

Samuel Adams Brewery

Boston, MA | Bermeyer Associates



Featured Products



**Chromatic
Wood - Custom**
WPJWL021

Testimonial

"I love this material! In designing Tap Rooms for Boston's craft brewer Samuel Adams, celebrating their brand color and **specifying authentic materials were essential design cues to telling their story**. To signify the bar as the heart of the tap room, we envisioned washing their blue color over the warm, tactile texture of wood grain. A custom color was critical to **reinforcing brand identity**, so we selected from the Chromatic Wood to match Samuel Adam's blue. Now installed in multiple Tap Room bars, **the saturated color** and warm texture of the Chromatic Wood have become **identifiable design elements** for the brand and their tap room environments."



Catherine Kewyan
Designer
Bermeyer Associates

View more Project Photos at:

<https://tinyurl.com/5363ue6u>