

AMY BREHENY / GRAPHIC DESIGNER / PDF PORTFOLIO

CREATIVE

you ARE INVITED TO...



Launch Invite to Beam Suntory s' THE BLEND program
Print and digital.

BRIEF Barrels, wood, old, current, trendy, simple.

THE BLEND

SEP
20TH
SUN

@ 5-8 PM

The
Barber Shop

89 YORK STREET,
SYDNEY NSW 2000

RSVP HAYLEY.MORISON@BEAMSUNTORY.COM
BY THE 17TH SEPTEMBER

LAUNCH EVENT

CCA
COCA-COLA AMATIL

FOR every OCCASION

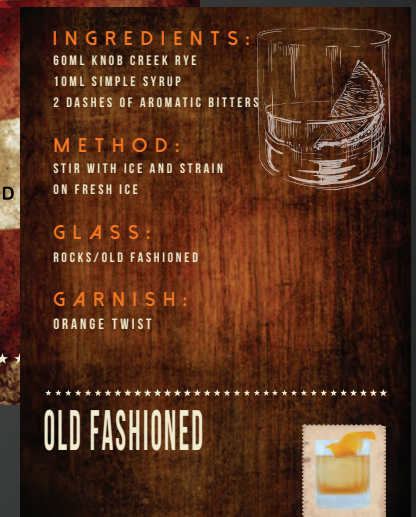
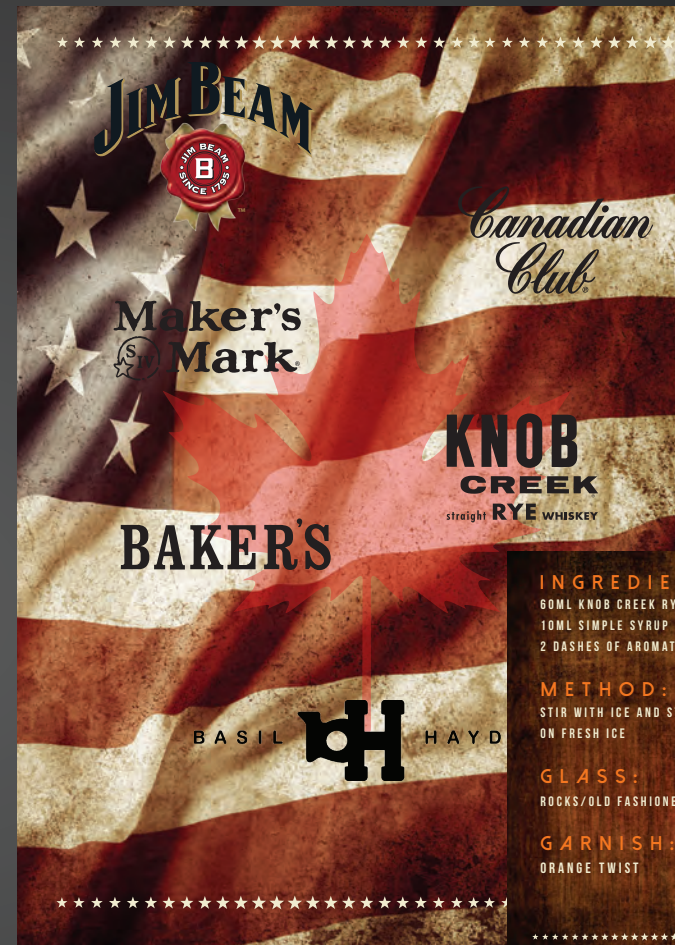
Beam **SUNTORY**



The Blend program has been created to inspire, support and nurture both experienced professional and developing apprentice bartenders alike. The program is led by bar industry innovators, mentors and master blenders, designed to aid, support and share in the development of bartenders' careers and journeys.



BRIEF Design all print assets to launch the brand creating a upmarket current asthetic condusive to cocktail bars "trendy vibe". As the portfolio of brands varied from North American to Japanese, the asthetic was kept to the 'classic vintage barrel' look and feel .



32 page booklet showcasing 10 North American cocktails and the history of them.
BRIEF Create a bible for bartenders using the brand cocktail recipes, 'cool trendy vintage vibe'

THE BLEND

Created by **Beam SUNTORY**

The Blend congratulates Will Sleeman for winning 'Rookie of the Year' at Australian Bar awards 2015!



FINALISTS:
 James Pennefather, Bobeche
 Thalita Alves, The Gresham
 Will Sleeman, Black Pearl
 Dale Schoon, Earl's Juke Joint
 Brendan Grey, Mechanics Institute
 Mattia Amaboldi, Stitch
 Emma Lancaster, Less Than Zero
 Shay Chamberlain, Bulletin Place



THE BLEND

Created by **Beam SUNTORY**

BECOME A MEMBER TODAY
www.theblend.com.au



IN 2015 **Beam SUNTORY** **CCA**
 COCA-COLA AMATIL
 IS EXCITED TO ANNOUNCE

THE LAUNCH OF

THE BLEND

P R O G R A M

Inspired by the incredible international spirits portfolio ... and a shared history of craftsmanship and innovation.

THE BLEND PROGRAM HAS BEEN CREATED TO INSPIRE, SUPPORT AND NURTURE BOTH EXPERIENCED PROFESSIONAL AND DEVELOPING APPRENTICE BARTENDERS ALIKE. THE PROGRAM IS LEAD BY BAR INDUSTRY INNOVATORS, MENTORS AND MASTER BLENTERS, DESIGNED TO AID, SUPPORT AND SHARE IN THE DEVELOPMENT OF BARTENDERS CAREERS AND JOURNEYS.



The Blend ... a landmark bartender program created by Beam Suntory, by Bartenders for Bartenders ... since 1986.

Editorial for Bartender Magazine on behalf of Beam Suntory 2015

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

**AUCHENTOSHAN[®] PRESENTS
DISTILLED. DIFFERENT[™]**

**AUSTRALIA'S BEST BAR TEAMS' MEET
AUSTRALIA'S BEST NEW ARTISTS**

✦ **WHAT'S IN FOR YOU** ✦
(...other than a modelling career and trip to Glasgow
with your bar team)?

DURING THE PROGRAM:

- ✦ You will receive dedicated training for your team on
Auchentoshan American Oak with our Ambassadors
- ✦ We'll make you famous with coverage in the media

ENTRY CRITERIA:

- 50% -Your team's Distiller Different cocktail
- 25% -Your team's Distilled Different story – the cocktail, your venue, your team
- 25% -Your Team's Distiller Different visuals – aesthetics and posts to your socials

TO ENTER
visit www.the-blend.com.au

**CREATE
A
WORK
OF ART,**

**BECOME
A
WORK
OF ART**

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

**ENTER for your chance
to travel to Glasgow
to visit the home of
AUCHENTOSHAN[®]**

CLYDEPORT

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

COCKTAILS

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

**Auchentoshan American Oak
"Distilled & Mixed Different"**

A DIFFERENT THYME

FIGNATIUS SCOT

TOASTED OAK

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
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AUCHENTOSHAN[®]
DISTILLED. DIFFERENT[™]
— SINGLE MALT SCOTCH WHISKY —

Artists and Bartenders were given the opportunity as a team to craft a unique cocktail using Auchentoshan American Oak for their chance to win a trip to Glasgow.

BRIEF Work with Auchentoshan Global assets to create the artist booklet, trade presenter and cocktail card. This was a National roll out which equated to a 15% increase in sales of Auchentoshan American Oak over the four months the campaign ran for.

THE LAPHROAIG[®] STONE WALL SOCIAL

CELEBRATING 200 YEARS WITH A
**SMOKE ON THE WATER
WHISKY POP UP**

.....

TASTE THE PORTFOLIO, ENJOY ISLAY WHISKY
OYSTERS AND **win \$10,000** WORTH OF LAPHROAIG.

THE CLOCK WHISKY ROOM
HOTEL - SURRY HILLS

1815 - 2015
**200
YEARS OF
LAPHROAIG**

LAPHROAIG[®]
drink smart[®]

THE CLOCK WHISKY ROOM 200 YEARS OF LAPHROAIG

THE LAPHROAIG[®] STONE WALL SOCIAL

CELEBRATING 200 YEARS WITH A
**SMOKE ON THE WATER
WHISKY POP UP**

LEARN . EXPLORE . ENJOY

TRY THE STONE WALL, A MODERN TWIST ON THE
BREAKFAST MARTINI WITH LAPHROAIG.
SELECT CASK FOR DEPTH OF FLAVOUR.
SWEET, SOUR AND SMOKY.
WELCOME TO FLAVOUR COUNTRY!

TASTE THREE OF THE PORTFOLIO, ENJOY ISLAY WHISKY
OYSTERS AND **win \$10,000** WORTH OF LAPHROAIG.

DATE 7PM MONDAY 23RD NOVEMBER 2015

VENUE WHISKY ROOM THE CLOCK HOTEL, 470
CROWN ST, SURRY HILLS NSW 2010

TICKET \$25

<http://theclockhotel.com.au/s/whisky-room>

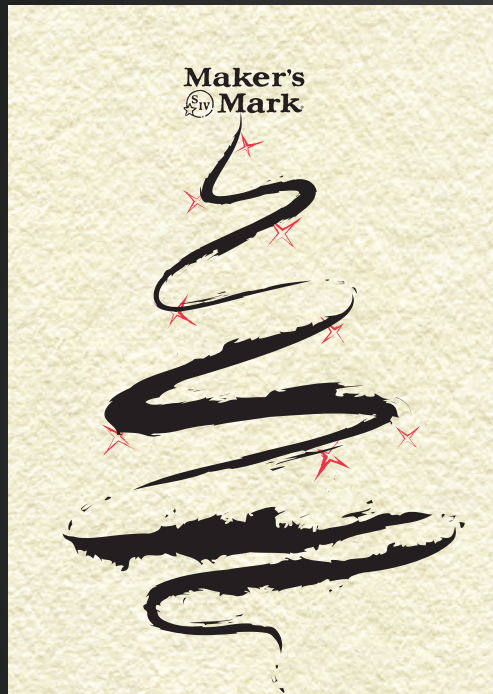
LAPHROAIG[®]
drink smart[®]

In Celebration of its 200 years, Laphroaig was holding a smoke on the water whisky pop up event.
BRIEF Create campaign to advertise the event. EDM /facebook/print assets



Canadian Club Bad Sweater Social Invitation.
Christmas in July, bartender dinner- Busby Bar.

BRIEF Using Canadian Club's current branding, create an invite with a similar look and feel that will appeal to the coolest bartenders in town.



Always handcrafted.
Always hand-dipped.



**Maker's
Mark**

WE MAKE OUR BOURBON CAREFULLY. PLEASE ENJOY IT THAT WAY.
Maker's Mark Bourbon Whisky 40% Alc./Vol. ©2014 Maker's Mark Distillery, Inc. Louisville, KY

makersmark.com



Dear Mark,

This may seem a little Old
Fashioned, but I wanted to give
you a gift for Christmas.

Regards, Makers X

MAKER'S MARK OLD FASHIONED

Glass- Old Fashioned
Garnish- Orange Twist

Ingredients:
60mL Maker's Mark

10mL sugar syrup
2 dashes aromatic bitters

Method- In an Old Fashioned glass add
Maker's Mark, sugar and bitters.

Fill with ice and stir.



Makers Mark Christmas Card

BRIEF Using Makers Mark brand assets, design a christmas card
showcasing the 'old Fashioned' cocktail.

SUNTORY
THE ART OF JAPANESE WHISKY
SINCE 1923



HIBIKI JAPANESE HARMONY
INSPIRED BY NATURE. MASTERED BY ARTISANS.

Advertisement for Bartender
Magazine, Barfly Magazine.
BRIEF Work with Hibiki global
brand assets to design
Ad for Suntory Hibiki Harmony



FOR MORE INFORMATION PLEASE CONTACT YOUR CCA REPRESENTATIVE ON 13 2653

