



## CLIENT PROJECT:

**Kansas City Bier Company  
Kansas City, Missouri**



Kansas City Bier Co. has found great success focusing exclusively on brewing German-style beers, which they serve primarily out of their beer hall and outdoor biergarten, with their three flagship beers in bottles and draft throughout the Kansas City area. The Beer Label Guy worked with brewery leadership as they refined their portfolio into year-round, seasonal and specialty/limited releases and began the process of deepening their distribution territory in Kansas and Missouri.

This project included the following regulatory compliance services and expertise:

- Pre-COLA label reviews, creative direction and copywriting (keg collars)
- Managing TTB COLAs and state approvals for 28 brands (keg collars)
- Fine-tuning and standardizing distributor franchise agreements, appointment letters and territory designations for Kansas and Missouri

Andrew worked with us as we refined our lineup of year-round, seasonal and specialty beers. He helped us bring our keg collar design into full TTB and state compliance and secured nearly 30 COLAs in a highly efficient manner. Andrew also fine-tuned our distributor franchise agreements and appointment letters, streamlined our state label approval process and even helped us find a new print vendor to produce our keg collars. Highly recommended!

**- Steve Holle  
Managing Owner  
Kansas City Bier Company**

