

orchard

ALLAGASH
BREWING COMPANY

CASE STUDY

Staying relevant in a changing beverage landscape

How Allagash, a nationally
recognized craft beer brand,
engages the modern consumer



With the rise of the “*sober curious*” movement and hard seltzers, Allagash needed to reinforce category relevance by asking the hard question: How can key brand positioning be tied to real consumer behaviors?

In 2025 with increasing NA drink category entrants, it is more relevant than ever for brands to identify and resonate with their core brand loyalists.

At Orchard Insights, we partnered to do just that:
Create and test 18 stimuli in real-time to learn about a beloved craft beer brand.

Testing identified the most effective messaging and visual elements—both individually and in combination—leading to a **CTR nearly three times the industry benchmark** and ensuring strong consumer resonance.

Among individual ads, the unique visual of a tap handle emerging from a tree best positioned Allagash White, as nature-inspired imagery consistently performed well.

From a broader perspective, the messaging and visuals of ‘From Maine, With Love’ resonated strongly across social media. Individually, creative that featured nature-inspired imagery consistently outperformed the other options and fit well with the brand’s long-standing connection to Maine and the outdoors.

Success Metrics **+29%** Orchard Index Score
for the top message

299% Click-Through Rate
above industry benchmark



Working with Orchard was everything a brand marketer dreams of: fast, affordably priced, easy, and highly flexible. Best of all, the insights we generated from their unique approach have been embraced by the entire creative team and, in fact, the organization as a whole.

Marketing Director, Allagash Brewing Company

Ready to unlock insights for your brand? hello@orchard-insights.com