



## Tapping in to their creativity, Cymba Bottle Opener creates a custom bottle opener for River Styx Brewing

Delivers a reliable, quality solution that stays true to their brand

The vibe of River Styx Brewing appeals to a mixed crowd: business types, college students and athletes, each feeling right at home, and each enjoying their brew of choice: IPAs, stouts, pale ales. Every last detail of the brewery, from the industrial lighting to the chalk board beer menu, sleek, black furniture and equally sleek and black painted walls—not to mention the brews themselves—are carefully curated or concocted by owners, Scott and Jackie Cullen.

“River Styx Brewing is focused on quality ingredients and carefully thought-out recipes with unique flair,” reports the patriarch, Scott. “But our customers don’t just come back for the beer; I’m sure just as many come for the atmosphere.”

The atmosphere can only be described as ‘chill.’ In addition to being dog and kid friendly, River Styx offers an array of games of the board and yard variety in addition to featuring shuffleboard. Add in the opportunity to BYOFood or indulge with offerings from the food trucks that make regular appearances, and it’s no wonder that the brewery is so popular.

“At our brewery, we stay on theme,” said Scott. “When you walk in, you’re greeted by the River Styx Ferryman and all of the artwork and lighting fixtures are inspired by Greek Mythology.”

He furthered, “With so many options out there, it’s important that we stand out. That’s why branding is so important to us. Branding helps us maintain our image. Branding helps our customers remember us.”

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## Unbottling a great design

As an extension of his brand, Scott decided that his business could benefit from branded bottle openers. Unveiled as part of a bottle release event, the bottle openers were to serve as a promotional item that then could be sold as merchandise, in addition to being used in the brewery to open bottle tops for customers.

To bring his design to life, Scott enlisted the help of The Cymba Bottle Opener Company, and more specifically, President, Ed Sordillo. Cymba, like River Styx, is known for putting heart and soul into each custom bottle opener, and that attention to detail was what led the Cullens to opt to do business with Cymba and why they ultimately were so pleased with the finished piece.



Speaking by phone and following an in-person meeting during which the basic idea was communicated, a prototype was developed. Sourced from locally made and Made in USA materials, the bottle opener, in addition to being functional and stylish, played into the Cullen's business philosophy. The duo themselves make every effort to keep all business, including their purchases of grain and hops as well as design elements used in their brewery, in-state.



## (SALUT!)ing the collaboration

From concept to creation, the collaboration only took a few weeks, which was appreciated by the busy entrepreneurs. Of the exchange, Scott said, “it was a



good experience. I would absolutely do business with Cymba again and likewise would recommend them to others. We're unique and we knew we wanted a bottle opener to reflect that. The solution Cymba delivered does just that.”

## About The Cymba Bottle Opener Company

Cymba Bottle Opener Company offers quality bottle openers for beer enthusiasts, breweries and beverage companies and the craft beverage industry as a whole. Founder, Mead Bates, started Cymba with the goal of offering bottle openers that were equally reliable and artistic. Current owners, Ed and Bill Sordillo, carry on this tradition with a product line that pairs Bates' classic designs with expanded offerings, engineered with modern technologies and crafted through time-honored traditions. The company prides itself on offering extensive customization options and exemplary craftsmanship and customer service—and their many longstanding business relationships are a testament to this. For more information about Cymba or their product or customization options, **please visit [cymba.com](http://cymba.com)**.

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