

MANOR HILL BREWING BRAND STRATEGY

WHAT IS A BRAND?

Think of Coca-Cola, Apple and Nike. When you hear these globally recognized names or see their logos, chances are you experience very specific feelings or have specific images in your head. You don't just know what these companies make—you know *who they are*. To that end, a brand is more than a logo, packaging, advertisements, and even the product.

Successful brands are built on core truths that define and distinguish organizations. They are unwavering and consistently communicated to the market whether it's the first impression or the 101st impression. Manor Hill is no different. The story, vision, and core values of Manor Hill inform its brand.



OUR STORY

Mary and Randy Marriner, with their two daughters, Rachael and Tori, opened Victoria Gastro Pub in November 2007. They quickly fell in love with the craft brewing industry, but it would take nearly 5 years before they opened Manor Hill Brewing. With the passage of Farm Brewery Legislation by the Maryland General Assembly, the Marriners seized their opportunity to open a brewery on their 54-acre working farm in Ellicott City. Brewery operations started in June 2015. Today, the Marriners' enterprise includes the brewery and three restaurants – Victoria Gastro Pub and Manor Hill Tavern. While conceptually different, both restaurants are key touchpoints for the Manor Hill brand, and deliver on its vision and values daily.

OUR BRAND VISION

To brew exceptional beers and provide memorable experiences that tell our unique story to the world.

OUR BRAND VALUES

- We believe in good beer. Our success hinges on the consistency and quality of our beer. We always use high quality ingredients, including non-GMO corn from our farm.
- We believe in family, and not just our family. While our owners are actively engaged in all facets of the enterprise, we also feel our employees are our extended family and treat them accordingly.
- We believe in our farm. Farming is in our DNA and we embrace the work ethic and culture that farm-life brings. Our farm creates a memorable experience that uniquely connects our consumers to our beer.
- We believe in our community, strengthening the local economy, and being supportive and responsible partners to our County, State, and Region.
- We believe in innovation. We leverage our brewing knowledge and entrepreneurial spirit to push the limits and bring new and creative beers to the market.

WHAT DOES THIS ALL MEAN?

Just as we strive for consistency and quality in our beer, we should also strive for consistency and quality in our brand. As our organization grows, it is more important than ever to remain steadfast in the values that got us here.

While we've built a loyal following of consumers in our first 5+ years, there are plenty more with limited or no exposure to Manor Hill Brewing. As we expand our reach, it is critical that we are uniform in how we present the Manor Hill Brewing brand. This ensures that individuals see us, know us, and experience us through the same lens that has contributed to our incredible success to date.

The table below illustrates the power of the Manor Hill Brewing brand. It includes some examples of how we deliver on our brand values and the evidence of our success. It's important to note that these values build on each other and/or overlap. E.g. without good beer, our consumers wouldn't be so open to our innovations. Our family and farm presence boosts the authenticity of our community involvement.

BRAND VALUE	HOW WE DELIVER ON THIS	EVIDENCE OF ITS SUCCESS
GOOD BEER	<ul style="list-style-type: none">• Making delicious beer, quality control• Well written beer descriptions that highlight ingredients• Training our staff to know beers they pour/sell/deliver.	<ul style="list-style-type: none">• Ratings and sales data of our beers• Success/reputation of First Fridays & ongoing beer series• Direct consumer feedback• Mentions/PR (unpaid) in local media• Invitations to prestigious events/collaborations.
FAMILY	<ul style="list-style-type: none">• Communicating that we are family owned• Presence of family at locations/events• Direct emails to consumers from family members• Treating our staff like our family	<ul style="list-style-type: none">• Direct consumer feedback in person, via email, and on social media• Mentions/PR (unpaid) in local media
FARM	<ul style="list-style-type: none">• Farm imagery in ads, packaging, & comms• Weekend farm experience• Participating in farm-related events (markets, fair, festivals)• Décor and food served in our restaurants	<ul style="list-style-type: none">• Direct consumer feedback from restaurant & taproom visitors.• Popularity of taproom.• Feedback on branding/imagery from new consumers
COMMUNITY	<ul style="list-style-type: none">• Participate in local events, festivals, fundraisers, and activities• Local ingredients, local partners	<ul style="list-style-type: none">• Mentions/PR (unpaid) in local media• Strong relationships with local government officials and other partners• Participation in task forces, boards, etc.• Goodwill
INNOVATION	<ul style="list-style-type: none">• Creative First Friday releases• Barrel/Cellared program• Farming additions (bees, farm stand, field bar)• Family positioning	<ul style="list-style-type: none">• Ratings and sales data of our new releases• Direct consumer feedback• Mentions/PR (unpaid) in local media