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Guns & Smoke Bar & Grill

The Client

Basil Thakur – Guns & Smoke Bar & Grill
Sales Rep - Russ Wilson

United Kingdom business marketer Basil Thakur wanted a coin to promote the opening of a new British bar and grill.

The Challenge and Goal:

Basil was looking for a simple, professional design that captured the spirit of Guns & Smoke Bar & Grill. He also wanted a high-quality product.

The Solution and Result:

Aware that we produce American-made merchandise, outshining that of our competitors, he chose NWTM for his project.

We minted a copper-nickel coin that featured the bar's logo prominently in the center on both sides of the coin, with the company's web address hugging the coin's bottom edge. A quote from the Basil reflects his approval: "Got 'em. Look awesome as expected. You guys never fail to deliver."

Rather than t-shirts or other nominal items, Basil chose elegant coins that echoed the restaurant's class to promote the business' opening.

Find out how custom coins can benefit your organization

Give us a call, toll-free at: 1-800-843-9854, or send an email to: custominfo@nwtmint.com

