



Firestone Walker

DISCIPLINE

Brand Innovation

"Bulldog was like a good therapist and helped us see our passion through a fresh lens. They helped us make the most of the gem sitting in front of us."

ADAM FIRESTONE, CO-FOUNDER

DESIGNING A PASSIONATE PATH FROM \$10M-\$100M

CHALLENGE

Firestone Walker, a microbrewery with a fan base along California's central coast, came to us as a fledgling brand with its sights set on national expansion. Their first challenge to us was to find and articulate the soul of the brand and help them shape and share their brand story to a growing population of fans. Their second challenge to us was to develop a brand and business strategy that could grow their current and future product portfolio in both on- and off-premise distribution.

RESULT

Adam Firestone and David Walker are two very different people with a shared passion for making great beer. We unlocked the incredible power of their partnership and it inspired the product and brand platform "Passion for the Pale". The platform not only captured their story but also gave them a focused roadmap for product development and experiences around Pale Ales. It informed all of their marketing programs, including the "Passion for the Sale" distributor sales program, online and on-premise sales tools. Today Firestone Walker is one of the nation's largest microbreweries and are well on their way to achieving \$100M in sales.

