



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.

Panel Discussion: Branding, Label Design and Shelf Appeal Impact



Label and
Packaging Materials

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

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

Room 204B

Brand Your Brew



Label and
Packaging Materials

North America

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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.