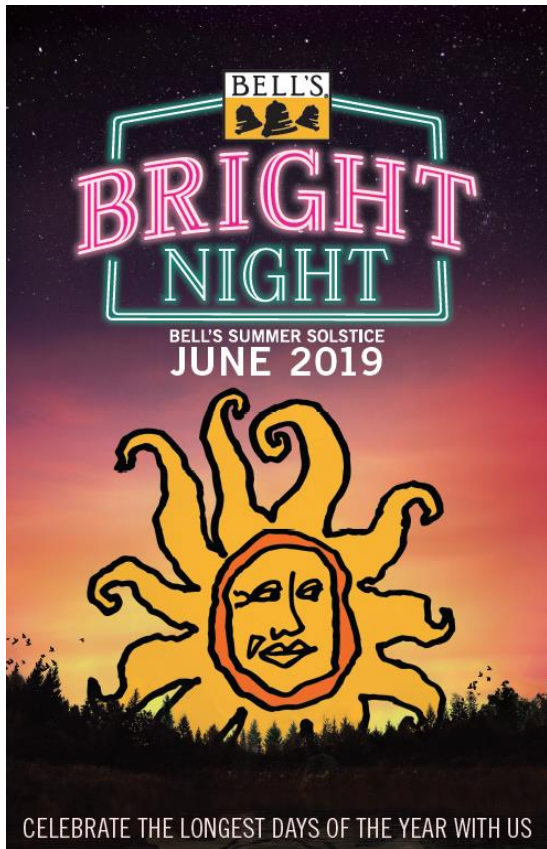




BRIGHT NIGHT

JUNE 17 - JUNE 23

CELEBRATING SUMMER SOLSTICE, THE LONGEST DAYS OF THE YEAR



Join our national celebration of Oberon and the longest day of the year with great beer. Brewery support includes:

- **National web and social media**
 - Promotion on Bellsbeer.com landing page
 - Twitter, Facebook and Instagram posts leading up to and during event
 - Bell's official page co-hosting events
- **Bright Night Untappd Badge**
 - Available week of event

Potential Tasting Expansions:

- **Pairing competition** (which fruit pairs best with each beer, examples below)
- **Sunset Toast**

SUGGESTED FEATURED BRANDS



Oberon Ale
5.8%

American Wheat Ale
Pair with *Oranges*



Lager of the Lakes
5%

Bohemian Pilsner
Pair with *Blueberries*



Two Hearted Ale
7%

American IPA
Pair with *Grapefruit*



Pooltime Ale
5%

Wheat ale with cherry juice
Pair with *Cherries*



Official
6.4%

Hazy IPA
Pair with *Peaches*