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.





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.

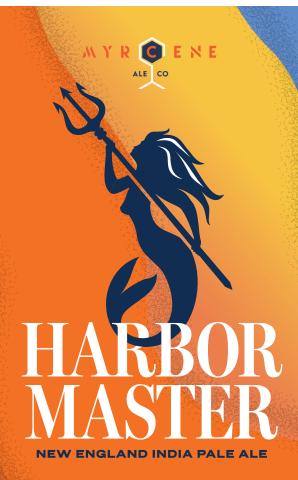
DRINK RESPONSIBLY





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.





6.5% ALC/VOL - 1 PINT



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!





mvrceneale.con

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