



Hoegaarden®

*Your Guide
to the Gaarden*

GLOBAL BRAND
TOOLKIT





EXTERIOR

OBJECTIVE / PLACEMENT Show that Hoegaarden is available in the POC and also help associate to the neighborhood. / POCs facade.

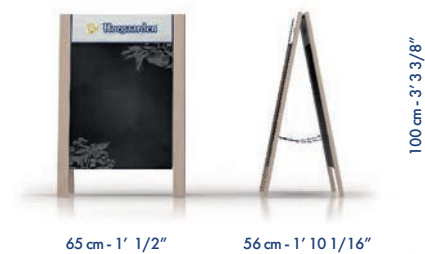


CHALK BOARD SIGN

Standard

MATERIALS White washed wood - Poplar or Ash wood - Screen printed logo - Black chalk board with screen printed botanicals.

OBJECTIVE / PLACEMENT Show that our brand is available in the POC and help the POC increase consumer traffic. It is also often used for communicating activations and promotions. / POCs entrance



SIDEWALK BARRIER

Premium

MATERIALS Dark blue painted, 15 mm, steel tube structure - White washed wood with screen printed logos - Poplar or Ash wood with green printed botanicals.

OBJECTIVE / PLACEMENT Because the outdoor occasion is so important, it is used by sidewalk cafes to increase outdoor space and maintain separation from the street.





SMALL FRIDGE

Standard

MATERIALS

Commercial countertop fridge - 4 color printing on adhesive vinyl.

OBJECTIVE / PLACEMENT

Gain hot spot areas and offer cold beer for shoppers to quickly consume. Work as important negotiation levers with the POCs - implement wisely in the most influential or high volume POCs. Check outs, bars and c-stores counters.



36 cm - 1' 2 3/16"



45 cm - 1' 5 3/4"

71 cm - 2' 4"



BAR MAT

MATERIALS

Injected soft PVC

OBJECTIVE / PLACEMENT

To catch consumer attention as they walk through the bar or step up to order a drink, while functionally acting as a drying rack and drip tray for POCs. / On the bar.



60 cm - 1' 11 5/8"

10 cm - 4"
(depth)

1 cm - 3/8"
(width)

TAP HANDLES

MATERIALS	Custom injected plastic - Electroplated - Glossy painted finish.
OBJECTIVE / PLACEMENT	Tap handle is the most important order driver in a trendy beer bar. Make sure the brand and the beer type are visible. Use contrasting colors and materials so the tap handle is always visible even in dimly lighted POCs. Embrace the brand elements to the material.

* When possible, it is important to use the large tap handle



PREMIUM DRAUGHT TOWER

OBJECTIVE / PLACEMENT	Tap handle is the most important order driver in a trendy beer bar. Make sure the brand and the beer type are visible. Use contrasting colors and materials so the tap handle is always visible even in dimly lighted POCs. Embrace the brand elements to the material.
* When possible, it is important to use the large tap handle	



BOTTLE OPENER

Premium

MATERIALS	Golden plated Stainless steel - White paint - Pad printed logo
OBJECTIVE / PLACEMENT	Can be used as giveaways or as incentive campaign prizes.



TABLE TENT

Premium

MATERIALS	Dark blue painted, 3 mm, steel wire structure - White washed wood - Poplar or Ash wood - Screen printed logo - Small size real plants, moss and soil.
OBJECTIVE / PLACEMENT	Communicate the brand image and influence the consumer at a key point in the ordering process. / Tables, shelves and counters at bars and restaurants.



TABLE TENT

Standard

MATERIALS	White washed wood - 4 color digital print - Poplar or Ash wood - Laser engraved botanicals - Screen printed logo - Black wire rings.
OBJECTIVE / PLACEMENT	Can be used for three purposes: Pairing menu: Gastronomic suggestions for pairing each of the beer varieties being offered. Innovation: News of products and strategic alliances. Promotion: Drive consumption by communicating offers, gifts, promotions and prize draws.



GLORIFIER

Premium

MATERIALS	Dark blue painted, 3 mm, steel wire structure - White washed wood - Screen printed logo - Cristal clear acrylic - Succulent faux plants, stones and soil.
OBJECTIVE / PLACEMENT	Secondary display to gain visibility at counters. Counters tops in c-stores, liquor stores, bars and restaurants.



GLORIFIER

Standard

MATERIALS	Black painted, 4 mm, steel wire structure - White washed wood - Poplar or Ash wood laminate - Screen printed logo - Succulent faux plants and soil.
OBJECTIVE / PLACEMENT	Secondary display to gain visibility at counters. Counters tops in c-stores, liquor stores, bars and restaurants.



ICE BUCKET

Standard

MATERIALS	Stamped steel sheet - Powder coated paint - Pad printed logo
OBJECTIVE / PLACEMENT	Buckets can be used as a serving tool and a display or glorifier. On the bar or on the table



GLASS

MATERIALS	Lime soda Silica glass - Heat treatment - Pad printed logo
OBJECTIVE / PLACEMENT	Branded glassware is the most important experience material and should be present in every POC where Hoegaarden is served.



COASTERS

MATERIALS	Offset printed heavy pulp board
OBJECTIVE / PLACEMENT	Coasters complement glassware for the brand experience.



BUCKET

Premium

MATERIALS	Ceramic - Blue painted steel wire - Pad printed logo
OBJECTIVE / PLACEMENT	Buckets can be used as a serving tool and a display or glorifier. On the bar or on the table



DEGUSTATION TRAY

Premium

MATERIALS	Dark blue painted, 4 mm, steel wire handles - White washed wood - Screen printed logo - Poplar or Ash wood - Screen printed logo - Clear matte varnish for water protection - classic 4 oz porcelain ramekin.
OBJECTIVE / PLACEMENT	Serve trial experience in the Hoegaarden way. Tables and counters at bars and restaurants.





HEXAGONAL LIGHT PANEL



20 cm



70 cm

80 cm



BACK OF BAR SIGN

Premium

MATERIALS	Acrylic dimensional logo - Back structure for attaching the plants - Real plants - Consider front light illumination.
OBJECTIVE / PLACEMENT	Gain brand visibility and branding at the bar. Show that Hoegaarden is available in the POC. / Indoor or outdoor areas.



* The background size can be adjusted to the available area at the POC.
The size of the logo can be bigger but not smaller.

SIGN GLORIFIER



WALL GRAPHICS

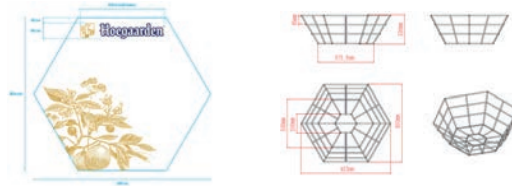


WINDOW GRAPHICS





HEXAGON SWING



PICNIC BLANKET

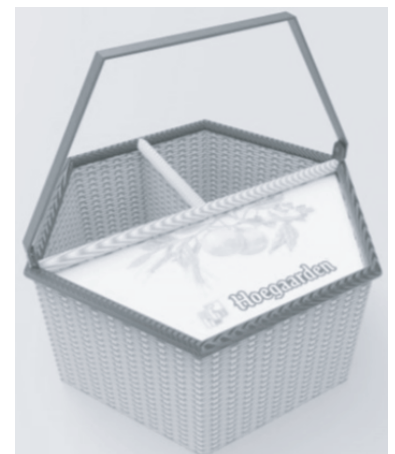
THROW PILLOWS



INSULATED COOLER BAG



PICNIC BASKET



DECK CHAIR

Unit Measurement: 99x59x84 cm
Unit Weight: 4.4 kg



UMBRELLA

MATERIALS 8 ribs, wind resistant 190T Polyester - Heat printed logos

OBJECTIVE / PLACEMENT Like an exterior sign, the umbrella is meant to communicate that Hoegaarden is available at the POC and to help associate it with the neighborhood. / Outdoor space.



UMBRELLA

OBJECTIVE / PLACEMENT Like an exterior sign, the umbrella is meant to communicate that Hoegaarden is available at the POC and to help associate it with the neighborhood. / Outdoor space.

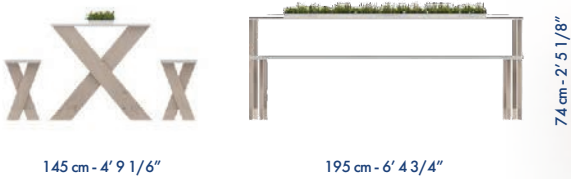


Unit Measurement: 240 x 240 x 245 cm
Unit Weight: Umbrella 6.5 kg / Base 3.85 kg

TABLE

MATERIALS Real and sustainable 1 1/8" thick, slated Teak table and benches. Screen printed logo.

OBJECTIVE / PLACEMENT To catch consumer's attention as they walk through the POC to influence their purchasing behavior.





TASTING CART

Standard Mobile Structure

MATERIALS Custom modified 3 wheel bicycle - Dark blue painted steel wire structure
- White washed wood - Poplar or Ash wood - White and blue striped awning - Screen printed logos and botanicals - Pots with real plants.

OBJECTIVE / PLACEMENT Serves as a mobile structure that can be used as a mini bar within a bar and an asset that reinforces the orange ritual. / Indoor and outdoor areas.



260 cm - 8' 6 3/8"



120 cm - 3' 11 1/4"

200 cm - 6' 6 3/4"



SIDEWALK BARRIER

OBJECTIVE / PLACEMENT

Because the outdoor occasion is so important, it is used by sidewalk cafes to increase outdoor space and maintain separation from the street.



GAARDENTABLE

Premium

MATERIALS

Dark Blue painted, 8 mm, steel wire structure - White washed wood - Poplar or Ash wood - Screen printed logos - Laser engraved botanicals - Faux moss - Flat square cobbles.

OBJECTIVE / PLACEMENT

Use to gain brand visibility in service areas as well as during activations. Indoor or outdoor areas.



60 cm - 1' 11 5/8"



50 cm - 1' 7 3/4"



120 cm - 3' 11 1/4"

DECK CHAIR

Premium Mobile Structure

MATERIALS

Wooden, commercial deck chair - Screen printed logo on pillow - Artificial grass carpet

OBJECTIVE / PLACEMENT

Provide consumers to experience a Hoegaarden in a new relaxed way. Sponsored events.

BIG BET DISPLAY

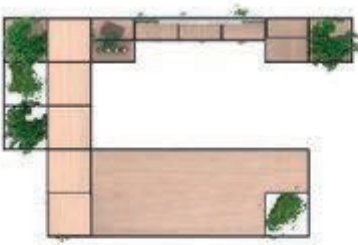
SPRING ACTIVATION



BAR IN THE BAR

Premium

MATERIALS	Dark blue painted, 10 - 12 mm, steel wire structure - White washed wood - Poplar or Ash wood - Dimensional and screen printed logos - Laser engraved botanicals - Small / medium leaves faux moss and plants - Black chalk board - Wheels with pedal lock - Vintage style bulbs.
OBJECTIVE / PLACEMENT	Create exclusive spaces inside the POC to communicate the brand and offer special drinks or pairing.



280 cm - 9' 2 1/4"



180 cm - 5' 11"

245 cm - 8' 1 1/2"





