



## Case Study: AGAINST THE GRAIN





## Against the Grain Doubles Sales with Shrink Sleeve Cans

### The Challenge

As the number of small, local breweries continues to grow, the competition for retail shelf space, as well as the struggle to be noticed by consumers, is also growing. One way small breweries try to stand out is by packaging their beers in customized, highly-decorative cans. However, sourcing pre-printed cans is often a challenge. Most suppliers require a minimum purchase of a semi-truck load, approximately 160,000 cans, of a single can design.

Against the Grain, a craft brewer and brew pub in Louisville, Kentucky, faced this exact challenge, even as sales were growing. The company crafts more than 300 different beers, with approximately 20 available at any given time in its restaurant and through retailers. They needed can quantities broken up across several SKUs.

*"That takes us about a year and a half to get through,"* says Sam Cruz, head of Marketing and co-owner *"We have to tie up a lot of cash to purchase such a large inventory of printed cans."*

**"We selected Verst because of the quality and the pricing... we weren't going to find anyone better"**

### Partnering with Verst

As a result of a call by a Verst Director of New Business Development for Craft Beer, Against The Grain learned that not only was Verst Packaging interested in the needs of smaller businesses, but Verst was actively seeking input from craft brewers such as Against the Grain. Verst wanted to understand the parameters that would make business sense for a small brewer to switch to shrink sleeve packaging.

Against The Grain provided Verst with feedback, expressing the need for flexibility and reasonable pricing as well as a high-quality finished product.

Verst delivered a proposal to shift Against the Grain package production from pre-printed cans to high-quality shrink sleeve-wrapped cans at a price that Against the Grain could afford. Clear communication has been key from the beginning of the relationship.

Our business is . . . an extension of your business



### Results

Verst Packaging provided a complete, craft-beer-specific solution—smaller can quantities, reasonable pricing and exceptional customer service. Against the Grain has been pleased with the results of switching. *“We selected Verst because of the quality and the pricing,”* says Sam. *“It immediately became clear that we weren’t going to find anyone better. The pricing was close to what we could get with the printed cans, and we were able to get our desired model of multi-SKUs.”*

Verst Packaging provided a complete, craft-beer-specific solution — smaller can quantities, exceptional customer service.

Request a customized quote for your packaging project at 859-485-1212 or email [CraftBeer@verstpackaging.com](mailto:CraftBeer@verstpackaging.com)

### About Verst Packaging

Whether your company is large or small, established or just starting out, looking for premium food or personal care packaging, Verst Packaging offers solutions that meet your end-to-end contract packaging needs. We are the industry’s largest shrink sleeve contract decorator and are proud to work with some of the world’s top consumer packaged goods (CPG) companies. Our mission is to provide innovative, turnkey contract packaging and shrink sleeve decorating for the consumer goods, wine & spirits and food & beverage industries.

### About Verst Logistics

Verst is an Inbound Logistics Magazine Top 100, asset-based, third party logistics and packaging provider serving business-to-business customers for over 50 years. Our business is to provide your business with the logistics and packaging resources that help you extend your capability to better serve your customers.

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# Verst

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