Reinhart Wins Gold Addy Award for Custom Brewed "Reinhart Ale"

MILWAUKEE – Reinhart Boerner Van Deuren s.c. is pleased to announce that its "Reinhart Ale" won a Gold ADDY in the Specialty Advertising and Direct Marketing category at the American Advertising Awards in Madison, Wisconsin on February 24, 2018.

The annual American Advertising Awards (ADDYs) is the largest and most comprehensive creative awards competition in the United States. The multi-tiered competition recognizes creative excellence in advertising and marketing across all industries.

The firm's limited edition "Reinhart Ale" was brewed by Reinhart client MobCraft for distribution at the Milwaukee Business Journal's annual "Book of Lists" event in early 2017. The distinctive 16 oz. cans were created by Reinhart's own in-house graphic designer, Daniel Nisbet.

Reinhart Chief Marketing Officer Andrew Narrai said the concept behind the branded beer was not only to create a memorable item for the event but also highlight the firm's well-established Craft Brewing law practice.

"I am extremely proud of my team for pushing the boundaries of creativity with this custom brewed beer," said Narrai. "In addition to generating attention and excitement at the event, our Reinhart Ale opened up conversations about the extensive range of legal services we offer the craft brewing industry."

About Reinhart Boerner Van Deuren s.c.

Reinhart is a full-service, business-oriented law firm with offices in Milwaukee, Waukesha and Madison, Wisconsin; Rockford and Chicago, Illinois; Phoenix, Arizona; and Denver, Colorado. With more than 200 lawyers, the firm serves clients throughout the United States and internationally with a combination of legal advice, industry understanding and superior client service.

About the American Advertising Awards:

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards

POSTED:

Mar 1, 2018

RELATED SERVICES:

Food and Beverage
https://www.reinhartlaw.com/services/food-and-beverage

All materials copyright © 2025 Reinhart Boerner Van Deuren S.C. All rights reserved.

competition is to recognize and reward the creative spirit of excellence in the art of advertising.

###

These materials provide general information which does not constitute legal or tax advice and should not be relied upon as such. Particular facts or future developments in the law may affect the topic(s) addressed within these materials. Always consult with a lawyer about your particular circumstances before acting on any information presented in these materials because it may not be applicable to you or your situation. Providing these materials to you does not create an attorney/client relationship. You should not provide confidential information to us until Reinhart agrees to represent you.

All materials copyright © 2025 Reinhart Boerner Van Deuren S.C. All rights reserved.