



Customizable Can – Sun King Brewing Co. designed a multipurpose label for multiple specialty cans

When the owners of Sun King Brewing Co. took possession of a used 15 barrel brewhouse in the winter of 2009, they believed that it would be five years before they hit full brewing capacity.



However, in their first year they reached maximum output, produced 50+ different beers and canned three separate labels. They did all of this while staying true to their goals of Fresh•Local•Beer.

Now they are in the process of a major expansion with the installation of a brand new 30 barrel brewhouse. With expansion tanks being supplied by a local Hoosier company, Poynter Sheet Metal, in the spirit of locals helping locals. Less than two years after rolling the first full keg out the door, Sun King has grown into the third largest beer brewer in the state of Indiana.*

And they will continue to grow due to their innovative out of the box thinking... *the customizable specialty can.*



Sun King designed a multipurpose label to which they can adhere a specialty label to. They left a 2 inch spot on a generic printed Sun King can to put a clear Mylar label (good for cold and wet) with the name of the beer on it for their short run specialty products. The can has a UPC symbol on it that is basically classified as "specialty". The can has all appropriate government requirements on it and has been approved.

This will give them the flexibility to can more seasonal brews without having to commit to a large can print run for each label.

We congratulate them on their growing success and will provide a future update on how their new customizable can label process is working.

*: "Sun King Brewery expanding distribution footprint", www.beernews.org, February 8, 2011, <http://beernews.org/2011/02/sun-king-brewery-expanding-distribution-footprint/>