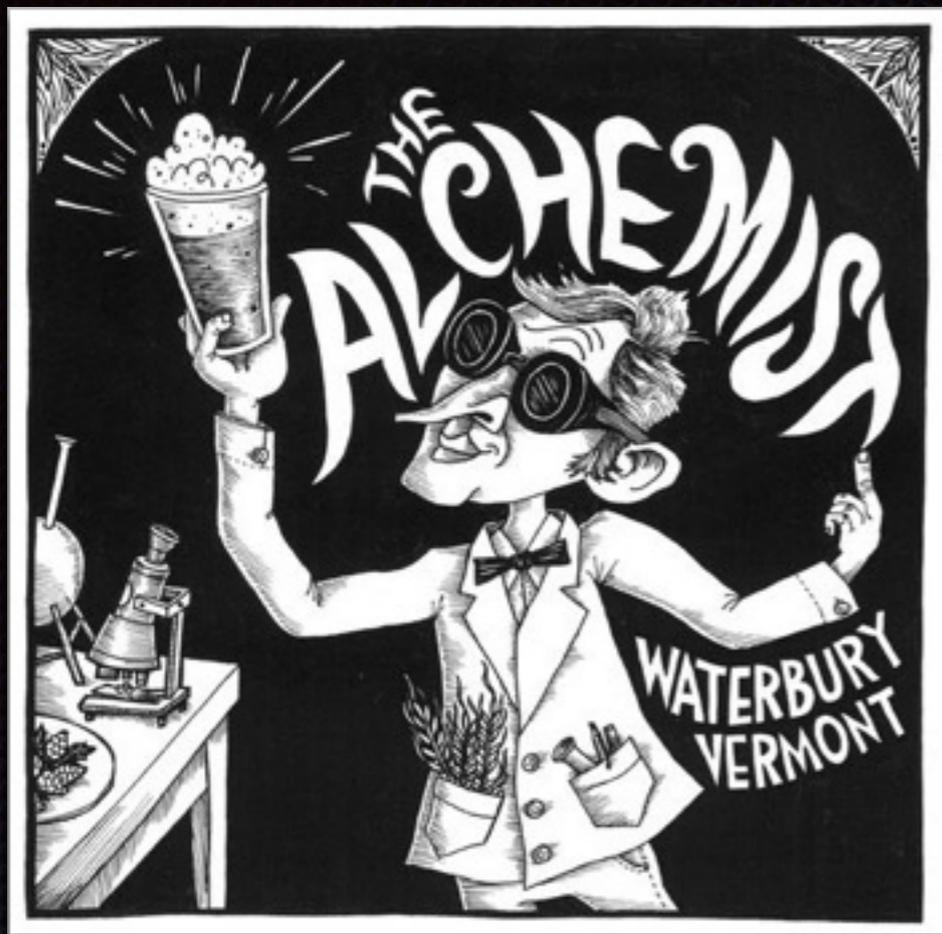




**An Unconventional Path to
Successful Branding**



November 29, 2003

The Alchemist opens in Waterbury, VT

“You can’t open a brew pub in Waterbury, no one goes to Waterbury to drink”





our mantra was:
**FOCUS ON
COMMUNITY FIRST,
the rest will follow**

This served us very well. By focusing on the quality of our beer, food, service and community outreach, we created a loyal following.



We were extremely popular with locals. Soon, through word of mouth, people from all around the region came to visit us. This was the start of beer tourism in Vermont.

In 2009, we sold Heady Topper in a package for the first time. Over 500 bottles sold out in less than 2 hours.

We knew it was time to start thinking about a production facility.

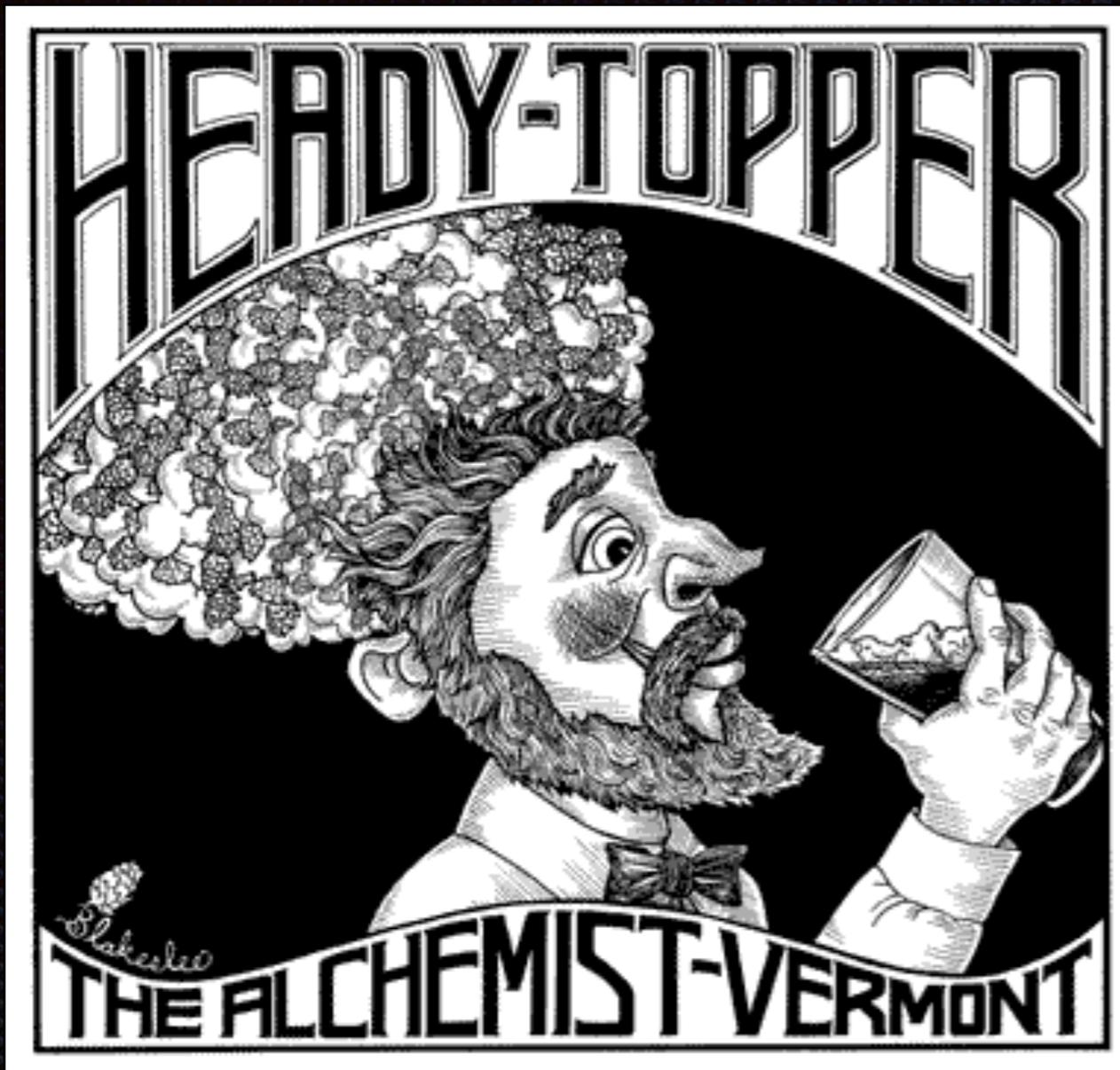


We didn't want all of our eggs *in one basket*. We didn't know how critical this decision was at the time.

Sunday, August 29, 2011

**Tropical Storm Irene wreaks havoc on
Waterbury**





Monday, August 30, 2011

the first cans of Heady Topper rolled off
our new canning line less than 1 mile
from our flooded pub.

**There was no time celebrate.
We were also dealing with the aftermath of
Tropical Storm Irene. Just down the road...**





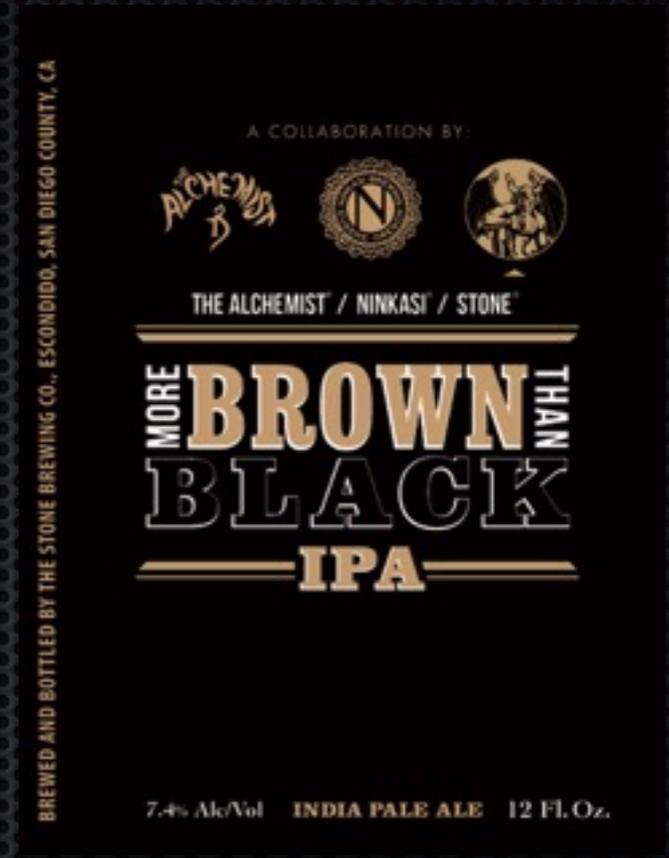
Cleanup was dreadful, but it was impossible to feel sorry for ourselves. Thousands of Vermonters lost their homes.







Once we had flood cleanup under control and our new production facility was running smoothly (about 4 weeks after flood) we started planning a couple of fundraisers for Waterbury- both for financial needs and a much needed morale boost for our beloved community.



And then Heady Topper mania happened...

We thought it would pass.





Craze for coveted craft brews creates black market
 by LISA RATHKE

SHARE    

advertisement

MONTPELIER, Vt. — Fancy a pint of Pliny the Elder or Heady Topper double India pale ales, but can't find them in your neighborhood? Get out your wallet.



Burlington woman charged with selling beer online

Posted: Dec 04, 2013 11:29 AM EST
 Updated: Jan 15, 2014 11:26 AM EST

By WCAX News **CONNECT**

BURLINGTON, Vt. - "It's been rated the number one beer in the world," Brian Maloney, the beer and wine manager at Healthy Living Market. People are ready for a Heady at Healthy Living Market in South Burlington.

"It goes very, very quickly," Maloney said.

Heady Topper is a double IPA brewed by the Alchemist in Waterbury, Vermont. It's Healthy Living's top seller, with around 50 cases a day going out the door.

"There's a market for it and people will pay for it," Maloney said. Yes they will. The beer is brewed in small batches and is only delivered to a few miles of the Waterbury brewery. So it's hard to get and there's no other place which means there's a problem brewing.

"We're starting to see it more and more," said Bill Goggins, the Vermont Department of Liquor Control says too much demand and not enough supply of Vermont craft beers like Heady Topper. Last month, someone got a tip from the Alchemist that someone was advertising on Craigslist for \$250 apiece. Places like Healthy Living Market sell it for \$75 a case.

"I can't get," Maloney said.



Illegal Sales/ Authorized Retailer



 Black market around The Alchemist Heady Topper prompts authorized retailer program

In an effort to cut back on black market sales, we have designed a decal for all our authorized retailers to display. When Heady Topper is distributed by us, we will



Pop Up Truck Sales









Today



“You can’t open a brew pub in Waterbury, no one goes to Waterbury to drink”

The 25 Best Beer Towns in America (a Best Beers)

Janna Herron // February 20, 2016 [Like](#) 684



MONICA DONOVAN
PHOTOGRAPHER



Why is The Alchemist Brand Successful?

- ✦ **QUALITY**
- ✦ **EMPLOYMENT BRANDING**
- ✦ **UNIQUE, AUTHENTIC messaging**



Highest **QUALITY** from start to finish- raw ingredients,
process, packaging, delivery

A meaningful, engaging and vibrant employment brand is critical for successful business.



Be genuine
and honest,
but most
important,
be unique in
your
employment
branding
efforts.

You will attract
like minded
people who
will be
passionate
about the
employment
you provide.



Humor and authenticity before stock images, meaningless quotes and corporate speak language about mission statements.



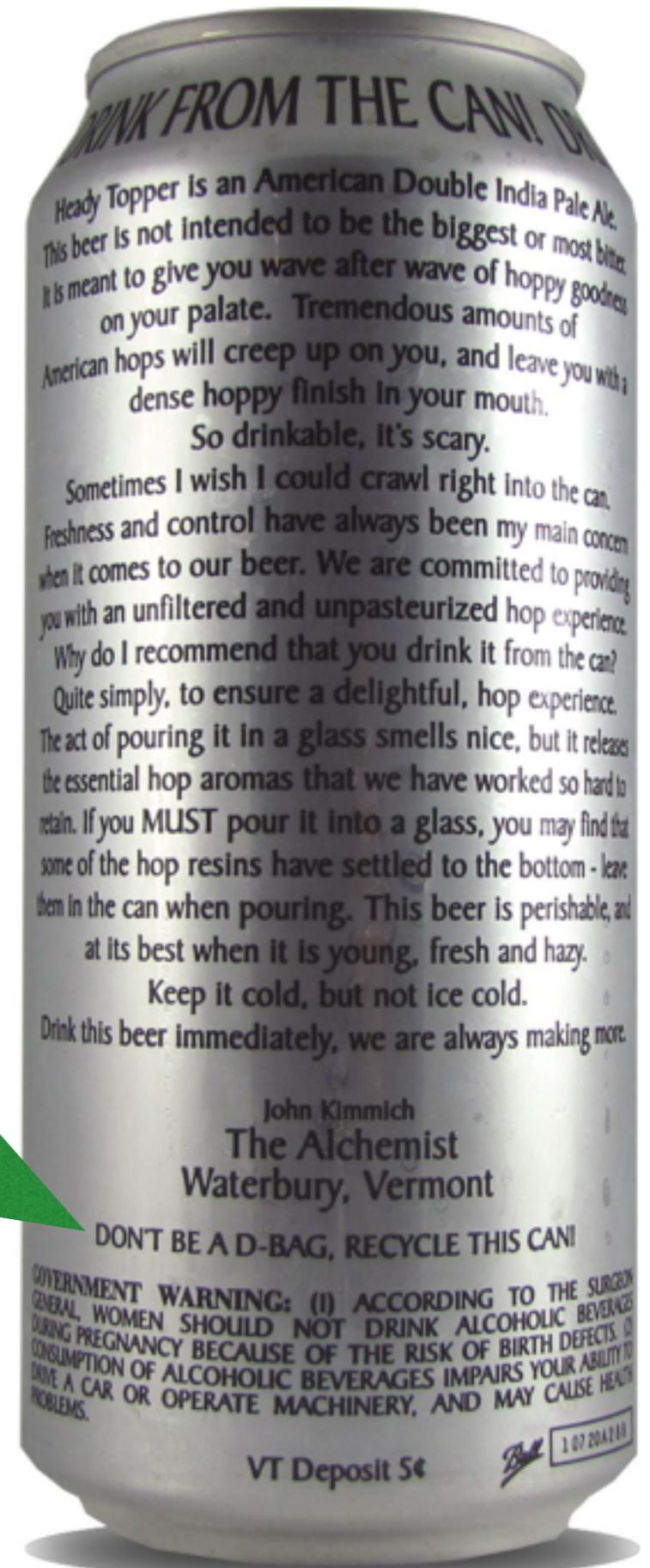
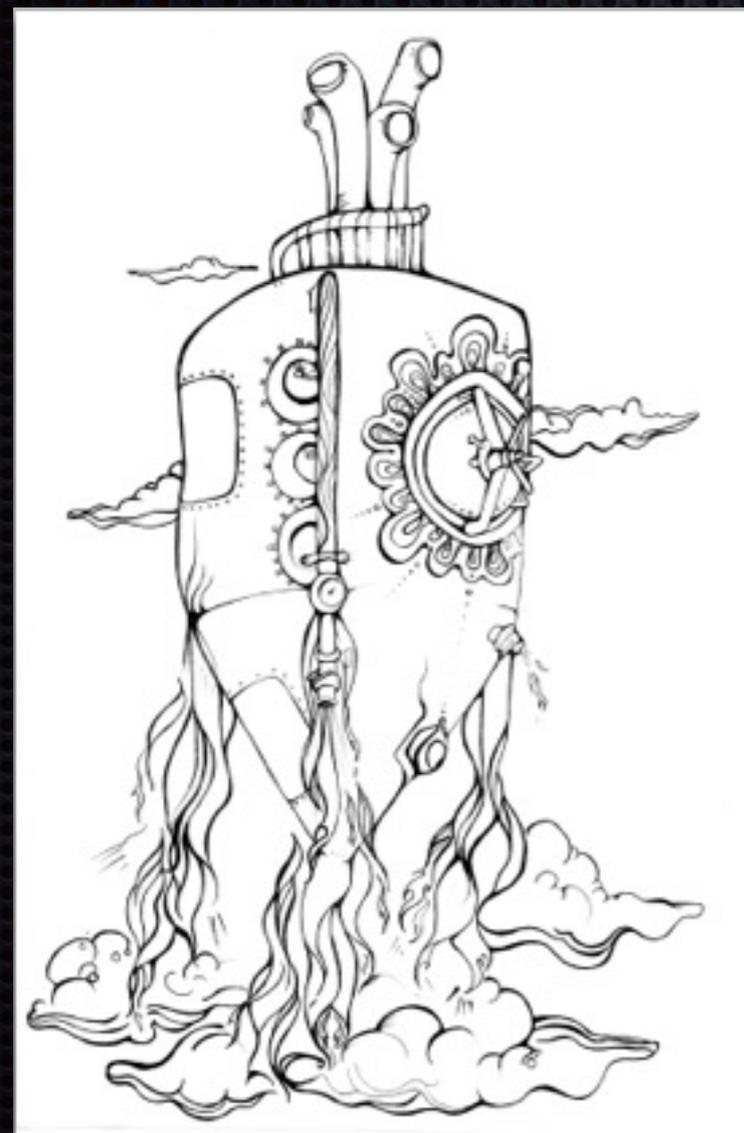
Don't be Afraid to make it PERSONAL

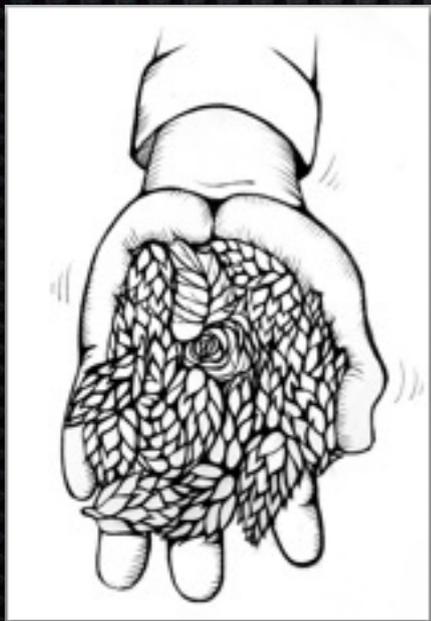
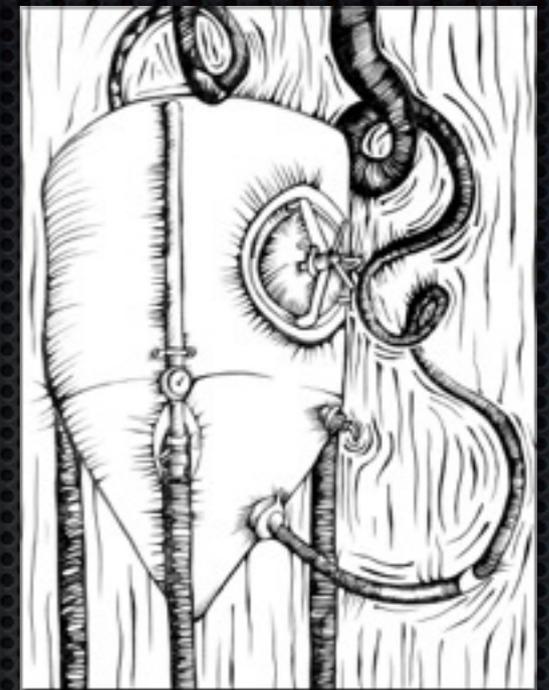


People
want to
know what
it is like to
work for
you.



AUTHENTIC and UNIQUE MESSAGING





D-BAG

short for douchebag

DOUCHEBAG

/ˈdoʊʃbæg/

noun

Someone who is socially dysfunctional in some way, generally an asshole.

Someone who does something shady and low to someone else.



Someone who has surpassed the levels of jerk and asshole, however not yet achieved fucker or motherfucker.

—urban dictionary



HONKY- Belgian style white ale
PANTY DROPPER- hibiscus IPA
UNCLE DADDY- ale made with hopkins
OLD BALL & CHAIN- a



READY
FOR A
HEADY?

