

Contract Brewer Teams with WestRock to Compete in Booming Industry

Comprehensive packaging, equipment and financing solutions perfect fit for fast-growing company

Our customer

In 2013, Matthew Osterman signed a seven-year lease on a 70,000-square-foot facility in Denver. Two years later, **Sleeping Giant Brewing Company** opened its fermenting tanks for business with a commitment to treat every recipe as Osterman's own.

Today, Sleeping Giant, the **first and only dedicated contract brewery west of the Mississippi**, is a 60,000-barrels-a-year business.

The challenge

Sleeping Giant's success meant putting trust in key partnerships. When it came to **packaging solutions**, Osterman selected WestRock to deliver **the differentiation on store shelves that beer-makers demand**. Just as important, Osterman needed a **company that could take Sleeping Giant to the next level**.

Our solution

Sleeping Giant began to source **corrugated products such as trays for cans and bottles**. Next, Sleeping Giant utilized **WestRock folding cartons**. Shortly after, the brewer was introduced to WestRock's Automated Packaging Division. From a full **portfolio of packaging options to financing for new equipment and line layouts**, Osterman found everything he needed to continuously grow his business.

Result



Minimal downtime (few jams and quality issues)



Lease-to-own solution



Total package of product, service and support produce **a high-quality product**



A wide array of packaging and print options for **time and cost savings**

