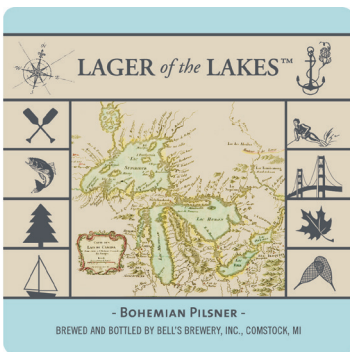




# LAGER OF THE LAKES

A NATURAL BOHEMIAN-STYLE PILSNER ROOTED IN TRADITIONAL BREWING METHODS AND BELL'S HISTORY.



We use German and Czech Republic grown Noble Hops, prized for their herbal, cedar, spicy, and floral aromas. Our Pils malt-- a nod to our original Bell's Beer from the mid-1980s, which utilized the same malt-- offers notes of lightly toasted grain and a pleasingly light body. One of few filtered beers, we finish Lager of the Lakes in this traditional method to showcase its sharp, crisp, and effervescent characteristics.

## Brand Performance

- Overall Sales increase of **35.6%** year to date\*
- Average annual sales increase of **25%** over past 3 years\*
- \*Source: VIP distributor depletion data YTD through 6/1/17
- **#1 Other Pale Lager Brand in Dollar Sales\*\***
- \*\*Source: IRI MI Food & WI Food 52 weeks through 5/25/17
- Dollar sales increase of **27.2%** vs Last Year\*\*\*
- Volume sales increase of **26.3%** vs Last Year\*\*\*
- \*\*\*Source: IRI US Foods 52 Weeks through 5/25/17

## Available Point of Sale



## Displays



DISPLAYED WITH QUINANNAN FALLS