

Scent-Encapsulated Varnish






21pt AquaKote™ Solid Unbleached Sulfate (SUS) Paperboard



Dogfish Head’s New Variety Pack Encourages Consumers to Stop and Smell the Hops

Dogfish Head Craft Brewery, a brand of Boston Beer Co., is an American brewery with commercial distribution in all 50 U.S. states. The brewery recently introduced a new variety pack featuring four different hop-forward beers. Dogfish Head partnered with Graphic Packaging International (Graphic Packaging) for a packaging solution that incorporates an interactive scratch and sniff element on the front and back of each carton.

CASE STUDY: CONVENIENCE | ELEVATED EXPERIENCE

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • Design Create product differentiation in a crowded craft beer market • Enhanced Experience Develop an interactive packaging element for consumer enjoyment • Performance and Sustainability Provide a sustainable packaging solution that can stand up to nationwide commercial distribution 	<ul style="list-style-type: none"> • Custom Enhancement A scent-encapsulated varnish releases the smell of the beer’s hop flower • Interactive Design Engaging scratch-and-sniff functionality • 21pt AquaKote™ SUS™ Engineered with excellent tear strength in humid and dry conditions 	<ul style="list-style-type: none"> • Unique brand enhancement creates product differentiation at the point of sale • The innovative scent element provides consumers a unique, multi-sensory and engaging experience • 100% recyclable paperboard stands up to transport and storage

Challenge

Dogfish Head introduced a new variety 12-pack carton containing four different beers — Slightly Malty Lo-Cal IPA, 60 Minute IPA, 90 Minute IPA, and Blue Hen Pilsner. The brewery wanted a packaging solution that promotes the new product offering and provides consumers with an elevated experience. Additionally, the carton needed to stand up to nationwide retailer distribution and storage in both humid and dry conditions.

Solution

Dogfish Head partnered with Graphic Packaging to design a Hoppy Variety Pack carton with a customized scratch-and-sniff enhancement. The carton uses a specially formulated scent-encapsulated varnish that, when rubbed, releases the fragrance of the beer's hop flower.

The carton design is an auto bottom-style box to accommodate hand-filling, with two-hole reinforced suitcase construction ideal for safe transportation. The packaging material is made from sustainable 21pt AquaKote™ solid unbleached sulfate (SUS) paperboard.

Results

The custom scratch-and-sniff varnish creates product differentiation on store shelves at the pivotal point of sale juncture. The innovative enhancement provides consumers with a unique, multi-sensory and engaging experience that increases the likelihood of purchase. "It's a reminder that's life's too short to drink boring beer," says Sam Calagione, Dogfish Head Brewer & Founder.

The use of Graphic Packaging's 21pt AquaKote SUS paperboard provides excellent wet and dry strength for top-of-the-line performance during transport and in humid and dry storage conditions. AquaKote also provides a superior printing surface engineered to deliver exceptional print results and a cleaner running press.

The choice of Aquakote SUS paperboard also emphasizes Dogfish Head's commitment to sustainability. Consumers recognize that paperboard is a highly recyclable packaging material, as evidenced by the 66 percent recycling rate of paper and paperboard in the U.S. today.*

*Source: American Forest & Paper Association - 2020