

Contract Brewer Partners with WestRock to Help Grow Business

Sleeping Giant required key partnerships to deliver the packaging differentiation beer manufacturers demand as well as a partner that could take Sleeping Giant's capabilities to the next level.

SOLUTION:

WestRock and Sleeping Giant worked together to find expanded packaging solutions while reducing costs to help company growth.



On tap:

Sleeping Giant

Treating every recipe as its own

70,000 square-foot facility

60,000 barrels brewed a year

only

100%

contract brewery west of the Mississippi

On the line:

WestRock

A winning partnership

45,000 team members

300 operating locations

1

mission to build unbeatable packaging solutions



"I would absolutely recommend that any brewery talk to WestRock about the role they can play. They can help take your business to the next level."

- Matthew Osterman, Founder, Sleeping Giant

RESULTS:

Now Sleeping Giant runs its own materials with minimal downtime (fewer production issues).

And the brewery's customers can choose from a barrel of exciting options.

Packaging Matters Research

65%

of consumers have tried something new because of the packaging

42%

of consumers have used a product more frequently because of the packaging

35%

of consumers have changed brands because of new packaging

"WestRock does a very good job producing a consistent product for us. They also provide great service; they're always there at a moment's notice."

- Kevin Richter, Packaging Manager, Sleeping Giant

FUTURE:

Moving ahead, WestRock will be there to help Sleeping Giant give beverage brands a distinct advantage.