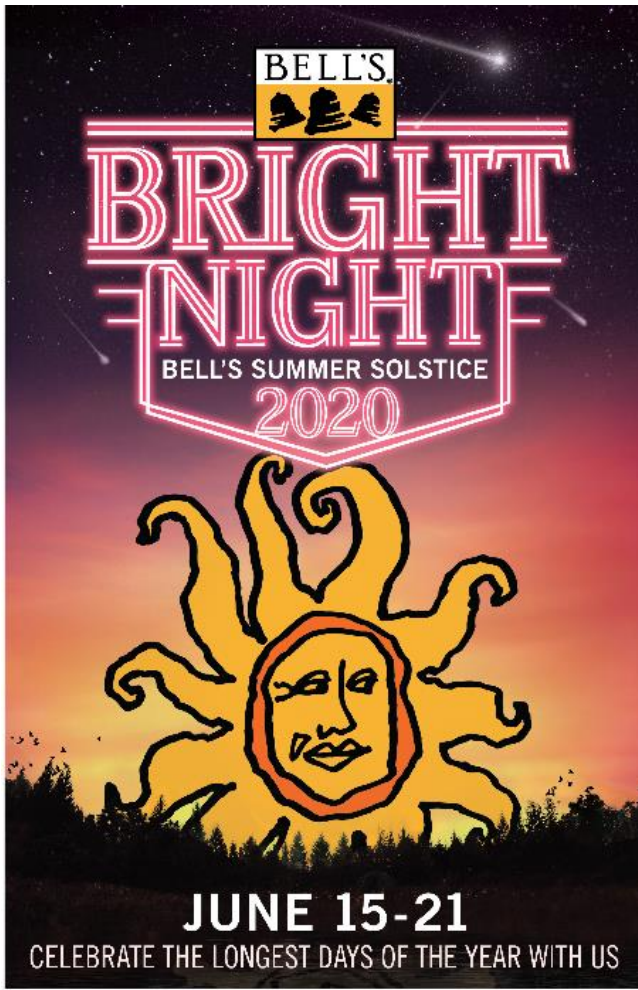




BRIGHT NIGHT



JUNE 15 - JUNE 21

**CELEBRATING SUMMER SOLSTICE,
THE LONGEST DAYS OF THE YEAR**

Join our national celebration of Oberon and the longest days of the year with great beer. Brewery support includes:

- **National web and social media**
 - Promotion on Bellsbeer.com landing page
 - Twitter, Facebook and Instagram posts leading up to and during event
 - Bell's official page co-hosting events
- **Custom Point of Sale**

Potential Tasting Expansions:

- **Pairing competition** (which fruit pairs best with each beer, examples below)
- **Sunset Toast**

SUGGESTED FEATURED BRANDS



Oberon Ale
5.8%
American Wheat Ale
Pair with *Oranges*



Light Hearted Ale
3.7%
Lo-Cal IPA
Pair with *Peaches*



Two Hearted Ale
7%
American IPA
Pair with *Grapefruit*



Official
6.4%
Hazy IPA
Pair with *Mango*



Lager of the Lakes
5%
Bohemian Pilsner
Pair with *Blueberries*