

# 2020 OBERON ALE SALES AND MARKETING PROGRAMS

## CHASE THE SUN SWEEPSTAKES

March 23 - April 30

No matter what the weather, when Oberon launches you can chase the sun! Win a trip to Key West where Oberon flows year-round.



## LIMITED EDITION PACKAGING

Mid-May

Same great Oberon, refreshed look for summer fun. Rolling out Limited Edition packaging on our 12pk bottles and 12pk cans.



## BRIGHT NIGHT

June 15 - 21

Celebrate the longest days of the year with our 3rd Annual celebration nationwide.



## COOLER DAYS OF SUMMER

June 22 - July 22

For 4 weeks we will be giving away a variety of Oberon coolers, just in time for 4th of July. New winner picked daily!



## HAZY DAYS OF SUMMER

July - August

Two (or three) is better than one! There is a compounding effect when Oberon is poured with Two Hearted and Official.



## MANGO OBERON

Late July

For the first time ever a fruit variant of Oberon will be coming to package! 12oz 4pk bottles.







OBERON DAY IS MARCH 23, 2020



**PACKAGING OPTIONS**

- 12 oz. Cans 6-pack
- 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

# 2020 OBERON ALE ADDITIONAL SUPPORT



**Baseball Tap Handle**



**Recipe Cards**



**Oberon Mad-Lib Postcard  
(with case card holder)**



**Slip Sheets**



**Can Stackers**



**Case Stackers**

**Wood Beer Rack**

