

CONNECTED WITH BUYERS FOR HAND SANITIZER

ABOUT TWISTER CREEK, INC. Twister Creek, Inc./Denali Brewing Co. is a local microbrewery in Talkeetna, Alaska, with fewer than 20 employees.

THE CHALLENGE. Twister Creek wanted to provide assistance during the pandemic and stay profitable by transitioning its operations to produce hand sanitizer. The company needed assistance connecting with businesses in need of hand sanitizer, and spreading the word that they now offer that product.

MEP CENTER'S ROLE. Alaska MEP, part of the MEP National Network™, acted as a match-making provider to market the company's hand sanitizer and connect Twister Creek with businesses in need. Alaska MEP received inquiries seeking the product and made sure to connect them with the Twister Creek team to help them continue making sales. Alaska MEP also sent out newsletters to the Center's contacts marketing the different PPE available.

"Samantha Lewis and Alaska MEP are instrumental in connecting Twister Creek with Alaskans who are in need of hand sanitizer during the COVID-19 pandemic. In a time when supply chains are crumbling MEP helped connect the links of the chain together that will help Alaskans stay strong and get through these trying times. Twister Creek Inc. will continue to work with MEP to provide products and services to Alaskans."

-John Krattiger, Brand Ambassador

RESULTS



Productivity increased with the high-demand in the community for hand sanitizer.



Our connections helped them to increase sales and sell more of their new product (hand sanitizer)

CONTACT US



1901 Bragaw Street, Suite 199
Anchorage, AK 99508



(907)786-0412



alaska-mep.com

