

69th Annual Advertising Club of CT Awards Show
Project Description: Saybrook Harbormaster Beer Label

Saybrook Point Resort & Marina partnered with local Myrcene Brewery to create a custom IPA. They needed a brand and label that would:

- Connect those who drink it to their moment and future memories at Saybrook Point Resort & Marina
- Celebrate the spirit of the strong women who have long occupied the Saybrook Point geography
- Inspire on-site sales of the beer

With a nod to the award-winning marina manager and local legend, Kate Mosley, Harbor Master, sporting a trident-wielding mermaid ruling the water, was born. After only a few weeks, the brewery can hardly keep up with demand.



MYRCENE
ALE CO



HARBOR
MASTER

NEW ENGLAND INDIA PALE ALE



SAYBROOK
POINT
RESORT & MARINA

6.5% ALC/VOL - 1 PINT

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DRINK COLD. DRINK FRESH.

FROM THE BREWER:

AT MYRCENE, WE LOVE BEER. BUT IT'S NOT JUST CRAFTING DELICIOUS BEER THAT WE LOVE, BUT THE FRIENDS AND RELATIONSHIPS YOU GAIN OVER A BEER. STRANGERS CAN BECOME FRIENDS, AND GOOD FRIENDS BECOME FAMILY. WE HOPE THIS BEER SPREADS THAT JOY.

CHEERS,
MYRCENE ALE CO.

DRINK RESPONSIBLY



GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.

(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



HARBOR MASTER

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SHE RULES THE SEA! *Harbor Master* is a unique collaboration between Myrcene Ale Company and Saybrook Point Resort & Marina. Like our label's trident-wielding mermaid, this juicy New England India Pale Ale is building its own mythology, melding old-world brewing techniques with bright floral and citrus tasting notes. This beer is meant to be enjoyed where the Connecticut River meets the Long Island Sound—right here in Old Saybrook, Connecticut.

This town's long history of strong women who write their own stories includes the legendary "warrior princess" Lady Fenwick, a grower of healing botanicals, and Hollywood icon Katharine Hepburn...and the illustrious list continues to grow. Raise a glass to the proud women of Old Saybrook, for they are the true protectors of this harbor. **CHEERS!**



myrceneale.com

Brewed & Packaged by
Myrcene Ale Company, LLC
39 Ragged Rock Road
Old Saybrook, CT 06475
CTRV - \$0.10