



## IN SAINT LOUIS, A CRAFT BEER REVOLUTION IS BREWING:

### Urban Chestnut's single packaging solution fuels growth of two product lines

As a child growing up in Bavaria, **Florian Kuplent** was surrounded by artisan brewers making exceptional beer. So it's not surprising that Kuplent became a master brewer himself, co-founding a brewery with partner **David Wolfe** in Saint Louis, Missouri. Urban Chestnut Brewing Company creates beers that honor the past and look to the future, a mashup they call "Beer Divergency." The company's Reverence series features classically crafted European styles, while its Revolution series showcases artisanal modern American beers.

Urban Chestnut's brand is about urban sustainability. Its two locations in downtown Saint Louis are partially powered by solar panels; reuse water for cooling; and are LEED-certified. Although they primarily distribute in the Midwest market, Urban Chestnut has since expanded overseas, buying a brewery in Bavaria.

As industry experts, Kuplent and Wolfe wanted to work with partners who would provide a high-quality, exceptional packaging solution that would meet their brand business growth objectives. "We package our beers in half liter bottles, and our labels are eye-catching and bold," says **Ashley Troutman**, Business and Marketing Operations Manager. "We have a strong visual brand that stands out but is not too complicated." However, the paper labels were scuffing in the filler, and the label wasn't adhering effectively to the wet, cold-filled bottles. Using packaging provided by Prime Package and Label, Inc., and pressure sensitive labels from UPM Raflatac has enabled Urban Chestnut to:

- Project a big, high-quality brewery look from the day the company opened
- Use a single packaging solution for both its Reverence and Revolution beer product lines
- Transition from paper to film pressure sensitive labels for environmental resistance and operational advantages
- Scale from initial low volumes to production of 30,000 barrels and beyond annually, without having to change packaging partners

**UPM RAFLATAC**





## The **CRAFT BEER BREWERY** – Urban Chestnut

- Grow the Midwest market with a commitment to craft; support urban renewal by promoting community at its Saint Louis brewery locations
- Use a pre-fill application to bottle beers, which requires that the label stand up to initial washing
- UPM Raflatac's white PP film label provides a blank palette for branding, but also offers strong durability and ongoing performance in cold, moist environments
- Enhance production with pressure sensitive film labels, which enable easy setup of labeling equipment and seamless roll changeovers

"Working with the same printing company from Day 1 helps us achieve our goals, maintain quality and ensure business continuity as we grow. Prime Package and Label continually comes to us with recommendations that help our business. They also come on-site when we are testing a new bottling line, so that we can make any tweaks to label specifications that we need right then and there ." – **Rob Bardgett**, Packaging Manager, Urban Chestnut

## The **PACKAGING SOLUTION PROVIDER** – Prime Package and Label, LLC



- Full-service printing company, located in Saint Louis, Missouri, with proven expertise in flexographic and digital printing
- Has extensive knowledge of beverage applications and provides packaging solutions for hundreds of craft beer breweries
- Helps customers choose the right packaging solution for their unique goals
- Supports partners as they grow from startups to regional and national powerhouses
- Can rapidly troubleshoot problems for existing customers, providing solutions in as few as two days

"With our headquarters in Saint Louis and extensive equipment, we're able to support craft breweries around the nation with diverse packaging solutions. We can handle everything from a few hundred labels per run to up to millions of labels each run." – **Adam Heissler**, Account Executive, Prime Package and Label

## The **LABEL STOCK SUPPLIER** – UPM Raflatac

**UPM RAFLATAC**

Self-adhesive label materials

- Urban Chestnut uses UPM Raflatac's 2.6 mil PP Pearlescent White TC RP37 2.4 mil High Density White material to label all of its Revolution and Reverence beers
- The label has a glossy top-coated face that is perfect for branding and provides resistance against water, oil and chemicals

"Prime Package and Label recommended UPM Raflatac's film label stock to ensure we achieved the aesthetics we were looking for." – **Rob Bardgett**, Packaging Manager, Urban Chestnut

"We use UPM Raflatac materials on about 80% of our craft beer packaging solutions. The company's PP label stock is very popular. Metallic films are also in high demand, because so many breweries want their products to have exceptional shelf appeal." – **Adam Heissler**, Account Executive, Prime Package and Label