



# Modern traditions.

**Client:**  
Butcombe Brewing Co.

**Work:**  
ReBrand & visual architecture across entire product range.

An extensive creative redevelopment for the renowned brewery, we shaped a new strategic narrative, defining and creating opportunities for category growth. Forged a complete revolution of visual identity and design for the traditional ale portfolio and created an subbrand & design architecture for a specialist, limited edition craft beer range.



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## Creating original craft / Subbrand stories

A range to celebrate all the things we missed whilst making Butcombe Original

The shift in the consumer palette towards punchier, heavy hopped IPAs & mature Bocks has created space in the category for Butcombe's seasonal, special edition brews. Each one is limited batch with a unique name & design created in honour of a landmark event or personality from 1978 - the year of the Brewery's birth. The '78 Range has achieved significant retail listings & On-Trade support.



**12%**

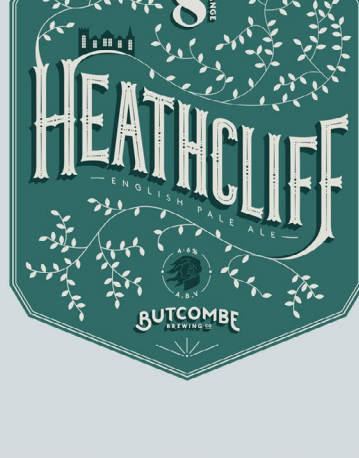
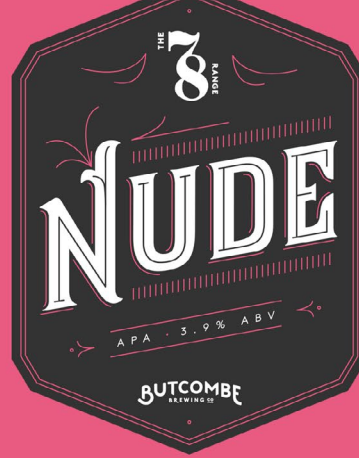
Off Trade Growth

**14%**

On Trade Growth

**Awarded**

World Beer Medal for Design



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