# 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.

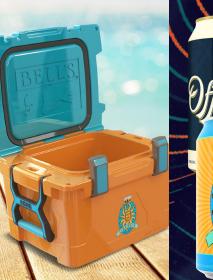
#### MANGO OBERON

**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)

1/4 Barrel

½ Barrel

### 2020 OBERON ALE ADDITIONAL SUPPORT



**Recipe Cards** 



Oberon Mad-Lib Postcard (with case card holder)



**Slip Sheets** 



**Can Stackers** 



**Case Stackers** 



**Wood Beer Rack**