

Conservancy,  
but make it  
refreshingly  
creative.

**LONGSLICE**  
**BREWERY**

x



**toronto**  
**ZOO**



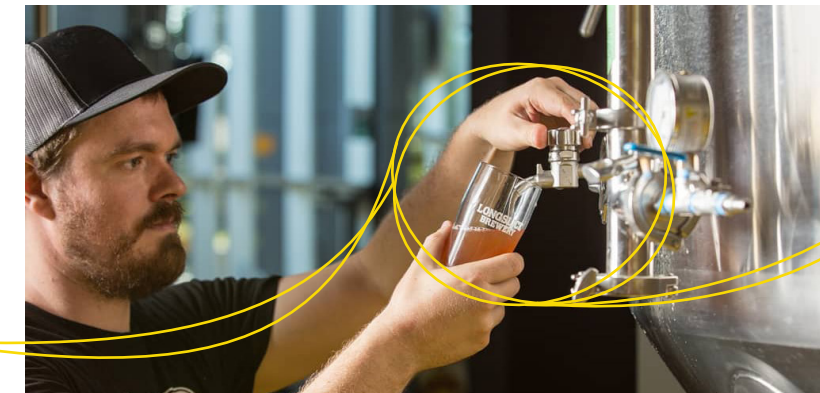
# Who are we?

Born on March 20th, 2014, Longslice Brewery was first founded by Jimmy and John Peat who first started brewing ales and lagers in their childhood basement with their father. Later on, they were joined by Sebastian Lesch, who is a long-time friend of the Peat brothers.

Longslice was created with a two-fold mission: to make people feel empowered to be themselves, and to make only the best-tasting, quaffable ales and lagers. We only brew the kind of beer we want to drink and we want to share that experience with our community.

## Our Love for Beer

Longslice is born out of a passion for crafting beer, and nerdiness for organic chemistry. We brew on a two-vessel brewhouse with four fermenters and a Brite. We have our own canning machine which allows us to brew and package in-house, making sure each beer upholds our standards.



## Sports, Community, & Craft Beer

The Aviary is community-focused sports bar in Toronto's Canary District. It is a byproduct of a collaboration between Longslice Brewery and The Dock Ellis Sports Bar where we proudly serve our award-winning beers on tap.



Longslice Brewery. 2023.

## Our Team



### Jimmy Peat

*President*

Jimmy is also a graphic designer, 3D artist, and pizza lover—handling most of the design work for the company.



### John Peat

*Vice-President & Brewmaster*

Apart from being a renowned brewmaster at Longslice, John is also a teacher, trivia host, and cat lover.



### Sebastian Lesch

*Director*

A pro web developer and numbers man, Sebastian is responsible for all things technical and financial at Longslice.

## The Challenge

# Sustainable feed sourcing and robust efforts to support the wildlife conservation programs.

Toronto Zoo is one of the city's best, and well-known landmarks. Spreading over 287 hectares in the city's east end district, the zoo houses over 5,000 animals, and 500 species. The challenge is to come up with a campaign that will provide sustainable food sourcing and attract a new demographic.





- 1 Wildlife Conservation Funds**  
The zoo needs constant funding to support its wildlife conservation efforts.
- 2 Reduce Costs**  
Procuring feeds for the wide, diverse animals the zoo houses can be quite costly and unsustainable in the long-term.
- 3 A new demographic**  
In order to expand the reach of the zoo, it will need to attract a new demographic which will also benefit the fundraising efforts for the conservancy programs.

## The Solution



# A UNIQUE AMALGAMATION

The partnership will provide an opportunity for Longslice and Toronto Zoo to merge the two industries which aims to attract a new, younger demographic, all while extending sustainability efforts and raising awareness and funding towards the zoo's wildlife conservancy program.

### The Zoo's Benefits

-  **Fundraising**  
30% of the profits will go to the Toronto Zoo Wildlife Conservancy.
-  **Awareness and public engagement**  
The campaign will raise awareness of the Zoo's conservancy program to combat the extinction of certain animals. Through this, we aim to encourage public engagement by sparking a conversation about the issue.
-  **Exposure**  
Longslice's cans are located at the LCBO and the Beer Store which will introduce the zoo to an under tapped clientele. The campaign will also extend through billboard and social media ads which will increase brand awareness.
-  **Sustainable animal food**  
Grains used in crafting beer will be donated to the zoo.

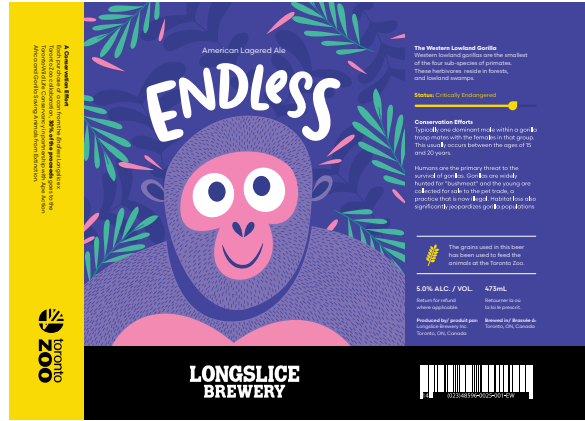
### Consumer Benefits

-  **Donating to a cause**  
By purchasing a beer from the Longslice x Toronto Zoo collaboration, customers will be helping raise funds for the zoo's conservation program.
-  **Educate**  
Customers will get educated on vital information about some of the zoo's animals, and what Toronto Zoo's current conservation efforts are.

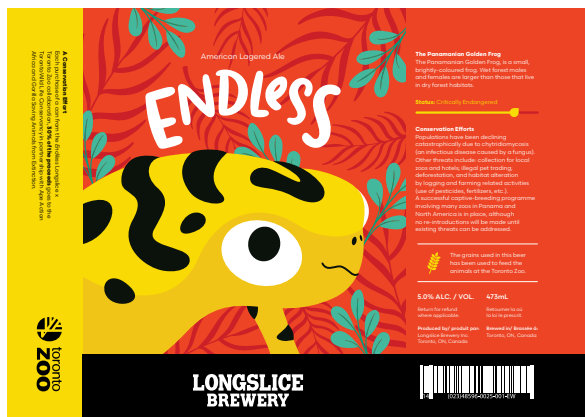
# The Campaign

The *Endless* campaign will feature illustrations of Toronto Zoo's most endangered animals, accompanied by vital information about them and what the zoo's current conservation programs are. The designs will be fun, vibrant, and quirky in order to appeal to a younger demographic and to contrast the gravity of the issue.

## Can Designs



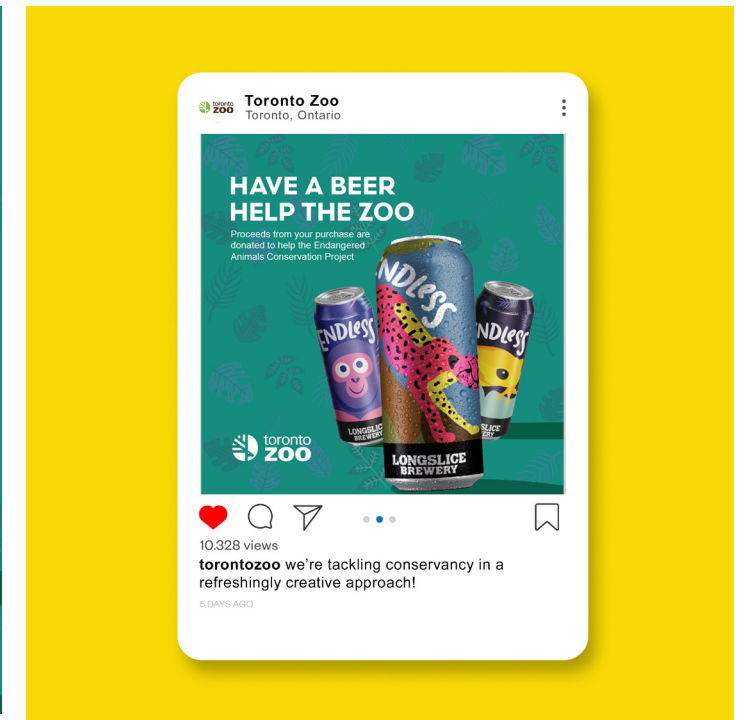
## Beer Coasters



## Poster designs



## Social Media





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