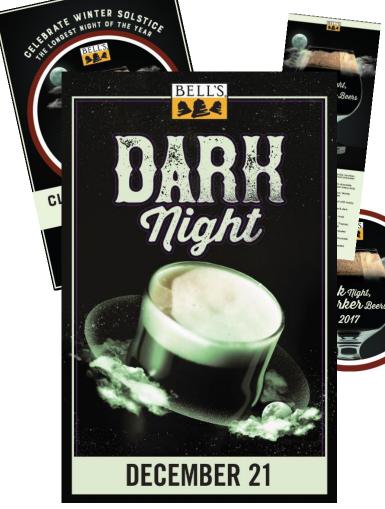


DARK NIGHT 2019

CELEBRATING WINTER SOLSTICE, THE LONGEST NIGHTS OF THE YEAR

MON, DEC 16 - SUN, DEC 22



CREATIVE SUBJECT TO CHANGE

Join our national celebration of the longest nights 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
- Dark Night Untappd Badge
 - Available all week long

• Specialty Point of Sale

- Coasters promoting event
- Customized Tin Tacker
- Special Dark Night branded giveaway items

2018 stats



SALES AT PARTICIPATING ACCOUNTS DURING DEC '18



EVENTS PLANNED NATIONALLY



UNTAPPD BADGE UNLOCKS NATIONALLY



BELLSBEER.COM DARK NIGHT EVENT PAGE VIEWS

Inspired Brewing®