

ATHLETIC
BREWING CO.®



AFTERSHIFT

Packaging Label

OVERVIEW

Created in collaboration with culinary stars Chris Cosentino, Chris Shepherd, David Chang, Ashley Christensen, and Sarah Grueneberg, Aftershift celebrates the resilience of the food service industry. With a profile so light and versatile it could pair with any dish. From salty snacks like sandwiches, tapas with tangy anchovies or jamón, to raw oysters or a wood-fired pizza, this bold brew pairs perfectly with every palate.

\$50,000 of Aftershift's profits will go to Southern Smoke Foundation to provide support and resources for food + beverage workers' wellbeing.

ARTWORK AND RENDER



SOCIAL: ORGANIC



FOOD PAIRINGS

Cured meats like prosciutto, salami, and pâté

[PLACE LINK HERE]



FOOD PAIRINGS

Grilled bread with anchovies and salsa verde to jamon and tomato

[PLACE LINK HERE]



SOUTHERN SMOKE FOUNDATION

EVERY SIP GIVES BACK

To honor Mental Health Awareness Month, \$50K of Aftershift's profits will go to Southern Smoke Foundation, providing crucial support to food and beverage workers nationwide.

[PLACE LINK HERE]

*Animated components have been uploaded to CAD submission form.

CAMPAIGN PHOTOGRAPHY



*Animated components have been uploaded to CADC submission form.

CREDITS

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CHEERS!