

BOSTON BEER co.

• ESTD. 1984 •



Levy 2022 RFP

Activation Ideas

Truly Lemonade Freeze Pops



Surprisingly fun way to enjoy the delicious refreshment of Truly Hard Seltzer!

5% alc./vol., 80 calories, 12g sugar per sleeve, Gluten Free

Available Spring and Summer

Win a Trip to Munich Oktoberfest



- Simple QR Code Program
- We handle backend work and award prizes & trip winners

Shot & A Beer Hitchhikers



- Drives trade up
- Quick service

\$5 Rebate Programs



- Simple QR Code Program
- Get a \$5 rebate when purchasing \$10 of food and beer
- Drives incremental purchases and provides value to customer

Twisted Tea Souvenir Cups + Truly Fishbowls

- Buy a Twisted Tea or Truly and keep the 22oz Acrylic Mason Jar or 30oz Fishbowl
- \$1-\$2 off for refills
- Eco-friendly and reduces trash





LARGER VENUE ASSETS



TRULY ICE CREAM CART

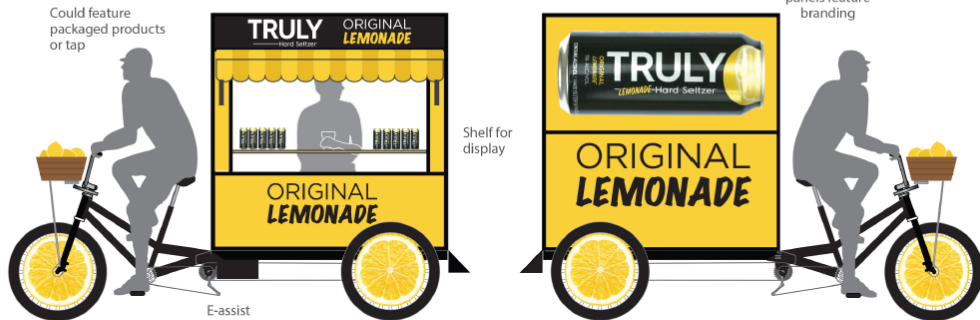
HARD SELTZER



COASTER CYCLES

HARD SELTZER CUSTOM 500

The Coaster Custom 500 is a premium mobile lemonade stand on three wheels. Enclosed area for serving either packaged product or on tap.

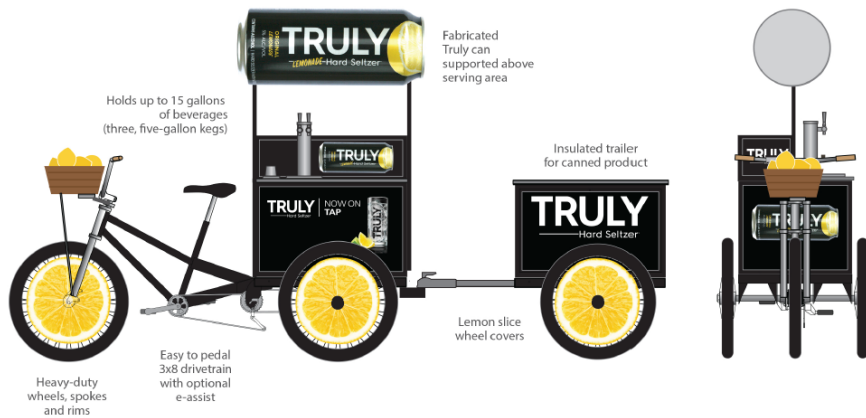


MOBILITY PRODUCTS FOR THE LAST MILE

COASTER CYCLES

HARD SELTZER DRAFT 355

The Coaster Draft 355 is a mobile beverage sampling solution that is fun, eye-catching and can move easily to right where the action is. Perfect for sporting or music events, festivals and other public venues. It features twin taps for dispensing and the insulated cargo area holds up to 15 gallons of frosty cold beverages.



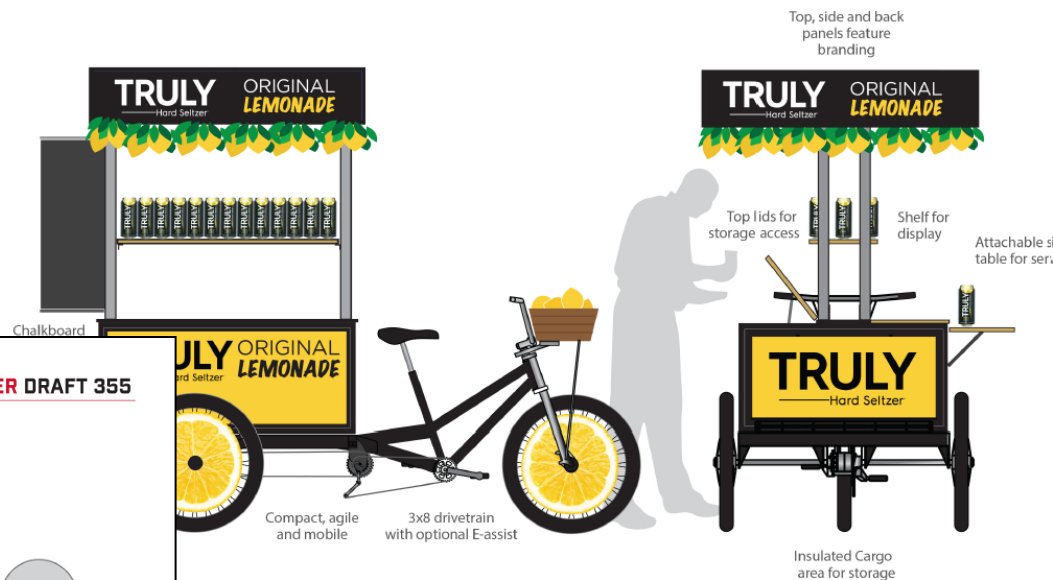
MOBILITY PRODUCTS FOR THE LAST MILE

MADE IN INDIANAPOLIS

COASTER CYCLES

HARD SELTZER VENTURE 500A

The Coaster Venture 500A is a larger mobile beverage sampling solution that features an insulated cargo area that holds canned product for dispensing.



MOBILITY PRODUCTS FOR THE LAST MILE

COASTERCYCLES.COM

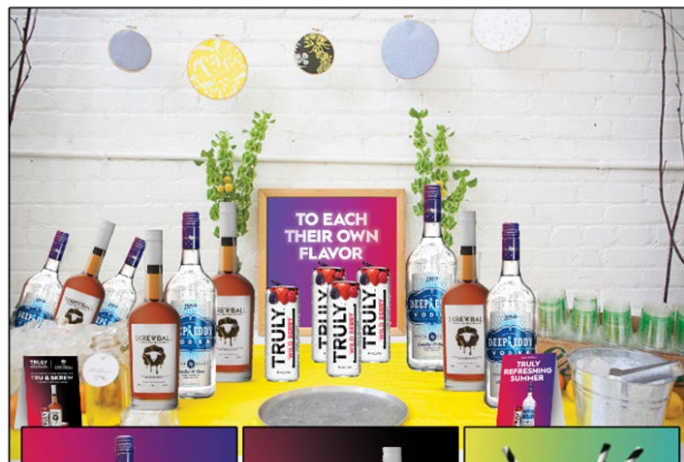
[2019 Coaster Cycles Experiential Marketing Highlights Video](#)

Build your own drink with Truly Wild Berry draft (or cans) and different garnish or mixer options

Garnish Ideas:

- Truly infused watermelon chunks or berries
- Truly infused boba pearls
- Rose little red corvette
- Flavored sugar rim
- Herbs (Basil, Mint, etc.)
- Sugarcane Swizzle Sticks

A TRULY TWISTED COCKTAIL BAR
featuring
TRULY HARD SELTZER



THE HOLIDAY BUZZ
Truly Wild Berry • Deep Eddy Lemon Vodka
Cranberry Juice • Mint Sprig
Muddled Raspberries



TRU & SKREW
Truly Wild Berry • Skrewball Peanut Butter
Whiskey • Strawberry Garnish



TRULY FISHBOWL
Truly Draft • Float of Liquor



Truly Vodka Lemonade

Truly Strawberry Lemonade
Vodka
Strawberry Puree



Key Lime Electrifier

Truly Lime Hard Seltzer
Coconut Cream
White Rum
Lime Juice
Red Bull Coconut Berry



Truly, Madly, Peachy

Truly Lemonade
Deep Eddy Peach
Peach Nectar
Simple Sugar
Basil Leaf for garnish



Tropical Truly Mai Tai

Truly Pineapple
White Rum
Pineapple Juice
*Optional Dark Rum
Floater



Truly Razmattazz

Truly Mixed Berry Pack
Blue Raspberry Vodka
Crème de Casis
Cranberry Juice
Redbull





Twisted Tea Bag In A Box

Bag in a Box is great for venues, especially with draft capabilities are limited.

Excellent pour cost, great for mixology, and a unique offering that provides the “draft beer experience” without having to deal with the complexities and costs of a draft system

Simple Serve: Fill a cup with ice and fill to the top with Twisted Tea

- “TWISKEY” - TWISTED TEA AND A SHOT OF WHISKEY
- “HONEY TWEA” – TWISTED TEA AND JACK DANIELS HONEY
- “TWISTED CADDY” – TWISTED TEA AND DEEP EDDY LEMON



Offers guests something unique and exciting, while being able to increase pricing and profits for food items



**Truly Infused
Pizza Crust**



**Boston Lager
Beer Cheese**

**Twisted Tea BBQ
Citrus Ribs**



**Dogfish Head
Hopped Up IPA
Shrimp**

**Hand Rolled
Mozzarella Sticks
with Angry
Orchard Marinara**



**Truly Infused
Funfetti Cake**



- Hold **cocktail contest** and **cooking with beer contest** for all managers to create their own cocktail using Truly Hard Seltzer and food recipe with Sam Adams/Dogfish Head
- Winning cocktail and food item gets featured on LTO for the season!