



DISTRIBUTOR LAUNCH KITS

MARCH 25 - APRIL 7

Easy to execute Oberon launch events, wrapped up in simple packages

\$37

BELL'S

KEEP THOSE OBERON PINTS LOOKING PERFECT WITH
THE OBERON SHAKE

Oberon is an unfiltered American Wheat Ale. The protein in the wheat malt, combined with yeast, create that unique Oberon body and mouthfeel.

The Oberon Shake: The can appear at 2 stages of pouring, the hazy golden and clear. The yeast and protein have settled to the bottom, and fresh beer pours over it to create a full glass of the Oberon Shake.

THE PERFECT PINT OF OBERON! DRINK, ENJOY, REPEAT.

Clear Oberon: The yeast and protein have settled out of the beer. Similar to the milkshake, this can occur at the beginning or end of a keg. If it does, it's just a sign of the Oberon Shake.

JUST SHAKE LIKE THIS:

1. Crank the leg and fill it in over half full by lifting slightly.
2. Shake left to right in a twisting motion. Repeat for 30 seconds.

This technique will raise the yeast & protein from the bottom of the leg, and disperse it among the rest of the beer.

BELLSBEER.COM



Each kit includes

- 25 Table Tents
- 100 Stickers
- 125 Coasters
- 100 Buttons
- 50 Lip Balms
- 1 Removable Wall Graphic
- 1 Oberon Shake Sheet

