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Iroquois Beer Returns, A Dramatic Revival Mixing Nostalgia Appeal and Dynamic Modern Strategy

BBN to launch massive pre-debut B2B, B2C campaign

Buffalo, NY--(Marketwired - August 10, 2014) - The Iroquois Brewing Company, a regional favorite throughout the Northeastern United States for over 170 years, today announced the relaunch of the company and its signature line of ales and beers 35 years after the last of the breweries was shut down. Jacob Roos founded the original brewery in 1842 in Buffalo. The brand changed hands several times before the last brewery closed in 1980.

The Iroquois Beer and Ale trademarks were acquired by a group of investors led by George Merrill, who also acquired the original recipes from the Roos estate. The new brewery is set to open in Buffalo in December, ten miles from the location of the original brewery and will employ 1,000 people.

"I want to emphasize that this is not a microbrew," said Merrill. "This is the original Bohemian style working person's ale. It always had a wide appeal and it will be made according to the same traditional recipes Iroquois has used since 1842. Until 1980," Merrill said, "Iroquois was the oldest American Brewery in continuous operation in the United States. We've taken great pains to remain true to that heritage. We're proud to be returning that name to Buffalo."

The Iroquois Brewing Company has contracted BBN to launch an ambitious event-based marketing campaign across the Northeast combined with a nationwide multimedia saturation campaign, targeting not only the brand's traditional working class consumers, but also solidly anchoring the brand with the lucrative 25-34 demographic and the young-professional market.

"Obviously, we're pursuing more than just the nostalgia demographic," said BBN CEO Anol Bhattacharya, "But we intend to take full advantage of Iroquois' legacy to appeal to as wide an audience as possible. We're working with the most distinctive trademark and history in the

industry. Memories in the region are strong and our ads will target both old friends and the young and curious alike.”

Despite the ambitious undertaking, Merrill expressed a measured approach. “Make no mistake, we’re ultimately taking this national, but it’s important to do things right rather than fast.” Merrill discussed a two tier release plan, starting out in the brand’s traditional Northeast base and then gradually expanding sales nationwide during the second fiscal year of operation.

“We’ve identified a big market out there and there’s a lot of advantage in using Iroquois Beer’s name recognition and heritage as both anchor and springboard,” said Bhattacharya. “That will be a tremendous help in reestablishing the line in the public eye.”

Bhattacharya was quick to dismiss possible questions about cultural insensitivity related to branding. “The brand is inseparably linked to a region with very deep ties to the Iroquois peoples. Branding will be handled with utmost respect both for a tradition that has endured since 1842 and for native peoples.” Merrill added, “Our trademark is a tribute, not a caricature. We’re deeply proud of our ties to the history of Upstate New York and *all* its peoples.”

Iroquois survived Prohibition by making soft drinks and near beer. After Prohibition ended, Iroquois became New York’s leading brewer, turning out over 680,000 barrels monthly by 1938. Merrill is confident that combination of brand appeal and adhering to the original pre-Prohibition recipes will help Iroquois stand out over the competition.

“And never underestimate the value of social media,” he said. “The buzz has already been huge.” Iroquois Lager and Iroquois Ale will re-debut at the Niagara Falls Expo in June, 2017.

About BBN: BBN is the global leader of large-scale digital marketing solutions for business-to-business marketers. Through relationships with more than 120 media companies via over 1,300 of the most trusted industry media sources, BBN provides marketers with access over 125 million monthly business decision makers around the world. Launched in 2008, BBN Networks, LLC is a privately held company based in Linthicum, MD with offices in New York, Washington D.C. and London. For more information, please visit www.theb2bnet.com.