

BATCH19: Lost. Forgotten. Rediscovered.

BATCH19 is inspired by the last batches that were brewed before Prohibition made it illegal. It's an authentic recipe found in an old brewery logbook that dates back to before 1919. It's bold, yet surprisingly balanced profile delivers all the attitude you want in a beer without all the bullshit. People are captivated by this beer's story, but they come back because it's a damn good beer. That is why BATCH19 is back for good.



How to describe BATCH19

- ✓ BATCH19 is a Pre-Prohibition Style Lager made from an authentic recipe that delivers a bold, hoppy flavor that is surprisingly well balanced.
- ✓ It derives its bold taste by using a rare combination of hops, including Hersbrucker and Strisselspalt
- ✓ Hersbrucker provides herbal notes and Strisselspalt delivers notes of black currant. We are aware of no brewer in America who uses this combination today
- ✓ This deep-golden lager is naturally filtered and unpasteurized with 26 IBUs and an assertive 5.5% ABV



Beer Magazine's
Top Choice



Rated a 90 on BeerAdvocate by the Brothers

**GABF Silver
Medal 2009**
(American
Specialty Lager)

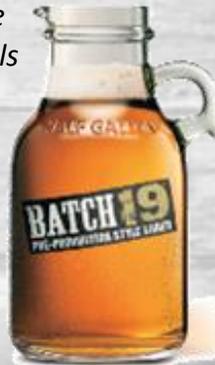
Who is the BATCH19 guy?

- 25-35 Invitation Craft Male-Drinker
- Drinks more spirits than average invitation craft drinker
- Likes hoppier beers, but also enjoys sessionability
- Appreciates interesting stories he can share with his buddies

The Bottle that evokes an Era: *The understated yet bold design of the BATCH19 bottle evokes the spirit of an earlier time. Pre-Prohibition bottles were characterized by their no-frills appearance and simple embossing. In tribute to this era, embossed transfer rings have been included around the neck of the bottle. These rings kept the bottles on the conveyor track as they were moved around the brewery. As a final touch, 1919 is stamped into the neck of the bottle to recall the year that beer was banned.*



The Growler: *The way beer was served. In the late 1800s, it was common for locals to purchase beer from their nearby saloon or brewery in a covered half-gallon jug, or growler. The name is said to originate from the growling sound that would escape the container once it was opened after carrying it back home.*



BATCH19
PRE-PROHIBITION STYLE LAGER

BATCH19: The Taste Profile

Appearance – A deep golden color that’s naturally filtered and unpasteurized; capped with a full white head.

Aroma – Biscuity malt aroma with herbal notes from the Hersbrucker hops and black currant notes from the Strisselspalt hops

Taste – Bold, hoppy taste that’s balanced by a subtle caramel maltiness

Mouthfeel – Smooth, medium-bodied lager with a moderate carbonation

Finish – Crisp, clean finish with a lingering hop taste that gradually fades

Retail Availability and Expectations

Available SKUs:

- ✓ 6-pack LNNR
- ✓ 12-pack LNNR
- ✓ 1/2 BBLs



Priorities Placements

- ✓ On Premise
 1. Draft
 2. 12oz Bottle
- ✓ Off Premise
 1. 6 packs
 2. 12 packs

Execution in the On Premise

1. Educate bartenders and servers about the story of BATCH19
 - *The story is intriguing for staff and customers alike and creates excitement around the brand in your bar*
2. Put the growler on feature
 - *Accounts that use this unique serving vessel boast 34% better velocity than accounts that do not use the growler*



Execution in the Off premise

1. Display 6 packs and 12 packs together on the BATCH19 Display Barrel
2. Shelve it next to other Nationally recognized Invitation Crafts, as well as in the Ad Box
 - *i.e. Boston Lager or Fat Tire*
3. Use the Neckhangers or Shelf Tags as a tool to further educate the shopper



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