



MULTI LABELS LIMITED

# Thornbridge Brewery win Silver with Jaipur Bottled Ale



*"Working with an experienced label supplier like Multi Labels gave us confidence that we could produce a quality label that would make the product stand out from the crowd. Multi Labels gave excellent advice and helped us through from initial concept to the finished product."*

Thornbridge Brewery have won an award for their Jaipur bottled ale in the Best Re-Packaged Bottled Beer Category at the 2010 International Beer Challenge.

The brewery chose to repackage their beers in conjunction with a move to a new brewery site with their own bottling line. "We wanted to reflect the new era with an overall change of branding that would highlight the quality of the beers in premium packaging that retained some elements of the style and history of Thornbridge Hall – the original home of the brewery." Alex Buchanan, Marketing Manager. Thornbridge Riverside Brewery.

Multi Labels manufactured the new labels and used clever screen varnish techniques developed by the creative team to emulate a foil closure on the neck label. This is the first label of this kind to go to market. Multi Labels continuously develop new products to offer its customers ensuring the quality and service is unprecedented.

Thornbridge Brewery have a range of 3 bottled ales, Jaipur, Saint Petersburg and Halcyon with Kipling soon to be added.

To find out more from either company please contact Thornbridge on 01629 64 1000 or Multi Labels on 01327 301181

