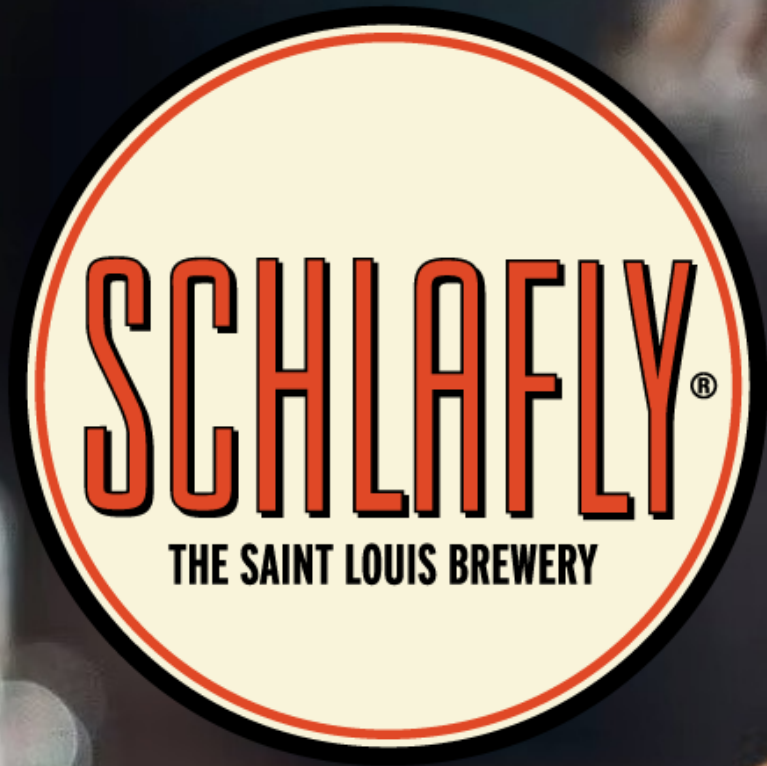


# 2023 BRAND PLAN



STATE OF THE INDUSTRY

POINTS OF INTEREST

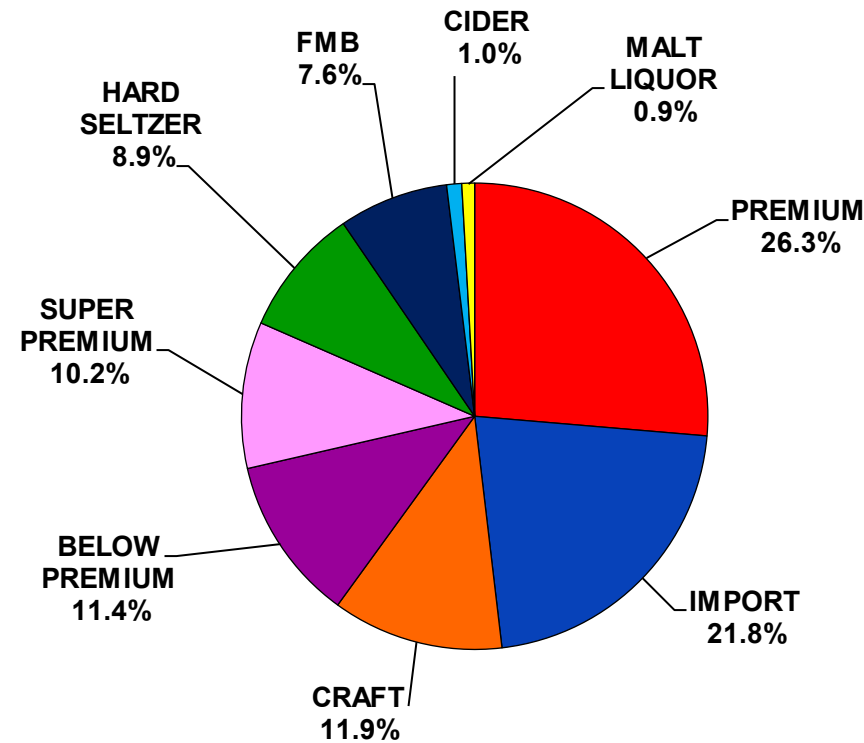
- CRAFT OVERALL IS DOWN 7.6%
- SELTZER IS DOWN 9.1%
- FMB IS UP 6.9%
- RTD IS DOWN 2.4% (NOT EXPECTED TO CONTINUE)

GOOD NEWS

- SCHLAFly IS ONLY DOWN 2%
- NON-ALC SEGMENT IS GROWING - UP 17.5%

Source: Harris Poll 2022, Brewers Association

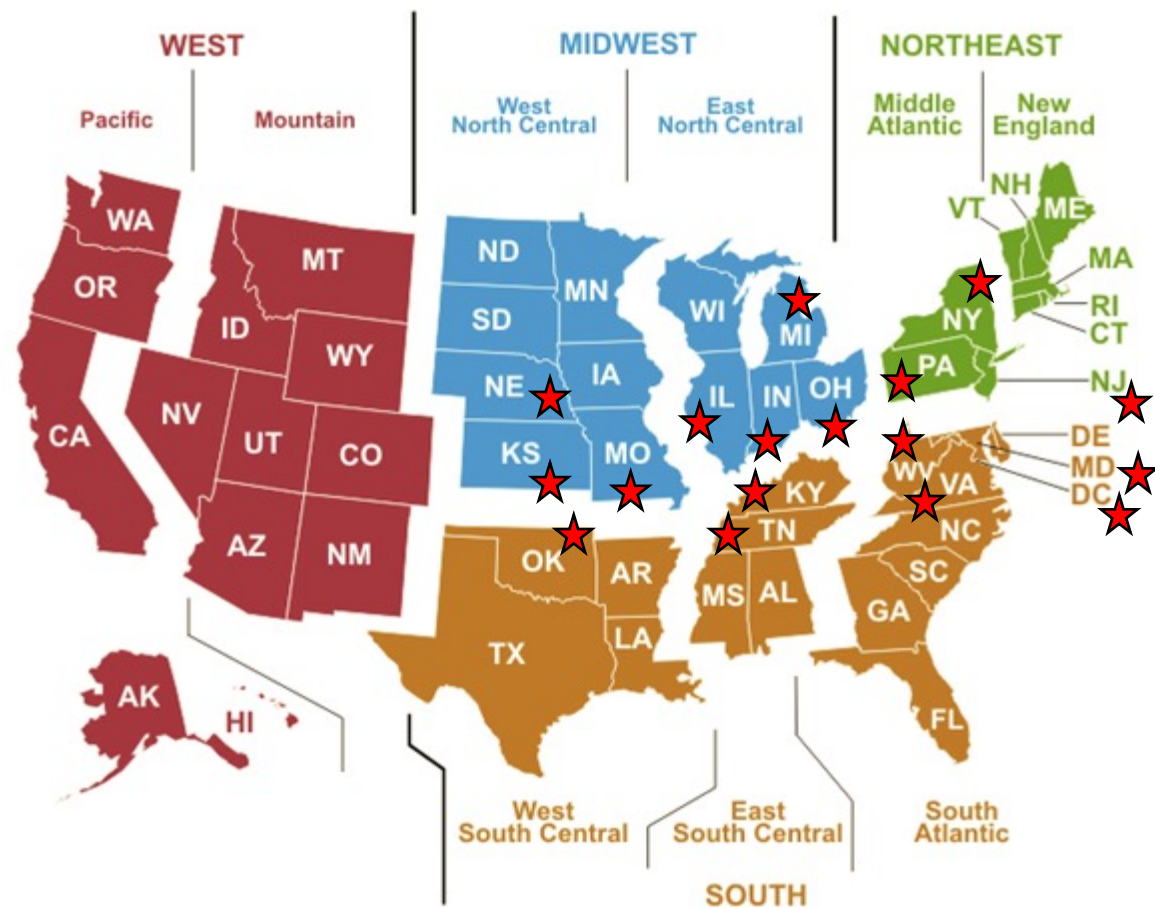
Dollar Share of Total Beer Category



	Dollar Sales	\$ Sales % CYA
BEER/FMB/CIDER	\$20,977,706,906	-1.3%
PREMIUM	\$5,526,802,152	-2.9%
IMPORT	\$4,569,858,764	6.4%
CRAFT	\$2,488,386,537	-7.6%
BELOW PREMIUM	\$2,392,830,522	-4.1%
SUPER PREMIUM	\$2,130,199,364	0.8%
HARD SELTZER	\$1,871,656,533	-9.1%
FMB	\$1,593,928,202	6.9%
CIDER	\$218,664,436	-7.1%
MALT LIQUOR	\$185,380,397	-2.6%
ALCOHOLIC	\$20,821,207,596	-1.5%
NON ALCOHOLIC	\$155,164,963	17.5%
BEYOND BEER	\$2,585,296,708	-4.3%
HARD SELTZER	\$1,871,656,533	-9.1%
HARD TEA	\$379,573,435	22.0%
HARD LEMONADE	\$261,083,998	-3.0%
HARD KOMBUCHA	\$32,810,536	-6.1%
HARD SODA	\$27,716,390	154.7%
HARD COFFEE	\$12,275,509	-25.6%
HARD STILL WATER	\$180,307	-28.0%
NON RTD	\$17,511,868,046	-1.1%
RTD	\$3,465,838,860	-2.4%



# CATEGORY & SEGMENTS - DIVISION DOLLAR SALES TRENDS



LOWER THAN AVERAGE TREND - HIGHLIGHTED BELOW

	Total US Food	South Atlantic Division	East North Central	West South Central	Middle Atlantic Division	West North Central	East South Central
BEER/FMB/CIDER	-2.0%	1.8%	-6.2%	1.9%	-5.6%	-6.0%	2.1%
PREMIUM	0.8%	2.7%	-1.7%	4.0%	-0.2%	-4.3%	2.1%
CRAFT	-6.5%	-1.4%	-10.6%	-7.4%	-8.6%	-11.7%	-2.9%
IMPORT	1.8%	6.2%	-2.5%	4.5%	-2.4%	-3.2%	3.0%
HARD SELTZER	-10.8%	-6.5%	-17.3%	-2.3%	-14.6%	-15.9%	2.1%
SUPER PREMIUM	0.3%	3.3%	-4.2%	3.6%	-4.7%	-7.6%	-0.2%
BELOW PREMIUM	-0.3%	2.8%	-0.5%	-1.5%	-0.8%	-0.7%	-0.1%
FMB	5.6%	10.2%	-2.6%	16.6%	-1.7%	1.6%	25.1%
CIDER	-6.2%	-4.1%	-11.6%	-8.8%	-8.0%	-11.3%	-0.9%
MALT LIQUOR	-2.0%	-0.6%	-0.9%	-0.6%	10.7%	0.2%	-2.0%
ALCOHOLIC	-2.3%	1.4%	-6.5%	1.7%	-6.0%	-6.1%	1.9%
NON ALCOHOLIC	23.3%	28.4%	17.0%	23.7%	24.9%	4.9%	20.2%

Source: Harris Poll 2022, Brewers Association



TOP CRAFT BRANDS - DOLLARS

Source: Harris Poll 2022, Brewers Association

BLUE MOON BLGN WHITE ALE	\$132,771				
NEW BELGIUM VODOO RGR IMP IPA	\$66,091				
SIERRA NEVADA HZY LTL THNG IPA	\$49,719				
SIERRA NEVADA PALE ALE	\$48,082				
LAGUNITAS IPA	\$42,462				
LEINENKUGEL'S SEASONAL SHANDY	\$41,280				
SHINER BOCK	\$39,998				
SAMUEL ADAMS SEASONAL	\$33,826				
ELYSIAN SPACE DUST IPA	\$33,803				
FIRESTONE 805	\$32,886				
FOUNDERS ALL DAY SESSION IPA	\$32,033				
SAMUEL ADAMS BOSTON LGR	\$27,164				
NEW BELGIUM FAT TIRE AMBR ALE	\$25,414				
BELL'S TWO HEARTED AMCN IPA	\$24,862				
BLUE MOON LIGHT SKY CITRUS ALE	\$24,166				
KONA BIG WAVE GOLDEN ALE	\$22,875				
LAGUNITAS LITTLE SUMPIN SUMPIN	\$21,962				
CIGAR CITY JAI ALAI IPA	\$19,638				
NEW BELGIUM VODOO RGR JUCY HZ	\$19,341				
NEW BELGIUM VODOO RGR JC FRCE	\$17,631				
NEW BELGIUM VODOO RGR IPA	\$17,197				
GOOSE ISLAND IPA	\$15,846				
SIERRA NEVADA TORPEDO XTRA IPA	\$15,651				
MULTIPLE VALUE	\$15,307				
NEW BELGIUM VODOO RGR HPY PCK	\$14,354				

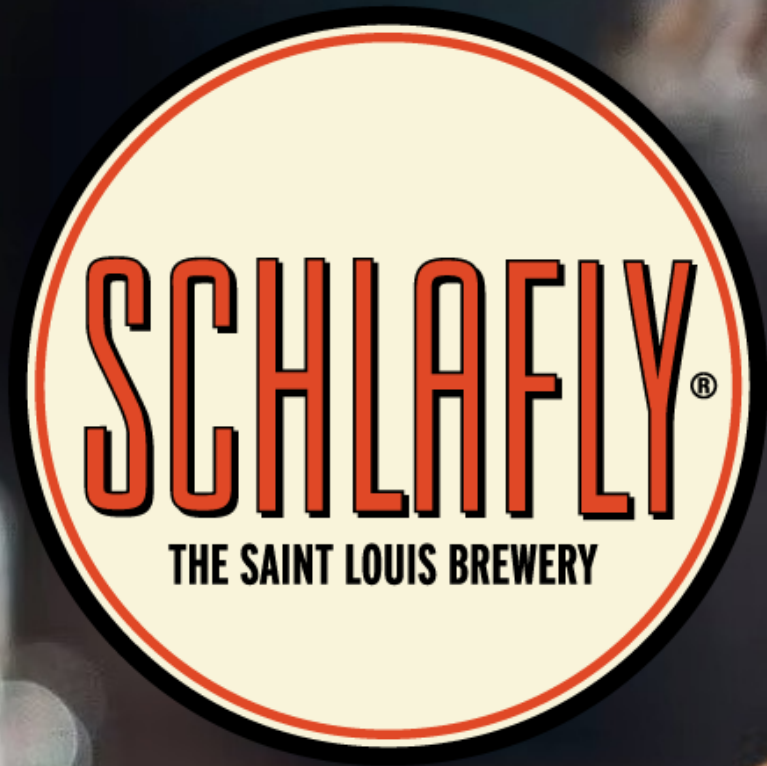
Dollar % CYA	EQ Volume Sales	EQ Vol % CYA	Wghtd Dist	Wghtd Dist CYA
-2.3%	3,775,717	-5.6%	75.8	-1.5
21.7%	1,569,113	15.9%	55.6	6.0
1.6%	1,209,717	-3.5%	44.9	-0.3
-10.9%	1,280,390	-14.6%	42.4	-4.3
-13.4%	1,097,343	-17.3%	42.6	-3.6
-12.5%	1,195,682	-16.4%	32.3	-2.0
-7.9%	1,146,652	-11.0%	32.2	-1.4
-9.7%	908,727	-13.2%	36.7	-1.9
-2.9%	780,267	-5.9%	36.2	-2.5
-4.8%	910,856	-8.9%	17.7	-0.7
-13.6%	1,076,842	-16.5%	33.3	-3.6
-12.2%	751,397	-15.3%	36.0	-3.8
-15.5%	666,493	-19.2%	37.1	-4.7
-9.8%	606,588	-10.8%	22.8	-1.9
-14.2%	681,008	-18.1%	36.4	-3.4
2.9%	644,286	-0.9%	34.9	0.7
-5.1%	549,006	-7.7%	28.4	-1.8
-4.0%	442,995	-8.8%	19.7	-1.9
21.6%	448,474	18.4%	33.7	2.8
CNM	387,427	CNM	23.7	23.7
-12.0%	438,426	-16.8%	29.4	-4.0
-18.5%	504,198	-20.3%	26.3	-5.3
-19.3%	426,634	-22.5%	24.7	-4.3
-24.9%	416,277	-22.7%	6.3	-1.2
19.7%	393,801	15.5%	23.5	4.2

TOP PACKAGE FORMATS - DOLLARS

Source: Harris Poll 2022, Brewers Association

CAN 12PK 12OZ	\$4,131,082				
BOTTLE 12PK 12OZ	\$2,199,117				
CAN 1PK 24/25OZ	\$1,945,067				
BOTTLE 6PK 12OZ	\$1,702,931				
CAN 24PK 12OZ	\$1,545,118				
CAN 30PK 12OZ	\$1,139,802				
CAN 6PK 12OZ	\$1,061,962				
CAN 18PK 12OZ	\$947,459				
CAN 6PK 16OZ	\$555,403				
BOTTLE 24PK 12OZ	\$542,231				
CAN 4PK 16OZ	\$496,964				
CAN 15PK 12OZ	\$480,132				
BOTTLE 6PK 11.2OZ	\$386,898				
BOTTLE 18PK 12OZ	\$378,074				
CAN 3PK 24/25OZ	\$306,544				
CAN 1PK 16OZ	\$273,910				
CAN 1PK 19.2OZ	\$221,333				
BOTTLE 12PK 11.2OZ	\$180,009				
CAN 12PK 16OZ	\$160,495				
BOTTLE 1PK 32OZ	\$156,528				
BOTTLE 15PK 16OZ	\$143,973				
BOTTLE 24PK 7OZ	\$126,874				
CAN 8PK 16OZ	\$123,773				
BOTTLE 1PK 16OZ	\$120,552				
BOTTLE 12PK 16OZ	\$115,003				

Dollar % CYA	EQ Volume Sales	EQ Vol % CYA	Wghtd Dist	Wghtd Dist CYA	\$ Share of Beer	Share CYA
3.2%	135,117,272	-2.2%	99.8	0.0	19.7	0.9
-4.7%	70,716,369	-8.9%	99.2	0.0	10.5	-0.4
5.4%	62,888,901	-1.7%	93.9	0.0	9.3	0.6
-10.1%	43,306,476	-13.6%	97.9	-0.1	8.1	-0.8
2.2%	74,020,874	-3.0%	79.5	0.9	7.4	0.3
-3.2%	67,589,194	-7.4%	59.2	-1.6	5.4	-0.1
-7.1%	26,282,223	-10.9%	91.0	-1.3	5.1	-0.3
1.8%	39,522,662	-4.4%	90.0	0.0	4.5	0.1
-3.5%	26,222,214	-9.8%	83.3	-0.9	2.6	-0.1
6.5%	22,621,926	4.4%	47.1	1.2	2.6	0.2
-3.4%	15,813,746	-7.4%	78.5	-1.5	2.4	-0.1
-4.1%	25,720,614	-10.5%	81.8	-1.7	2.3	-0.1
-4.5%	9,026,206	-8.5%	89.6	-0.5	1.8	-0.1
-17.2%	13,448,408	-21.7%	72.5	-3.7	1.8	-0.3
6.7%	11,254,956	1.4%	29.5	0.2	1.5	0.1
4.2%	7,072,828	-1.0%	74.1	2.2	1.3	0.1
25.7%	4,872,899	18.2%	77.4	0.4	1.1	0.2
-8.9%	5,210,431	-14.5%	60.4	-2.1	0.9	-0.1
5.4%	7,830,456	1.4%	33.3	-0.2	0.8	0.0
18.8%	4,769,197	8.0%	48.7	-0.6	0.7	0.1
7.1%	6,856,309	2.2%	50.0	1.6	0.7	0.1
-14.7%	3,191,691	-17.9%	38.9	-2.3	0.6	-0.1
27.6%	5,647,914	22.5%	45.2	2.0	0.6	0.1
8.3%	4,449,020	3.9%	36.6	-1.0	0.6	0.1
-5.7%	4,664,839	-10.2%	52.8	-0.3	0.5	0.0



BRAND POSITIONING

- SCHLAFLY BEER CHALLENGED THE CONVENTIONAL WISDOM AND INFLEXIBLE BUREAUCRACY IN A TIGHTLY REGULATED INDUSTRY
- WE QUESTIONED THE STATUS QUO, CUT THROUGH RED TAPE AND DEFIED THE OLD BEER ORDER - CREATING A MOVEMENT THAT INSPIRED CHANGE
- SCHLAFLY BEER DEMANDED NEW WAYS OF THINKING AND BUILT THE ST. LOUIS CRAFT CROWDS





## 30 YEARS LATER...

### POSITIVE TAKE-AWAYS

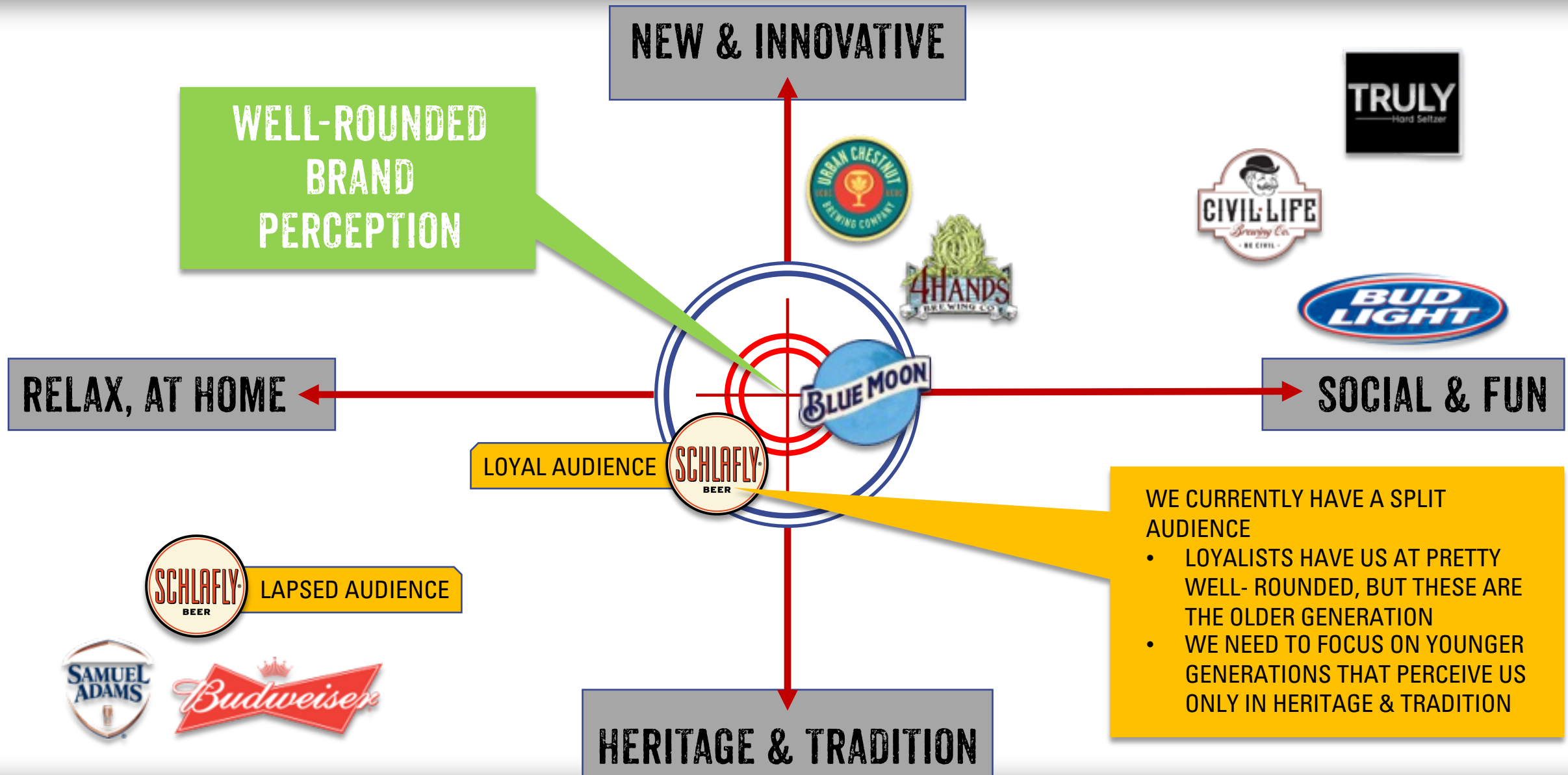
- COMFORTABLE
- CONSISTENT
- EXPERIENCED
- QUALITY
- FAMILY-OWNED
- GREATEST VARIETY IN BEER STYLES LOCALLY
- GOOD FOOD
- EVENTS
- NOT GOING ANYWHERE

### ROOM FOR IMPROVEMENT

- STODGY, OLD, GRANDPA-ESQUE
- NOT HIP – PASSED OVER BY YOUNGER AUDIENCES
- KIND OF QUIET
- DOESN'T STAND OUT
- TOO CONSERVATIVE
- DON'T SEE OR CAN'T RECALL ON CROWDED BEER SHELVES
- TRADITIONAL ST. LOUIS
- FALL – FOCUSED
- A BIT "TIRED"

# PERCEPTUAL MAP

# SCHLAFLY BEER



## PIONEERING SPIRIT

### CRAFT BEER LEGENDS

FOR 30 YEARS. SCHLAFLY HAS BEEN BRINGING PEOPLE TOGETHER THROUGH OUR INNOVATIVE, BEST-IN-QUALITY & FLAVOR CRAFT BEERS AND LOCAL EXPERIENCES.

## EMBRACE WHAT IS WORKING

### THE GOOD STUFF

EXPERIENCES, BEER VARIETIES, SEASONALS, QUALITY, CONSISTENCY

## STAY TRUE TO OUR ROOTS

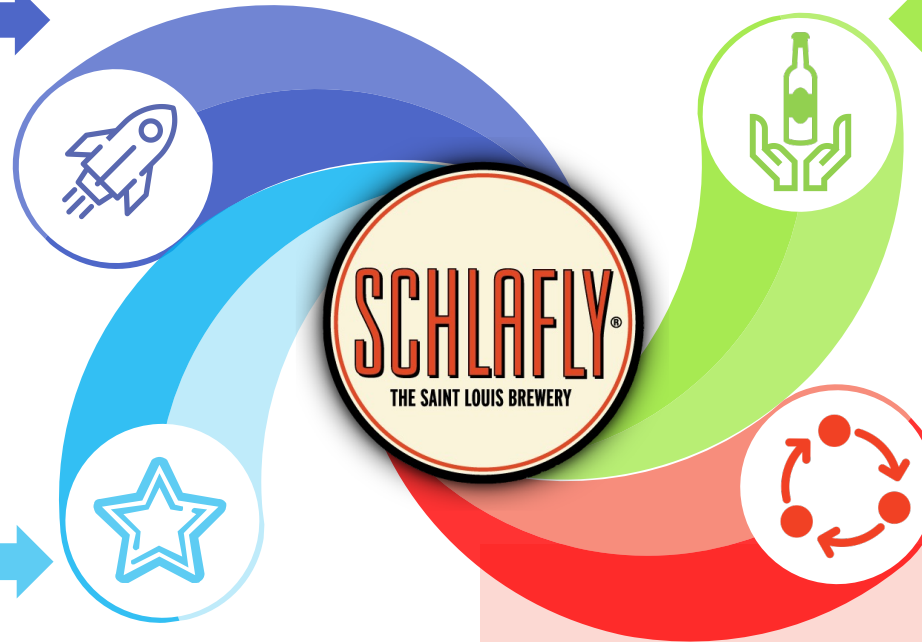
### BEER QUALITY & VARIETY PLUS COMMITMENT TO OUR COMMUNITIES

OUR BREWERS TAKE CRAFT SERIOUSLY, WITH ONE THING IN MIND...CREATING THE PERFECT PINT. 30 YEARS OF PROVEN FLAVOR.

## CHANGE WHAT ISN'T WORKING

### ADAPT TO THE EVOLVING CRAFT CONSUMER

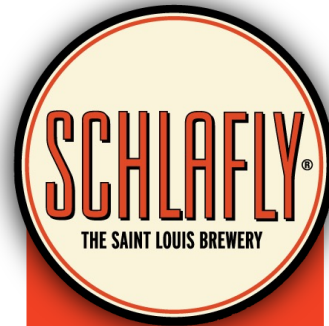
MORE FUN, CREATE MORE EXPERIENCE OPPORTUNITIES, REESTABLISH INDUSTRY AUTHORITY, NEW MESSAGING TO NEW AUDIENCES, BUILD BRAND AWARENESS & LOYALTY



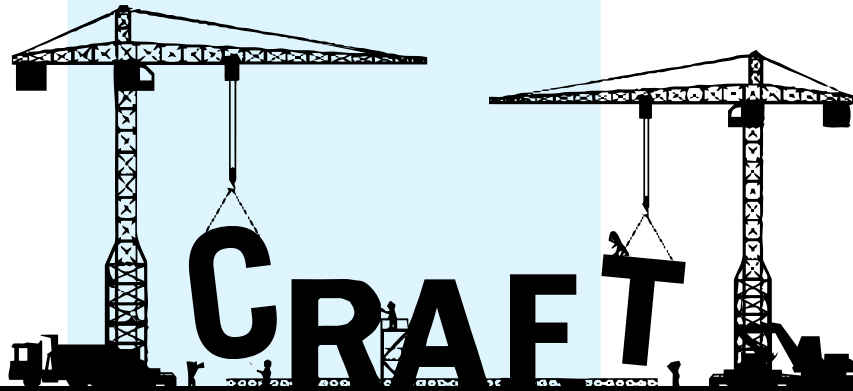


## THE 3 SECOND PITCH

**“SCHLAFLY  
BUILT CRAFT IN  
AMERICA’S  
BEER CAPITAL.”**



**ELEVATOR  
PITCH**

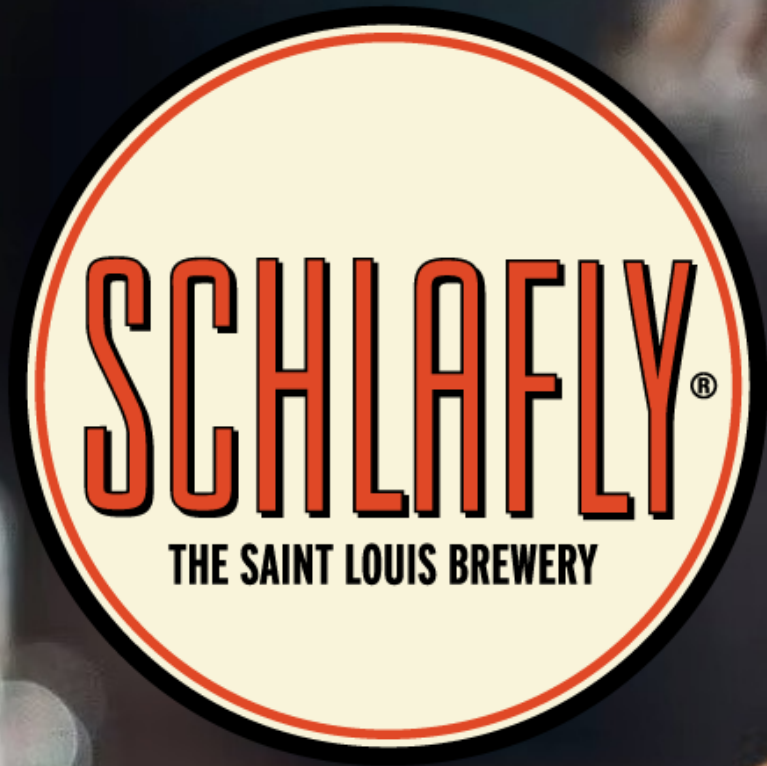


## THE 30 SECOND PITCH

**“SCHLAFLY CHALLENGED  
AND REDEFINED THE STATUS  
QUO BY CREATING THE  
CRAFT BEER MOVEMENT IN  
AMERICA’S BEER CAPITAL.  
WE ARE COMMITTED TO OUR  
LEGACY OF AUTHENTIC,  
HIGH-QUALITY TRADITIONAL  
CRAFT BEER.”**

## 2023 FOCUS

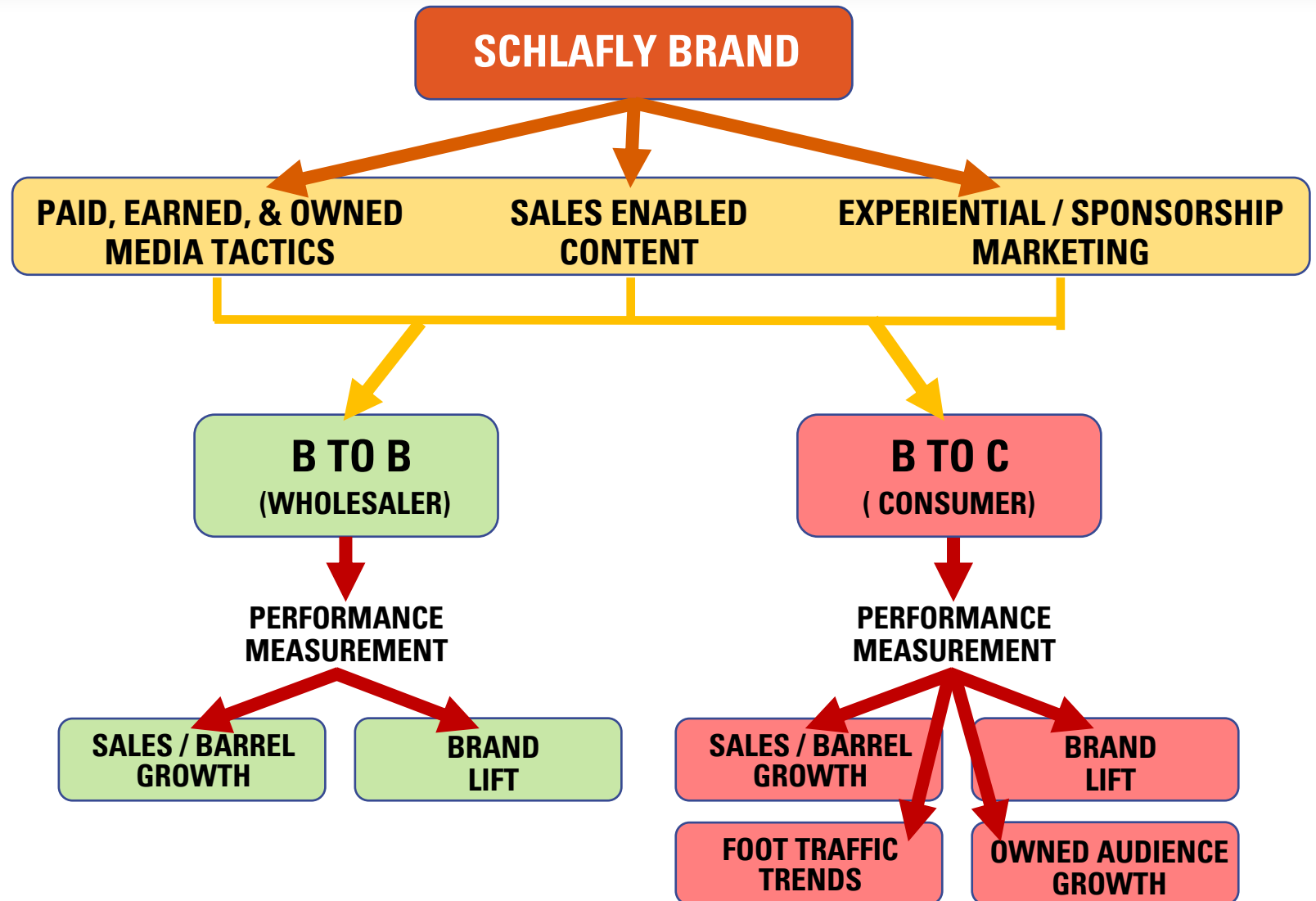
- BEER
  - AUTHENTIC STYLES
  - QUALITY COMMITTED
  - DIVERSE COLLECTION - PERFECT FOR ANY PALATE
  - TRADITIONAL
  - MODERN APPROACH
- BRAND
  - NO FILLER - WE CALL IT WHAT IT IS
  - APPROACHABLE
  - EASILY NAVIGATED
  - ORIGINAL & ESTABLISHED
  - BUILT IN THE LAND OF MACRO-BREW LIGHT LAGERS



MARKETING



- REDEFINE SCHLAFLY
- CREATE OUR STORY
- ESTABLISH/EXPAND INDUSTRY AUTHORITY
- INCREASE BRAND AWARENESS
- GENERATE HIGH-QUALITY LEADS
- INCREASE TRAFFIC & GROW OWNED AUDIENCE
- INCREASE CUSTOMER LOYALTY/VALUE
- BOOST BRAND ENGAGEMENT
- INCREASE REVENUE





# THE NEXT TOP SCHLAFLY INFLUENCERS

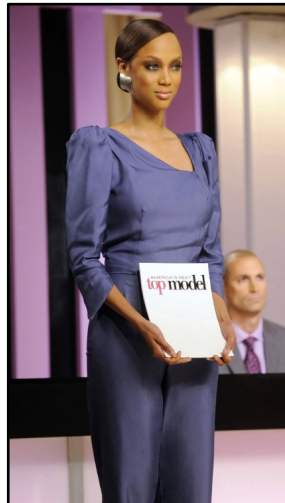
SCHLAFLY® BEER

## WHO WE NEED

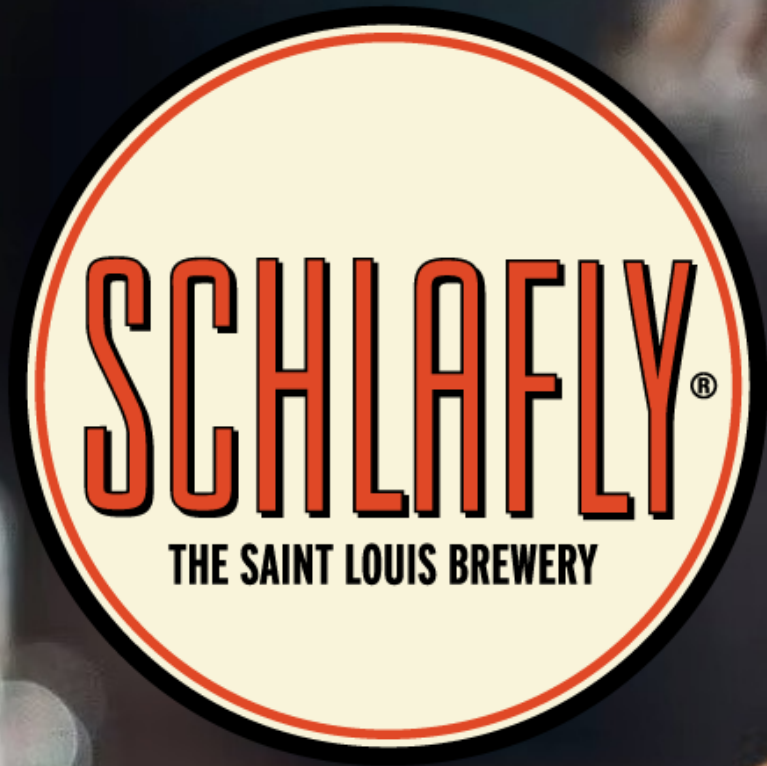
- YOUNG MILLENNIALS
- SOME BEER PROFICIENCY
- HAVE THEIR OWN FOLLOWING (INFLUENCER)
- BOTH LOCAL & REMOTE MARKETS
- SEMI-SEASONED PROFESSIONAL
- CAMERA COMFORTABLE

## WHY?

- CONNECT WITH YOUNGER AUDIENCE (GEN Z)
- CREATES APPROACHABLE CHANNEL OF ENGAGEMENT
- GIVES "FACE" TO THE BRAND AND HELPS BUILD A RECOGNIZABLE RELATIONSHIP



	Born	Ages
Gen Z	1997 – 2012	10 – 25
Millennials	1981 – 1996	26 – 41
Gen X	1965 – 1980	42 – 57
Boomers II*	1955 – 1964	58 – 67



# CONSUMER STATISTICS



# BREW PUB CONSUMERS

BASED ON AUG 2021 THROUGH AUG 2022 (HIGHLAND SQUARE ONLY 8 MONTHS)

# SCHLAFLY BEER



**92 MINUTES**  
AVERAGE  
DWELL TIME

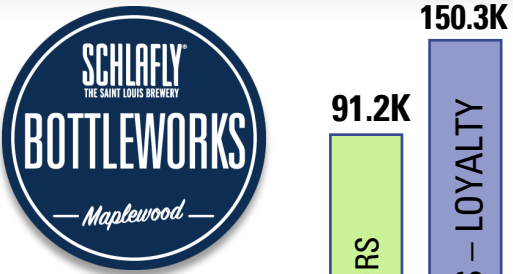


**67.19%**  
ARE TRAVELING  
TO THE PUB  
WITHIN A **30**  
MILE RADIUS

WHITE: 84.9%  
BLACK: 7.9%  
HISPANIC: 4.2%  
ASIAN: 3.0%

AVERAGE AGE

**38**



**97 MINUTES**  
AVERAGE  
DWELL TIME

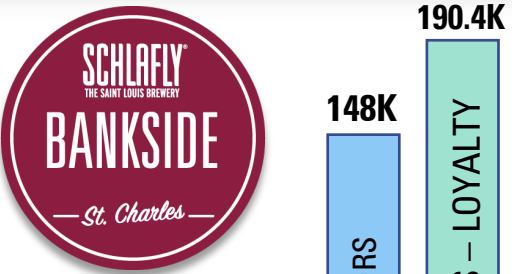


**81.68%**  
ARE TRAVELING  
TO THE PUB  
WITHIN A **30**  
MILE RADIUS

WHITE: 85.2%  
BLACK: 7.9%  
HISPANIC: 3.6%  
ASIAN: 3.3%

AVERAGE AGE

**39**



**85 MINUTES**  
AVERAGE  
DWELL TIME

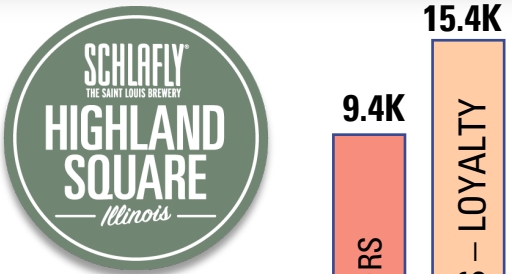


**66.04%**  
ARE TRAVELING  
TO THE PUB  
WITHIN A **30**  
MILE RADIUS

WHITE: 88.4%  
BLACK: 5.5%  
HISPANIC: 3.6%  
ASIAN: 2.6%

AVERAGE AGE

**38**



**87 MINUTES**  
AVERAGE  
DWELL TIME



**87.48%**  
ARE TRAVELING  
TO THE PUB  
WITHIN A **30**  
MILE RADIUS

WHITE: 94%  
BLACK: 2.2%  
HISPANIC: 3.0%  
ASIAN: .80%

AVERAGE AGE

**44**

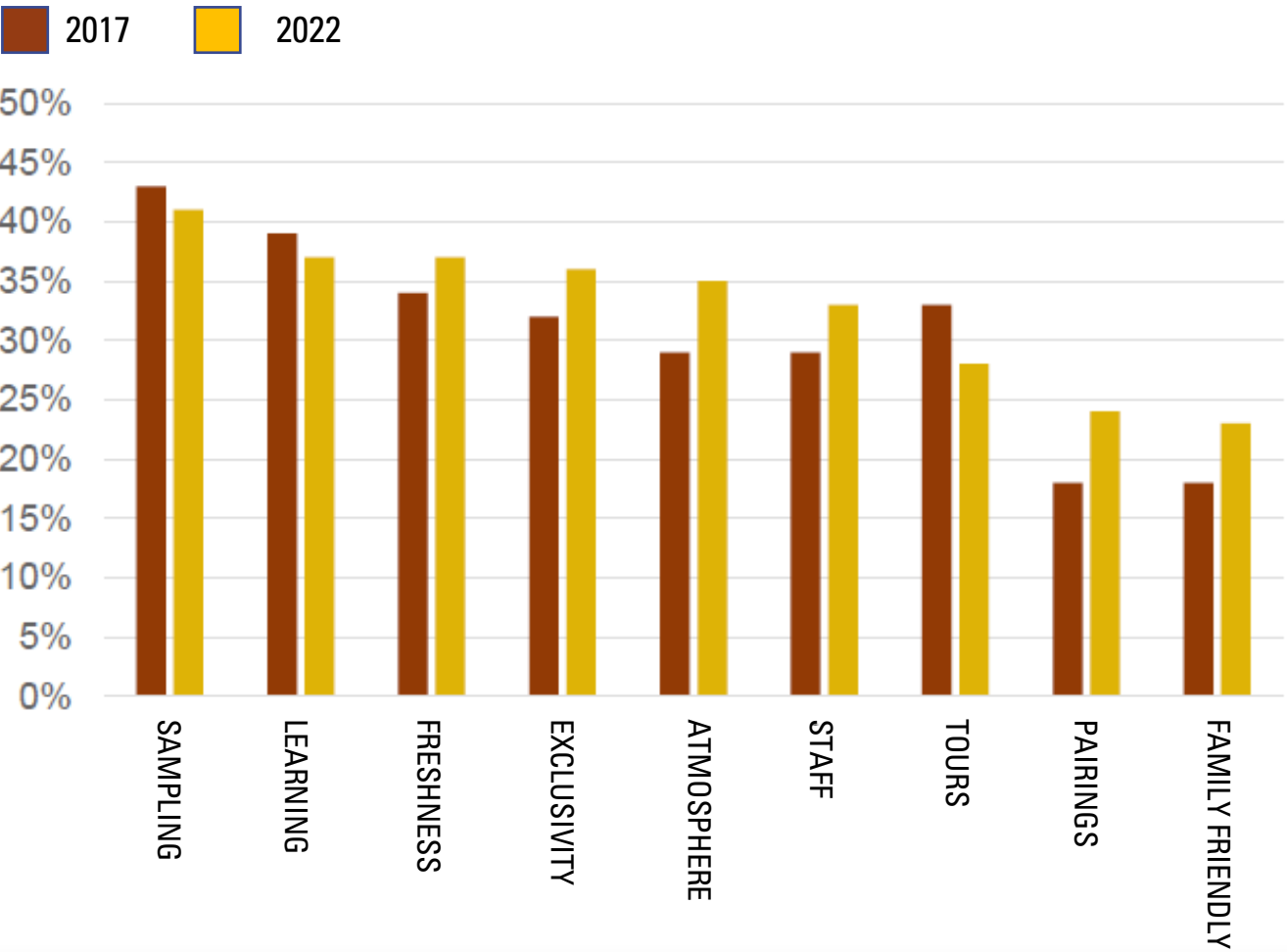


## 5 YEAR DIFFERENCE

- CATEGORIES THAT HAVE BECOME MORE IMPORTANT IN 2022 THAN THEY WERE BACK IN 2017
- FRESHNESS  
UP 3%
- EXCLUSIVITY  
UP 4%
- ATMOSPHERE  
UP 7%
- STAFF  
UP 5%
- PAIRINGS  
UP 6%
- FAMILY FRIENDLY  
UP 5%

## TOP REASONS CONSUMERS VISIT BREWERIES

Source: Harris Poll 2022, Brewers Association



## IMPORTANT NOTES



OF VISITORS  
PURCHASE MORE OF  
A BEER BRAND AFTER  
VISING THE BREWERY



YEAR OLDS HAVE  
THE HIGHEST  
FOLLOW UP  
PURCHASE RATE  
AFTER A VISIT

DRINKER PROFILES

NEWBIE

- NEED ATTENTION BUT ARE MOST IMPRESSIONABLE.
- 98% LIKELY TO RETURN OR RECOMMEND WITH HIGH ENGAGEMENT ON 1ST VISIT.

SOCIAL

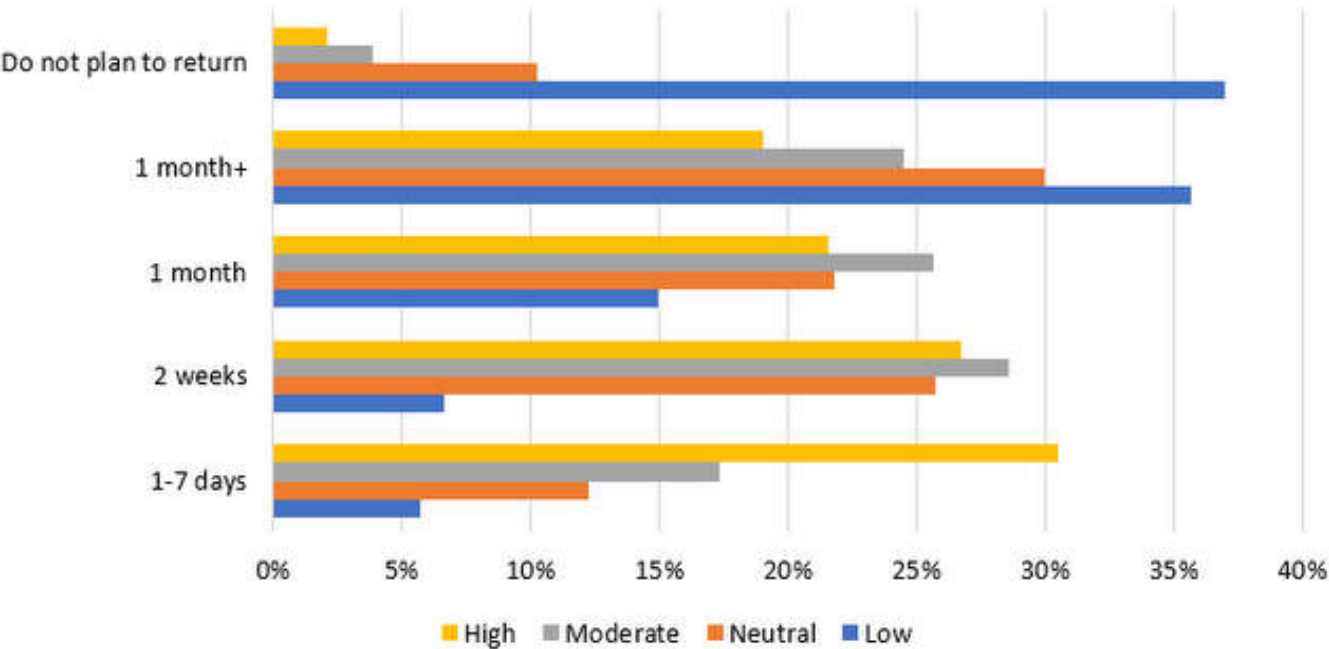
- HAVE KNOWLEDGE OF CRAFT AND JUMP AROUND BRANDS
- PERFECT CANDIDATES FOR LOYALTY PROGRAMS

NERD

- KNOW CRAFT & LOVE MANY DETAILS
- PERFECT CANDIDATE FOR PACKAGED BEER & MERCH SALES

ENGAGEMENT LEVEL IN CORRELATION WITH RETURN FREQUENCY

Source: Secret Shopper, Craft Brewing Business



31%

MORE LIKELY TO RETURN  
IN 1-7 DAYS WITH HIGH  
ENGAGEMENT

28%

MORE LIKELY TO RETURN  
IN 2 WEEKS WITH  
MODERATE ENGAGEMENT

37%

MORE LIKELY NOT TO  
RETURN AT ALL WITH  
LOW ENGAGEMENT

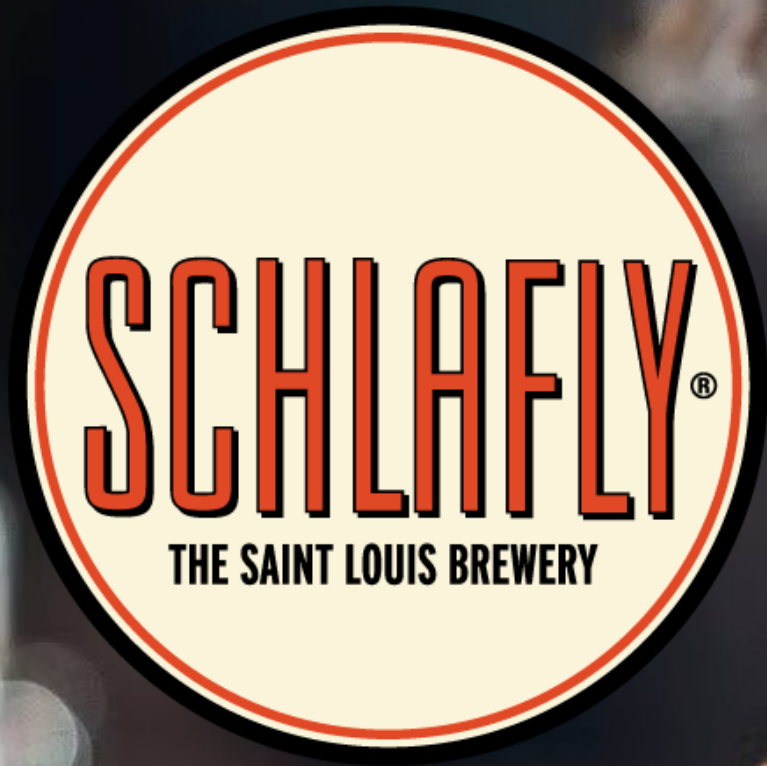
IMPORTANT NOTES



OF THE TIME DO  
CUSTOMERS GET  
ASKED IF THEY'D LIKE  
ANY BEER TO GO!



WILL BE TOLD ABOUT  
THEIR POSITIVE  
EXPERIENCE FROM  
MILLENNIALS!



CONSUMER EDUCATION

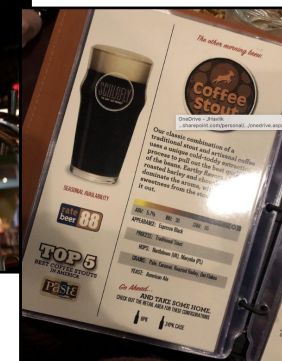


# AN EDUCATED CONSUMER IS A LOYAL CONSUMER

SCHLAFLY® BEER

## WHY EDUCATION?

- PROMOTES DIFFERENCES BETWEEN BEERS WHICH IS A PROFITABLE COMMODITY
  - IT STOPS CONSUMER CONDITION TO REACH FOR MACRO-PRODUCED LAGERS
- REALIZATION THAT BEER ENCOMPASSES MANY STYLES & FLAVORS
  - OFFERINGS CAN PLEASE MANY DIFFERENT PALATES
  - STOPS CONSUMER CONDITION THAT BEER IS JUST BEER.
- FOSTERS SENSE OF BEER APPRECIATION
  - TURNS INTO VALUE
  - TURNS INTO HIGHER SPENDS
  - TURNS INTO LOYALTY

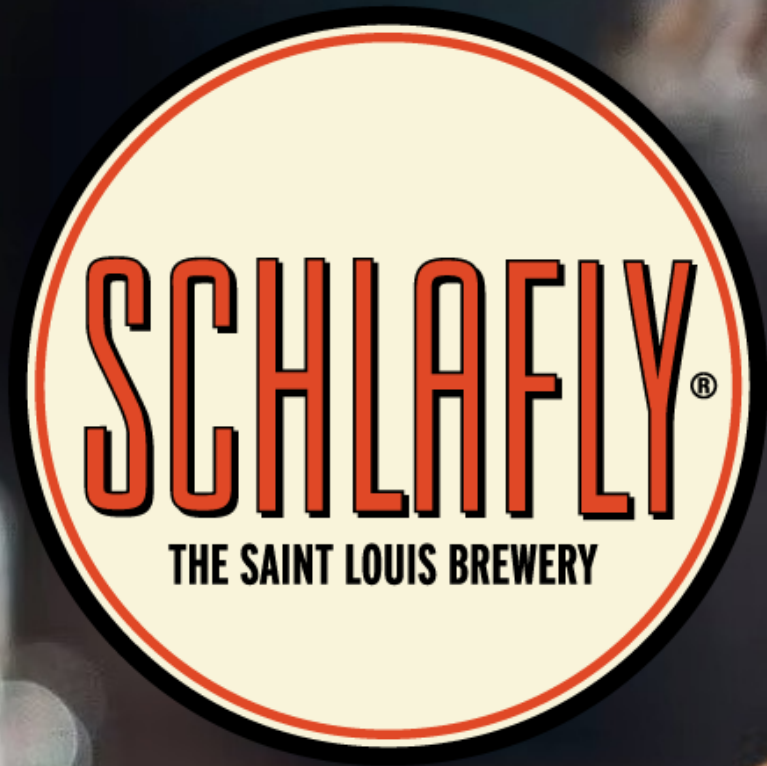


**POSITION SCHLAFLY AS  
THE LEADING CRAFT  
BREWERY FOR ENTRY  
INTO THE CRAFT WORLD**



## HOW WE EDUCATE

- BEER MENU BOOKS & DIGITAL APPS DISTINGUISHING ALL ATTRIBUTES OF A STYLE
- RETAIL SIGNAGE INCLUDING KEY ATTRIBUTES, SENSORY DESCRIPTIONS AND FOOD PAIRINGS
- TOURS & BEER SCHOOLS - THE CHANCE FOR DIRECT ENGAGEMENT
- BEER DINNERS, TASTINGS, & FESTIVALS
- BREWPUB STAFF
- ARTWORK AND SIGNAGE IN BREWPUB AND IN MARKET
- NEWS ARTICLES, PUBLIC RELATIONS & ADVERTISING



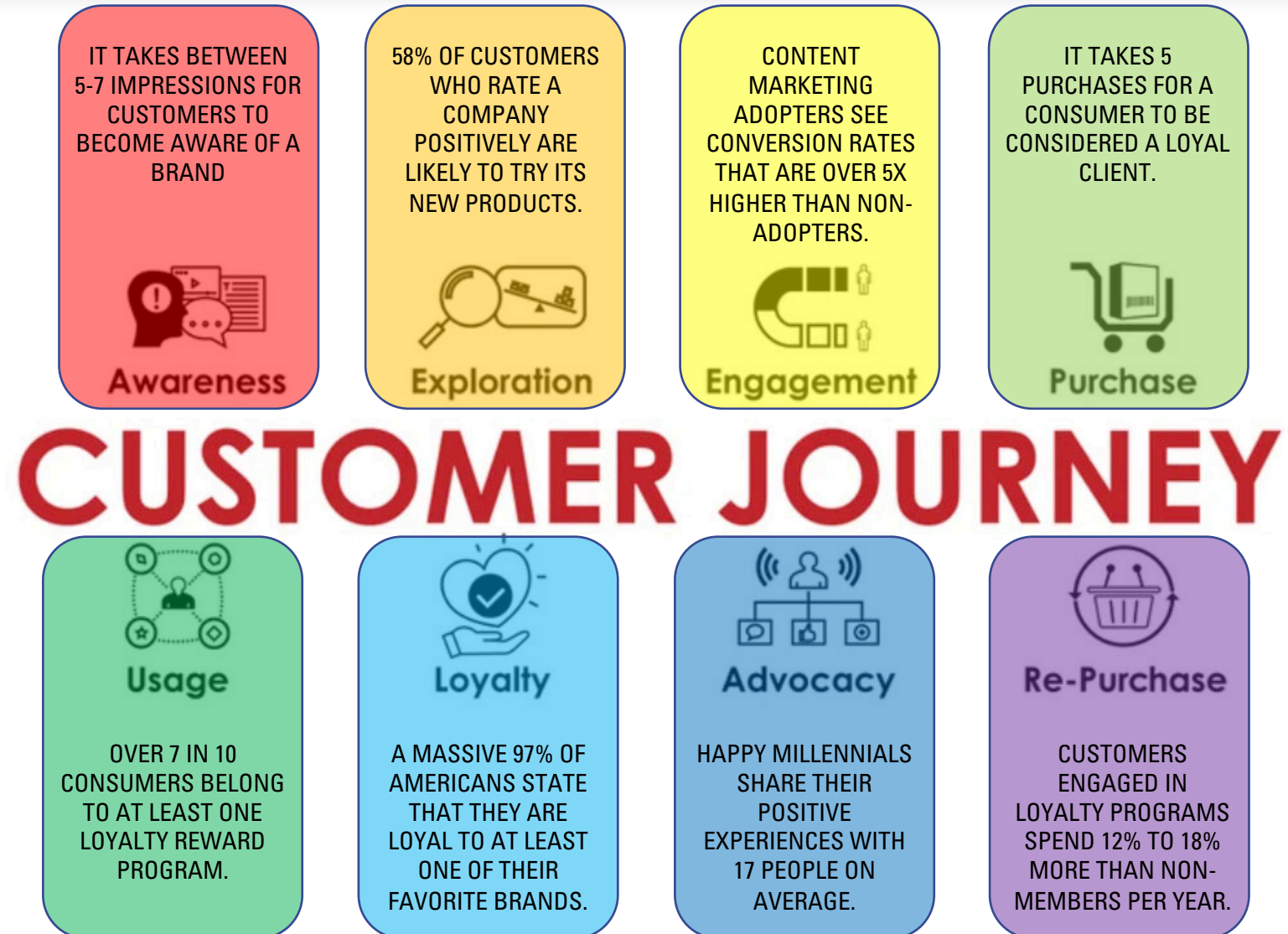
CONSUMER LOYALTY



## WHY BUILD LOYALTY?

- IN RESTAURANT & RETAIL ESTABLISHMENTS, 65% OF REVENUE TYPICALLY COMES FROM RETURNING CUSTOMERS.
- COMPANIES THAT MONITOR LOYALTY HAVE SIZEABLE ADVANTAGE OVER COMPETITORS
- COMPANIES GENERALLY ACQUIRE A HIGHER RETURN ON INVESTMENT FROM LOYALISTS THAN NON
- CREATES BRAND ADVOCATES WHICH GENERATES BRAND AWARENESS ORGANICALLY THROUGH WORD OF MOUTH

Source: Fortunly Online, 50+ Essential Brand Loyalty Statistics for 2022





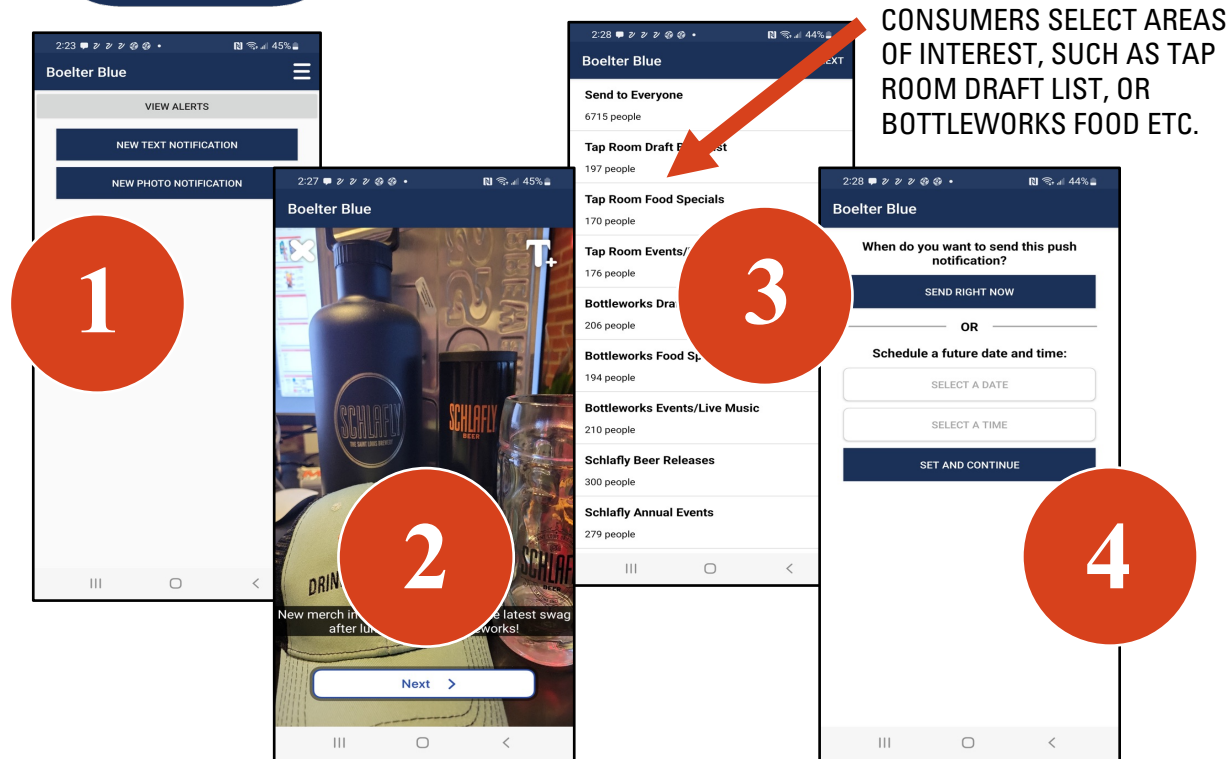
## BENEFITS

- PROVIDES AN OWNED AUDIENCE – WHICH IS TOUGH TO ACHIEVE
- DIRECT CHANNEL OF ENGAGEMENT WITH CUSTOMERS
- EACH BREWPUB CAN TAILOR ENGAGEMENT SPECIFIC TO THEIR AUDIENCE
- BUILDS CUSTOMER AND BRAND LOYALTY
- PROVIDES VALUE, SERVICES AND FEATURES TO CUSTOMERS
- APP PROMOTIONS PERFORM 11.5 TIMES BETTER THAN OTHER ADS



DOWNLOAD THE BOELTER BLUE ADMIN APP FROM ANY APP STORE - OR LOGIN FROM A DESKTOP COMPUTER.

<http://www.boelterblueadmin.com/>



PROMOTE A BEER RELEASE, A FOOD SPECIAL, A LIVE MUSIC EVENT, A HAPPY HOUR SPECIAL, ETC.

## HOW TO LAUNCH PROMO

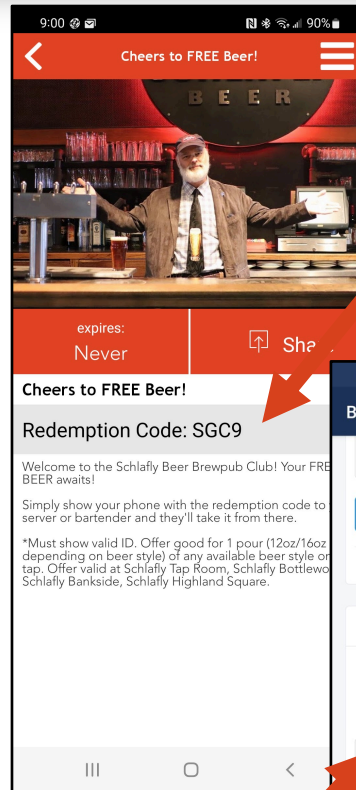
- LAUNCH BOELTER BLUE APP  
USER: [jhavlik@schlafly.com](mailto:jhavlik@schlafly.com)  
PASS: StLouis
- SELECT EITHER TEXT MESSAGE OR PHOTO MESSAGE NOTIFICATION
- EITHER WRITE A TEXT OR TAKE A PHOTO. ADD TEXT OVER THE PHOTO WITH YOUR PROMOTION
- SELECT DESIRED BREWPUB LIST AND CATEGORY THAT BEST FITS THE PROMOTION
- SEND IMMEDIATELY OR SCHEDULE FOR A LATER DATE & TIME
- CONSUMER RECEIVE THIS AS A TEXT NOTIFICATION

# APP INCENTIVE PROGRAM

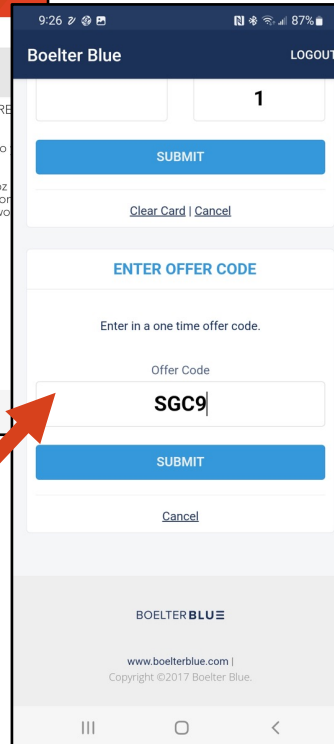
SCHLAFLY BEER

## HOW IT WORKS

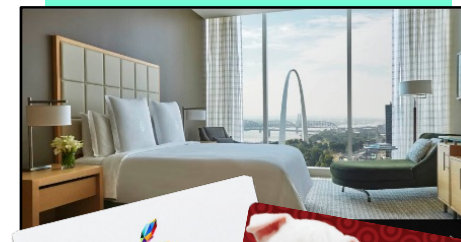
- SERVERS & BARTENDERS ENCOURAGE DOWNLOADS WITH 'FREE BEER' INCENTIVE
- CODE IS PROVIDED FOR REDEMPTION (SERVER COMPLETES THIS THROUGH BOELTER BLUE APP)
- 'APP DOWNLOAD' BUTTON IS ON TOAST POS SYSTEM THAT ADDS 'COMP BEER' ONTO CUSTOMER BILL
- BEER/COST SHOWS ON CUSTOMER BILL FOR TRUE TOTAL **BEFORE ANY DISCOUNTS** TO CURB LOW TIPPING DOLLARS
- MONTH-END NUMBERS ARE CONFIGURED AND INCENTIVES DISTRIBUTED



UNIQUE 4-CHARACTER CODE GIVEN FOR EACH DOWNLOAD.



INPUT 4-CHARACTER CODES INTO THE OFFER CODE AREA AND SUBMIT TO REDEEM



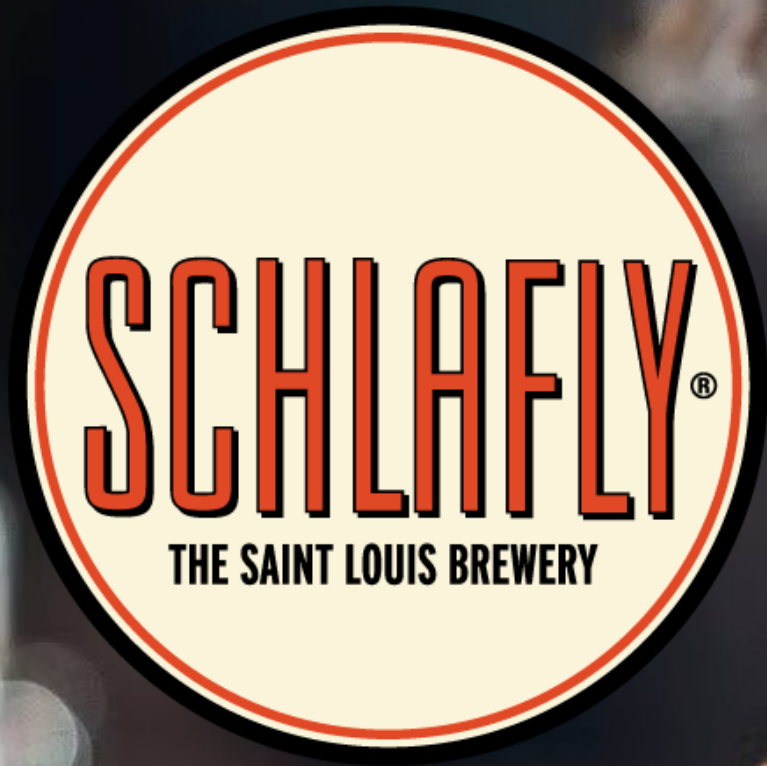
POSSIBLE REWARD EXAMPLES

## PROGRAM LOGISTICS

- REWARDS ALL PARTICIPANTS
- NUMBER OF DOWNLOADS IS CALCULATED IN TOAST POS BASED ON COMP BEERS FROM APP DOWNLOADS
- MILESTONE DOWNLOADS INCREASES THE REWARD DOLLARS
- REWARDS INCLUDE GIFT CARDS FROM MAJOR OUTLETS TO LOCAL ESTABLISHMENTS

## MONTHLY REWARD EXAMPLE

- 50 DOWNLOADS - \$10 CARD
- 100 DOWNLOADS - \$20 CARD
- 200 DOWNLOADS - \$40 CARD
- SEMI-ANNUAL BONUS PRICE FOR MOST DOWNLOADS - \$100 DINNER CARD + HOTEL STAY FOR TWO



CONSUMER EXPERIENCE



## GOALS

- BE THE SOCCER HUB
  - PREGAME
  - DURATION
  - POST GAME
- CREATE FESTIVAL-LIKE EXPERIENCE
  - GAMES
  - BIG SCREEN
  - ST. LOULIGANS
- BUILD A MARKETING GEOFENCE AROUND DOWNTOWN WEST
  - COLLECT DATA
  - RETARGET
- ATTRACT RETURN VISITS
  - GAME STUBS FOR BEER



ST. LOULIGANS PARTY RV ON STREET

INTERACTIVE GAMES:  
- LARGE BEER PONG  
- KICK & SCORE



POSITION SCHLAFLY TO BE THE PLACE FOR SOCCER...

...LIKE BASEBALL VILLAGE IS TO BUSCH STADIUM

DON'T HAVE TICKETS? GET AS CLOSE TO THE ACTION AT SCHLAFLY!



BIG SCREEN SHOWING THE GAME

# FREQUENT FLYER TASTING PROGRAM

SCHLAFLY BEER

## BENEFITS

- ENGAGE CONSUMERS ON PREMISES TO BUILD BRAND LOYALTY
- CUSTOMERS FEEL A SENSE OF "OWNERSHIP" OF THE BRAND BECAUSE THEY ARE BEING HEARD
- CREATES A DIRECT CHANNEL OF ENGAGEMENT WITH CONSUMERS FOR FUTURE MARKETING INITIATIVES
- GET REAL WORLD FEEDBACK ON NEW PILOT BEER STYLES
- A GREAT WAY TO MAKE OUR CUSTOMERS FEEL SPECIAL



ATTENDEES REGISTER BASIC MARKETING CRITERIA, THEN GIVE FEEDBACK ON BEER STYLES PRESENTED



FOR CONSUMERS THAT ATTEND ALL THREE TASTING PROGRAMS IN 2023 WILL RECEIVE A SPECIAL GIFT SUCH AS CUSTOM SHIRT OF POSSIBLY CUSTOMIZED FLIGHT PIN.

## HOW IT WORKS

- 3 EVENINGS WITH THE BREWER STARTING APRIL 2023
- CONSUMERS RSVP (LIMITED CAPACITY) AND PAY VERY NOMINAL CHARGE
- RECEIVE FLIGHT OF 5 TASTERS & PRETZEL/DIP APPETIZER
- 3 NEW PILOT BEERS WILL BE INTRODUCED
- CONSUMERS RATE EACH STYLE BASED ON SPECIFIC QUESTIONS

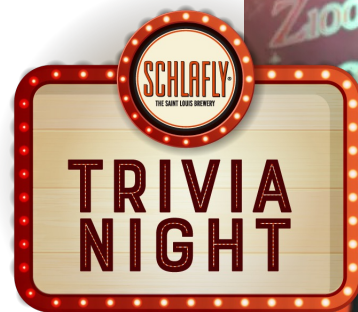
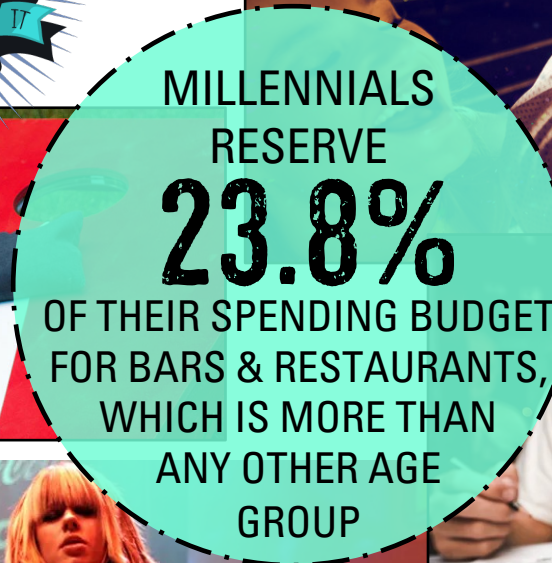
IF SUCCESSFUL, WANT TO SCALE THIS TO INCLUDE ALL OTHER BREWPUBS. POSSIBLE INCREASE THIS PROGRAM TO A CONSUMER SUBSCRIPTION PLAN.



# BREW PUB PROGRAMS

SCHLAFLY BEER

- TRIVIA NIGHTS
- HAPPY HOURS
  - TRADITIONAL
  - LATE NIGHT
- TOURNAMENTS / GAMES
- VIEWING PARTIES
- KARAOKE
- OPEN MIC NIGHTS
- BRUNCH SPECIALS
- LIVE MUSIC
- OFFBEAT HOLIDAYS
  - NATIONAL BUBBLE WRAP APPRECIATION DAY (JAN 31<sup>ST</sup>)
  - NEW BEER'S EVE (APRIL 6<sup>TH</sup>)
  - NATIONAL DOG DAY (AUG 26<sup>TH</sup>)



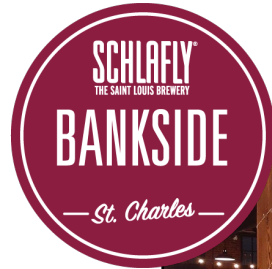


# PRIVATE EVENT SPACES

SCHLAFLY® BEER

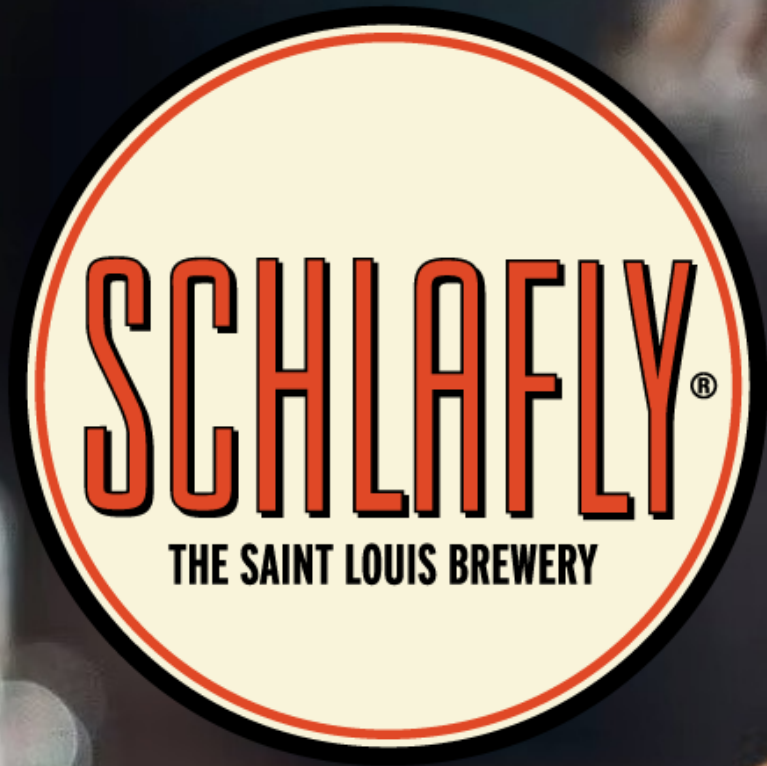
## FORWARD FOCUS

- BIGGEST POTENTIAL GROWTH IN ALL BREWPUBS
- BECOME A LEADER IN THE PRIVATE EVENTS WORLD
- INCREASE AWARENESS THROUGH DEDICATED ADVERTISING OUTLETS
- APPOINT A DEDICATED 'EVENTS COORDINATOR' TO MANAGE ALL BREWPUB SPACES & PROGRAMS
- LAUNCH CATERING PROGRAM FOR ON AND OFF-SITE NEEDS



EVENT FOLDER CONCEPT  
FEATURING ALL SPACES  
AND PACKAGES  
AVAILABLE FOR ALL  
BREPUBS

- TR - CLUB ROOM
- TR - HALE ROOM
- BW - CROWN ROOM
- BW - ?
- BS - ?
- BS - ?
- BS - ?
- HS - ?
- HS - ?



MEDIA

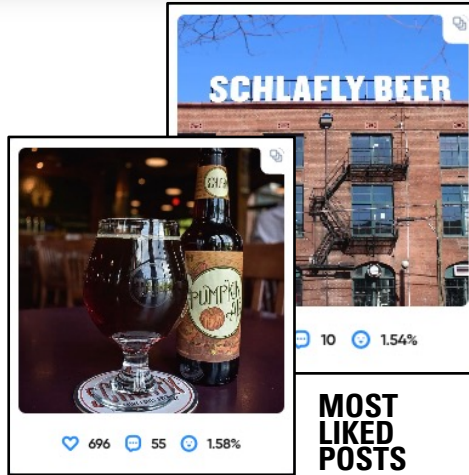


# SOCIAL MEDIA ANALYTICS

# SCHLAFLY BEER



**FOLLOWERS**  
47.6K



**MOST LIKED POSTS**



## IMPRESSIONS



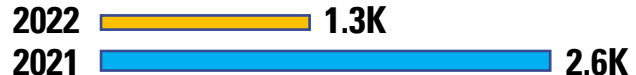
## REACH



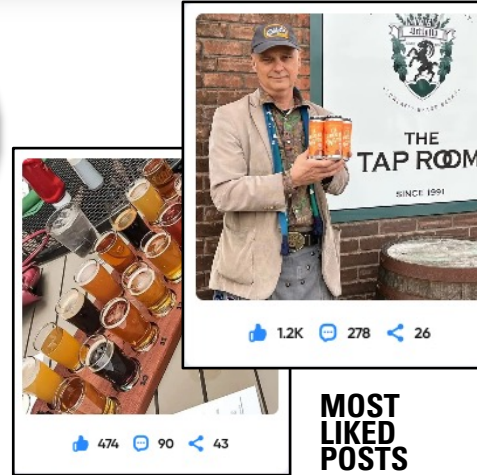
## LIKES



## REPLIES



**FOLLOWERS**  
67K



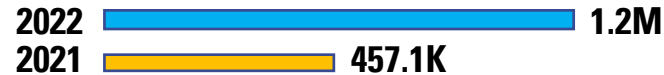
**MOST LIKED POSTS**



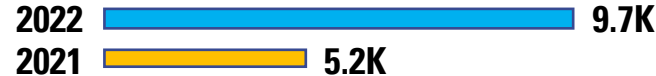
## IMPRESSIONS



## REACH



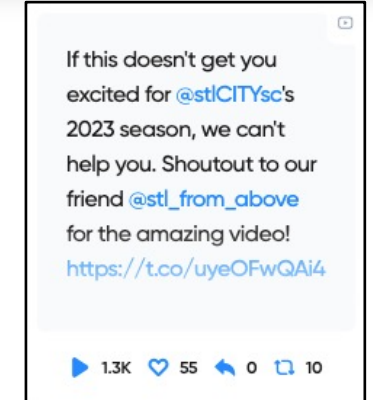
## LIKES



## COMMENTS



**FOLLOWERS**  
73.8K



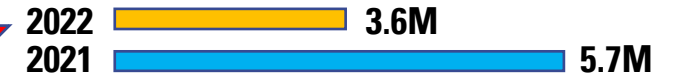
**MOST RETWEETED POST**



## IMPRESSIONS



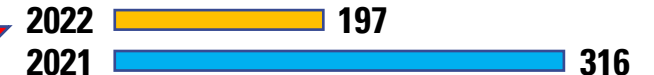
## LIKES



## RETWEETS



## REPLIES





## GOALS

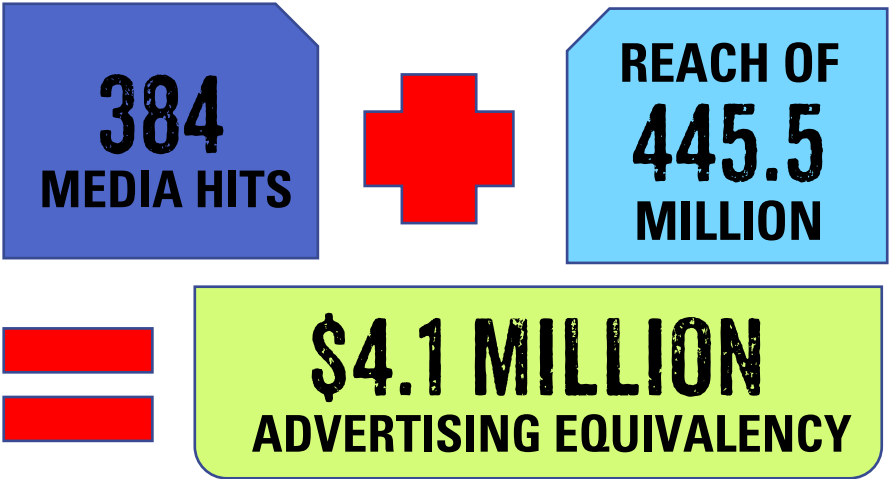
- MORE ENGAGING & INTERACTIVE CONTENT
- MESSAGING THAT CATERS TO OUR CURRENT & TARGET AUDIENCES
- MORE OF A 'LOCAL VOICE' FOR EACH BREWPUB
- INCLUSION OF REMOTE MARKETS (PARTNER WITH MORE INFLUENCERS)
- CREATE PLATFORMS FOR AUDIENCE ANALYTICS AND ENGAGEMENT RATES
- GROW MEDIA NUMBERS ACROSS ALL PLATFORMS



## STRATEGY

- REVIVE BREWPUB SPECIFIC FACEBOOK AND INSTAGRAM PAGES
  - ALLOWS FOR BETTER DIRECT CONTACT WITH COMMUNITIES
- FOCUS MAIN SOCIAL MEDIA ON BRANDING AND ENGAGE REMOTE MARKETS TO DRIVE AWARENESS
  - LOUISVILLE
  - INDIANAPOLIS
  - COLUMBUS
  - PHILADELPHIA
- IMPLEMENT TARGETED ADS IN REMOTE MARKETS
- INCREASE ENGAGEMENT
  - CONTESTS / GIVEAWAYS
  - QUIZLETS / LISTICLES
  - SURVEYS / VIDEO SHORTS

2021



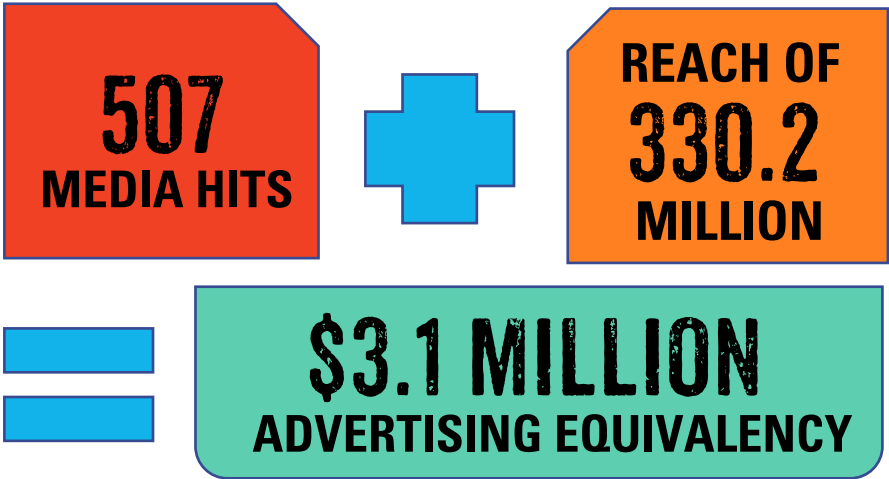
DEFINITION

- EARNED MEDIA IS ANY MATERIAL WRITTEN/POSTED ABOUT SCHLAFly THAT WE EITHER DO NOT PAY FOR AND/OR CREATE OURSELVES.

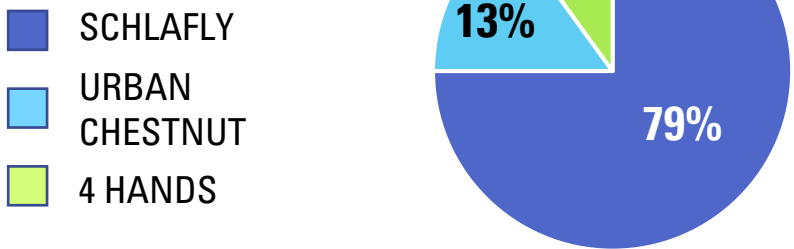
HOW WE ACQUIRE

- CONTENT THAT GET'S SHARED
  - PRESS RELEASES
  - BEER STYLE RELEASE ANNOUNCEMENTS
  - EVENT PROMOTION
- INTERACTIONS ON SOCIAL MEDIA PLATFORMS
- ENGAGING INFLUENCERS

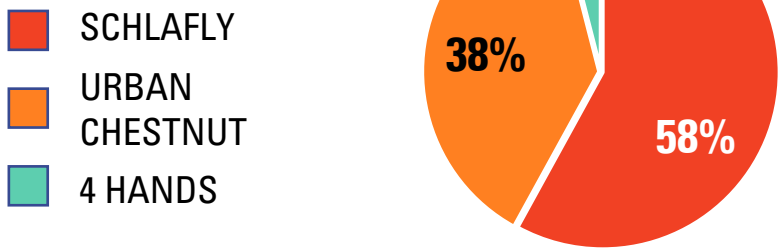
2022



SHARE OF VOICE



SHARE OF VOICE



## EVENT

- A PLANNED PUBLIC AND/OR SOCIAL OCCASION
  - BEER SALES OPPORTUNITY
  - TASTING OPPORTUNITY
  - EVENT SHOULD MAKE MONEY AND DRIVE BRAND AWARENESS

## SPONSORSHIPS

- A PLANNED PUBLIC AND/OR SOCIAL OCCASION
  - IN-KIND DONATION OPPORTUNITY
  - DRIVE BRAND AWARENESS
  - SHOW COMMUNITY SUPPORT

## THE 4 PILLARS



BE ON THE LOOKOUT: IS THERE AN OPPORTUNITY FOR CO-BRANDING WITH SCHLAFLY AND WELLBEING?

## GUIDELINES

- MUST FALL INTO 1 OF THE 4 PILLARS
- PROMOTIONAL PLAN PROVIDED FROM ORGANIZERS
- PROPOSED LOGO INCLUSION / SIGNAGE OPPORTUNITIES
- WHO ARE OTHER SPONSORS?
- IS CRAFT BEER EXCLUSIVITY AN OPTION?
- MUST PROVIDE ATTENDEE DATA (WHEN REGISTRATION AND/OR TICKETS ARE USED) SO WE CAN MARKET TO THEM

### COST PER ATTENDEE MEASUREMENT GUIDE

< \$1	\$2 - \$5	\$6 - \$10	\$11 - \$15
<ul style="list-style-type: none"> <li>• GENERAL PUBLIC, LARGE ATTENDANCE</li> <li>• VAST AGE RANGES AND DRINKER PROFILES</li> </ul>	<ul style="list-style-type: none"> <li>• GENERAL PUBLIC, MEDIUM TO LARGE ATTENDANCE</li> <li>• TARGET AND/OR CURRENT DEMOGRAPHIC</li> </ul>	<ul style="list-style-type: none"> <li>• SPECIFIC AUDIENCE</li> <li>• TARGET AND/OR CURRENT DEMOGRAPHIC</li> <li>• CRAFT BEER DRINKERS</li> </ul>	<ul style="list-style-type: none"> <li>• SPECIFIC AUDIENCE</li> <li>• TARGET DEMOGRAPHIC</li> <li>• CRAFT BEER ENTHUSIASTS</li> <li>• PERFECT SCHLAFLY ALIGNMENT</li> </ul>



# SPONSORSHIP PLATINUM AWARD WINNER

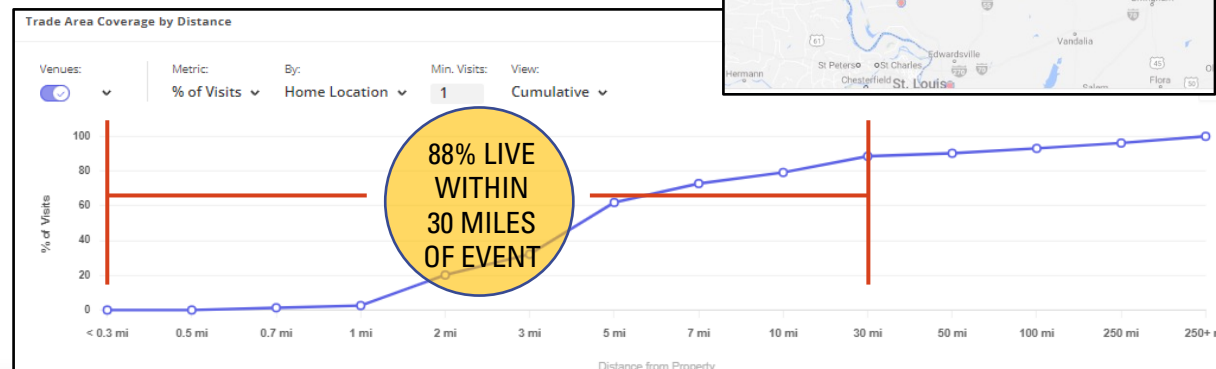
SCHLAFLY® BEER

## DOWNHOME MUSIC FESTIVAL

- SPRINGFIELD, IL
- 2-DAY, TICKETED EVENT (\$6)
- 2 STAGES, LOCAL ARTISTS

## BREAKDOWN

- \$5000 INVESTMENT
- LOGO INCLUSION ON ALL MARKETING & PROMOS
- CONCERT MENTIONS
- STAGE SIGNAGE & BANNERS
- PRE-EVENT PROMOTION (SUPPLIED COASTERS)



## MEASUREMENTS

IMPRESSIONS  
PER ATTENDEE  
LESS THAN \$2/EA

*Fantastic!*

- 2900 ATTENDEES
- MEDIAN AGE: 38
- MEDIAN INCOME: \$64K
- 88% OF ATTENDEES LIVE ONLY 30 MILES FROM EVENT
- ETHNICITY
  - WHITE 87%
  - BLACK 8%
  - HISPANIC 2.5%
  - ASIAN 2.3%

# EVENT PLATINUM AWARD WINNER

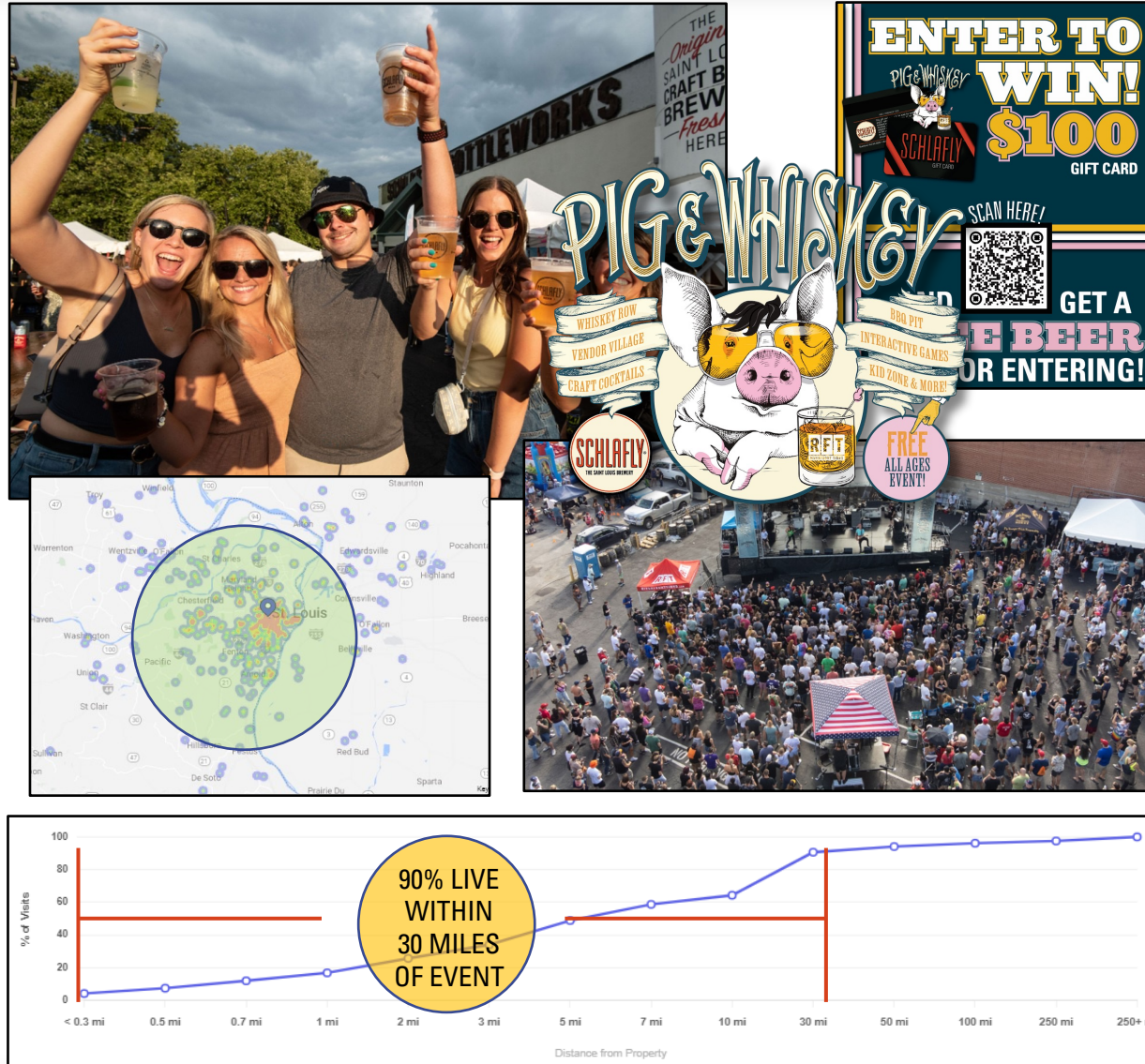
# SCHLAFLY BEER

## PIG & WHISKEY FESTIVAL

- MAPLEWOOD, MO
- 3-DAY EVENT, NON-TICKETED
- NATIONAL MUSIC ARTISTS

## BREAKDOWN

- CO-BRANDED EVENT WITH SHARED PROFITS
- BEER SALES OUTDOOR TENTS PLUS INSIDE BEER & FOOD SALES
- LOGO INCLUSION ON ALL MARKETING & PROMOS
- CONSUMER ENGAGEMENT SWEEPSTAKES
  - 60% OF ENTRIES AGED 21-37 (OUR TARGET SWEET SPOT)



## MEASUREMENTS

**BEER SALES: \$68K**  
**INVESTMENT: \$1300**

*Fantastic!*

- **19,600** ATTENDEES
- AVG STAY TIME: 2 HOURS
- MEDIAN AGE: 35
- MEDIAN INCOME: \$64K
- 90.1% OF ATTENDEES LIVE ONLY 30 MILES FROM EVENT
- ETHNICITY
  - WHITE 87%
  - BLACK 8%
  - HISPANIC 3%
  - ASIAN 2.0%
- GREW OWNED AUDIENCE THROUGH GIVEAWAY PROMO



## DIRECTION

SATIRICAL, TONGUE & CHEEK,  
REVERSE PSYCHOLOGY

## BENEFITS

- PROVIDES ABILITY TO SPEAK TO BOTH LOCAL & REMOTE MARKETS
- OFFERS MESSAGING OPPORTUNITIES
  - SPECIFIC TO BEER STYLE OR GENERAL BRAND
  - SPECIFIC AUDIENCES
- BROADENS OUR CURRENT PERCEPTION OF "HERITAGE & TRADITION" AND WILL HELP MOVE US INTO "SOCIAL, FUN, INNOVATIVE" PERCEPTIONS

# "WE'RE NOT FOR EVERYONE"



## LOOK & FEEL

- LIGHT AND AIRY
  - MOVE AWAY FROM RICH BACKGROUNDS AND HEAVY GRAPHICS
- SPEAK MORE OF THE MILLENNIAL & GEN Z LANGUAGE
- FUNNY & QUIPPY

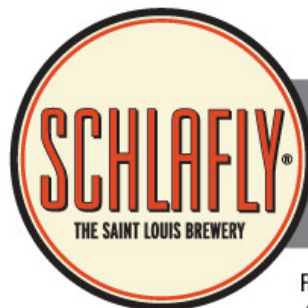
## STRATEGY

- INCREASE DIGITAL AD BUYS TO REACH YOUNGER AUDIENCES BOTH LOCAL AND REMOTE MARKETS
- PRINT AD BUYS TO BE MORE TARGETED IN PUBLICATION & CONTENT



**WE'RE NOT FOR  
EVERYONE.  
ONLY THOSE THAT  
ENJOY WINNERS.**

OUR AUTHENTIC KÖLSCH IS BREWED  
WITH TRADITIONAL YEAST STRAIGHT  
FROM COLOGNE, GERMANY - WHERE  
THE STYLE ORIGINATED. IT'S ALSO  
AN AWARD WINNER. AND NO, NOT  
A PARTICIPATION AWARD JUST  
FOR SHOWING UP.



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FIND OUR BEERS NEAR YOU. VISIT [SCHLAFLY.COM](https://schlafly.com) FOR OUR BEER FINDER.

[schlafly.com](https://schlafly.com) [/schlaflybeer](https://www.facebook.com/schlaflybeer) [@schlaflybeer](https://www.instagram.com/schlaflybeer) [@schlafly](https://www.twitter.com/schlafly)

**WE'RE NOT FOR  
EVERYONE.  
YOU HAVE TO  
ENJOY A GOOD  
THIRST TRAP.**

IT'S PACKED WITH JUICY HOP  
FLAVOR WITH JUST THE RIGHT  
AMOUNT OF HAZE. ITS ALSO  
REFRESHINGLY CRUSHABLE.  
NO CAP.



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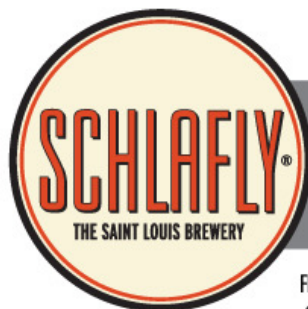


FIND OUR BEERS NEAR YOU. VISIT [SCHLAFLY.COM](https://schlafly.com) FOR OUR BEER FINDER.

[schlafly.com](https://schlafly.com) [/schlaflybeer](https://www.facebook.com/schlaflybeer) [@schlaflybeer](https://www.instagram.com/schlaflybeer) [@schlafly](https://www.twitter.com/schlafly)

**WE'RE NOT FOR  
EVERYONE.  
BUT UNDOUBTEDLY  
PERFECT FOR  
FRUITARIANS.**

IT'S A HEALTHY DOSE OF REAL  
RASPBERRIES AND WHEAT  
THAT'S NATURALLY HAZY AND  
ROSY. TIME TO GLOW UP, 'CAUSE  
THIS ONE SLAPS.



FIND OUR BEERS NEAR YOU. VISIT [SCHLAFLY.COM](https://schlafly.com) FOR OUR BEER FINDER.

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**WE'RE NOT FOR  
EVERYONE.  
YET PERFECT FOR  
YOUR LOW-KEY  
BRIT FETISH.**

OUR AUTHENTIC PALE ALE IS  
BREWED WITH TRADITIONAL  
ENGLISH HOPS, ENGLISH MALTS  
AND ENGLISH YEAST. BOB'S  
YOUR UNCLE.



FIND OUR BEERS NEAR YOU. VISIT [SCHLAFLY.COM](https://schlafly.com) FOR OUR BEER FINDER.

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## CONCEPT

- RELEASE EDUCATIONAL VIDEO SHORTS
  - STYLE DIFFERENCES
  - INGREDIENTS
  - PROCESSES
  - MINI TOURS
- POSITION SCHLAFLY AS THE BRAND FOR ENTRY INTO THE CRAFT WORLD
- TARGET YOUNGER AUDIENCE AND BUILD LOYALTY

## BENEFITS

- CREATE ENGAGEMENT ACROSS ALL PLATFORMS
- REACH BOTH LOCAL AND REMOTE MARKETS
- DRIVE TRAFFIC WITH BEER RELEASES



## LOGISTICS

- USE IN SOCIAL MEDIA FOR CONTENT AND BUILD ARCHIVE ON WEBSITE
- USE HASHTAG AND LINKS TO DRIVE IMPRESSIONS TO CONTENT
- CREATE SIGNAGE TO DRIVE TRAFFIC TO THE VIDEOS
  - C-STORE CLINGS
  - QR CODES ON PACKAGING & PRINTED ADS
  - DIRECT LINKS ON DIGITAL ADS
- CREATE RELEASE VIDEOS TO DRIVE TRAFFIC
  - PACKAGED PRODUCT FOR REMOTE MARKET
  - BREWPUB ONLY FOR LOCAL MARKET



CONCEPT

- PROMOTE SWEEPSTAKES ACROSS ENTIRE FOOTPRINT
- REDESIGN PATIO PACK TO PROMOTE SWEEPSTAKES
- GREAT PRIZES THAT COST LESS THAN A TRADITIONAL SPONSORSHIP

BENEFITS

- CREATE ENGAGEMENT ACROSS ALL PLATFORMS
- INCREASE OWNED AUDIENCE
- REACH BOTH LOCAL AND REMOTE MARKETS
- BOOST SELL-THROUGH ON PATIO PACK



LOGISTICS

- GRAPHICS ON VARIETY PACK PROMOTE SCANNABLE QR CODE
- ENTRY PROVIDES CONSUMER DATA FOR FUTURE MARKETING
- WINNERS ARE SHIPPED PRIZES DIRECT SO CAN BE ANYWHERE IN FOOTPRINT
- SIGN-FLEX AVAILABLE FOR ADDITIONAL PROMOTION IN MARKET
- \$2K-\$3.5K INVESTMENT

AT HOME RELAXING	OUTSIDE BEING ACTIVE	ENJOYING FESTIVALS	ON THE BAR SCENE
<ul style="list-style-type: none"><li>• WIN AN 65" 4K TV</li><li>• \$500 VALUE</li></ul>	<ul style="list-style-type: none"><li>• WIN A PELICAN KAYAK</li><li>• \$500 VALUE</li></ul>	<ul style="list-style-type: none"><li>• WIN A YETI TUNDRA COOLER</li><li>• \$500 VALUE</li></ul>	<ul style="list-style-type: none"><li>• WIN A \$500 VISA GIFT CARD</li><li>• \$1000 VALUE (2 WINNERS)</li></ul>

# 2023 FULL RELEASE LINEUP

# SCHLAFLY BEER

YEAR 'ROUND STYLES	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>						LAGER SERIES EXTENSION		<div><div></div>ON TAP AT BANKSIDE, BOTTLEWORKS, TAP ROOM</div>	<div><div></div>ON TAP AT HIGHLAND SQUARE ONLY</div>		
	CIDER SERIES EXTENSION		<div><div></div>IN MARKET YEAR 'ROUND</div>	<div><div></div>IN MARKET YEAR 'ROUND</div>	PROMO SERIES EXTENSION		<div><div></div>IN MARKET YEAR 'ROUND</div>	<div><div></div>IN MARKET YEAR 'ROUND</div>				
LAGER LOOP	<div><div></div>IN MARKET SEPT - APRIL</div>	<div><div></div>IN MARKET APRIL - SEPT</div>										
SEASONAL	<div><div></div>IN MARKET MAR - AUG</div>	<div><div></div>IN MARKET AUG - OCT</div>		<div><div></div>IN MARKET OCT - MAR</div>								
LIMITED RELEASE	<div><div></div>IN MARKET JAN - APR</div>	<div><div></div>IN MARKET APR - AUG</div>		<div><div></div>IN MARKET AUG - NOV</div>		<div><div></div>IN MARKET NOV - JAN</div>						
VARIETY PACK	<div><div></div><div></div><div></div><div></div><div></div></div>	IN MARKET NOV '22 - FEB				<div><div></div><div></div><div></div><div></div><div></div></div>	IN MARKET FEB - MAY					
	<div><div></div><div></div><div></div><div></div><div></div></div>	IN MARKET MAY - AUG				<div><div></div><div></div><div></div><div></div><div></div></div>	IN MARKET AUG - NOV					
BREW PUB ONLY STYLES	<div><div></div>JAN</div>	<div><div></div>FEB</div>	<div><div></div>MAR</div>	<div><div></div>APR</div>	<div><div></div>MAY</div>	<div><div></div>JUNE</div>	<div><div></div>JULY</div>	<div><div></div>AUG</div>	<div><div></div>SEPT</div>	<div><div></div>OCT</div>	<div><div></div>NOV</div>	<div><div></div>DEC</div>
	IBEX CELLAR EXTENSION		<div><div></div>FEB</div>	<div><div></div>MAY</div>	<div><div></div>SEPT</div>	<div><div></div>NOV</div>	FRUITED SOURS EXTENSION		<div><div></div>JAN</div>	<div><div></div>MAR</div>	<div><div></div>JULY</div>	<div><div></div>OCT</div>



# 2023 BARWARE MATRIX

# SCHLAFLY BEER



BREW PUB NONIC



1 2 3 4 5 6 7 8 9 10



1 2 3 4 5 6 7 8 9 10



1 2 3 4 5 6 7 8 9 10



BREW PUB PILSNER



PALE Me 5 JUST A BIT HAZY IPA 4 Kölsch 2 DRY HOPPED APA 5  
Oatmeal STOUT 10 Coffee Stout 10 HAZY PUNCH IPA 4 LOW CAL IPA 3  
MEXICAN CHOCOLATE STOUT 10 COCONUT COFFEE STOUT 10 CHAI LATE STOUT 10 SCOTCH Me 9  
Dunkel 10 American BROWN 9 ESB 5 Mild ALE 8  
COLD IPA 3 Saison ALE 4 Gose 3 West Coast IPA 4  
Porter 10



Hefeweizen Me 4 Raspberry HEFEWEIZEN 7 Oktoberfest 5  
WHITE LAGER 3 Summer Lager 3 LIGHT HAZE LAGER 3  
WAVY HAZY CITRUS WHEAT 4 GG LAGER 3 Bankside LAGER 3  
Park Lager 2 Unaged Pils 4 MUNICH Helles 4  
BAYARIAN WEISSBIER 4 MEXICAN LAGER 8 DORTMUNDER LAGER 4  
SCHWARZBIER 9



CLASSIC HARD CIDER 2 APPLE PIE HARD CIDER 2  
MIGHTY HAZE DOUBLE IPA 3 TASMANIAN IPA 4  
PUMPKIN ALE 8 BLONDE 4  
BARREL-AGED IMPERIAL STOUT 10 BARREL-AGED QUADRUPE 10  
BARREL-AGED VANILLA PUMPKIN ALE 10 BARREL-AGED BARLEYWINE 10  
FRUITED SOUR OAK ALE AGED IN MISSOURI WHITE OAK TANKS 3



BREW PUB SNIFTER



BREW PUB TASTER