



PACKAGING OPTIONS

- 12 oz. Cans 6-pack **NEW!**
- 12 oz. Cans 12-pack
- 16 oz. Cans 4-pack
- 12 oz. Bottles 6-pack
- 12 oz. Bottles 12-pack
- 5L Mini-Keg (Avail. May)
- ¼ Barrel
- ½ Barrel

2019 OBERON ALE ADDITIONAL SUPPORT



Recipe Cards



Posters



Oberon Mad-Lib Postcard
(with case card holder)



Baseball Themed Assets

Wood Beer Rack



2019 OBERON ALE SALES AND MARKETING PROGRAM

MAR

APR

MAY

JUN

JULY

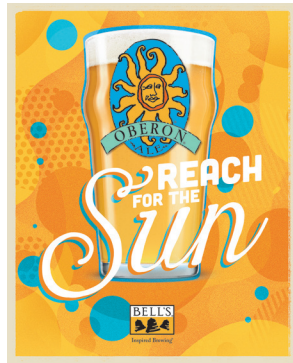
AUG

PROGRAMS

Targeted support for the entire Oberon season.

REACH FOR THE SUN March-April

Kicking off the season in a big way with lots of events, new asset support, and fun.



HAZY DAYS OF SUMMER May-June

The height of Oberon season! We are pairing it with two high-volume beers: Two Hearted and Official, our newest release.



UNWIND July-August

Same great Oberon, refreshed look for summer fun. Rolling out limited edition packaging* across all of our bottles and cans.



*Art not final.

NATIONAL PACKAGED EVENTS

National execution and support including Untappd Badge, social media push, website focus, and customized giveaways.



OBERON LAUNCH

March 25-31

Oberon season is back with a big kickoff.



BRIGHT NIGHT

June 17-23

Celebrating the longest days of the year with bright beers.



TWO HEARTED DAY

August 12-18

Toasting to one of our flagships and dedicating a whole day to Two Hearted (and friends).

SPECIALTY BEER RELEASES

Oberon Variants Draft Only

MANGO HABANERO

PINEAPPLE JALAPEÑO

TBD FRUIT AND PEPPER

Specialty Releases Package and Draft

KALAMAZOO STOUT* AND PORTER* PACKAGE REFRESH

SMITTEN

DOUBLE TWO HEARTED*

Leaves of Grass Series Package and Draft

SONG OF MYSELF*
German-American IPA

THE PRAIRIE GRASS DIVIDING*
Plum Gose

*Beer release and label artwork subject to change based on TTB re-opening and timeline.