



# Liquid Death



## Vintage Cans & Church Keys



Catherine Goodheart





Previously seen in advertisements from the 1960's for Schlitz beer (RIP), a “church key” can opener on beer was popularized before the modernized pull tab can we know and love today.

**Some day all beer cans will open this easy!**

Now only Schlitz brings you—coast to coast—the world's easiest opening beer can! The new aluminum Softop can! **real gusto—real easy!**



What can **Liquid Death** do?

- Create a limited run of vintage cans that requires a church key to open the cans
  - Vintage cans will be sold in a 12 pack option with the church key included
  - Cans will be filled with the “Rootbeer Wrath” flavor
- Church Keys will be sold separately
- Church Keys can be branded with the Liquid Death logo variations



# Church Key Color Options:

**Silver**



**Gold**



**Black**



Why should **Liquid Death** do this crazy sh\*t!?

# Liquid Death's Current Merch Options:

- Apparel & Accessories
- Drinkware
- Lifestyle

Church Keys would create an intersection between the current merch categories of Apparel & Accessories and Lifestyle.

Church Keys would be Liquid Death's first non-collaborative can opener!



Après x Liquid Death Can Opener included in the Evidence Kit  
(not sold individually)





Would also intersect with current pop culture that is seeking to “go analog” by using less technology...so why not use even less tech on your cans!  
not THOSE cans!



There is the perfect amount of irony in going analog with a canned drink (words I never pictured myself saying, or making sense, yet here we are).

As someone who loves  
drinking water and loves  
cool sh\*t, **Liquid Death**  
would be the perfect brand  
to bring back Church Keys!

Hope to see some Church Keys soon!



## Contact Information:

**Catherine Goodheart**

**cathygoodheart123@gmail.com**

**1 (631) 704 0724**

## About Me:

**Marketing Coordinator**

**Based in New York**

**Horror Movie Enthusiast**

**Avid Liquid Death Advocate**

## Links:

**<https://www.linkedin.com/in/catherine-goodheart/>**

**<https://catherinegoodheart.journoportfolio.com>**