

Case Study

The Gambrinus Company



The Gambrinus Company worked with Boundless Network to come up with the idea to give VIPs custom snowboards and saved \$3,000 in the process.

ABOUT THE GAMBRINUS COMPANY

The Gambrinus Company is best known as the owner and brewer of Shiner Beers, brewed at the Spoetzl Brewery in Shiner, Texas. Gambrinus also owns the BridgePort Brewery in Portland, Oregon, the Trumer Brauerei in Berkeley, California, and Pete's Brewing Company. Gambrinus, which is one of the most respected brands in the beverage industry, has the highest commitment to excellence and consistently works to provide its customers with quality, great-tasting beer. Gambrinus partners with a family of distributors and world-class brewers to bring its portfolio of top quality products to a dynamic and growing consumer base.

PROMOTIONAL GOAL

The Gambrinus Company reached out to Boundless Network to brainstorm ideas for its Winterfest Music Event in Steamboat Springs, Colorado. Gambrinus wanted to make a lasting impression on the VIPs attending the music event and needed a unique and innovative giveaway item that would both evoke Colorado and stand out from the crowd. Together with Boundless Network, the company came up with an idea to give the VIPs a custom snowboard to commemorate the event.

SOLUTION

Boundless Network worked with one of our partners to design a unique branded snowboard with a savvy, creative flair. Boundless Network secured excellent pricing and was able to save Gambrinus over \$3,000 in setup fees. Gambrinus loved the snowboard idea and was extremely pleased with not only the resulting product, but with the savings and service provided by Boundless Network.



The Gambrinus Company
Beverage industry
\$61B revenue
91,000 employees



ABOUT US

Boundless Network is professionalizing the promotional products industry by offering innovative products and services. Find out more at: boundlessnetwork.com

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