



CUSTOMER SPOTLIGHT

Lucky Town Brewing



Beer drinkers who wanted choices have had a tough time in Mississippi, where lawmakers only raised the ABV in 2012. The founders of Lucky Town Brewing, Jackson's first brewery since Prohibition, saw an opportunity to change that. They began by distributing their popular brews in kegs through retail and in bar taps for a couple years, but Lucky Town's true ambition is to grow enough to saturate the Mississippi market in the next 12 months and expand further, becoming a major South East regional brewery.

To achieve its goal, Lucky Town realized it needed a better packaging strategy and so chose to work with Wild Goose Canning, purchasing and installing a WGC 100 dual head filler system. The canning line gives Lucky Town the volume it needs to create a "bottle business," and gain shelf space at big-box, convenience and private retail stores, while entering the field at a price point it can reasonably afford and expect a rapid ROI.

JACKSON MISSISSIPPI
LUCKY TOWN
— BREWING CO. —

As a packaging decision, Lucky Town chose canning over bottling based on its knowledge of its market and customer fundamentals. “For us here in Mississippi,” explained Chip Jones, Co-Founder of Lucky Town Brewing, “the warm weather lends itself to a lot of outdoor activities, events and festivals; golfing, poolside, camping, fishing, beaches, ballparks. If you want to take beer to most of those places, it has to be in cans.

“Even more importantly, the can is better for the beer. We want to ensure that the beer our customers experience is as close as possible to our initial intent, and cans are the most viable option available to us.”

Until December of 2014, all of Lucky Town beer was sold by draft (kegs) only. However, the brewer anticipates roughly 70% of all its beer sold will eventually be packaged in cans, which will represent a significant portion of its sales. In 2014, they yielded approximately \$150k in sales and, with canning, projections for 2015 are in the half million-dollar range.

““Canning,” Jones said, “will increase our sales by 250 percent almost immediately.””



Wild Goose Filling Systems
633 CTC Boulevard Suite 100,
Louisville, CO 80027
wgcanning.com
720.406.7442