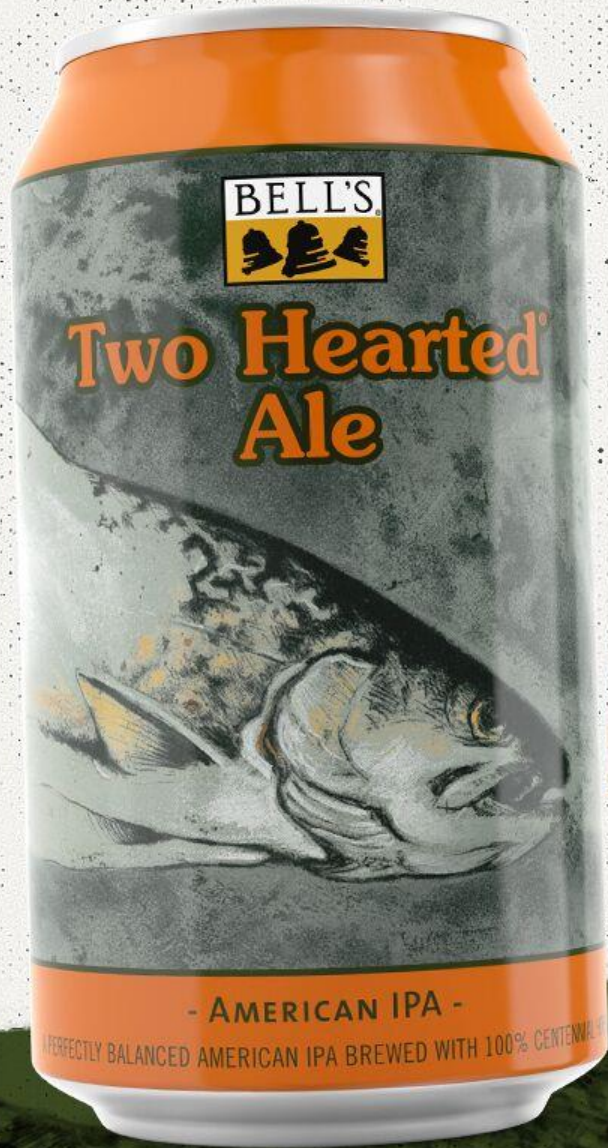




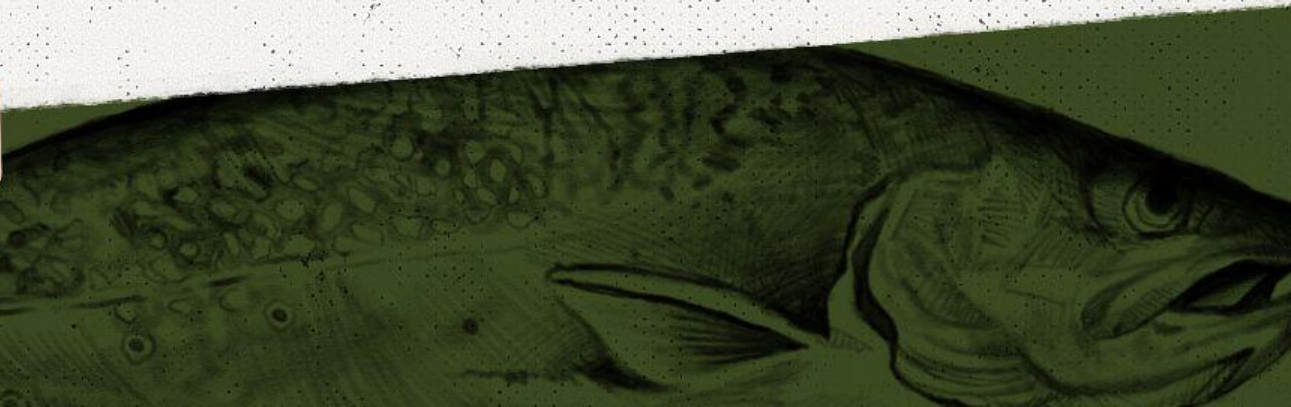
WE'RE NUMBER ONE!

Two Hearted Zymurgy Award

Support Plan 2019



NO. 1 BEER
IN AMERICA
THREE YEARS STRAIGHT



AND BEST



BREWERY

IN THE COUNTRY

TWO HEARTED IS #1 FOR 3 YEARS IN A ROW!

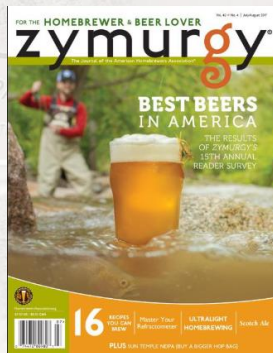


Inspired Brewing®



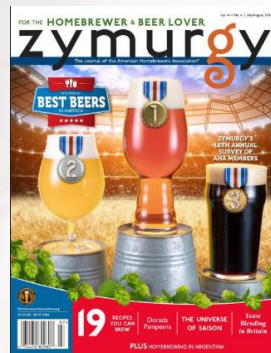
2017

- #1 Beer – Two Hearted Ale
- #5 Beer – Hopslam Ale
- #1 Brewery – Bell's Brewery



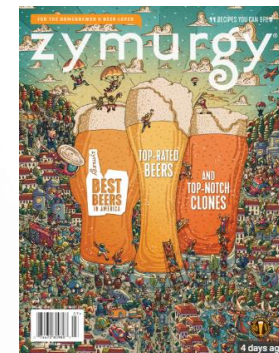
2018

- #1 Beer – Two Hearted Ale
- #4 Beer – Hopslam Ale
- #1 Brewery – Bell's Brewery



2019

- #1 Beer – Two Hearted Ale
- #7T Beer – Hopslam Ale
- #1 Brewery – Bell's Brewery



#1 PACKAGING

Start shipping beginning of September or sooner



Inspired Brewing®



4pk 16oz can (wrap)

6pk 12oz can (wrap)

12pk 12oz cans (wrap) 6pk 12oz bottle (carrier)






OVER
\$200,000
on digital media and billboards



SOCIAL MEDIA AND WEBSITE

Digital campaign began late June, web/email support coming July



BEER STORY TOURS  EVENTS CAFE STORE

BELL'S TWO HEARTED RECOGNIZED AS THE BEST BEER IN AMERICA FOR THIRD YEAR IN A ROW


We (Bell's Brewery) and two of our beers - Two Hearted and Hopslam - were recognized again in this year's Best Beers in America survey from Zymurgy magazine.

Two Hearted was No. 1 in the Top-Ranked Beers category and Bell's in whole was named top brewery.

This is the third consecutive year that Two Hearted has claimed this honor. It came in second to Russian River's Pliny the Elder for seven straight years previously.

Hopslam Ale also placed in the top-ranked beers list tied at No. 7.

Now running in its 17th year, the survey asks members of the American Homebrewers Association (AHA), which publishes Zymurgy, to choose up to five of their favorite commercial beers available for purchase in the U.S.



Bell's Brewery
16 hrs · 🌐

Were in good company – congratulations to Russian River Brewing Company's Pliny The Elder and Sierra Nevada's Pale Ale for being named the 2nd and 3rd best beers in America. Three Cheers to #independentbeer #seekesthesai



Bell's Brewery
June 19 at 10:47 PM · 🌐

Today, Larry Bell had some news to share with us about a special accomplishment you may have heard about... #twohearted



Bell's Brewery
June 19 at 12:25 PM · 🌐

The #1 Beer in America. 3 Years In A Row. Thank you to the homebrewing community for this incredible honor. We are grateful and speechless THANK YOU! Details -> <http://bit.ly/CRpkaiUE>

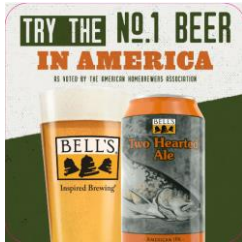


POINT OF SALE AND ASSET SUPPORT

POS in house and ready to order Mid-August



Inspired Brewing®



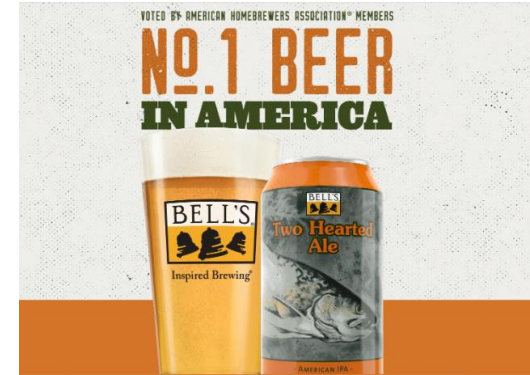
Coaster



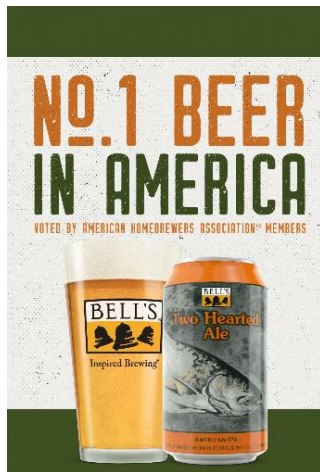
Stickers



Shelf Talker



Case Card



Slip Sheet

Available on the portal



Distributor Banners

1 banner for the office

1 banner for the warehouse

Direct shipping to ASMs mid-July



Tap Handle Dangler



Sell Sheet

Available on the portal



POSTERS

Digital assets available on the portal



Inspired Brewing®

AS VOTED BY THE AMERICAN HOMEBREWERS ASSOCIATION

AN AMERICAN IPA.

**VOTED BEST BEER
IN AMERICA.**



**THREE YEARS
IN A ROW.**



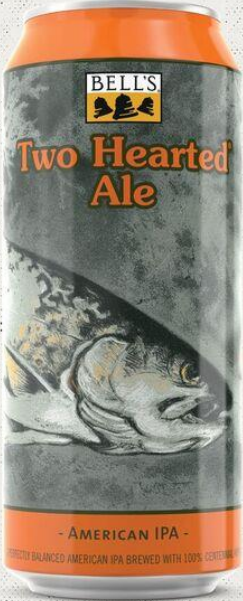
AS VOTED BY THE AMERICAN HOMEBREWERS ASSOCIATION

NO. 1

**BEER IN
AMERICA**



AS VOTED BY THE AMERICAN HOMEBREWERS ASSOCIATION




NO. 1

**BEER IN
AMERICA**

**THREE YEARS
STRAIGHT**

AS VOTED BY THE AMERICAN
HOMEBREWERS ASSOCIATION



TWO HEARTED DAY

National celebration of America's #1 Beer!



Inspired Brewing®



AUGUST 12-18

Join our national celebration of Two Hearted®. On August 15, 1997, our best selling beer made its debut. We are toasting to Two Hearted all week long and invite you to celebrate with us!

- **National web and social media**
 - Promotion on Bellsbeer.com landing page
 - Twitter, Facebook and Instagram posts leading up to and during event
- **Two Hearted® Day Untappd Badge**
 - Available week of event
- **Specialty Point of Sale**
 - Posters, slip sheets, and more!

200+
EVENTS PLANNED
NATIONALLY

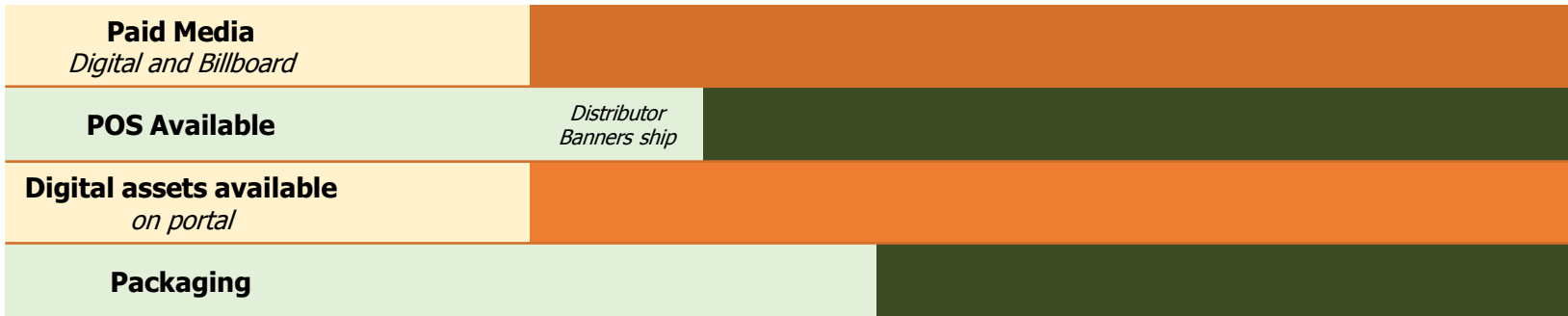
SUPPORT TIMELINE



Inspired Brewing®

June	July	August	September	October	November	December
------	------	--------	-----------	---------	----------	----------

<i>Jun 19</i> Zymurgy Awards Announced	Bellsbeer.com landing page Email blast	<i>Aug 15</i> Two Hearted Day				
---	---	----------------------------------	--	--	--	--



GENERAL TWO HEARTED POS AND ASSET SUPPORT



Inspired Brewing®



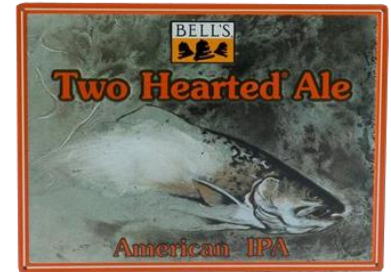
Cornhole boards and bags



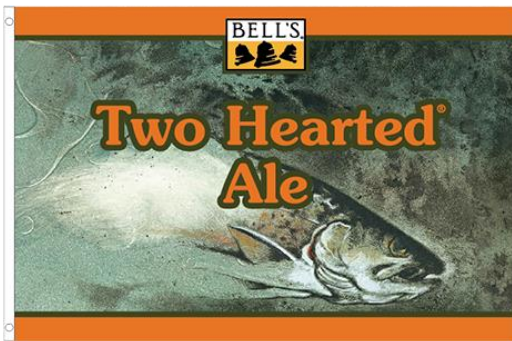
Leon Lighted Sign



Retro Sign



Tin Tacker



Flag



Beach Towel



Patio Umbrella



GENERAL TWO HEARTED POS AND ASSET SUPPORT



Inspired Brewing®



Enamel Pint



Glass Pint



Nalgene Bottle



Dog Collar



Dog Leash



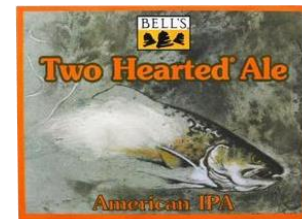
Post card



Case card



Acrylic Magnet



Basic Magnet



GENERAL TWO HEARTED POS AND ASSET SUPPORT



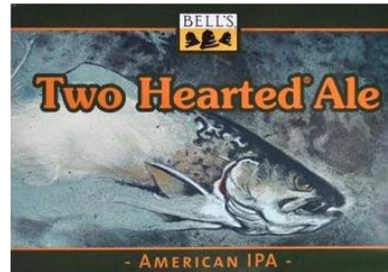
Inspired Brewing®



Coozy – 12oz



Tap Handle and Globe



Sticker



Patch



Bar mat-rail



Bar mat-server



Coaster



Medallion opener



GENERAL TWO HEARTED POS AND ASSET SUPPORT



Inspired Brewing®



Knit Hat



Baseball hat



Trucker Hat



Sunglasses



Hoodie



Zip Up



Cycling Jersey



Hockey Jersey



T-Shirt



Work Shirt

