



THE BREWERY EDITION
CONCEPT DROP · WIZARD BREW CO.

★ CREATIVE PRODUCT DEVELOPMENT

IDEAS → PRODUCTS → EVERYWHERE

YOUR BREWERY. MORE THAN BEER.

From brewery to brand.

We design, develop, and manufacture custom apparel, merchandise, and collectibles that bring your brewery's identity beyond the taproom.

INSIDE

- 02 **The concept** Wizard Brew Co., one brewery identity built into a full drop.
- 03 **How we build it** Design, develop and manufacture, plus how to start yours.

PRESS  TO CREATE | BOOK A 15-MINUTE CALL →

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THE DROP · WIZARD BREW CO.

CONCEPT DROP

► 01 WORKWEAR JACKET

CANVAS / DYE AND WASH



02 GRAPHIC LONG SLEEVE

SCREEN PRINT



03 HEADWEAR

EMBROIDERED PATCHES



04 CANVAS TOTES

SCREEN PRINT / WOVEN LABEL



05 METAL ACCESSORIES

HARD ENAMEL



THE CONCEPT

ONE BREWERY. A FULL DROP.

We built Wizard Brew Co. as a concept to show the process: one identity, developed into a coordinated collection instead of a single logo tee.

IN THIS DROP

INDEX

► 01 Workwear jacket

Cotton canvas, all-over dye and wash, embroidery with screen print.

02 Graphic long sleeve

Heavyweight cotton, screen print, sleeve print.

03 Headwear

Denim, twill and mesh caps, a beanie; embroidered patches.

04 Canvas totes

Screen print, woven label.

05 Metal accessories

Hard enamel pins, zinc alloy keychains.

METHODS IN THIS DROP

- + EMBROIDERY
- + DYE AND WASH
- + CUSTOM TRIMS
- + SCREEN PRINT
- + WOVEN LABELS
- + HARD ENAMEL

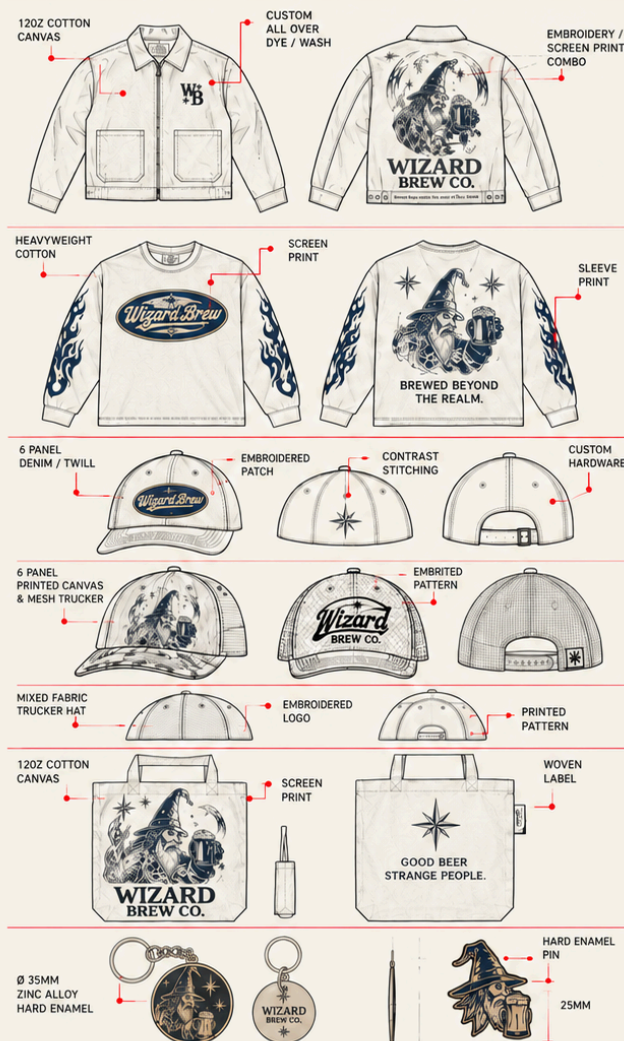
WIZARD BREW CO.



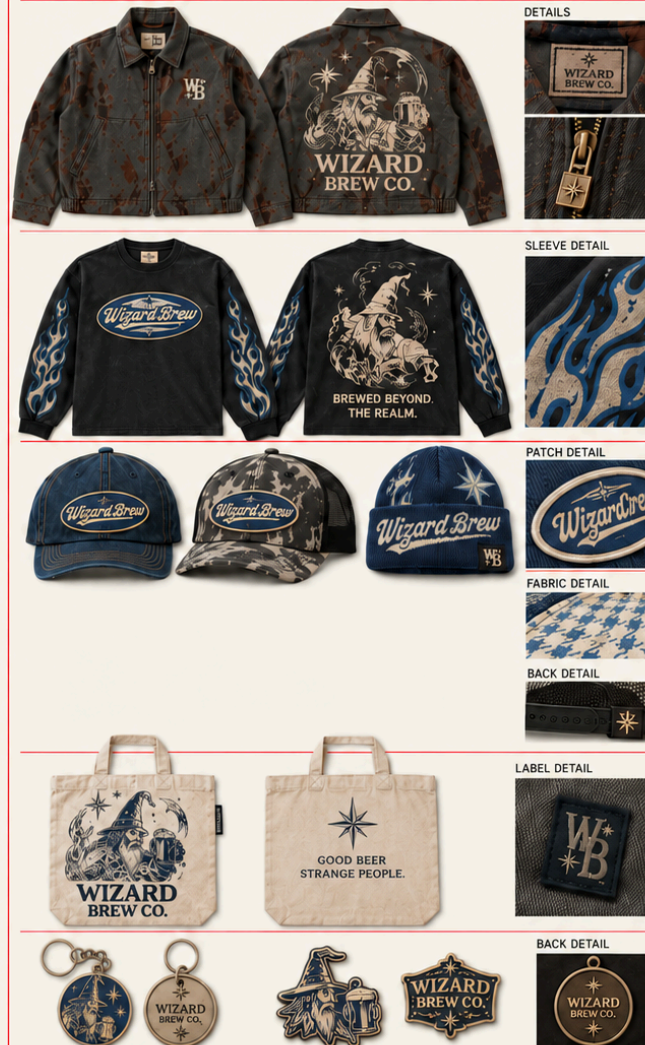
BREWED
BEYOND
THE REALM.

CRAFT BEER
GOOD COMPANY
STRANGE TIMES

TECHNICAL DESIGN



FINISHED PRODUCTS



MERCH MOB™
CREATIVE PRODUCT DEVELOPMENT

THE BOARD

Wizard Brew Co. Left, technical design: technical drawings with material and print callouts. Right, finished products: renders and detail close-ups. Materials and methods are confirmed during quoting.

CONCEPT RENDERS

— HOW WE BUILD IT

FROM IDEA TO PHYSICAL PRODUCT.

One partner from the first sketch to the finished product.

STAGE 01

IDEAS

01

DESIGN

Original artwork, coordinated collections and product concepts, built around your brewery's identity.

STAGE 02

SPECS

02

DEVELOP

Product specifications, print and embroidery planning and sample coordination. You approve a digital mockup before anything runs.

STAGE 03

PRODUCTS

03

MANUFACTURE

Apparel, headwear, accessories and collectible merchandise, finished and ready for retail.

WHAT COULD YOUR BREWERY CREATE?

ITEM MENU

► 01 Custom workwear

Brewhouse, taproom and event staff.

02 Graphic apparel

Release-day and taproom retail.

03 Embroidered hats

Caps, truckers and beanies.

04 Totes

Taproom, market and gift bags.

05 Metal accessories

Enamel pins and keychains.

06 Collectibles

Limited pieces for regulars and members.

07 Gift and merchandise bundles

Anniversaries, holidays and collabs.

08 Your idea

Bring it. We'll develop it.

CORE SERVICES

SCREEN PRINTING / EMBROIDERY / DIRECT-TO-GARMENT / ALL-OVER PRINT
CUT AND SEW / RETAIL FINISHING / BRAND SUPPORT



All visuals are concept renders: design exploration, not manufactured samples. Product availability, pricing, specifications, materials, decoration methods and minimum order quantities are confirmed during quoting.

HAVE AN IDEA? LET'S BUILD IT.

Book a quick intro call or send us your next merchandise idea. Quotes are free, with a reply within 24 hours.

PRESS

BOOK A 15-MINUTE CALL



SCAN TO BOOK

cal.com/merch-mob-grxool/15min

ON THE CALL

- 01 Your brewery and who the merch is for
- 02 Product ideas and quantities
- 03 Next steps to a free quote

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