

The ABC's of Adventure

A children's book created by Fair Folk for Athletic Brewing Co.

This children's book was created to launch Athletic Brewing Co.'s Stork Subscription – nine months of non-alcoholic beer delivered directly to the doorstep of new and expecting parents. Playing off of the acronym for Athletic Brewing Company, an ABC book was the perfect way to celebrate a core pillar of Athletic's brand: outdoor adventure. Athletic believes in supporting active outdoor lifestyles and does so not only through being a fully-dedicated non-alcoholic craft brewery, but also by donating a percentage of all sales to restoring trails and outdoor spaces across the US. The ABC's of Adventure brings this ethos to life in a fun and engaging way for both parents and kids.