

# INTRODUCING THE NEW LOOK OF FAT TIRE



We carefully assessed every element of our brand, contemporizing a classic, to retain loyalists while speaking to a new generation of beer drinkers.



Releases  
1/18/23



Bright & Balanced  
Floral & Fruity  
Lighter Body  
Clean Finish



## NEW BEER:

A more drinkable and sustainable Fat Tire that meets needs of today's drinkers

## NEW LOOK:

A dynamic new visual identity that better communicates the brand's message

## NEW CREATIVE:

Bold restage campaign followed by more pulses throughout the year

## INCREASED MEDIA:

Our largest media spend in history; making sure we reach our target with high frequency



MONSTER CHILDREN



The New York Times



# \$2MM

media spend in the  
**1<sup>st</sup> two months**  
of launch

# NEW BELGIUM BIKE SWEEPS

NEW BELGIUM  
BREWING

## Win a New Belgium Bike

### TIMING:

- Baseball Season
- Onsite launch activation at each MLB stadium during Bike Month (May), including sampling, bike fun area TBD, prizes

### PRIZING:

- One (1) Limited Edition NBB Bike Bicycle per MLB stadium
- Two (2) Limited Edition NBB Bicycle for the MiLB stadiums overall

**ARV:** \$599 each

### SUPPORTING TOOLS:

- Seven-Speed Bike
- Full Suite of Digital POS
- Campaign Landing Page
- Social Assets for promotion

**LOCATIONS:** All MLB stadium locations



FPO

### PROGRAM OVERVIEW:

The New Belgium Bike Giveaway supports all New Belgium brands. The goal is to capture consumers' attention through the opportunity to win a highly sought-after, limited edition New Belgium bicycle.

To enter to win, we will encourage shoppers to take action by scanning the QR code on POS for their chance to win a bike.

**CTA:** "Scan the QR code for your chance to win a Limited-Edition New Belgium Bicycle"



# JTM FOOD FAT TIRE BEER CHEESE

## PREMIUMIZE YOUR MENU WITH FAT TIRE

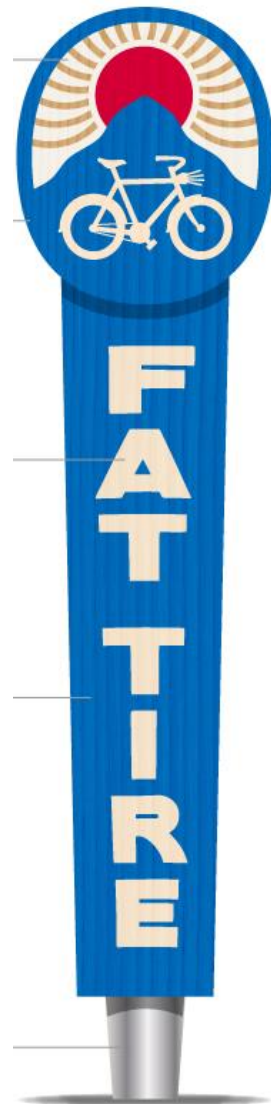
Fat Tire-branded beer cheese reflects a high-end, premium product to customers. Add our consumer savings activation to increase ROS.



### KEY FEATURES & BENEFITS

- U.S. beer cheese sales are +114% in 4 years and is now available on 3% of restaurant menus.
- Labor saving convenience compared to making from scratch
- On trend flavor with real, craft, fat tire amber ale
- Menu versatility providing compliment to premiumize appetizers, burgers and entrees

Source: National Restaurant News



Fat Tire Beer Cheese offers menu integrity & versatility, allowing you to upgrade a variety of menu items



# FAT TIRE

## YEAR-LONG PROGRAM

**GUESTS RECEIVE \$4 CASHBACK WITH THE PURCHASE OF FAT TIRE BEER & BEER CHEESE ITEM.**

**GO BIG  
SAVE BIG**

For a limited time, save \$4 when you purchase Pretzel! Knots with beer cheese and Fat Tire.

**FPO**



Scan the QR code & upload your receipt to receive cashback.

### Drives Trial & Sales Velocity

IN STORE POS W/ QR CODE PROMPTS GUESTS TO UPLOAD RECEIPT TO RECEIVE \$4 CASHBACK. AVAILABLE YEAR-LONG 2023 WHERE LEGAL.

# FAT TIRE + JTM BEER CHEESE

FAT TIRE

## PREMIUMIZE MENUS WITH FAT TIRE ALE & BEER CHEESE

### SIDE BY SIDE SWEEPS GIVEAWAY

- QR CODE DRIVEN
- GIVEAWAY:
  - STADIUM CHAIRS,  
LAP BLANKETS,  
FOAM FINGERS

BEER CHEESE SALES ARE +114% IN 4 YRS  
& IS NOW ON 3% OF U.S. FOOD MENUS.

MAKE IT A  
WINNING  
COMBO

ADD

FAT TIRE

BEER CHEESE

JTM<sup>®</sup>  
FOOD GROUP



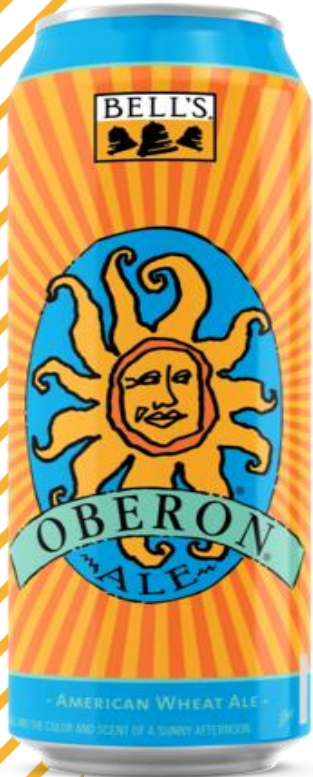
# OBERON ALE & OBERON EQUINOX



## LIKE SIPPING SUNSHINE IN A GLASS

New 19.2  
UPC in 2023!

Launching on  
Oberon Day  
March 26, 2023  
Available until 9/30



'23-'24  
OBERON  
CALENDAR:

Oberon Ale  
(Core)  
3/26/23-  
9/30/23

Oberon  
Equinox  
10/1/23-  
3/25/24

**NEW!**

**LAUNCHING  
10.1.23**



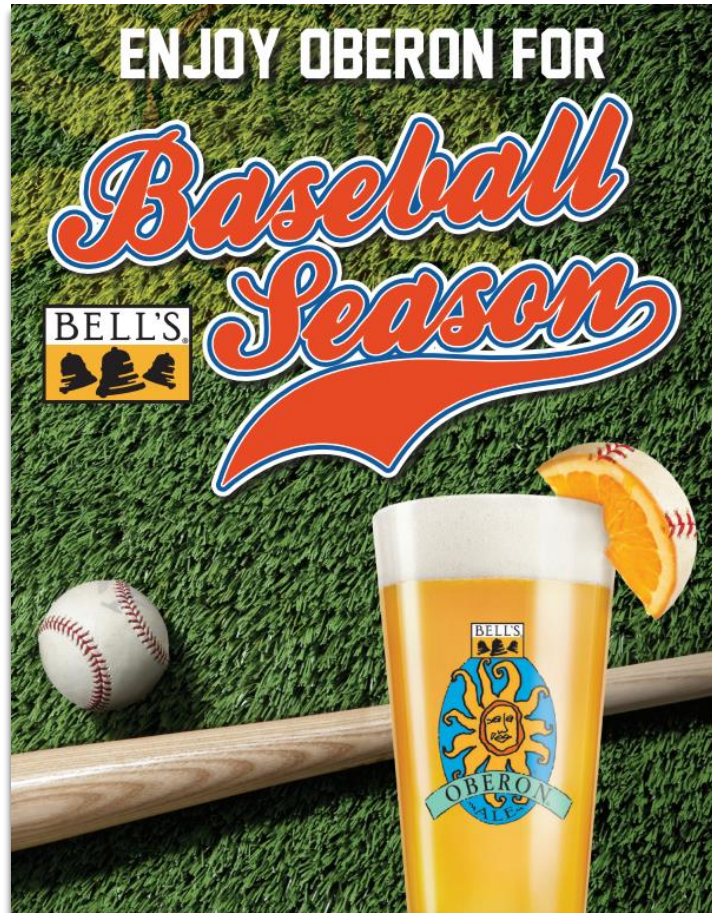
Seasonally  
relevant consumer  
proposition:  
**7% Fruited  
Wheat Ale with  
Spice**

**OBERON EQUINOX LAUNCHES 10/1**

Oberon will transition to Oberon Equinox at the end of September for a nationwide launch on 10/1/23. Oberon Equinox will stay in market until the Core Oberon release on 3/26/24. Same UPC. Same Pricing.

Oberon Ale is everything we love about summer: citrusy, refreshing & easy. It's a seasonal staple for many who aren't into "craft beer" & provides the flavor soundtrack for cherished moments spent with friends & family.

# OBERON BASEBALL PROGRAM



Snap of photo of your Oberon beer during a home game & tag @BellsBrewingCo & #OBERONFAN to win prizes.

## BEER & BASEBALL FANS UNITE

### PROGRAM OVERVIEW:

Win a #1 Oberon Fan Kit valued at \$50 by tagging a photo of your Oberon beer during a home game with #OberonFan. One (1) Grand Prize winner & (20) Secondary prizes- includes sunglasses, lip balm, etc.

**TIMING:** 2023 Season

### PRIZING:

- (1) Grand Prize (\$260)
  - Two (2) Game Tickets (\$100)
  - One (1) Baseball Jersey (\$50)
  - Two (2) #1 Fan Kits (\$100)
- (20) Secondary Prizes
  - #1 Fan Swag Kit (\$50 each)

**ARV:** \$1250

### SUPPORTING TOOLS:

- Full Suite of Digital POS
- Social Promotion- Tag #OberonFan

### LOCATIONS:

- Sports stadiums such as Comerica Park in Detroit



Baseball Tap Handle



Baseball Jersey



Sunglasses



Lip Balm



Can Coolers