

## **Copywriting Samples**

**Paul Done, epicmedia**

**Client:** Red Truck Beer

**Type:** Website Copy

**Description:** Selected website copy blocks

### - Concert Series Page

Because there's not much that beats great live music and delicious beer outside on a summer day, the **Truck Stop Concert Series** at **Red Truck Beer** is bringing the concert festival experience downtown with three jam-packed events in the heart of Vancouver.

Red Truck Beer is proud to offer live music year-round in its Truck Stop and the Concert Series is the pinnacle of our music year. It features great international and local talent playing on two stages in East Vancouver's historic Brewery Creek with free-pouring fresh beer, food trucks, and all the summer fun that the crowds of music fans could want.

Whether you're fan of R&B, country, rock, or something with a beat that gets you on the dancefloor, there's a Truck Stop Concert Series show to put a smile on your face. Visit [www.truckstopconcertseries.com](http://www.truckstopconcertseries.com) for all the latest concert information, tickets, and even pre-sales of beer to make sure that you're always riding in the fast lane at the beer tent.

### - Our Team Page

We are a team of dreamers, drivers, mechanics, night owls, and early risers united in the belief that taking time to do things the right way is the only way to roll. We're passionate about making great beer and doing it with honesty and integrity.

We're always looking for like-minded folks to join our family, so check this page for new opportunities or send us your resume with a quick note about yourself.

### - What's Pouring Page

Whether it's water from a well, bread in a bakery, or beer at a brewery, there's nothing fresher than enjoying something at the source. Red Truck is proud to always offer the fullest selection of our beers, poured fresh and cold, in our tasting room.

**Client:** Sugoi Athletic Apparel

**Type:** Catalogue and Website Copy

**Description:** Marketing Copy for new hot weather apparel

**No one beats the heat.** At most, we can hope to endure it to battle another day.

For athletes, heat is an unavoidable part of summer activity, and those who prepare best survive best.

Sugoi's summer apparel is a great preparation. An unmatched set of light, technical tools that allow you to run a little longer, train a little harder and give the heat your best fight.

**Client:** REMIX Beverages  
**Type:** Website and Brochure Copy  
**Project:** Web & Marketing Copy

### **Why Settle For Something Basic, When You Can REMIX Your Refreshment?**

REMIX is an irresistible flavoured vodka soda that's perfect for your lifestyle, from the patio to eh dance floor, to hanging out with friends.

REMIX vodka sodas blend two natural fruit flavours for refreshment that's music in your mouth. With only 100 gluten-free calories and less than 1 gram of sugar per can, and delicious natural flavours, REMIX is the next evolution in vodka sodas.

Enjoy REMIX chilled from the can, poured over ice, or mashed up into a new cocktail recipe, and turn up your refreshment.

### **Discover REMIX and Find Your Flavour**

REMIX vodka sodas blend two natural flavours for refreshment that's music in your mouth. With natural flavours, only 100 gluten-free calories, and less than 1 gram of sugar per can, REMIX is the next evolution in vodka sodas.

**Client:** Race Face Bike Components  
**Type:** Ad Copy  
**Description:** New product launch copy

Introducing **Next:** 750 grams of 100% carbon fiber strength and beauty

The Race Face Next redefines elite component performance by combining immense strength and stiffness with the lightest-ever production mountain bike crank weight. Seven years of Race Face composite expertise, fifteen years of crank innovation, and a fanatical drive for innovation have created a crank which surpasses existing carbon fiber limitations and raises all performance benchmarks.

It's time to fly.

**Client:** 7mesh Cycling Apparel  
**Type:** Blog  
**Description:** Launch of socially distanced biking community during Covid

**Client:** The Keefer Bar

**Type:** Website & Media Copy

**Description:** Intro Copy for Original Bar Opening

### **About The Keefer Bar . . .**

Shiny-new yet hard-wired to Vancouver's rough and tumble history, The Keefer Bar is the edgy, elegant street-level Chinatown cocktail den in the exclusive Keefer Hotel. Sinuous, chic and gritty, The Bar is set in a narrow room that runs the full length of the century-old brick and beam building. The front of the room opens up to the swirl and colour of street life while the interior, neon-lit and energized by original art and multimedia entertainment, creates spaces of mystery and darkness where secrets are told and made. Nights of debauchery are fuelled by inventive cocktails and evolved Asian street food, prepared and served with precision and flair.

Cosmopolitan, hard-edged and style-forward, The Keefer Bar is the destination for your next great night in Vancouver.

**Client:** Hy's Steakhouse

**Type:** Website Copy

**Description:** Brand Introduction

### **An Icon of Canadian Culture**

Hy's is a beloved national brand that for 60 years has defined the steakhouse experience in Canada. Over the years Hy's has become a first choice for fine dining, and the more meaningful the occasion, the more the focus narrows to Hy's as the only place to celebrate.

At Hy's, the steaks are charcoal-grilled, the room is warm and inviting, and the cocktails are hand-crafted. With signature tableside creations, and a menu of perfectly prepared steakhouse classics, Hy's professional servers have all they need to enhance and personalize the dining experience.

Refined rather than altered, and now run by the second generation of Aisenstat restaurateurs, Hy's Vancouver continues to maintain tradition while keeping an eye on the future. With a newly renovated second level featuring a chic cocktail bar and intimate private dining space, Hy's will offer steakhouse dining on a grand scale for decades to come.

Irresistible since 1955.

**Client:** Above Category Cycling

**Type:** Editorial Content

**Description:** Rider profile for publication

## **OUT OF THE SADDLE WITH SALIFU MOHAMMED**

It's a long way from seeing a bike as purely utilitarian tool at home in Ghana to building a dream bike for your NorCal gravel racing passion, but that's the distance Marin County icon Salifu Mohammed's love for cycling has carried him.

Growing up in Ghana, cycling was simply how people got on with their daily affairs—shopping, travelling, going to work and school. So, when Salifu, or 'Alaagy' as he is known in the art world, first arrived in America in the early 2000s, it was eye-opening to see people out on bikes simply for the joy of riding. And in Marin, it seemed like the natural way to unwind and reset after all-night painting sessions in his studio.

As Salifu's morning rides blossomed into a deepening love affair with the road riding and world-class gravel which draws so many to the area, he tried his hand at recreational racing. After all, if you're driven enough to paint all night, you're probably driven enough to pin on a number and roll up to a start line.

Crashing is a part of racing, though, and a serious accident which left him unconscious for a couple of days and temporarily took away his color vision forced a reckoning. Thankfully for his community, cycling won out. "I knew that if I turned my back on the bike after a single setback, I would be running away from myself. So, from that point on, I was all in. Cycling until I die!"

That love and commitment to cycling has helped make Salifu a beloved presence in and around the trails and roads of Marin. His smile, energy, warmth, and words seem to pervade and pass on to all he meets, encouraging them in their cycling journeys, whether they're experts or novices.

Perhaps a legacy of the functional Ghanaian attitude toward bikes themselves, he never connected with the equipment side of the sport, riding, breaking, and fixing, a seemingly endless series of what he laughingly described as "crappy" bikes.

That chapter has been closed as Salifu recently completed the build of his first custom bike, finally taking the time to work through the process of building a ride from the ground up to suit his riding and, vitally, his aesthetic.

His bike shop Above Category created an "Out of the Saddle" video to shine a light on this local riding icon, his love for cycling, and how his passion for art guided him in building his new ride.

**Client:** Donnelly Group

**Type:** Website copy

**Description:** Updated brand background copy

When Jeff Donnelly bought Bimini Public House in 1999, it was both the catalyst Vancouver needed to inspire a modern pub culture and the start of a successful hospitality company known as Donnelly Group. Fast forward 20 years and Donnelly Group is a true Vancouver success story, still independently owned and operated, but now running public houses and cocktail bars, barber shops, and licensed recreational cannabis stores in BC and Ontario.

Since opening that first pub in Kits, Donnelly Group has grown to operate 12 licensed premises in Vancouver with over 1500 licensed seats, along with five barber shops, two recreational cannabis stories, and a brewery.

With over 600 employees in Vancouver alone, Donnelly Group is an economic driver for the local economy, and one of the largest independent hospitality companies in Canada.

Over their two decades of operating licensed premises Donnelly Group has established itself as a reliable and responsible partner for the city and its licensing authorities. Donnelly Group has worked to improve the safety and professionalism of the hospitality business taking a leadership role in the creation of Barwatch and the revival of the Hospitality Vancouver Association, currently chaired by Reid Ogdon, Donnelly Group VP Operations.

Donnelly Group has also taken an active role in reviving some of Vancouver's most historic hospitality venues, renovating and reopening the defunct Railway Club as the Railway Stage & Beer Café, and reinvigorating the Lamplighter in Gastown's Dominion Hotel.

With a new chain of licensed recreational cannabis stores and ownership of Bomber Brewing in East Vancouver, Donnelly Group continues to grow, but always operating professionally and ethically, with Jeff's simple sentiment at their core: *"Be true to yourself and your neighbourhood; the people will follow."*

**Client:** Goodridge & Williams Distilling

**Copy type:** Ghostwriting for publication

**Description:** Open letter published in Business in Vancouver

### **An open letter to BC's new government on behalf of independent distillers.**

Over the past decades, British Columbia's economy has benefitted enormously from the rapid growth of its domestic winemaking and brewing industries. These BC-owned companies have created thousands and thousands of jobs and pumped tens of millions of dollars into local economies.

BC's government has supported this growth with regulatory benefits which have levelled the playing field between these domestic businesses and the giant international conglomerates which dominate liquor store shelves.

The effects have been manifold and brilliant for British Columbians: better wines and beers to enjoy, sustainable local jobs and businesses, and entirely new industries like wine and beer tour companies to show off these makers to visitors and locals alike.

For some reason, the outgoing BC Liberal government chose not to see the same opportunity in the province's independent distilling industry. They forced these small, local businesses to compete against the multi-billion distillers without the same support they offered winemakers and brewers. That's one possible reason why locally made spirits continue to be seen as a curiosity while local beers and wines are commonplace.

On behalf of BC's independent distillers, Sid's Handcrafted Vodka would like to welcome the new NDP and Green coalition government with the sincere hope that they'll see the essential fairness in levelling the playing field across all segments of BC's alcohol business. By offering the same regulatory structure to distillers, they can turn loose the passion, talent, and creativity of these businesses to make great products, create more jobs, and pump more money into the economy.

We'd like to see more great made-in-BC products on the shelves and in people's homes, and more people working in local-owned businesses. And all it takes to get this started is to manage independent BC distillers the same as winemakers and brewers are currently treated.

Fairness, it's not too much to ask.

**Client:** Bloomiér Flowers

**Type:** Media Release

**Description:** Brand introduction to marketplace

### **Bloomiér brings art, poetry, and sustainability to flowers and floral arrangements**

The beauty of cut flowers and flower arrangements can often hide an unpleasant secret: the floral industry's large environmental footprint from shipping foreign blooms, using non-recyclable materials, and creating significant organic waste.

So, when Kamila Alikhani decided to turn her lifelong love of flowers into a business, she was above all else committed to breaking this cycle of waste. She set out to create a mindful sustainable approach to floristry she could share with those looking to add the poetry and beauty of flowers to their home or office.

The end result of this search is **Bloomiér**, a floral passion project which breaks away from wasteful traditional practices to offer sustainable, elegant floral arrangements made by hand, with care and attention. Bloomiér offers their flowers through a unique subscription program which offers weekly, bi-weekly, and monthly touch-free delivery to homes and offices throughout downtown and the North Shore.

"I have had a lifelong passion for flowers," said Alikhani, "but when I started working in the business, I was shocked by the amount of waste it created." With that outsider's perspective, she started Bloomiér, rethinking how things had been done before and searching for better ways to work. "I knew I wanted to eliminate the use of materials like floral foam and plastic wrap, source flowers locally wherever possible, and offer beautiful flowers in a mindful way."

The subscription model is one of the keys to Bloomiér's zero-waste method, allowing them to only source the flowers which are needed for each set of arrangements. With no extra stock on hand, there are no unused flowers to throw away. "Scheduled flower delivery is common in offices, and I wanted to offer the same convenience and floral inspiration to homes as well.

Bloomiér takes the reduce, reuse, recycle mantra even further by gathering gently used blooms from large events and turning them into beautiful bedside bouquets to donate to hospitals, hospices and long-term care facilities.

With a unique subscription model and a commitment to a zero-waste and the smallest possible environmental footprint, Bloomiér is the conscious way bring a little floral poetry into the home or office. Learn more at [www.bloomier.ca](http://www.bloomier.ca) and on Instagram [@bloomier.ca](https://www.instagram.com/bloomier.ca).