



Public Relations Proposal

Abigail Peguero
March 15, 2023

Lagunitas Brewing Co. Analysis

Summary:

Lagunitas Brewing Company is a Petaluma, California-based beverage company founded in 1993. As of 2017, Lagunitas is a subsidiary of Heineken International. Prior to 2015, Lagunitas met the definition of craft brewery and ranked fifth top-selling craft brewery in the United States in 2013. Lagunitas produces alcoholic and non-alcoholic beverages including beer, spiked tea and hop-infused sparkling water. The company is best known for its IPAs (India Pale Ales), with an expansive range of variations on the beer style, and its creative yet casual approach to the brewing process. Lagunitas Brewing Co. is a known and respected name in the alcoholic beverage community. The company is known for its dedication to innovation as well as not taking itself too seriously, aside from their craft.

Current Situation Analysis:

With the rise of alcoholic seltzers, hard kombucha, spiked teas and other alcoholic beverage alternatives to beer as well as a growing ideal of stepping away from alcoholic beverages altogether, there is a diminished interest in Lagunitas beverages with the younger demographic of drinkers. Young consumers of alcoholic beverages are able to find a variety of possibilities to choose from in the grocery or liquor store when buying alcohol. They are less interested in what makes a beer complex or different from another beer and more interested in easy drinkability and a fun look to their drink of choice.

Lagunitas, while known by the older generation of alcoholic beverage drinkers, is not well-known by those recently turned 21 or in their 20s already. Lagunitas does not have name recognition or an easily accessible look for this important demographic. It is possible that Lagunitas is viewed only for a certain type of serious drinker when the company clearly states they want their drinks to be for everyone no matter who they are as long as they want to have a good time. This demographic relies on social media platforms and word of mouth for information on which alcoholic beverages they either want to drink or what they want to be seen with. Lagunitas needs to find a way to boost their visibility and demonstrate their ability to fulfill the demands of this demographic.

Solutions and Programs:

Lagunitas Brewing Co. recognizes this demographic as an important and lucrative group that the company wants to serve. Lagunitas has recently announced a rebrand of the packaging of their entire line of beverages that has a more fun and youthful feel to the designs, with a focus on the Lagunitas dog and bright colors. Lagunitas has also created a release of their own style of spiked teas with an emphasis on their ability to brew more than beer. There has been marketing done for this new type of Lagunitas beverage at music festivals that are frequented by this target demographic, including booths with sales of the beverages and backdrops and set-ups meant for photos to be taken and posted on social media. Lagunitas has also opened a new experimental brew house that takes clients' suggestions to make small batch custom beers which shows their dedication to working with their clients. Lagunitas must highlight these efforts to connect and market their company as accessible and fun to younger drinkers in order to succeed.

SOCO:

Lagunitas is the beverage company you can turn to when you want to have a good time because the drinks are unique without being pretentious.

Enclosed in this packet are examples of documents similar to what I could produce if Lagunitas Brewing Company were to hire me as the Public Relations representative to achieve this objective.

Defending the Enclosed

Enclosed are the following documents:

1. **News Release**, “Lagunitas Brewing Co. Redesigns After 30 Years”. Printed.
 - a. *San Francisco Chronicle*, Janelle Bitker, janelle.bitker@sfchronicle.com, head of food and wine team.
 - b. This announcement helps the client broadcast the redesign of their beverage packaging that is more attractive, fun and colorful.
 - c. SF Chronicle will run this announcement as a part of their food and wine section. Because young stylish people read the Chronicle, they will want to check out the redesign themselves and buy the Lagunitas drinks with their new packaging.
2. **Fact Sheet**, “Lagunitas Brewing Co. Redesigns After 30 Years”. Printed.
 - a. *San Francisco Chronicle*, Janelle Bitker, janelle.bitker@sfchronicle.com, head of food and wine team.
 - b. This is a shortened quick fact version of the news release, listed above, that will serve the same purpose.
 - c. SF Chronicle will run this announcement as a part of their food and wine section. This version will help Janelle or another writer if she passes it on to them.
3. **Backgrounder**, “The (Brief) History of Lagunitas”. Printed.
 - a. *San Francisco Chronicle*, Janelle Bitker, janelle.bitker@sfchronicle.com, head of the food and wine team.
 - b. This is supplemental information that can be sent with all other documents including the news release, for example, to inform the recipient of exactly who Lagunitas is and how they are unique from other alcoholic beverage companies.
 - c. If the rebrand story is run, Janelle can provide background information on the company so that readers who might not know the company will be able to quickly familiarize themselves with it. The accurate and available information will foster a positive relationship with all that receive this document.
4. **Photo Opportunity Advisory**, “Disorderly TeaHouse Tasting at Shabang in San Luis Obispo, California”. Printed.
 - a. *Mustang News*, Catherine Allen, callen34@calpoled.edu, editor in chief of Mustang News.
 - b. This advisory informs the local media that the event will be occurring at the popular local music festival and showcases their new beverages that are attractive to the younger audience who will be in attendance.
 - c. Mustang News will send photographers and videographers to the booth and capture college-age people buying, drinking and interacting with Lagunitas products. This will show off and encourage other similar people to want to try and buy Lagunitas products.
5. **Feature Story**, “The Man Behind the BrewMonster: Jeremy Marshall”. Printed.
 - a. *.WAV Zine*, Delaney Faherty, editorinchief.wavzine@gmail.com, editor in chief of WAV Zine.
 - b. This story details the face of Lagunitas, Jeremy Marshall who was once a college student and loves everything about drinking and cannabis culture.
 - c. .WAV Zine will publish this feature story in their next issue. Because young, fun, unique-minded people read the zine, they will likely be interested in trying the product and then tell their friends about it via social media or word of mouth.



NEWS RELEASE

FOR IMMEDIATE RELEASE

March 15, 2023

FOR MORE INFORMATION:

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Lagunitas Brewing Co. Redesigns After 30 Years

The completely in-house design team brewed up new, cohesive designs for all Lagunitas drinks

PETALUMA, CA, March 15, 2023 — Lagunitas Brewing Co. and their in-house design team gave a new look to their entire portfolio of alcoholic and non-alcoholic beverages after using the same designs for almost 30 years, some which were created by the founder in an old copy machine store.

With the redesign, every drink, from the classic IPAs to the spiked teas and nonalcoholic refreshers, now has the Lagunitas dog positioned front and center. Now, Lagunitas drinkers can keep a pup with them even when their own has to stay at home.

Lagunitas looked at their consumers' opinions and decided a redesign was long overdue. "Windows 95! I was literally going to say that it's like they were stuck 20 years ago," one loyal Lagunitas drinker said.



With their marketing, design and creative teams using their skills and combined vision, Lagunitas took the time to match the quality of their drinks with the visuals on the outside. These new designs are meant to bring cohesion to the variety of Lagunitas products while maintaining the same attention to detail the beer company has included in and on their drinks for the past 30 years.

"We were moving and brewing up innovation so quickly that our designs were often an afterthought," Dennis Peek, CEO of Lagunitas said. "We feel like they bring our favorite elements of our past with us, while pushing us forward into what we think the future of Lagunitas, and the future of brewing, holds."

Lagunitas Brewing Co. is a Petaluma, California based company specializing in innovative hop-forward drinks, ranging from their original IPA to their non-alcoholic Hoppy Refresher. Since 1993, Lagunitas has been brewing up unique flavors for their drinks and having fun while doing it — the whole story is a long one that they're not sure even they entirely remember. Priding themselves on their rebellious approach to business, Lagunitas welcomes everyone to enjoy these simple truths: "Beer Speaks (for itself), Life Is Uncertain (don't sip), and It's Good To Have Friends," while sipping on a Lagunitas. Stop by at one of their breweries located in Petaluma, Calif. and Chicago or visit www.lagunitas.com.

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FACT SHEET

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WHAT

- Lagunitas did a complete redesign of all Lagunitas Brewing Co. drink packaging.
- At Lagunitas, there are always dogs around and the company believes that a relationship with a dog represents and reveals our humanity. Now, the Lagunitas dog is featured at the front and center of each of the new designs.



WHO

- Josh Rege is the Senior Art Director, since 2021, with a completely in-house design team working with him.
- Heineken N.V. is the parent organization of Lagunitas, as of 2017.

WHERE

- Anywhere where Lagunitas drinks, bottled or canned, are sold, the packaging can be seen.
- New designs can also be seen at www.lagunitas.com.
- Tasting Rooms are located in Chicago and Petaluma, California and have the updated packaging available.
- Lagunitas headquarters are located in Petaluma, California.

WHEN

- The redesign was announced March 15, 2023.

WHY

- The redesign brings cohesion to the variety of unique drinks created by Lagunitas while maintaining the history of the beloved and classic drinks.

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BACKGROUND

FOR IMMEDIATE RELEASE

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The (Brief) History of Lagunitas

In 1993, Tony Magee brewed his first craft beers. A Thanksgiving mishap caused Magee to move his operations from the company's namesake town to Forest Knolls, California. By 1995, Lagunitas Brewing Co. settled in Petaluma, California. 28 years later, the company headquarters are still located in Petaluma.

Magee developed a new type of India Pale Ale (IPA). At first sales were low, but Magee was convinced that hop-forward drinks were the future. For a decade, labeled "the Wild Years" by Magee, Lagunitas steadily worked and grew.

In 2005, a failed sting and a 20-day suspension (due to suspiciously timed parties starting at 4:20 in the Employee Loft) lead to the installation of a new line to bottle the Lagunitas Undercover Investigation Shut-Down Ale. Magee and Lagunitas has always owned up to their tendency to act outside of the mainstream, including their ties to marijuana, usually by making a nod to their missteps through the names of their drink releases.

"Do the crime. Do the time. Get the bragging rights," Magee said about the company's suspension and subsequent beer release.

Lagunitas expanded between 2005 and 2009 with their beverages brought to new states and the creation of A Little Sumpin' Sumpin' Ale. In 2009, Lagunitas opened their Petaluma TapRoom and Beer Sanctuary that featuring live music daily, followed by a location in Chicago in 2014.

In 2015, Heineken N.V. bought 50% of Lagunitas Brewing Co. to bring the company and its hop-forward brews worldwide. In 2017, Heineken bought the rest, becoming the parent organization of Lagunitas. From 2018 to 2021, Lagunitas continued to cultivate creative new drinks: cannabis-infused hoppy beverages, non-alcoholic hoppy sparkling refreshers, hard teas and a non-alcoholic IPA. They have adopted a new look on their beverage packaging and opened a new craft house, the Lagunitas Disorderly House of Brewing.

Lagunitas Brewing Co. is a Petaluma, California-based company specializing in innovative hop-forward drinks, ranging from their original IPA to their non-alcoholic Hoppy Refresher with almost everything in between. Since 1993, Lagunitas has been brewing up unique flavors for their drinks and having fun while doing it. Priding themselves on their rebellious approach to business, Lagunitas welcomes everyone to enjoy these simple truths: "Beer Speaks (for itself), Life Is Uncertain (don't sip), and It's Good To Have Friends," while sipping on a Lagunitas. Stop by one of their breweries located in Petaluma and Chicago or visit www.lagunitas.com.

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PHOTO OPPORTUNITY

FOR IMMEDIATE RELEASE

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Disorderly TeaHouse Tasting at Shabang in San Luis Obispo, California

They've tried and mastered their hands at brewing up beer, now they're up for the challenge of brewing tea. Lagunitas wants you to be the first one to see it and taste it.

WHAT

- Lagunitas Brewing Co. is hosting a booth for tasting their new spiked tea line at a small, California-based music festival. There will be a section for purchases and a section for photos and free swag.
- There are three flavors of the spiked and sparkling Guayasa tea: Yuzu Lemon Squeeze, Mixed-Up Berries and Peach Slice.

WHY

- Lagunitas wants to showcase what its new drinks taste like because of spiked teas appeal to the local younger population.
- The event will be a celebration of the new teas and garnering interest and recognition from the younger audience in attendance of the music festival.

WHERE

- The booth will be at the Shabang Festival at Dairy Creek Golf Course, 2990 Dairy Creek Rd, San Luis Obispo, CA 93405.

WHEN

- The booth will be active on May 5, 2023 from 3 p.m. to 9 p.m. and May 6, 2023 from 12 p.m. to 9 p.m.

WHO

- Jeremy Marshall is the Lagunitas BrewMonster, or head of brewing, and will be present.
- Everyone from the local community is welcome to join at the event. Anyone 21 or older may try the alcoholic beverages.
- Lagunitas Brewing Co. has been creating drinks for 30 years, with their headquarters located in Petaluma, Calif.

HOW

- The Lagunitas Disorderly TeaHouse booth will be completely open for any filming and photography.
- Electrical outlets and extra battery packs will be available for equipment needs.

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Jeremy
Marshall:
the man behind
the BrewMonster

Written by Abigail Peguero



Jeremy Marshall, Lagunitas BrewMonster, hanging behind the bar with a pal. | Lagunitas Brewing Co.

Petaluma, California —

The Head BrewMonster sounds daunting: someone with potentially supernatural evil powers who presides over a brewery. Jeremy Marshall is that for the Lagunitas Brewing Co. — except he uses his powers for the creation of great beer.

Working at Lagunitas for the last 18 years, Jeremy is more than just the head brewer.

“My cards say BrewMaster, but this girl who worked at Lagunitas before she left for the cannabis industry said, ‘You’re not the BrewMaster; you’re the BrewMonster.’ That’s actually my official title,” Jeremy said.

A Memphis, Tennessee native, Jeremy first came to Northern California to pursue a Masters degree in brewing at the University of California, Davis. The program was failing when Jeremy showed up, due to lack of interest in the program. The administrators were discouraging him from attending because everyone was getting laid off and brewery jobs were low-paying. To boot, they weren’t making the type

of beer Jeremy was interested in.

“But I remembered something my grandfather told me: sometimes the best time to buy something is when everyone else says it’s a bad idea,” Jeremy said.

Today, the UC Davis Master Brewers program is regarded as one of the longest running and most respected brewing programs in the world.

The close proximity of his school to Petaluma, Lagunitas’ hometown, lead to Jeremy applying to work at the company. He initially applied to work for the founder of Lagunitas, Tony Magee.

“I wrote Tony a letter probably during the last days of him reading his mail,” Jeremy said. “It was short and slightly memorable.”

It read: “I’m in beer school and I feel like everything I’m learning could be applied to you.”

Thankfully, Tony read that letter. After successfully getting hired, Jeremy got to work crafting brews and being

a part of the Lagunitas community. Innovation and inclusion are at the forefront of his work — the beer is just as much about the people who drink it and make it as the hops that go into it.

“Lagunitas is made up of all kinds and creeds; punk rockers, misfits, ivy leaguers, weirdos, Waldos, Sparkle Ponies, Musicians, and everything in between ... Just a pack of stray dogs that found—despite our vast and wild differences—that the love and respect for the freedom to be different is what brought us together and made it all work,” Jeremy said.

Jeremy worked through many different iterations of Lagunitas. He started when it was a rough and tumble, punk rock-esque small business where mistakes were all apart of the

journey. He saw the dramatic growth in craft breweries and the success of Lagunitas as one of them.

The growth allowed them to get more official equipment and tone down the risk taking.

“In 2011 or 2012, we grew 50%. It was insane, we were running out of hops,” Jeremy said.

Tony sold the entirety of Lagunitas to Heineken in 2017, with Jeremy slowly becoming the face.

“I like to say that if you stay at a brewery long enough, you eventually find out, ‘Oh my god, I work in marketing.’ As the education of Heineken began to take more of my time, and with the sudden departure of Tony, I found myself as company spokesperson. I was like, damn it. It’s true. I’m in

marketing,” Jeremy said.

When he’s not in the brewhouse or having some well-deserved time off, Jeremy is writing his own articles for the Lagunitas beer-lover community. His articles, along with some of the other brewer’s, can be found on the Lagunitas website under ‘Beer 101’.

Beer isn’t as straightforward as it might seem and these stories explain the intricacies of some of the finer points of brewing. They’re in-depth stories about the history that lead up to the point of each story and then explain the topic thoroughly and conversationally. Jeremy believes beer isn’t too complicated for anyone, that’s why it’s for everyone (21+ in the United

Left: A Lagunitas dog logo IPA pint sitting on a picnic table outside of the Petaluma TapRoom. | Dave Below: Beer being pouring from the taps. | Louis Hansel Bottom right: Jeremy Marshall at the Petaluma Lagunitas tasting room, sitting with a brew. | Lagunitas Brewing Co.



States). He wants to make beer knowledge as accessible as possible.

Some of Jeremy's recent articles include: "What is the Difference Between Dual Hop vs. Single Hop?", "The Relationship Between Cannabis and Beer" and "What is the Difference Between a West Coast Hazy vs. NEIPA?"

Each one is a refreshing read that feels like you're sitting down and having a conversation with Jeremy himself.

The BrewMonster believes that a craft brewery is nothing without its culture.

"I don't like it when a craft brewery paints this well-marketed image. It's disheartening when I expect one thing and I get some super boring people who are just at a job. Craft brewers get into this because we're gathered by our passions. I have extreme passion for hops, for craft beer, for home-brewing, for cannabis, for extraction. All these things that live in the greater brewing universe," Jeremy said.

Now that the mystery surrounding the BrewMonster is explained, hopefully Jeremy's role at Lagunitas makes a little more sense — or maybe just an IPA sounds good right about now. If not, swing by the Petaluma location and deign to ask for an audience with the BrewMonster!



For more information visit lagunitas.com.



A fermentation vessel working on the first stage of the beer-making process.
Claude Piche