

Browar Dukla (the Dukla brewery), one of the Polish CE4RT participants has taken an innovative approach engaging customers and highlighting the cultural importance of storytelling in tourism.

Inspired by workshops on storytelling during the CE4RT training programme and the Workshops on Wheels, Browar Dukla were interested by the role of storytelling in influencing customer experience and promoting mature social tourism.

The brewery has embarked on an ambitious creative project – the publication of a unique comic book. This comic book brings to life the fantasy characters which are featured on the brewery’s beer labels, weaving them into a multi-threaded story rich with intrigue, adventure and humour.



Image of Innovative Labels on Browar Dukla Beer Bottles

The characters, originally conceived as part of the brewery’s branding, are now central to an immersive narrative designed to captivate customers and enhance their connection to the brewery’s products.

Through this creative endeavour, the Dukla brewery aims to:

- **Engage customers in a new way** – by offering a compelling narrative tied to its brand, the brewery seeks to build a deeper emotional connection with its customers, making every sip of beer part of a larger story.
- **Celebrate the art of storytelling** – blending local culture with imaginative elements to showcase the brewery as not just a producer of craft beer but also a patron of creativity. **The comic book will be distributed not only in the brewery but also at local tourism hubs, events and festivals, making it a unique souvenir and a tool to attract culturally inclined visitors to the Podkarpace region.**



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- **Engage local artists and writers** in the creative process – strengthen ties between the brewery and the local community and provide opportunities for creative artists to shine. This initiative perfectly aligns with the Podkarpacie association’s broader goals of integrating culture into tourism and creating unique, memorable experiences that celebrate the rich heritage of the Podkarpacie region.



To find out more about BROWAR DUKLA, check out their website <http://browardukla.pl/>



CE4RT was an EU co-funded project (European Innovation Council and SMEs Executive Agency – EISMEA) that ran from Jan 2023 to Jan 2025. For more information on the project and outputs, visit the project website <https://ce4rt.euproject.site/>



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