



# PARTNER PROFILE



## Whit Wort Brewery

### Background

Whit Wort is located in the town of Gibbon in a historic building, built in 1931. Owners Chad and Chuck, together with their significant others, Kathy and Becky, rolled up their sleeves to renovate the space in their spare hours. While it retains its carefully preserved patina upstairs, it now boasts a state-of-the-art facility to produce Chad's award-winning brews in the lower level.

Seeing Von Hanson's pretzels everywhere else but not in their town, they introduced it into their assortment to make an impression on their customers.



### Store Presence

- Five SKUS of unique flavors
- Pairs best with the following Whit Wort brews:
  - Midwest Belgian
  - 3 Legged Bunny
  - Gibbon Red

### Outcome

Whit Wort's unique name stems from two very meaningful words. 'Whit' is the old english word for 'very small', and 'Wort' refers to the initial stage of the fermentation process. Combining the two essentially refers to doing something big while working with what you have. Being a small brewery that is open just three days a week, it is important to offer customers the best experience in that space during business hours.

Von Hanson's Snacks are the perfect offering when customers come in looking for a meal. The variety of flavors pair perfectly with each beer, and they are a substantive snack which fills a menu void for this business without necessitating a food license. Customers recognize the brand, and often purchase tubs to take home, too.

The entire community stood behind this business as it was being built. Now, as a result of everyone's efforts, Whit Wort draws customers in from other places, playing a role in making the town of Gibbon a destination.

"We wanted to stand out, and because this pretzel is substantive and pairs so well with our beers it is absolutely perfect for us"- *Chad Laidlaw, Owner*

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