

## **WHAT IS WHITE LABELING?**

White labeling is using our current portfolio of products for you to brand as your own new product. For example: if you want our Basic Blonde Ale, all you have to do is put in an order with us and call it your own custom name! You would select your own name, we would easily file the new name with TTB and you will be ready to add your new product to your brand line.

## **HOW IS THIS COST EFFECTIVE FOR MY BREWERY?**

You can expand without the cost! We have a large facility to handle your order from start to finish. There are many costs with growing your brands such as space, labor, and equipment that adds up fast that can be difficult to make that return back. Instead, you just purchase your finished product, mark it up, and start making your MONNNEY day one! By selecting to white label one of our products, we do all of the work for you, saving you time and money in the short and long term by delivering a ready to serve beverage for your tasting room, restaurant, or bar. All you have to focus on is marketing your new product!

## **DOES IT HURT MY BRAND TO WHITE LABEL?**

Most companies white label and you don't even know it! Customers are excited for new products in your establishment, seldom do they even ask where this is made! The nice thing about partnering with us is we are a Missouri small local brewery that you are supporting. If your customers do ask, we recommend that you say just that! This also allows you to easily roll out additional seasonal beers and keep things moving and your customers engaged!

## **IS THERE A MINIMUM ORDER?**

NO! You just order what you want with no large order commitments. You get to try any of our products at will. Also have you made a batch and it really just didn't move and you're sitting on product? Good news with white labeling...there is no waste and we provide a consistent product each time!

## **WHAT TYPE OF PRODUCTS CAN I ORDER?**

We offer 1/6 BBL, 1/2 BBL, 12 oz, and 16 oz cans. You can work with your own can provider or we can refer you to our digitally printed can provider!

Please see our beer release calendar for all of the products we offer.

## **HOW DO I GET THE PRODUCTS?**

We connect with one of your current distributors and ship the product through them! Therefore, you would put in an order through your distributor, and they pick it up from us!

## **HOW MUCH DOES THIS COST?**

There is a new client registration fee of \$675 and for each label you want us to register is \$100. Then, based on the product you select will determine the cost of the keg/can, If you are interested in white labeling one of our high quality products - Let us know and we can send you the pricing list!

If you are interested, please call Charleville (573) 568-8165 or email [production@charlevillemo.com](mailto:production@charlevillemo.com)