

Tröegs Brewing Company in Hershey taps Philly-based designer for brand redesign



The look of the brand has changed, but brewing brothers Chris and John Troegner assure loyal fans that the recipes will remain the same.

MEDIA: For more information on this media announcement please contact Tröegs Brewing Company directly. Jeff Herb, Media & Communications Coordinator can be reached at JHerb@Troegs.com or by calling 717-534-1297 or (cell) 717-756-0472. Please bookmark the Troegs website at www.Troegs.com.



Hershey, PA (Nov. 9, 2015) - The Tröegs Brewing Company has revealed their new Tröegs brand hand-drawn artwork that was recently completed in collaboration with co-owners Chris and John Troegner and Philadelphia-based designer Lindsey Tweed.



"The art shows our love of the process and most importantly our love of beer," said John Troegner, brewmaster and co-owner of Tröegs. "The simple logos and hand-drawn fonts capture how we brew, and the artwork conveys what's inside the bottle."

Tweed's initial project with the brewery was artwork for Hop Knife, Cultivator, and Blizzard of Hops. But after that work was so well received the brothers decided to explore the approach across all labels, according to the brewery's newsletter article outlining the new look.



The article issued by Tröegs explained how the new designs are reminiscent of the artwork Tröegs fans know and love, but how they better reflect the brewery's independence and personality.

"Tröegs devotees need not worry though: all beer recipes will stay the same," said Chris Troegner, Tröegs co-owner. "Since 1997 we've been in a state of perpetual evolution."



The new artwork and packaging will be available at the brewery and in retail stores beginning in mid-November. Fans can see the new look before the packaging hits shelves by visiting Troegs.com.

The brewery's website was also redesigned to fit the new brand identity and improve certain functional features such as navigation which makes it easier for users to find everything they are looking for, according to the company's article.

The new mobile-friendly site allows visitors to browse the brewery's Snack Bar Menu or see what Scratch Beers are on tap in the Tasting Room located in Hershey, PA. The site also includes a streamlined Brew Finder utility and Events Page, allowing fans to quickly locate Tröegs beer at a distributor, retailer, or restaurant.



"The opportunity to reimagine such an iconic brand is a huge honor, and one that happened to be really fun," said Tweed. "Collaborating with John and Chris was an awesome experience, and I can't wait to see our work come to life."