



HALEY HOFFMAN

Stubborn German Brewing Co. Rebrand

SPRING 2022



Stubborn German
BREWING COMPANY

THURSDAY, FEBRUARY 17
5:30-7:30PM

SAMPLE 5 **Blood Oath**

PRODUCTS FOR \$33
Pacts 3-7, plus our Ezra Brooks barrel pick!

1/2 oz pour of each

Stubborn German
BREWING COMPANY
BLACK BEER FRIDAY 2021

Beers are available individually or in these flights.

Flight #1 \$12

1. **May the Schwarz Be With You**, 4.6% ABV Schwarzbier, means black beer in German. It really doesn't taste very "dark" at all. It's just colored black.
2. **Oatmeal Stout**, 5.2% ABV Our yearly brewed stout with oatmeal for added texture.
3. **Coconut Porter**, 5.2% ABV Our porter with coconut added.
4. **Bean Tree Coffee Stout**, 5.3% ABV We added fresh Colombian coffee from Bean Tree Cafe, just down the street from us, to a delicious, roasty stout.
5. **Midnight Rye IPA**, 6.6% ABV A black IPA made with malted rye and midnight wheat, hopped with simcoe, summit, citra and bravo.
6. **2021 Stumpy's Barrel Aged Stout**, 13.2% This year's barrel-aged imperial stout spent many months in a Stumpy's Bourbon barrel.

Flight #2 \$12

7. **Schitzengiggles**, 5.5% ABV Dark German lager. Rich and malty, yet refreshingly drinkable, with flavors of bread crusts and toast.
8. **Bohemian Dark Lager**, 4.4% ABV This dark Czech lager features loads of Saaz hops and Czech grown barley and uses extremely soft water.
9. **Going Bananas**, 5.3% ABV Dunkelweizen brewed with roasted bananas.
10. **Brown Breakfast Ale**, 5.7% ABV Jeremy's brown ale with coffee added.
11. **Dry Hopped Porter**, 5.2% ABV We dry-hopped a small portion of our porter with fresh locally grown Challenger hops from 3.9 Hops in Waterloo for a unique, refreshing character.
12. **El Diablo**, 9.5% ABV Stumpy's Bourbon barrel aged imperial stout with chocolate, coffee, vanilla, cinnamon, habanero and ancho chile peppers.

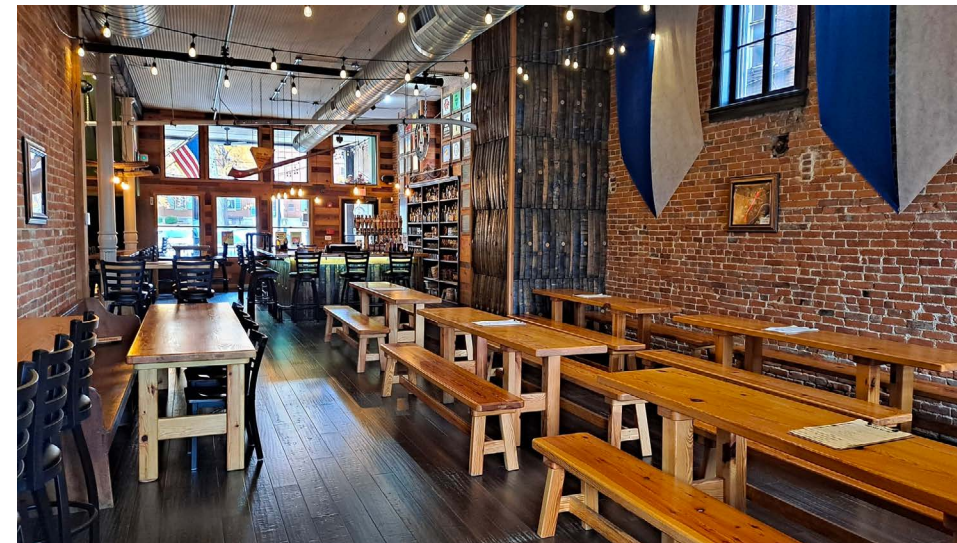
Flight #3 \$12

13. **Schoppe's Stout**, 9.0% ABV A big, roasty stout with a clean finish, made with a simple grain bill.
14. **Barrel Aged Schoppe's Stout**, 9.0% ABV Same beer as Schoppe's Stout, but aged in a Stubbortfest Whiskey barrel from Stumpy's Spirits.
15. **Chocolate Barrel Aged Schoppe's Stout**, 9.0% ABV Same beer as Schoppe's Stout, but barrel aged with added chocolate.
16. **Chocolate Vanilla Bourbon Stout** 12.2% ABV We aged our imperial stout for over a year in Stumpy's bourbon barrels with chocolate and vanilla.
17. **Cinnamon Coconut Porter**, 5.2% ABV Served in a cask at higher temperature and lower carbonation.
18. **Mint Chocolate Stout**, 5.2% ABV Served in a cask at higher temperature and lower carbonation.

Black Beer Friday Specials:

- 6am-7:00am: \$3 off your beer
 - 7:00am-9am: \$2 off your beer
 - 9am-NOON: \$1 off your beer
- *sale is for 16 ounce pours. There are some high-alcohol beers that are only offered in 8 ounce pours - those will be discounted at 1/2 the above listed discount

Thank you so much for supporting independently-owned, craft beer today!
It means more to us than you know.



Closed
Easter
Sunday
4/17/22

BACKGROUND

Chris and Tammy Rahn are the owners of Stubborn German Brewing Company and lifelong residents of Waterloo. Chris has been homebrewing since 2005 and his hobby quickly became a passion. He has won numerous awards for his homebrew and got involved in the St. Louis Brews Homebrew Club. Through the Brews, he took the BJCP exam (Beer Judge Certification Program) and scored at a National level. In 2015, Chris graduated from the American Brewer's Guild in Vermont's Brewery in Planning program. Chris and Tammy have been planning and working on Stubborn German Brewing Company since 2013. They took over the main floor and basement of the Masonic Lodge in April, 2015 and with the help of Tammy's dad, Don Landgraf, spent one year remodeling and bringing the building up to date. Chris and Tammy were high-school sweethearts and have two young boys. The Rahn's are very active in the community and love to see Downtown Waterloo thriving!

As a Certified Beer Server and someone who loves beer, this is a project that greatly excites me. My grandparents lived in Waterloo, IL for over 20 years, so the location of this brewery holds a special place in my heart. Current design flaws include some technical errors, outdated typefaces and styles, and room for more illustrations. The brand has a website, that could also be improved upon, and utilizes Facebook and Instagram.

OBJECTIVES

Modern design that respects the deep history of German Beer will engage the audience. Stubborn German is very active in the community and also have a podcast, giving potential customers many outlets opportunities for engagement in addition to social media.

TARGET AUDIENCE

When I went to Stubborn German on a Friday night in March, the crowd appeared to be more middle age, with some younger couples coming in later in the evening. Because it doesn't appear that Stubborn German distributes, the primary customer are those of the drinking age within Waterloo and those in the surrounding areas. The secondary customer would be those that have to drive a greater distance, like me, to visit Waterloo and indulge in some local brews. A potential audience could be unlocked with distribution.

KEY MESSAGES

Beer information

Relay the locality of the brewery

Legal brewery information

Share about German beer

We want people to enjoy craft beer responsibly!

We also want them to listen to the podcast

Engage in other local events, such as stubbornfest

Look & Feel

Stubborn German should feel welcoming while exhibiting German design traits. Stubborn German=familiar

Deliverables Required

Logo, can designs (3?), website design, social media.

Images

Illustrations match German traditions and keep some the feeling of the brand more lighthearted. Modernity is key while still respecting the history of German beer and design.

MANDATORY INCLUSIONS

Net contents: how much beer is in the bottle, i.e., "12 oz." Depending on how much, you may need to use different measurements.

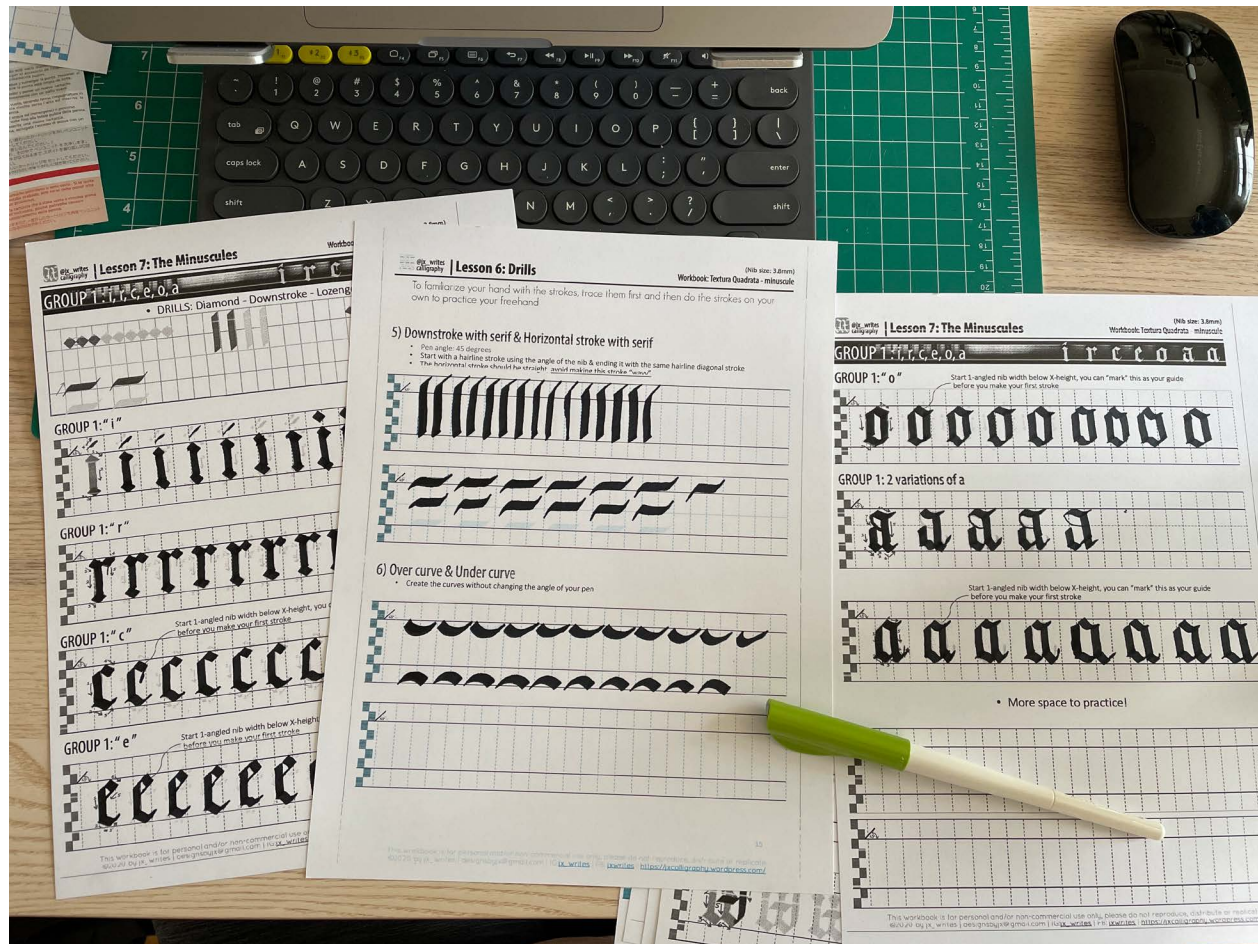
Alcohol Content: legal requirements may vary state by state.

Legibility: You have to be careful here, because legibility requirements may impede design choices. Mandatory information must appear large enough to read, in an uncomplicated font, set against a contrasting background and should be separate from promotional/explanatory text.

Type Size: A deeper legibility requirement is the size of the typeface itself, as well as the characters per inch. See this pdf for details.

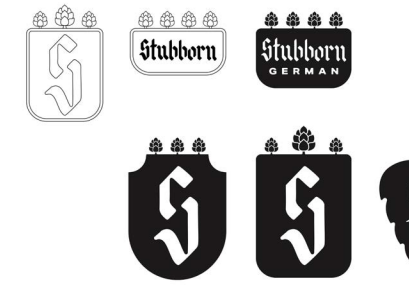
Beer Class and Type: "Malt Beverage," "Indian Pale Ale," etc. As mentioned before, this isn't just a legal necessity, it's good branding!

Name and Address: Mainly for business reasons, but also so your fans can send you drunken love letters.



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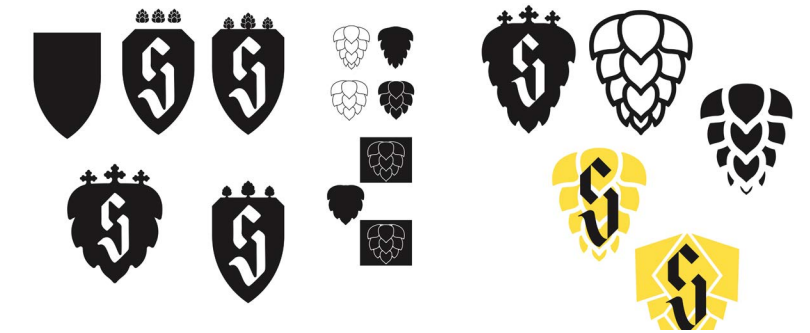
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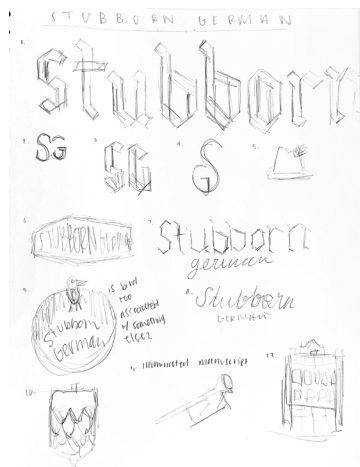
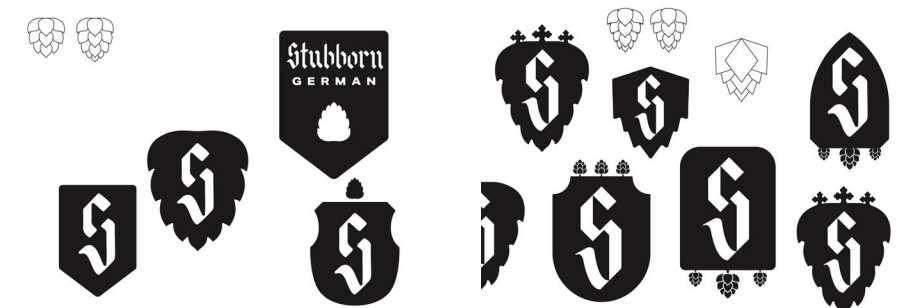
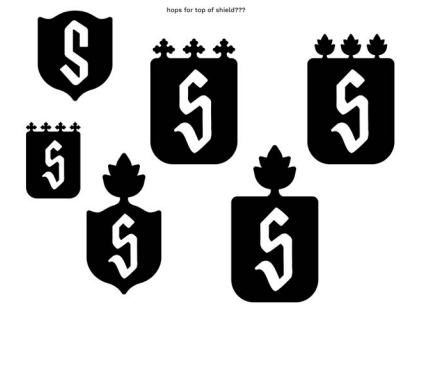
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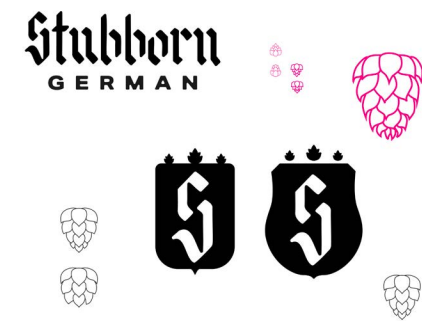
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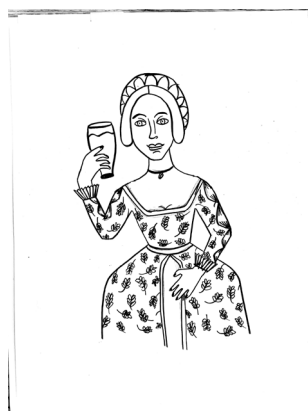


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WATERLOO

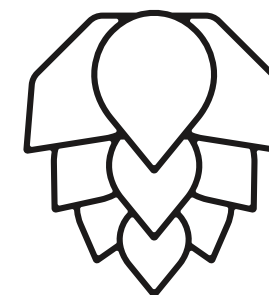


GERMAN

ILLINOIS



Brewing Co.



WATERLOO, ILLINOIS

REAL GERMAN BIER,
MADE IN A REAL GERMAN TOWN
MADE BY REAL STUBBORN GERMANS!

Stubborn

GERMAN

Brewing Co.

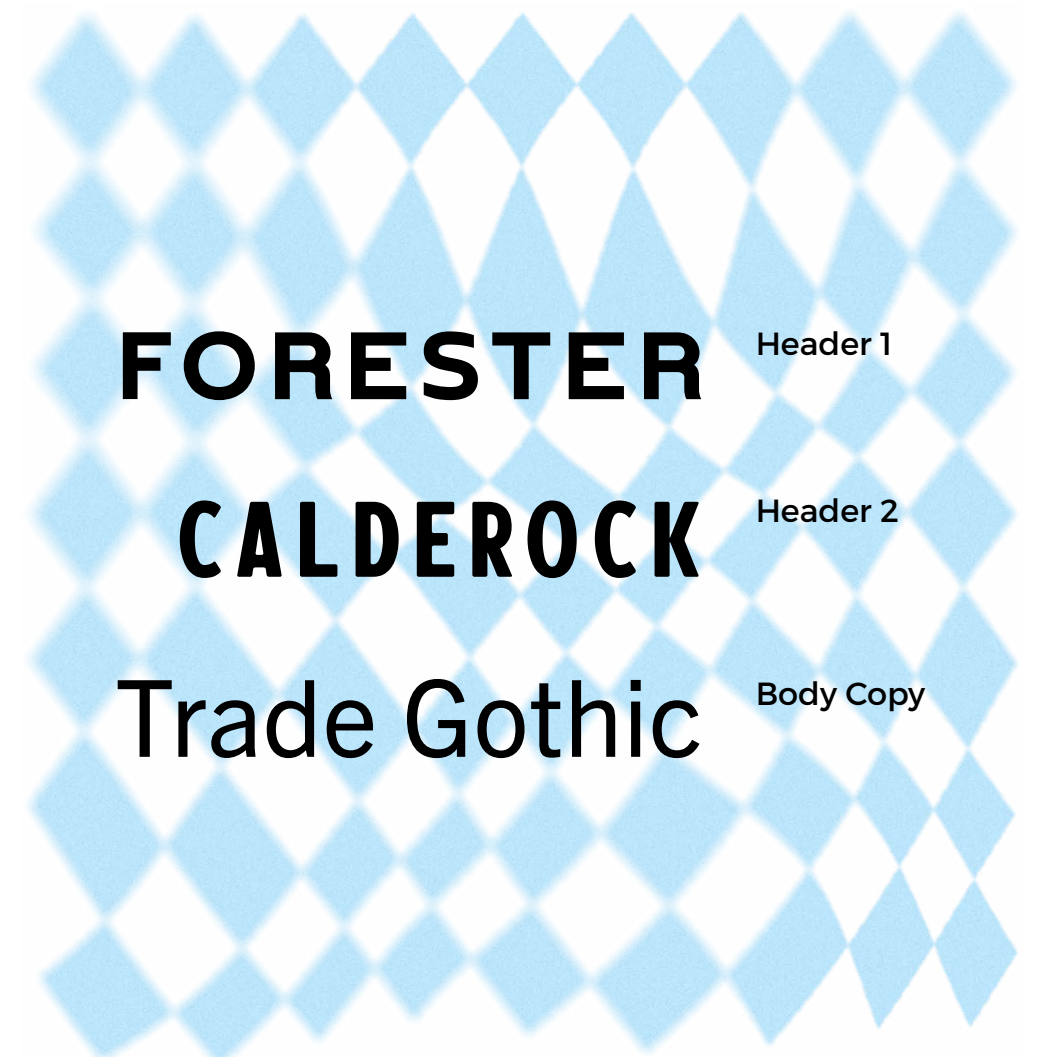


PROST!

WILLKOMMEN!

ESTD

2016



FORESTER

Header 1

CALDEROCK

Header 2

Trade Gothic

Body Copy

DRINK STUBBORN WATERLOO, IL. ESTABLISHED 2016

BREWED AND CANNED BY STUBBORN GERMAN BREWING COMPANY | WATERLOO, IL 62298

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Drink me from a hefeweizen glass!

Stubborn
GERMAN



Our German hefeweizen, with notes of bananas and cloves which comes from the unique yeast strain that we grow in our lab at the brewery. Expect a straw yellow color with considerable yeast haze.

Stubborn
WATERLOO GERMAN ILLINOIS
Brewing Co.

WATERLOO WHEAT
German Hefeweizen

5.0% ALC./VOL.
1 PINT | 16 FL. OZ.

DRINK STUBBORN WATERLOO, IL. ESTABLISHED 2016

BREWED AND CANNED BY STUBBORN GERMAN BREWING COMPANY | WATERLOO, IL 62298

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Drink me from a pint glass!

Stubborn
GERMAN



This Czech Dark Lager uses all Czech barley malt and hops. We duplicated the extremely soft water profile typical for a Czech lager for our brewing water to give it a terrific soft malty finish.

Stubborn
WATERLOO GERMAN ILLINOIS
Brewing Co.

BOHEMIAN DARK LAGER
Dark Czech Lager

4.4% ALC. VOL.
1 PINT | 16 FL. OZ.

