

HAZY DAYS OF SUMMER

APRIL - AUGUST

There is a compounding effect on both Oberon® and Two Hearted® when they are placed together. This Summer these two high volume beers are joined by our newest year round beer: Official®.







• Two Hearted draft volume grows — and actually accelerates after Oberon is released. Two Hearted and Oberon drinkers are different. Tap into a different and larger customer base!

Specialty Point of Sale

- Posters
 - Slip Sheets
 - Case cards (notched for mother cartons and self-standing)
 - Table Tents
 - Coasters
 - Bell's Cooler
 - Rain Fly





AVG 27 PINTS

POURING TWO HEARTED

OR OBERON ONLY

Source: VIP All On-Premise Draft Two Hearted and Oberon Accounts, Mar 17-Aug 17

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Inspired Brewing®

AVG. 96 PINTS POURING

BOTH TWO HEARTED

AND OBERON