

Your beer is great, does your label show it?

When it comes to craft beer, the label and packaging of your beer plays a vital role in grabbing consumer attention on the shelf. Join industry packaging and design leaders for an engaging panel discussion:

- > Harvey Shepard, Oh Beautiful Beer, Moderator
- > Alex Kidd, Creative Design Manager, Avery Dennison
- Paul Lender, Technical Solutions Leader, Avery Dennison
- > Andy Staib, Owner, DWS Printing Associates, Inc.
- > Dave Valenza-Frost, Director of Logistics and Client Services, Two Roads Brewing Company

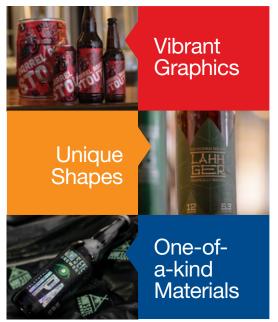
Panel Discussion: Branding, Label Design and Shelf Appeal Impact

Tuesday, April 11, 2017 11:30am - 1:00pm Room 204B



Label and Packaging Materials

Brand Your Brew



Visit Avery Dennison Booth #6223 at the Craft **Brewers Conference and BrewExpo America**® Learn how pressure-sensitive craft beer labels can improve your brew's brand.



Packaging Materials

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