

Lagunitas Brewing Company

## Sumpin' special



Lagunitas is a brewery known for their individualistic takes on traditional beer styles. On its twenty-year anniversary, Lagunitas became the fifth-ranked "craft" brewery by volume in the United States (according to the Craft Brewer's Association), increasing a notch from 2012 to 2013. Lagunitas beer is more available now in corners of the country—and beyond—than ever before.

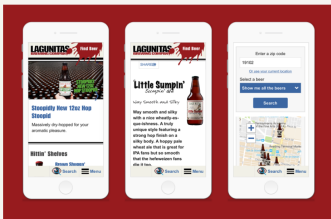
The Lagunitas Brewing Company is all about beer, but it's about way more than beer. It's about community building. The Petaluma, CA taproom is a beer drinker's destination and daily concert venue. When we partnered with Lagunitas on their responsive website redesign, our aim was for the website to communicate their iconoclastic taste and unique culture, while maintaining their self-proclaimed "clunky" aesthetic.

The website features a continuous playlist to set the same tone as the real-life Lagunitas experience. A calendar of upcoming shows, along with what's on tap at each brewery is easy-to-find in the main navigation.

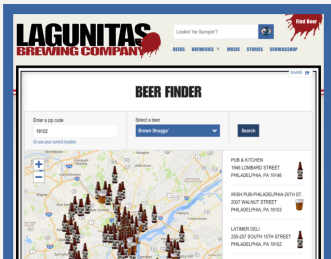
The site promotes Lagunitas' new beers and much-loved old favorites. Each beer has its own detail page with standard information for a casual beer drinker, and more detailed information—such as O.G. and suggested pairings—for the beer enthusiast.

**WHAT WE DID**  
Research  
Design & Branding  
Development  
Front-end Development

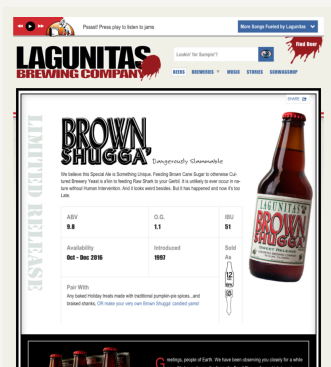
**INDUSTRY**  
Consumer Brands



Find your favorite Lagunitas beer on tap near you on any device.



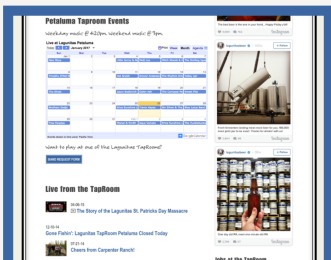
Narrow your search for your favorite Lagunitas beer by zip code or current location.



Beer detail pages include information for any degree of beer drinker.



Music is a major focus at Lagunitas. Browse through news of recent taproom performances.



See upcoming musical performances on the brewery landing page, along with fan photos, brewery tour times, and information about what's on tap.