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Being in the heart of cheese and beer country, it is only natural that the Gunter Agency has done some work in the food and beverage industry. (And took it upon ourselves to do a lot of comparative research along the way.)

Our consumer ad campaign work for the Wisconsin Milk Marketing Board won a national NAMA award. We had one retail store owner tell us that customers constantly would come up to him wanting to buy a copy of the cheese poster we created. (Unfortunately, WMMB never made it available for consumers, only the retail stores themselves.)

One goal in working with WMMB was to increase store participation in their retail display programs. By creating attentiongetting displays, we started with 2,000 stores and increased that to 15,000 within a couple years.

Our work for the Huber Brewing Company has received numerous awards, including packaging, point-of-purchase, web, TV and radio. Jim Kirk of The Chicago Tribune wrote that the Berghoff ads were "some of the best beer advertising on TV". Along with multiple national awards, Ad Age magazine featured the commercials on their "spot of the week".

In addition to advertising, packaging and promotional materials, we have had success with our innovative Press Release program, garnering feature stories for our clients. We've also been involved in creating extensive training materials.

If you're a food producer, retailer, food service, restaurant or bar, we'd like to talk to you about how we can help increase your sales. Give us a call at 608. 527. 4800.





Specialty website for WMMB.



_ Inflatable display for WMMB.



Cheese retail merchandising guide and promotion guide.



Series of ads for WMMB.



Promotional graphics for WMMB.





Graphics for WMMB.



Aldi store brand Northstar beers name, logo and packaging.



Display card for Blumers Sodas.



Press kit for Joseph Huber Brewing Company.



Logo and graphics for Wilmot Farms brand cheeses.



Design of modular display system for Kraft Foods (Oscar Mayer Lunchables.)













The national award-winning campaign for Berghoff Beer had television, radio, it's own website and a contest. We coined the phrase Nothin' else Like It and promoted it on billboards, t-shirts and truck graphics as well as the advertising.





T-shirt design for Huber Light Beer.



Specialty lights designed for WMMB.



Tin Tack for Joseph Huber Brewing Company (showcasing package design) and specialty balloons for WMMB.





In-store cheese recipe dispenser for WMMB.



Inflatable and packaging (along with toy design) for WMMB.





Above: packaging for Rhinelander and Huber beers. Left: Display graphics for Icehouse (client: Cellox).

