




AN EXPLORATION IN BRAND FOR THE FINE FOLKS AT AMPERSAND

An aerial photograph of the Burnet Road Bridge in Austin, Texas. The bridge is a prominent feature, characterized by its large, rust-colored steel arches that span over a body of water. The surrounding landscape includes green hills, a golf course, and various buildings, all under a clear blue sky with some light clouds. The text is overlaid in the center of the image.

These days, people expect a lot out of a brewery—especially in the beer-booming town of Austin, TX.

A row of five tall, clear glasses filled with different styles of beer, ranging from dark stout to light golden beer, each with a thick head of foam. The background is a blurred bar setting with warm, bokeh lights.

It's about craft. Precision. Time-tested expertise. Consistent quality. And of course, an authentic story. That's why Celis Brewery stands above the rest. They always promise...

Positioning



Old-country brews with Hill Country views.

SIX
12 OZ BOTTLES

CELIS
WHITE

This isn't just any Wheat Beer,
it's the legendary one, first
brewed by world renowned
Belgian Brew Master, Pierre
Celis, in 1965. This signature


CHRISTINE CELIS

Brand Promise

WHY CELIS MATTERS

**NOT JUST HOW IT USED TO BE.
HOW IT'S SUPPOSED TO BE.**

Celis Brewery is true to their craft and there's no denying it. From the slew of awards dating back to its origins in Austin, TX, to the beers being poured in the tasting room today, the only thing that's changed are the times—and we can adapt to that.



WHY CELIS MATTERS

**IT'S NOT JUST HISTORY.
IT'S A LEGACY.**

Beginning with traditional recipes, a smuggled yeast strain, and as friendly a guy as you'd ever encounter, Celis Brewery represents more than the craft beer scene in Austin—it represents the spirit of Austin.



WHY CELIS MATTERS

TIMES CHANGE. PEOPLE DO, TOO.

Celis Brewery will never change the way it brews its beers. And that says a lot. Especially to fickle millennials. When you have a story steeped in authenticity and a product rooted in it, all that's left is to spread the good word.

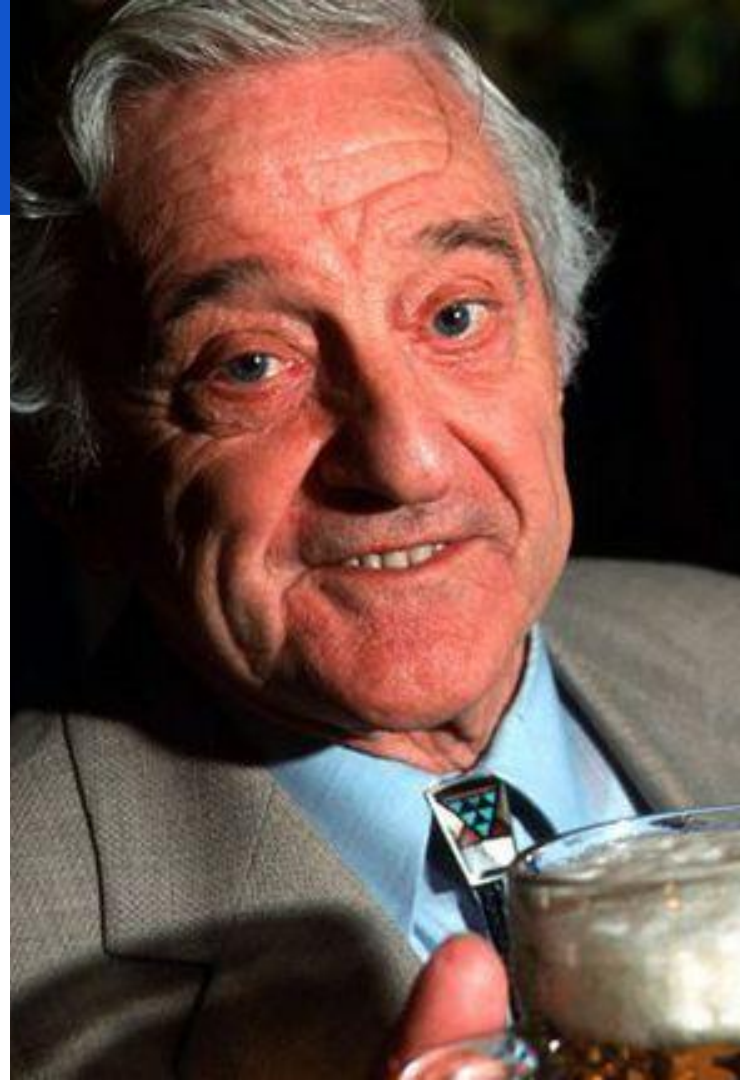


THE GOOD WORD(s)

TAGLINE

Anyone who knew Pierre knew how gracious he was with his time and his craft (and that he loved a playful rhyme). His legacy lives on in the Celis Brewery & Taproom. In every glass filled with his life's work. He was the man, the beer, the legend, the...

PROOST WITH THE MOST



THE GOOD WORD(s)

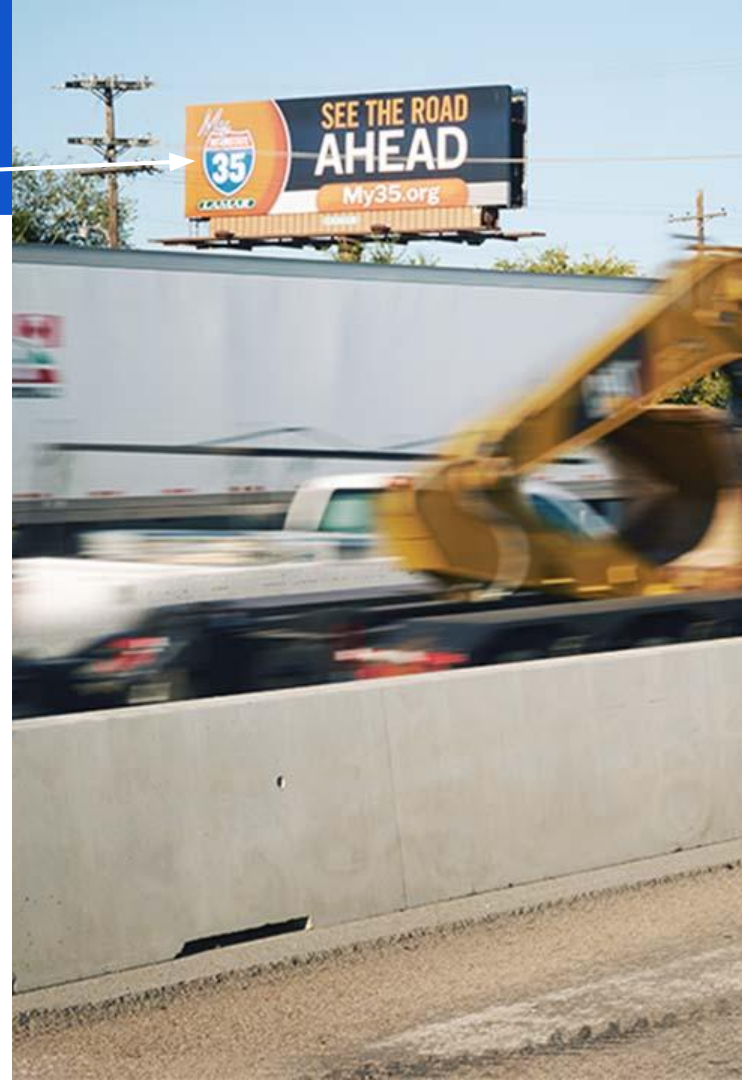
Put 'em there.

OUT OF HOME

WE DON'T FORGET WHERE WE COME FROM
AND YOU CAN TASTE IT.

KNOWN BY TASTE THE WORLD OVER.
KNOWN BY NAME HERE AT HOME.

BORN IN THE OLD-COUNTRY
RAISED IN THE HILL COUNTRY



THE GOOD WORD(s)

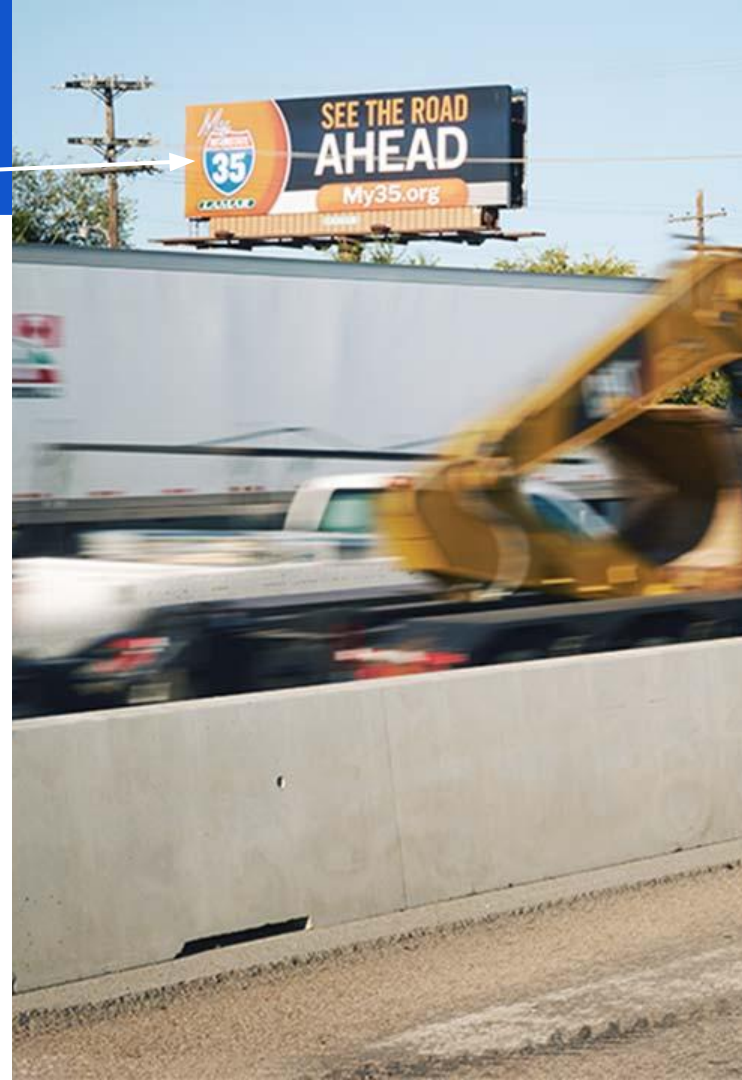
Put 'em there.

OUT OF HOME

PROUD SMUGGLER TURNED PROUD TEXAN.
OUR LEGACY RUNS DEEP IN THE HEART.

WE SET THE BAR.
AND TEND IT DAILY.

TIME-HONORED RECIPES.
CAN-DO ATTITUDE. (FOR CAN LINE)



A row of five tall, clear beer glasses filled with different styles of beer. From left to right: a dark stout, a dark red ale, a golden lager, a dark stout, and a golden lager. Each glass has a thick head of white foam. The background is a blurred bar setting with warm, bokeh lights.

PROOST!