-OLDEST BREWERY

TERREHOOT.COM

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DRINK
BEER
FROM
INDIANA



execution SUMMARY

Brand Manifesto

Created master brand paying homage to heritage, quality ingredients, innovative flavour combos, & best practices.

Brand Characters

Hung our fedoras on “Owl Capone” — a mascot capturing brand roots & an attitude of reclaiming its rightful position.

Pack Designs

New pack designs unified all new Fruited Sour flavours under common, recognizable, unique aesthetic, lead with Owls.

Email Marketing

Leveraged brand’s existing email lists to reach out to retail locations & consumers alike to generate buzz.

Social Media

Led with creative messaging tied to 2024 total solar eclipse in Terre Haute, when our nocturnal Owl Capone took flight.

Website

Created Fruited Sours website, TerreHoot.com, complete with “Where to Buy” & lead gen functionality.

POS Kits

From posters and sales sheets, to T-shirts and tap handles, we armed sales staff with gear they needed to sell & expand.

Distribution

Worked with brand’s distributor to get product in more places, in more hands — more liquid to lips.

results ⚡



Distribution

Kegs & cans across all on-premise & off-premise locations ran dry faster than a lawn in Phoenix in August.

Sell-Out

5 Days

May 6 – May 10, 2024

Community

Social media engagement across all channels saw biggest increase in brand history.

Engagement Up

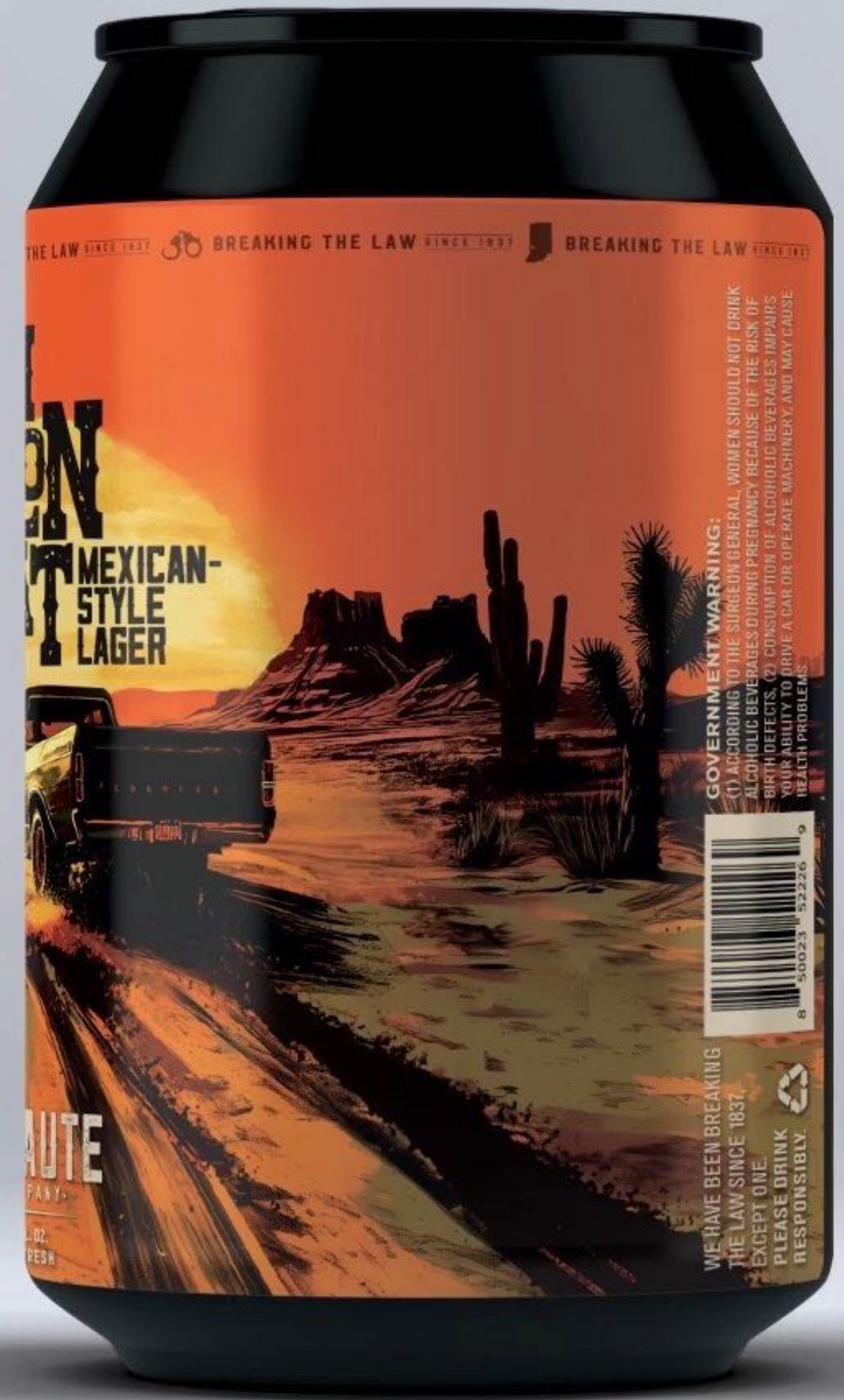
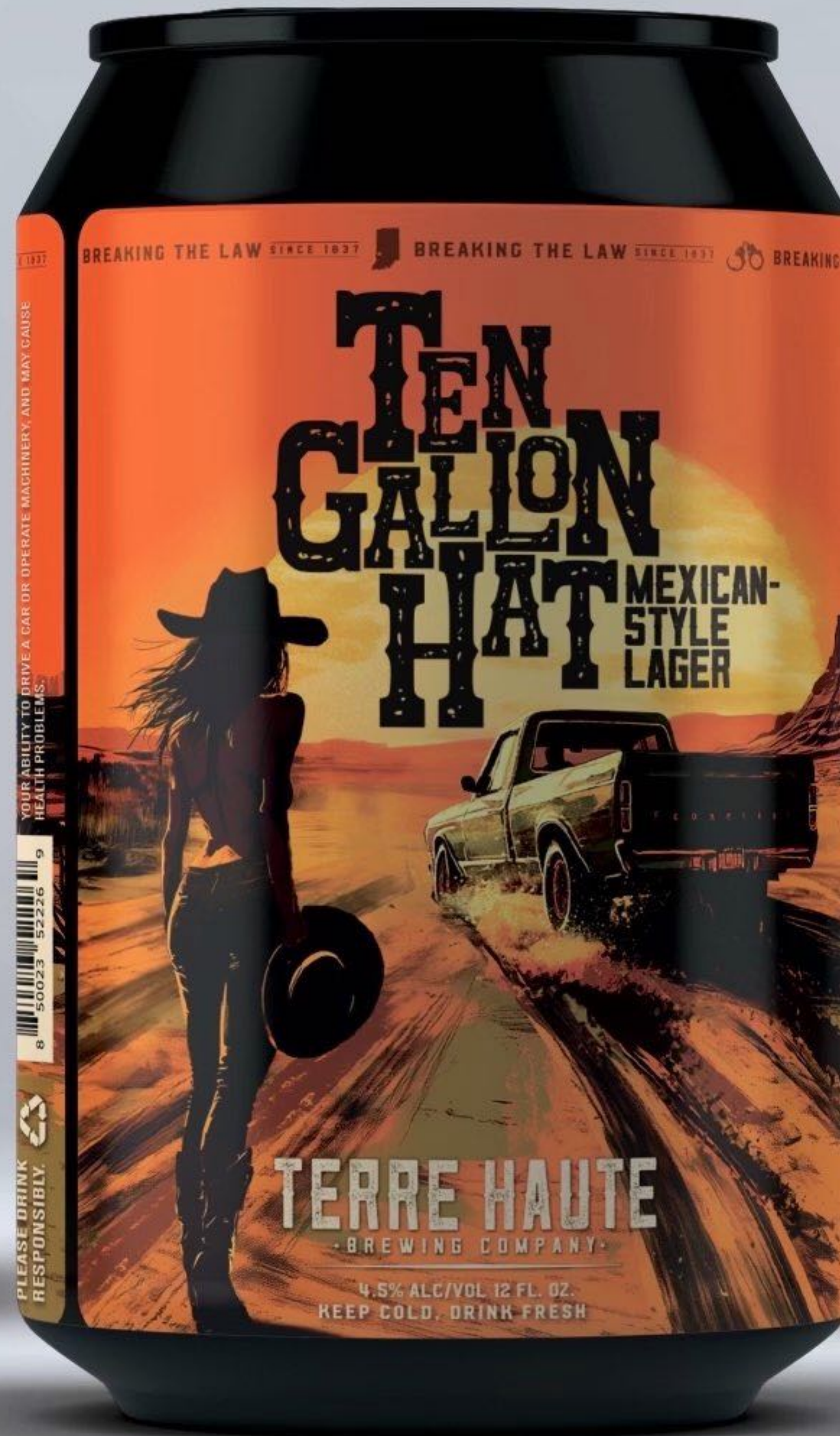
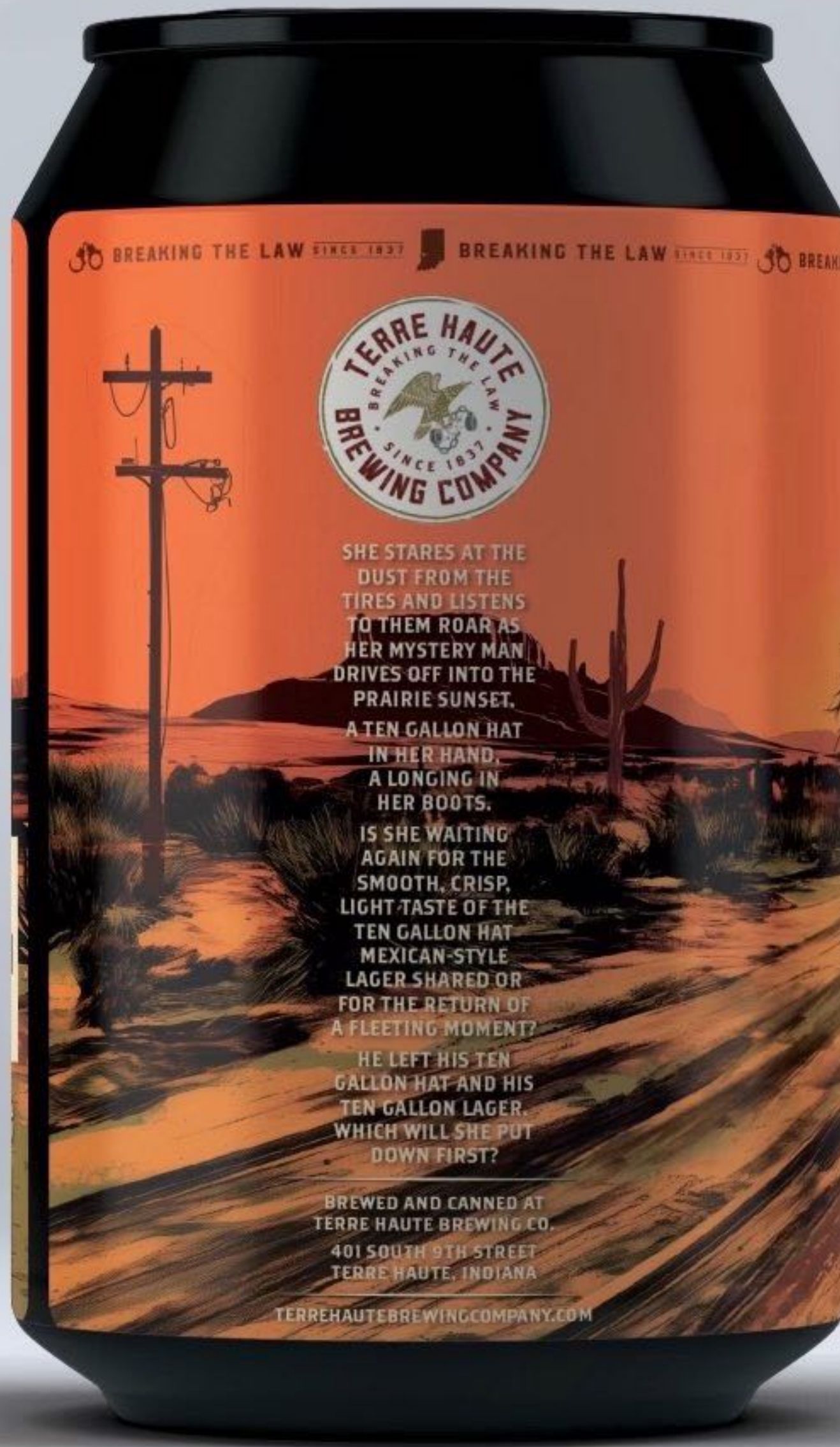
310%

April 2024 – May 2024

one more thing...

core products in process







thank you