

BAWS Group Loyalty Program: “BAWS Rewards”

Overview

The “BAWS Rewards” is a loyalty program designed exclusively for our whiskey group members. Earn points with every purchase of group picks and merchandise, and participation and engagement in group activities.

How to Earn Points

- **Purchasing Whiskey**
 - **Group Pick Bottles** – Earn **10 points per bottle purchased (single and/or charity barrels)**
 - Can be purchased online or at our partnered liquor store.
- **Engagement & Participation**
 - **Attending Events (Virtual or In-Person)** – Earn **2 points per event**
 - **Participating in Polls & Votes for Future Picks** – Earn **1 points per poll**
- **Merchandise (Apparel, Glassware, Accessories)** – Earn the following:
 - Over \$25 - 4 points
 - Under \$25 - 2 points
- **Limited-Time Challenges:** Earn extra points throughout the year by participating in special group events/challenges.

Leaderboard & Top Point Earners

- The **Top 30 point earners will** receive **early access** to the next major bottle drop, and access to exclusive merchandise.
- A **leaderboard** will be available to track standings.

***Points will reset each year on January 1st.

How to Join

1. Sign up through the App for either iOS or Android:
 - a. iOS
 - i. <https://apps.apple.com/us/app/baws-loyalty/id6754468851>
 - b. Android
 - i. https://play.google.com/store/apps/details?id=com.baws.loyaltyapp1&utm_source=na_Med
2. Start earning points by participating and purchasing