



DISTRIBUTOR PARTNERS

**2019 OBERON® ALE
SUPPORT ASSETS**

GENERAL POINT OF SALE



2019 OBERON ALE SALES AND MARKETING PROGRAM

	MAR	APR	MAY	JUN	JULY	AUG								
<p>PROGRAMS Targeted support for the entire Oberon season.</p>	<p>REACH FOR THE SUN March-April</p> <p>Kicking off the season in a big way with lots of events, new asset support, and fun.</p>	<p>HAZY DAYS OF SUMMER May-June</p> <p>The height of Oberon season! We are pairing it with two high-volume beers: Two Hearted and Official, our newest release.</p>	<p>UNWIND July-August</p> <p>Same great Oberon, refreshed look for summer fun. Rolling our limited edition packaging across all of our bottles and cans.</p>											
<p>NATIONAL PACKAGED EVENTS National execution and support including Untappd Badge, social media push, website focus, and customer giveaways.</p>	<p>OBERON LAUNCH March 25-31</p> <p>Oberon season is back with a big kickoff.</p>	<p>BRIGHT NIGHT June 17-23</p> <p>Celebrating the longest days of the year with bright beers.</p>	<p>TWO HEARTED DAY August 12-18</p> <p>Toasting to one of our flagships and dedicating a whole day to Two Hearted (and friends).</p>											
<p>SPECIALTY BEER RELEASES</p> <p>Oberon Variants (12oz 6pk)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f4a460;">MANGO HABANERO</td> <td style="background-color: #90ee90;">PINEAPPLE JALAPEÑO</td> <td style="background-color: #ff8c00;">TAD FRUIT AND PEPPER</td> </tr> </table> <p>Specialty Releases (Package and Draft)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #333; color: white;">SALAPARUTO, SQUID, AND PRINCE™ PACKAGE RELEASE</td> <td style="background-color: #ff8c00;">SMITTEN</td> <td style="background-color: #ff8c00;">DOUBLE TWO HEARTED</td> </tr> </table> <p>Leaves of Grass Series (Package and Draft)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #333; color: white;">SONG OF MYSELF™ Canton Ale (12oz 6pk)</td> <td style="background-color: #333; color: white;">THE PRAIRIE GRASS DIVISION™ Pilsener Beer</td> </tr> </table>	MANGO HABANERO	PINEAPPLE JALAPEÑO	TAD FRUIT AND PEPPER	SALAPARUTO, SQUID, AND PRINCE™ PACKAGE RELEASE	SMITTEN	DOUBLE TWO HEARTED	SONG OF MYSELF™ Canton Ale (12oz 6pk)	THE PRAIRIE GRASS DIVISION™ Pilsener Beer	<p>*Beer release and label artwork subject to change based on TTB packaging and artwork.</p>					
MANGO HABANERO	PINEAPPLE JALAPEÑO	TAD FRUIT AND PEPPER												
SALAPARUTO, SQUID, AND PRINCE™ PACKAGE RELEASE	SMITTEN	DOUBLE TWO HEARTED												
SONG OF MYSELF™ Canton Ale (12oz 6pk)	THE PRAIRIE GRASS DIVISION™ Pilsener Beer													

OBERON PROGRAMMING GUIDE

\$0/10pk



PROGRAM SELL SHEETS

Available to download on Portal

GENERAL POINT OF SALE



BASEBALL GLOBE

\$11/ea



OBERON GLOBE

\$9/ea



MINI HANDLE

\$21/ea



POSTER

\$0/10pk



CASE CARDS

\$5/ea

Reach For The Sun
Oberon Core Branding



SLIP CARD

\$5/ea

Reach For The Sun
Oberon Core Branding



RECIPE TEAR PAD

\$.40/50 sheet



CAUTION TAPE

\$0/50' roll



BALLOONS

\$5/20pk

GENERAL POINT OF SALE



SHELF TALKER

\$0/10 pad



TYVEK WRISTBAND

\$10/100pk



COASTER

\$0/125 sleeve



TABLE TENT

\$0/25pk



KEY RING OPENER

\$25 / 25pk



PATIO UMBRELLA

\$65/ea



RETRO COOLER

\$50/ea



PALLET WRAP

No Cost



CASE STACKER

\$10



WALL GRAPHICS

\$8

*Oberon Core Branding
Top of the First*



TIN TACKER

\$10

GENERAL POINT OF SALE



POLE TOPPER

\$8/ea
Top of the First



CAN STACKER

\$15/ea



CORNHOLE GAME

\$175/ea



STRIPED FLAG

\$30/ea



THERMOMETER

\$8/ea



LEON SIGN

\$195/ea



WALL ACRYLIC LED

\$110/ea



12OZ CANSULATOR

\$1/ea



12OZ BOTTLE JACKET

\$25/25pk



BEACH TOWEL

\$25/ea

GENERAL POINT OF SALE



BUTTONS

\$5/100pk



POST CARD

\$10/50pk



LIP BALM

\$25/50pk



MAGNET

\$1/ea



ACRYLIC MAGNET

\$3/ea



DOG LEASH

\$5/ea



DOG COLLAR

\$5/ea



MINI-DISC

\$3/ea



ULTIMATE DISC

\$7.50/ea



PLAYING CARDS

\$3/ea

GENERAL POINT OF SALE



SERVER BAR MAT

\$15/ea



CHANNEL BAR MAT

\$8/ea



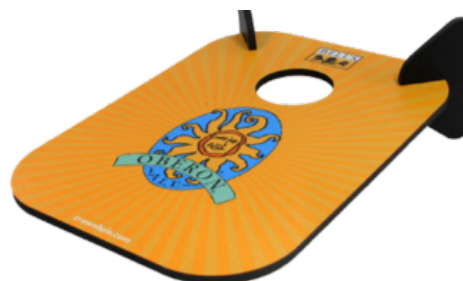
PINT GLASS

\$24/24cs



NALGENE BOTTLE

\$10/32oz
\$10/16oz



CORNHOLE TABLE GAME

\$10/ea



TEMPORARY TATTOO

\$10/100pk

GENERAL POINT OF SALE



KONG COOLER

25 Quart – \$215
50 Quart – \$250



WOOD BEER RACK

\$230

Bell's branding with case card insert.

Deep top shelf for cross merch.

6/6pk per shelf capacity.

Add Citrus Case Card (by request)

BRIGHT NIGHT JUNE 17-23



PRE ORDERS

3/15 - 4/7

\$24

Package #1

- 1 personalized tin tacker
- 1 sleeve (100) of coasters

\$72

Package #2

- 1 personalized tin tacker
- 1 sleeve (100) of coasters
- 1 pack (24) sunglasses

\$107

Package #3

- 1 personalized tin tacker
- 1 sleeve (100) of coasters
- 1 pack (24) sunglasses
- 1 pack (100) stickers
- 1 pack (25) cansulators

\$97

Package #4

- 1 tin tacker
- 1 pack (24) sunglasses
- 1 pack (25) cansulators



Digital Assets

- No Cost**
- Available on Portal
- Slip Sheets
- Posters
- Editable Beer Menus
- Social Media Images

WEARABLES



WOMEN'S OBERON SST

\$10/ea



WOMEN'S V-NECK T

\$12/ea



MEN'S LIMITED EDITION SST

\$10/ea



MEN'S STRIPED SST

\$10/ea



STRIPED SUNGLASSES

\$24/12pk

WEARABLES



STRIPED TRUCKER HATS

\$8/ea



HEATHER TEAL AND GREY HATS

\$8/ea



WOMEN'S VINTAGE HOOD

\$22/ea



MEN'S VINTAGE HOOD

\$29/ea



UNISEX HOOD

\$25/ea

AVAILABLE IN MAY



20' INFLATABLE

\$3,100/ea



ADIRONDACK CHAIR

\$150/ea

Assembly required
Real weather treated wood!



RECYCLED BEACH TOWEL

\$12/each

AVAILABLE IN MAY



SUPPORT FOR HAZY DAYS OF SUMMER



CASE CARD

\$4/ea



DIGITAL ASSETS

No Cost, available on Portal
Slip Sheets
Posters

COASTERS

\$0/125pk

SLIP SHEET

\$2/10pk

TABLE TENT

\$0/25pk

AVAILABLE IN MAY



SUPPORT FOR LIMITED EDITION PACKAGING



GT HAMMOCK

\$50



CASE CARD

\$4



CANSULATOR

\$1/each



INFINITY SCARF

\$12/each

LIP BALM

\$25/50pk

CAN STACKER

\$14

TIN TACKER

\$10

TABLE TENT

No Cost

RECYCLED BEACH TOWEL

\$12/ea

PLAYING CARDS

\$3/each

DIGITAL ASSETS

No Cost, available on Portal
Slip Sheets
Posters