

TTF LAUNCH OF THE IPA

IPA MOOD

INDIAN
OCEAN

TROPICAL
CONCIOUS
ACTION


HOP-FUL
POSITIVE

FRUITY

FUNKY&BOLD

REFLECTION





IPA

IPA Stands for Indian Pale Ale reminiscent to ancient brewing traditions allowing British Ales to find their way to India centuries ago! We have created our IPA to honour our location in the Indian Ocean proudly "MADE IN MORIS" - Enjoy! BITTERNESS: 35 IBU!



4.8% ALC/VOL | **OXENHAM** | **330ML**
CRAFT BREWERY

IT'S THE OCEANS THAT OUR GREAT GRANDFATHERS AND GREAT GRANDMOTHERS ARE EXPLICITLY CONNECTED TO THE SEA, THE GOOD HEALTH OF THE SEA IS AN ESSENTIAL ELEMENT FOR THEIR WELLBEING. A HEALTHY INDIAN OCEAN FEELS, PROTECTS AND CONNECTS. OCEAN POLLUTION ISN'T AN OCEAN PROBLEM IT'S A PEOPLE PROBLEM BE PART OF THE SOLUTION, THE IPA INITIATIVE - ISLANDS PRESERVATION ACTION!
THE THIRSTY FOX, BEER IS WITH PASSION AND PRIDE IN MAURITIUS IN COLLABORATION WITH BEERS THE IPA INITIATIVE.

BREWED & BOTTLED BY: E.C. OXENHAM & CO. LTD, SAINT-JEAN MACTOUMBE, PROCEDE MAURITIS (CERTIFIED HACCP - ISO9001) | MORE INFO: OXENHAM.LTD
The excessive consumption of alcoholic drinks causes serious health, social and domestic problems. Excess of alcohol not dangerous for the health of your children but dangerous for the health of your children.

INGREDIENTS: Water, barley malt, hops & yeast
FOR DATE OF MANUFACTURE & EXPIRY SEE BOTTLE

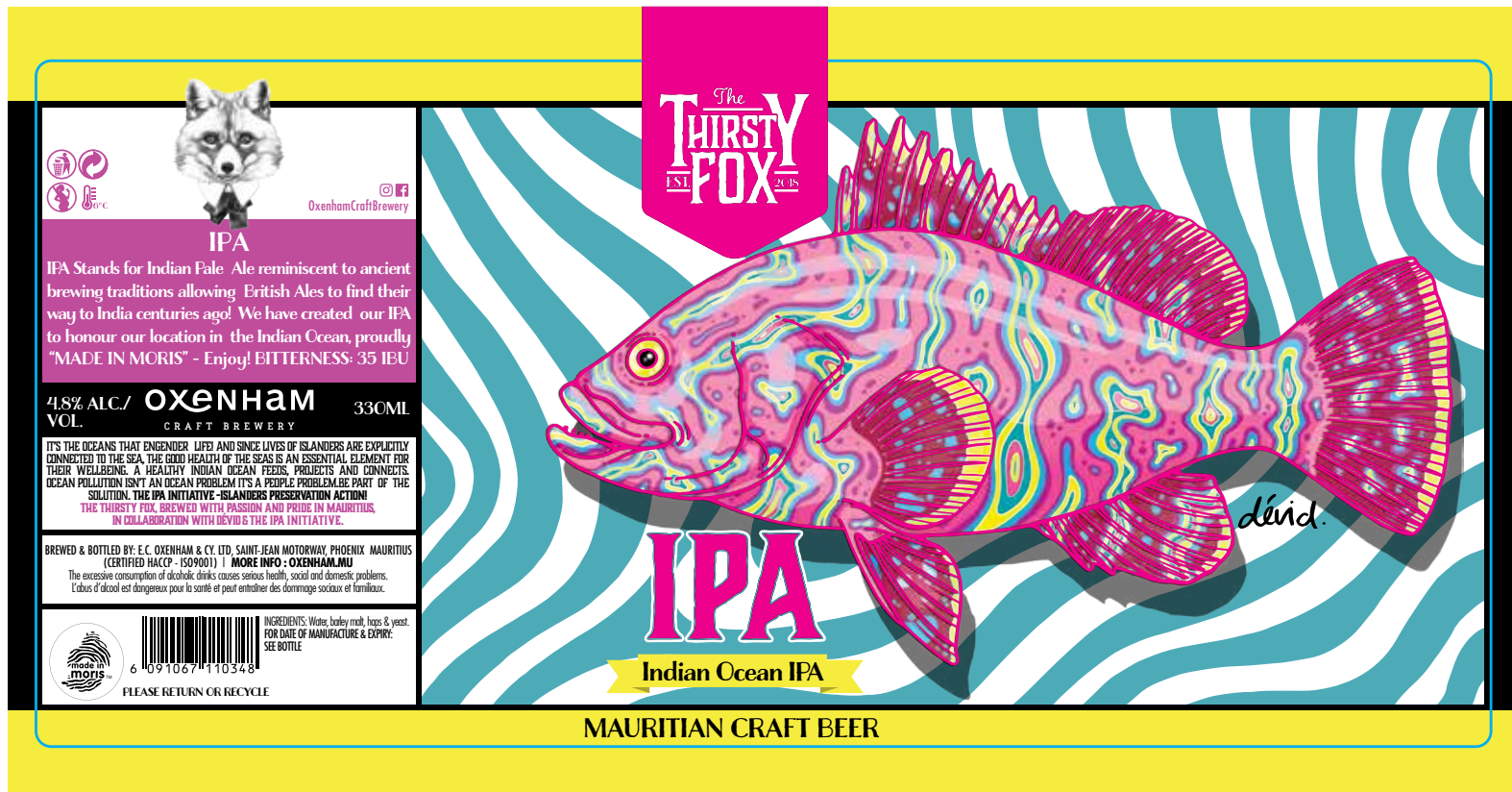
PLEASE RETURN OR RECYCLE

IPA

Indian Ocean IPA

MAURITIAN CRAFT BEER









 OxenhamCraftBrewery

IPA

IPA Stands for Indian Pale Ale reminiscent to ancient brewing traditions allowing British Ales to find their way to India centuries ago! We have created our IPA to honour our location in the Indian Ocean, proudly "MADE IN MORIS" - Enjoy! BITTERNESS: 35 IBU

4.8% ALC./ VOL. **OXENHAM** CRAFT BREWERY 330ML

IT'S THE OCEANS THAT ENGENDER LIFE AND SINCE LIVES OF ISLANDERS ARE EXPLICITLY CONNECTED TO THE SEA, THE GOOD HEALTH OF THE SEAS IS AN ESSENTIAL ELEMENT FOR THEIR WELLBEING. A HEALTHY INDIAN OCEAN FEEDS, PROTECTS AND CONNECTS. OCEAN POLLUTION ISN'T AN OCEAN PROBLEM IT'S A PEOPLE PROBLEM. BE PART OF THE SOLUTION. THE IPA INITIATIVE - ISLANDERS PRESERVATION ACTION!

THE THIRSTY FOX, BREWED WITH PASSION AND PRIDE IN MAURITIUS, IN COLLABORATION WITH DEVID & THE IPA INITIATIVE.

BREWED & BOTTLED BY: E.C. OXENHAM & CO. LTD, SAINT-JEAN MOTORWAY, PHOENIX MAURITIUS (CERTIFIED HACCP - ISO9001) | MORE INFO: OXENHAM.MU

The excessive consumption of alcoholic drinks causes serious health, social and domestic problems.
L'abus d'alcool est dangereux pour la santé et peut entraîner des dommages sociaux et familiaux.


 6 091067 110348

INGREDIENTS: Water, barley malt, hops & yeast.
FOR DATE OF MANUFACTURE & EXPIRY: SEE BOTTLE

PLEASE RETURN OR RECYCLE

- Spot UV
- Turquoise Foil
- Die-cut
- Pantone 803C
- Pantone 808C

THE CONCEPT

MORE THAN A BEER ITS A PHILOSOPHY!

Awesome islanders and dedicated employees who are passionate about protecting everything we love about our island!

IPA INITIATIVE ISLANDERS PRESERVATION ACTION



ADOPT A CORAL

HELPING TO PROTECT AND REBUILD THE ENVIRONMENT

**IPA'S FIRST INITIATIVE ENGAGING THE SUPPORT OF
THE COMMUNITY TO DO GOOD!**

[HTTPS://ECOSUD.MU/ENGAGEZ-VOUS/#ADOPTEZ-CORAIL](https://ecosud.mu/engagez-vous/#adoptez-corail)
[HTTP://MOI.GOVMU.ORG/RESEARCH/ONGOING-PROJECTS](http://moi.govmu.org/research/ongoing-projects)
[HTTPS://WWW.REEFCONSERVATION.MU/RITIUS](https://www.reefconservation.mu/ritius)
[HTTPS://ECOSUD.MU/LAGON-BLEU/#PEPINIERES-CORAILSRIIUS](https://ecosud.mu/lagon-bleu/#pepinieres-corailsritius)

1 KNOWN AS “RAINFORESTS OF THE SEA,” CORAL REEFS COVER LESS THAN 1% OF THE OCEAN BUT ARE HOME TO ALMOST 25% OF ALL KNOWN MARINE SPECIES!

2 CORALS ARE IN FACT ANIMALS, NOT PLANTS.

3 CORAL REEFS ARE THE LARGEST STRUCTURES ON EARTH OF BIOLOGICAL ORIGIN.

4 CORAL REEFS ARE NATURALLY COLORFUL BECAUSE OF ALGAE, WHICH LIVES INSIDE OF THE CORAL, PROVIDING THEM WITH FOOD.

5 THE THREE MAIN TYPES OF CORAL REEFS ARE FRINGING REEFS, BARRIER REEFS, AND CORAL ATOLLS.

UNFORTUNATELY, 25% OF CORAL REEFS ARE IRREVOCABLY DAMAGED. DESTRUCTIVE FISHING PRACTICES, CORAL MINING, AND CLIMATE CHANGE ARE SOME OF THE REASONS BEHIND THEIR PLIGHT.



RS1

=



**RS1 PER IPA BEER SOLD WILL GO TOWARDS
OUR GOAL FOR THE ADOPTION OF 20 CORALS**
PRICE OF CORAL ADOPTION PACK IS RS 2,500 - APPROX SALES PER MONTH +/-30,000 BEERS



BRANDING

BILLBOARD 1



BILLBOARD 2



**ENSAM NOU PROTEZ
NOU LAGON**

PLUS INFO »  

BILLBOARD



FLAGPOLE



TABLE TENT A5

IPA CRAFTING MAURITIUS' FINEST



**BOLD,
FUNKY &
TROPICALLY
FRUITY**

Rs

oxenhamcraftbrewery
f
i

oxenham
CRAFT BREWERY



IPA
**ENSAM NOU
PROTEZ NOU
LAGON**

PLUS INFO »  



oxenham
EST. 1932

WOBLERS



QR CODE* LINK TO
BLOG POST WRITTEN BY
ARIANE WITH ALL THE
INFO ON THE INITIATIVE
AND HOW TO PARTICIPATE

*QR CODE NEEDS TO BE
GENERATED BEFORE
PRINTING



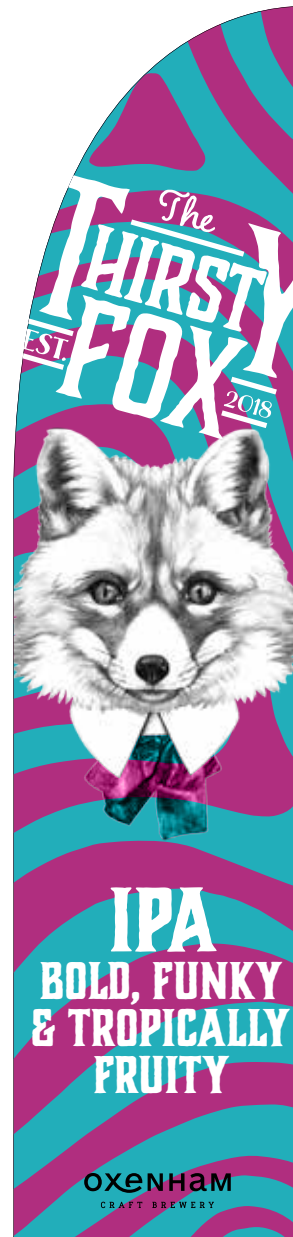
COASTERS

QR CODE* LINK TO BLOG POST WRITTEN BY ARIANE WITH ALL THE INFO ON THE INITIATIVE AND HOW TO PARTICIPATE

*QR CODE NEEDS TO BE GENERATED BEFORE PRINTING



FEATHER BANNER



SUPERMARKET SIDE PANEL FURNITURE



PHOTOBOOTH



PHOTOBOOTH





TTF BAR



SOCIAL MEDIA

FACEBOOK PROFILE FRAME

PROFILE



ENSAM NOU PROTEZ
NOU LAGON
PLUS INFO »  



Oxenham Craft Brewery

 Send Message



Oxenham Craft Brewery

 Send Message

FACEBOOK & INSTAGRAM POSTS

EXAMPLES - POST ON THE BEER



POST ON THE CORAL ADOPTION

Milestone posts



MERCHANDISE

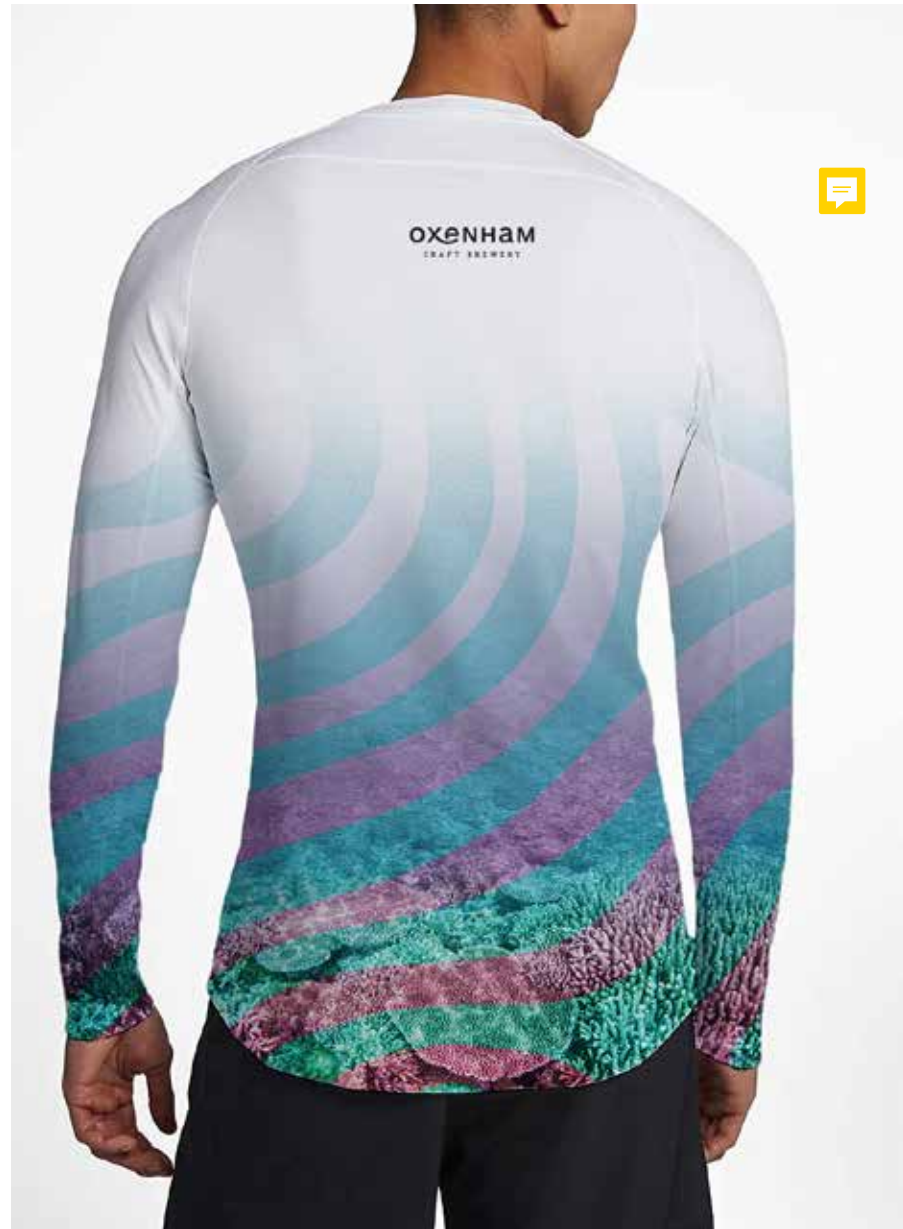
GIVEAWAYS

Neoprene Bottle Cooler



GIVEAWAYS

Dri Fit Long Sleeve Shirt - FRONT -- IOPA / BACK -- Oxenham Craft Brewery LOGO



GIVEAWAYS

TSHIRT - FRONT -- IPA MESSAGE / BACK --OXENHAM CRAFT BREWERY LOGO



GIVEAWAYS

TSHIRT - FRONT -- IPA MESSAGE / BACK --OXENHAM CRAFT BREWERY LOGO (TURQUOISE)



LAUNCH EVENT

OPENING SPEECH & CORAL ADOPTION ANNOUNCEMENTS



JÖRG - TTF MASTER BREWER



PARTNER



CONCERT - MAURITIAN ARTIST



INFLUENCER INVITATION PACK

4 PACK OF TTF IPA
NEOPRENE COOLER



DIVING MASK INVITATION TO SUGAR BEACH LAUNCH &
ECO SUD VISIT TO THE PÉPINIÈRES DE CORAIL



OXENHAM

EST. 1932

A PROJECT TO
RAISE AWARENESS, EDUCATE & PROTECT

PARTNERING TO

Raise awareness and educate our staff on ecological issues

Use our platform to gather and mobilize society

Engage the company in environmental protection



400 employees

Washes & Re-uses
X bottles per month

Key facts recycling

TEAM BUILDING

Campagne de sensibilisation / Programme éducatif

Identification des tortues marines
Découverte des zones humides
Exploration des récifs



SUSTAINABILITY FAMILY DAY

Campagne de sensibilisation / Programme éducatif

Identification des tortues marines
Découverte des zones humides
Exploration des récifs



DONATING TOWARDS

Pépinières de corail - Adoptez un corail



BEACH CLEAN UPS

Team building days

Public event

