

BOSTON BEER co.

• ESTD. 1984 •



Levy

Levy MLB Activation Ideas

Shot & A Cider Hitchhikers

- Drives trade up
- Quick service
- Plastic shot glasses or airplane bottles
- Angry Balls (Angry Orchard + Fireball)
- Snack Pack (Angry Orchard and Skrewball)



Cinnamon Sugar Rimmer Mix

- Increases value and experience without increasing cost
- Can use on plastic cups/draft or directly on the can rim
- Can also use on cider mixology cocktails – Froze Fridays!



- **Apple Bobbing Contest**
- **Teacher/Apple themed giveaway night**
- **Social Media Giveaway**
 - Take a picture of yourself enjoying an Angry Orchard in the stadium and you get entered to win a trip to our treehouse cidery in Walden New York!
 - Text “AngryMLB” to 123456 and you get entered to win a trip to an away game of your choice!



ANGRY ORCHARD PORTABLE BAR ASSETS



Outdoor Bar Assets (subject to availability):

- Pop Up Canopy Tent (10' or 5')
- Umbrella
- Portable Table Cover
- Event Fencing
- Wind Flag
- Cornhole
- Rolling Cooler Bins
- Counter Cooler Bins
- Create your own posters, table tents, banners, etc.



Custom
Taphandles



Sustainable Cups



Cooler



Sunglasses



Drink Umbrellas

Dia: 8.3cm



Koozies



Neon LED



Bottle Openers



Chalk Boards



Hats



Shirts

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



Cider Monkey Bread

Korean Barbecue Short Ribs with Sesame-Cider



Cider Birria Tacos



Hand Rolled Mozzarella Sticks with Angry Orchard Marinara



Cider Infused Funfetti Apple Cake



- Hold **cocktail contest** and **cooking with cider contest** for all managers to create their own cocktail using Angry Orchard Cider
- Winning cocktail and food item gets featured on LTO for the season and a grand prize kit!