





"For a quart of ale is a dish for a king."

- William Shakespeare





A celebration of the Summer Solstice, inspired by the work of Shakespeare, Renaissance Faire culture, long days, warm nights, and woodland fairytales

- ♦ Embrace Bell's culture by showcasing the top seasonal brand
- Engage Bell's drinkers with unique in-store activation
- Establish value to retail partners





inspiration

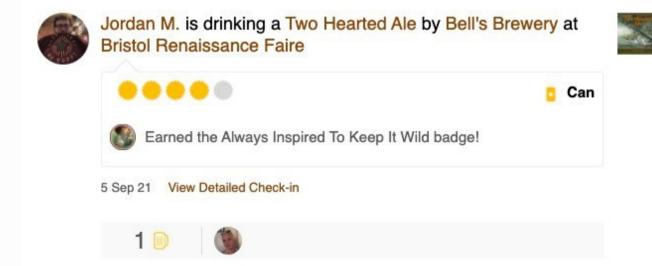


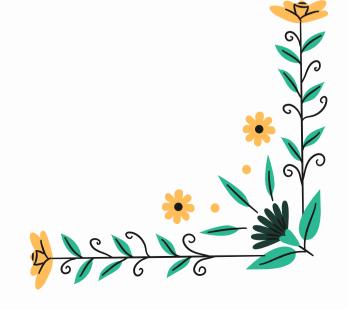




Midsummer Night's Dream stage set







Ober-Ren Program

Own the longest day of the year with the summer's most refreshing wheat beer: May 1-June 30

- Laser-cut, woodland inspired display pieces and Oberon fairy lights
 - Reversible to feature winter scene (tie in w/year-round wheat series)
- Custom signage available, featuring partnership with National Renaissance Faire network
 - 18 lucky winners (and a guest) will win a trip to a RenFaire in Southern California, Wisconsin, or New York and VIP tickets to the Bell's RenFaire tailgating experience & pub crawl
- Scan QR code on signage to enter and gain access to custom Bell's Summer Solstice content







More Wer-Ken details





National Renaissance Faire

Beer sponsor, partnership at 3 of the largest Renaissance Faires in the country, with over 600,000 attendees combined.

The connection with Bell's culture and Oberon is a natural fit.



Atmospheric display pieces

Inspired by the theater set design of a Midsummer Night's Dream, the woodland display piece that is reversible can stay up all year long.



Interact online

Accessed through a QR code on the display signage, customers can gain access to special Bell's summer solstice content, including Untappd badges and Twitch.tv cosplay influencers for RenFaire costume inspiration.













Brewery support

- Versatile, year-round display and signage available
- Consumer-facing sweepstakes
- Interactive online content

Brand recognition

- Bell's Oberon is the #3 highest-selling seasonal
- Co-display with #1
 beer in America, Two
 Hearted Ale

Optimal timing

- Early Summer program
 - displays up in time for July 4th
- Longer days = more daylight and outdoor drinking occasions
- Tie-in to your local RenFaire







- #3 craft seasonal last year
- ♦ Engage Bell's drinkers with unique in-store activation
 - online content, sweepstakes
 - unique floor display

Establish value to retail partners

- high quality display items
- appeal to diverse set of customers





"A good local pub has much in common with a church- except that a pub is warmer, and there's more conversation."

- William Blake, British poet





On-premise activation program





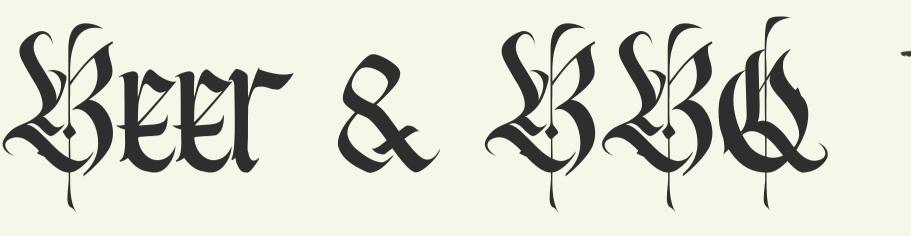




Celebrate the Summer Solstice with Bell's #1 seasonal, Renaissance attire encouraged

- Join the Summer Solstice celebration with Renaissance nights at on-premise accounts
 - Sun-down toast
 - Bell's beer & traditional food pairings
 - Cask ale tapping at select accounts
- Scan QR code on signage to enter and gain access to custom Bell's Summer Solstice content
 - Untappd badges
 - Social media assets
 - Twitch.tv cosplay inspiration

- Custom signage available on table tents and signs, featuring partnership with <u>National</u> <u>Renaissance Faire</u> network
- 18 lucky winners (and a guest) will win a trip to a RenFaire in Southern California, Wisconsin, or New York and VIP tickets to the Bell's RenFaire tailgating experience & pub crawl
- Bell's tailgating experience
 - Tailgate the local Renfaire with a day of food, costumes, music and games







- ♦ Bell's can partner with New York-based chain Dinosaur BBQ for a beer & smoked meat pairing program
- Staff training materials
- Social media support
- Customer-facing Summer Solstice events with prizes



Opportunities to expand Supplemental point of sale



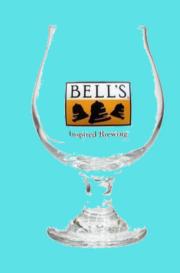
Oberon sun string lights



Pride & diversity themed swag



table tents, bar signage



co-branded Renaissance goblets





Type of accounts to target

- British, Irish pubs
- BBQ restaurants
- On-premise chain partners
- Accounts near the Renaissance Faire location







Why this works

Everyone has an alter ego at the Renaissance Faire

Beer drinking, diversity, and a fantastical imagination are all part of RenFaire culture (just like Bell's)











Thank you!





