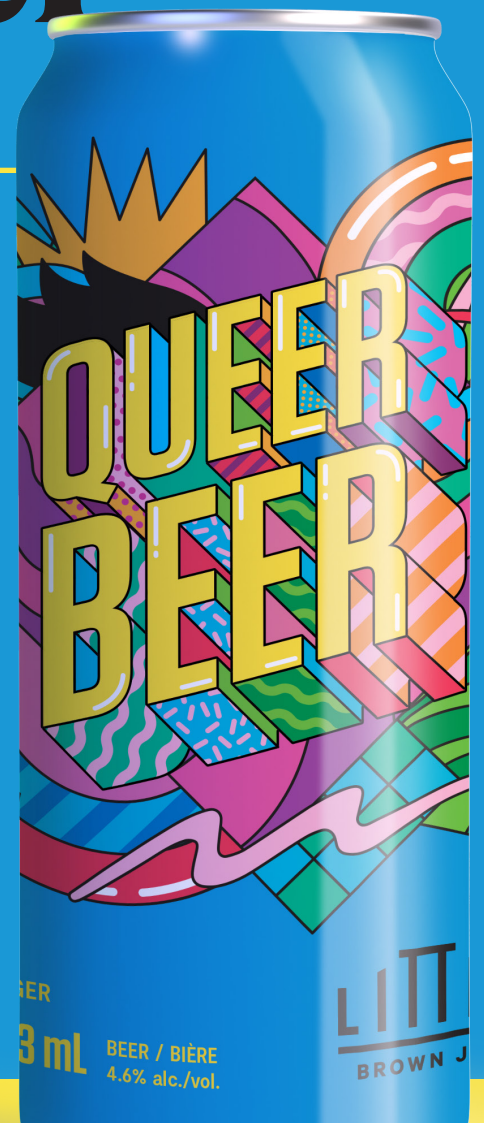




Pride Winnipeg's Queer Beer

A limited-edition beer produced by a local brewery reflecting the distinct flavour of Winnipeg's Gender, Sexual, and Relationship Diverse (GSRD) community—has become a staple of the city's annual Pride celebrations. In 2022, we were excited to work with Little Brown Jug to bring their brew to the masses.

Little Brown Jug is a client we always love working with because we share so many values. We're both queer-led organizations that care about inclusivity, accessibility and doing things with heart. When they asked us to design a can in support of Pride Winnipeg for those who love all things fruity and fab, we jumped at the opportunity.



Methodology

Little Brown Jug's Queer Beer is light with fruity hops and an aroma of sweet citrus, melon, and berries. To represent this, they wanted a can design that was accessible to every beer drinker—colourful, modern, and unique—one that didn't rely too heavily on the more commonly advertised symbols of Pride.

Pride Winnipeg's tagline is "pride of the prairies", so incorporating a prairie symbol into the design was also important.

Execution

We collaborated with graphic designer Tim Singleton on the product design, known for his colourful and dynamic style and constant LGBT+ activism present in his work.

The concept for the design was bright, bold, and unapologetically queer. We drew inspiration from the vibrant realities of prairie life. Bright swatches of colour representing sky, field, wheat, wind, and land collide with technicolour swishes of colour. Everything has a clean and crisp treatment while still feeling energetic and celebratory. Patterns mix and mingle, representative of the spectrum of people coming together to celebrate Pride.

The eye-catching design feels different than other beer cans on the market and has serious curb appeal. Not to mention, the prairie bison character screams "Fruity and fabulous!" just like the beer's tagline intends.





Outcome

Pride Winnipeg and Little Brown Jug were thrilled with the final design! Giant Queer Beer cans were created for LBJ's parade float, and the iconic bison character was spotted on tank tops and temp-tattoos of pride goers all around.

The special edition beer was available from LBJ's taproom and through Manitoba Liquor Marts and Beer Vendors. It was also featured at Pride Winnipeg's festival beer gardens and at various restaurants/bars leading up to the festival. In just six weeks, all 8,000 cans produced were sold out, with a portion of funds designated for upping Pride Winnipeg's celebration every year.

The Queer Beer partnership between Little Brown Jug and Pride Winnipeg strengthens local communities as it brings together entities with shared values and common goals. Pride Winnipeg is one of the largest celebrations of the GSRD community between Toronto and Vancouver. We were honoured and humbled to support LBJ, Pride Winnipeg and GSRD initiatives.