

EVENTS & PACKAGES

Marketing efforts to help achieve goals set within the National Sales Focus Programs

PACKAGED CELEBRATIONS

Taking Bell's holidays on the road and into the market! These events are pre-packaged, easy to execute and will have national execution and support, including:

- Suite of creative assets (posters, beer menus, social media images, slip sheet, etc.)
- Untappd Badge
- Social Media push
- Website Focus
- Featured POS



 MAR 25 - 31 OBERON WEEK Baseball season is back and we're toasting Oberon	 JUN 17 - 23 BRIGHT NIGHT Celebrating the longest day of the year with bright beers	 AUG 12 - 18 TWO HEARTED DAY Toasting to America's #1 beer and dedicating a whole day just to Two Heated	 DEC 16 - 22 DARK NIGHT, DARKER BEERS Pairing dark stouts with the longest night of the year
--	---	--	---

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

HOP TOUR Supporting the release of Larry's Latest Flamingo Fruit Fight and Official IPA	REACH FOR THE SUN Focused on all things Summer and Oberon	FALL FLANNALES Celebrating a change in the air	FIRESIDE FAVORITES Holiday promotions and support for high volume season
---	---	--	--























SEASONAL TURNKEY PACKAGES

Seasonal programs with supporting assets that can be edited and catered to specific markets. Assets include:

- Editable digital assets (posters, beer menus, social media images, slip sheets, sell sheets, etc.)
- Tiered Point of Sale kits
- Off Premise tasting guides



 1983 Larry Bell opens his homebrew supply shop under the name Kalamazoo Brewing Co.	 1985 Bell's Brewery opens with a 15-gallon soup pot and one employee: Larry Bell. Amber Ale	 1987 Bell's Porter	 1988 Kalamazoo Stout Best Brown Ale Special Double Cream Stout Cherry Stout	 1989 Surpass 1000 barrels brewed. Expedition Stout
 1990 2-barrel system. Begin to distribute outside of Michigan (IN, IL, WI).	 1991 Up to 5 full-time employees.	 1992 15-barrel system. First Eccentric Day. Solsun Ale (now Oberon Ale)	 1993 Receive classification as a Microbrewery. Tasting room, The Eccentric Café, opens (the first of its kind in the state of Michigan).	 1996 Beer garden and bandshell added at the Eccentric Café. Surpass 15,000 barrels brewed.
 1997 30-barrel system. Begin partnership with local farmers for spent grain. Two Heated Ale	 2003 50-barrel system. Comstock Brewery opens. Surpass 40,000 barrels brewed. Winter White Ale	 2004 Adopt-a-Highway partnership begins with 2 miles of highway. Lager of the Lakes	 2008 Green roof added to Comstock Brewery. Surpass 100,000 barrels brewed.	 2010 Oarsman Ale Surpass 150,000 barrels brewed.
 2012 Geothermal field installed. 200-barrel brewhouse added during brewery expansion. Bell's Brewery is 100% owned by the Bell family (Larry, Laura & David).	 2014 Bell's cans premiere. Surpass 300,000 barrels brewed.	 2015 Hop field planted over Geothermal field. Waste water treatment facility built. Bell's celebrates 30th anniversary with Funvitational.	 2017 Surpass 525 employees. Adopt 2 miles of the Kalamazoo River Valley Trail. Surpass 450,000 barrels brewed.	 2019 Official American Wheat IPA Bell's Sustainability Initiatives



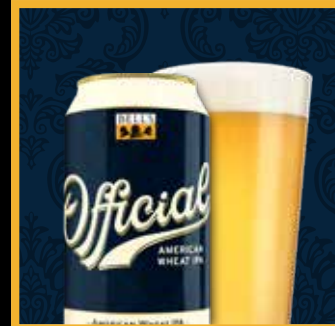
PROGRAMMING GUIDE 2019

Sunshine



NATIONAL SALES FOCUS PROGRAMS

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



FEB - MAR
OFFICIAL LAUNCH
Point of Distribution execution



JUN - JUL
DOUBLE STACK
Off Premise Pick Two:
Two Heated, Oberon, Official



NOV - DEC
TWO HEATED DISPLAY DRIVE
Off Premise



APR - MAY
DOUBLE TAP
On Premise Pick Two:
Two Heated, Oberon, Official



AUG - SEP
SEASONAL POD
Point of distribution execution

Bell's Brewery is
100% Family-Owned and Independent

2019 RELEASE CALENDAR

YEAR - ROUND	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
YEAR - ROUND	Two Heated® Ale American IPA ABV: 7.0% Grapefruit and pine aromas balanced out with medium-bodied malt sweetness Official™ American Wheat IPA ABV: 6.4% Peach, orange and grapefruit hop aromas with a hazy, soft bitterness Amber Ale American Amber Ale ABV: 5.8% Balanced with toasty malt and herbal, citrusy hop aromas Lager of the Lakes™ Bohemian Pilsner ABV: 5.0% Crisp bitterness and herbal hop aromas Oarsman® Ale Kettle Soured Ale ABV: 4.0% Light and tart with bright citrus notes Porter Robust Porter ABV: 5.6% Medium-bodied with mild chocolate and coffee notes Kalamazoo Stout™ American Stout ABV: 6.0% Smooth, full-bodied with dark roasted malts											
YEAR - ROUND	Oberon® Ale American Wheat Ale ABV: 5.8% Medium-bodied with a spicy hop character and mildly fruity aromas. Available year round in Florida and Arizona.											
SEASONAL	Winter White™ Ale		Larry's Latest Flamingo Fruit Fight						Best Brown™ Ale		Winter White™ Ale	
ROTATING SPECIALTY						Smitten™ Golden Rye Ale		Octoberfest™ Beer		Christmas Ale		
SPECIALTY	Hopslam® Ale	Hopsoulution® Ale	Pooltime™ Ale Oberon Ale 5L Leaves of Grass**		Sparkleberry® Ale*	The Oracle™	Special Double Cream Stout	Expedition® Stout Third Coast Old Ale*		Arabicadabra™	Double Two Heated® Cherry Stout*	

*FPO - FOR PLACEMENT ONLY
RELEASE CALENDAR SUBJECT TO CHANGE

*Limited quantities, availability subject to allocation
**7 beer series based on Walt Whitman's "Leaves of Grass" to be released every 2 months for 12 months (7 beers total)