



# Artist Collective

SAUCY BREW WORKS



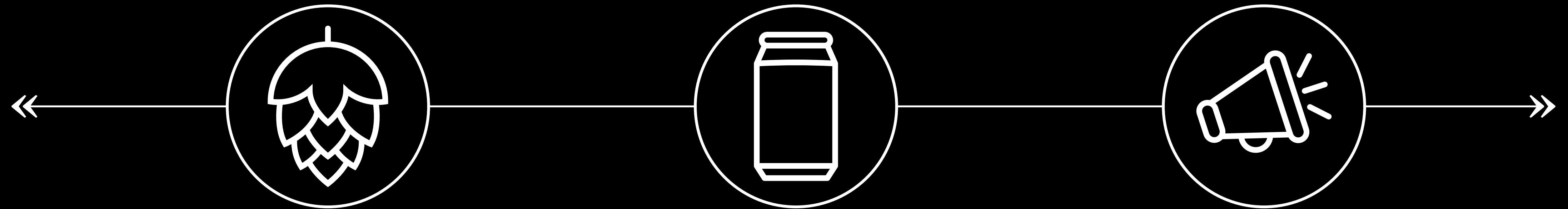
# Introduction

The Artist Collective Series is a passion project fueled by our insatiable appetite for creation and to-the-bone love of music. Each release is a true cross-industry collaboration between musical artists, graphic artists, and the art of brewing.

Our intention is to support artists of any level of acclaim in their pursuit of being seen, heard, followed, and loved by creating incredible beers and art that represent the ethos of both the artist and Saucy Brew Works. This series is our small contribution to the symbiosis that exists between music and beer. Cheers to tasty grooves and tasty brews.



# what you get



## Exclusive Collab Brew

Spend time with Chief Brewing Officer & Co-Founder, Eric Anderson, to develop a recipe, name the beer after an upcoming song/album and help brew your own beer!

## Custom Can Design

Work with our in-house graphic designer to create one-of-a-kind label art that represents your music!

## Promotional Support

Collaborate with our marketing team to spread the word! Provided through social platforms, email blasts, brewpub collateral, and your own Artist Collective webpage!



\* Can design for The Rosies  
"Kill Yer Tv"



# HELP US spread the word

## social support

- » Min. of 1 email mention to musician's email base (if applicable)
- » Min. of 2 social posts as Instagram collaboration and/or tagging @saucybrewworks (reposting Saucy created content works too!)
- » Min. of 2 social story mentions on musician's Instagram and/or Facebook account

## release concert

- » Musician to perform a concert on beer release day in the SBW event space, located in Ohio city next to the Brewpub.  
*\*Date set by Eric Anderson and the musician*
- » Opportunity to provide freebies or sell merchandise at the beer release party



# label layout

\* Can design for Post Saga  
"Circles"

Large area for custom can design

Beer style

~50-word writeup about the musician and/or their song or album. Provided by the musician.

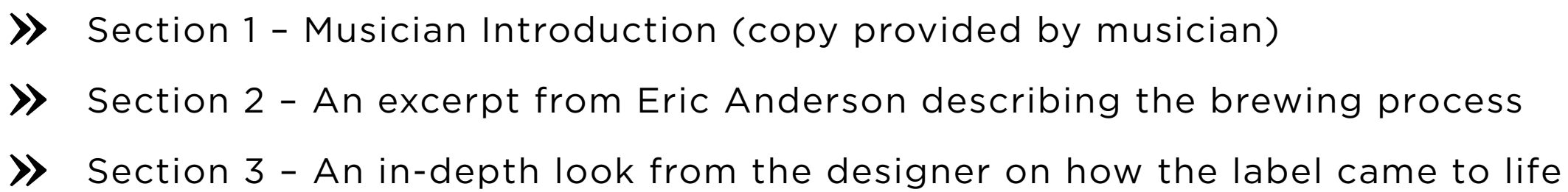
area dedicated for musician's logo or song/album logo

qr code directed to musician's linktree or website with accompanying message





([CLICK HERE TO VIEW](#)



## CHAYLA HOPE

Making a name for herself in Cleveland's music scene pressing vinyl at Gotta Groove Records, opening for acts like The Marías and collaborating with up-and-coming producer Jesty Beatz (aka Holy Mattress Money), her sophisticated take on the sounds of the '80s and '90s recalls the influence of Kate Bush, Lady Gaga, and Robyn, marrying inventive arrangements with an impressive range and infectious spirit.

After years spent fronting and singing in alternative rock bands, including Emmy and multiple ADDY award-winning local favorites Seafair, pop is where Chayla was meant to be. "Pop is the music that raised me, the music my mom used to listen to while cleaning the house," she says on planting her music flag in the genre. "It's always been there for me as an anchoring and joyful force. It is me."

**LISTEN HERE**



## THE ART OF BREWING

We sat down with our Chief Brewing Officer, Eric Anderson, to get his insight on how he merged two art forms into one flavor packed brew.

"Creating something from nothing is always a unique and rewarding experience. Chayla, Teddy and I hit it off immediately; we could barely stop laughing long enough to actually talk about the project. I had already gone through her entire Spotify catalogue on repeat, and I still do. We talked about what kind of beers Chayla likes, as well as what flavors resonate with her. She loves wheat beers and citrus, fruity flavors. After a little time to digest our awesome encounter, I came up with a few ideas that I felt checked a bunch of boxes. The beer is named after her new album release, it's loaded with wheat and oats, and is fruited with tropical and citrus fruits that also turn the beer a light shade of pink, matching the "Damn, Feelings" album art."

"Our brew day was nothing short of spectacular; we tasted new beers, raw ingredients and walked through the entire process from grain to glass. An immediate, unspoken and deep mutual respect for our artistic processes surrounded this project. Music, Beer, Art & Love."



## DESIGN + AESTHETICS

Our designer starts each Artist Collective by asking the artist a series of four questions. After speaking with Chayla, our graphic designer knew that this label needed to combine the best parts of the '80s and '90s with a meaningful tribute. Using bright colors, graphic patterns, and geometric shapes, our designer was able to create a label that embodies Chayla's essence.

The part of their chat that resonated the most with our designer, was Chayla's inspiration behind the album artwork. She spoke about the realities of the music industry: That feeling there's always someone younger and more beautiful to take away the spotlight. Because of this, we wanted the main focus of the label to be an image of Chayla. This bear is a physical representation of all the hard work and sacrifices she's made to turn her debut album into reality. Raise a can of Damm, Feelings and cheers to dancing through all the pain and heartbreak of life!



**OUT NOW!**

Available on all streaming platforms

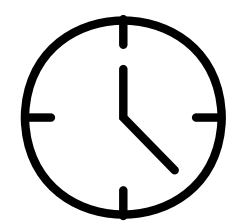
**FOLLOW CHAYLA HOPE**



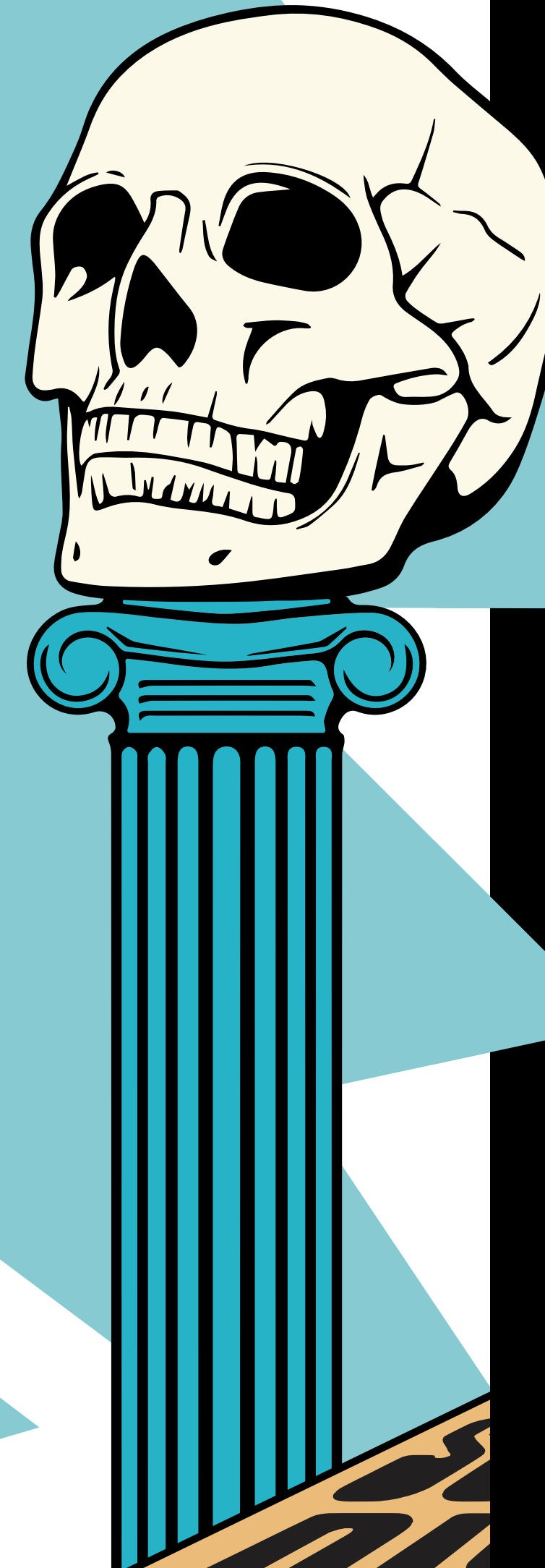


# what we need from you

- » Brand logo (if applicable)
- » Album/EP/Single cover artwork square
- » Approximately 50-word writeup for label
- » Linktree or website URL for label QR code + webpage
- » 2 paragraph writeup (~150 words) for webpage intro.
- » 2-3 photos for use on webpage



**check out timeline  
on the next page**



\* Artwork from Apostle Jones  
"Superstar Disaster"

## meet the team



**ERIC ANDERSON**

*Chief Brewing Officer /  
Co-Founder*



**MARISSA LEE**

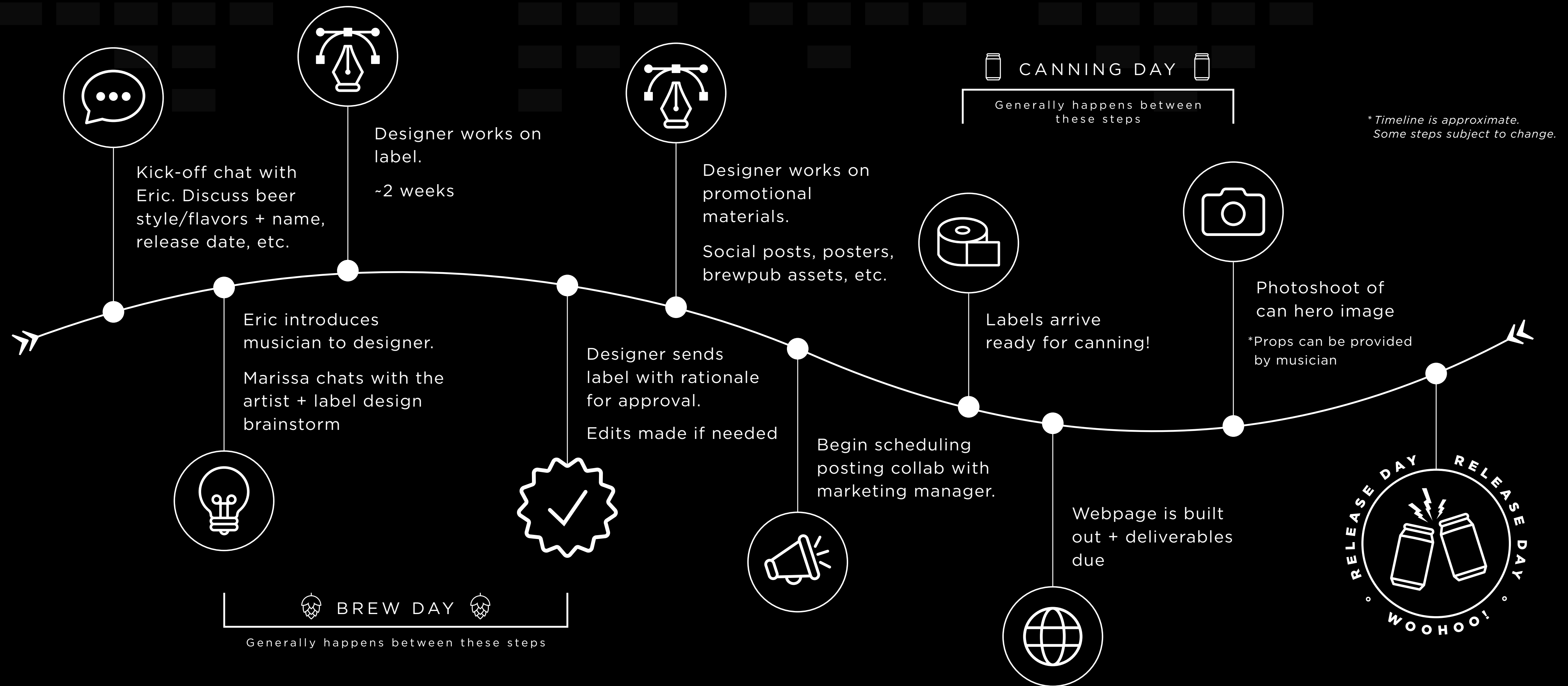
*Graphic Designer*



**AMANDA  
KANTOR-HOMENTOSKY**

*Marketing Manager*

# project timeline







# Artist Collective

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**contact**

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