



### THE IDEA

Who doesn't love Bootleg? The Star Tribune's lifestyle writer Aimee Blanchette recently called sipping a Bootleg the most refreshing way to end a perfect day. But, until now, you had to seek out Bootleg.

19th Hole Ventures has captured the legendary flavor of Minnesota's Signature Drink in the convenience of a bottle. Bootleg premium malt beverage is the first of its kind.

### THE OPPORTUNITY

- The Bootleg cocktail is gaining popularity beyond the traditional clubs.
- To serve this trend, we're introducing the first bottled Bootleg cocktail-inspired premium malt beverage.
- With its 90-year reputation of intrigue, this storied drink can now be enjoyed with friends anytime, anywhere.

### CHARACTER

A refreshingly satisfying handcrafted cocktail-inspired beverage infused with LEMON, LIME and a hint of MINT, blended with a touch of carbonation. Bootleg intrigues with wonderful flavor, soothing aroma and an attractive appearance, perfect for summer days and nights.

### IMPRESSION

Have the lakeside Minnesota summers come to you with Bootleg's refreshingly crisp, authentic cocktail-inspired flavor. Escape the ordinary, make every sip extraordinary. It's original, exclusive and full of character.

### SERVING RECOMMENDATIONS

Bootleg is best enjoyed over ice, allowing the subtle carbonation to still, and garnished with a sprig of fresh mint.



## INTRODUCING BOOTLEG™ MINNESOTA'S SIGNATURE DRINK™

The extraordinary story of Bootleg began on the shores of Lake Minnetonka when city folk took the Great Northern train to and fro this idyllic setting. No stranger to the cocktail scene, the area provided escape and refuge to the likes of F. Scott Fitzgerald, Al Capone and John Dillinger. This refreshing drink's allure grew steadily throughout the region with Prohibition only adding to its appeal.

Disaster loomed when the secret of Bootleg's unique taste nearly fell victim to the Lake's grand hotel fires. Miraculously the original handcrafted recipe survived alongside a well-concealed still on the western shores of Phelps Bay. Today, this elusive refreshment continues to intrigue. Now with the very first bottled Bootleg premium malt beverage, we can enjoy Minnesota's Signature Drink with friends anytime—one minted sip at a time.

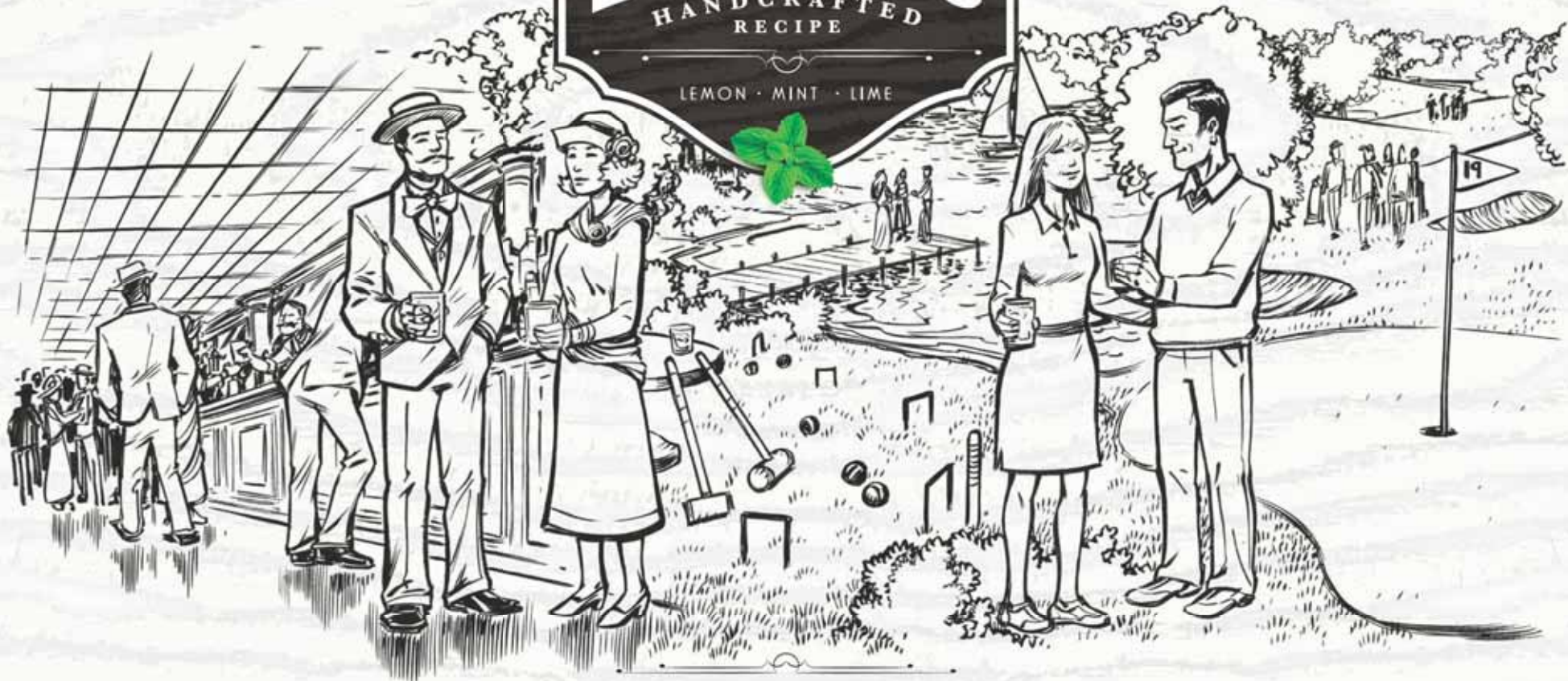
### HERE'S TO THE LEGEND!

**BOOTLEG** Premium Malt Beverage  
5.5% ALC. | 12oz | \$\$ | 19th Hole Ventures



THE ORIGINAL  
**BOOTLEG**  
HANDCRAFTED  
RECIPE

LEMON · MINT · LIME



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