

# Boomtown appointed to launch the Jeffreys Bay Craft Brewery brand

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New craft brewery [Jeffreys Bay Craft Brewery](#) (JBay CB) has appointed [Boomtown](#) to develop its brand as it looks to enter the market in the first quarter of 2017.

Jeffreys Bay is steeped in surfing history and it's this and the indigenous Aloe vegetation of the area that has inspired the branding for the brewery. "The area was our inspiration," remarks JBay CB founder Bruce Tavenor. And it's with this knowledge that Boomtown used to inspire its designs. "

"Bruce and his team went beach combing and brought back items such as a dying aloe leaf and drift wood for us to use as inspiration," adds Simon Browne, Boomtown senior account manager. "Each brew is named after a surf spot or a local icon to JBay, and is brewed for surfers, by surfers - this all had to come across in our design."

Craft beer has exploded in popularity, and an increasing number of craft breweries are being established. "It's vital that the branding for JBay CB expresses the differentiation from the crowd, and entices craft beer enthusiasts to sample and buy," adds Browne.



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