

Bringing Back Beer: Bard's Tale Brews Up a New Look

Hunt Adkins rebrands Bard's Beer, America's first gluten-free sorghum beer.

Hunt Adkins, an advertising and branding agency based in Minneapolis, was recently charged with rebranding Bard's Beer, America's first gluten-free sorghum beer. The challenge was to brand a non-traditional beer in a way that connected with the necessity within the gluten-free community and the sense of tradition and taste among craft beer drinkers. The results included a new identity, packaging, the Bard's Beer website and the "Discuss it over a Bard's" campaign, which launched in November 2008. Please contact me for more information or samples of work, Andrew Langdell, 612-339-8003 or alangdell@huntadkins.com. Additional images and work are available for viewing at huntadkins.com/bardsbeer.

BARD'S

The Original Sorghum Malt Beer

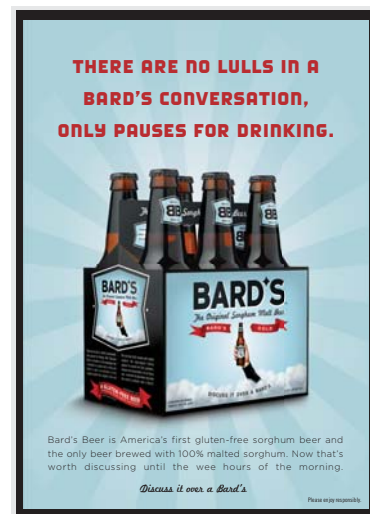
Identity



Packaging



Interactive



Collateral & Print