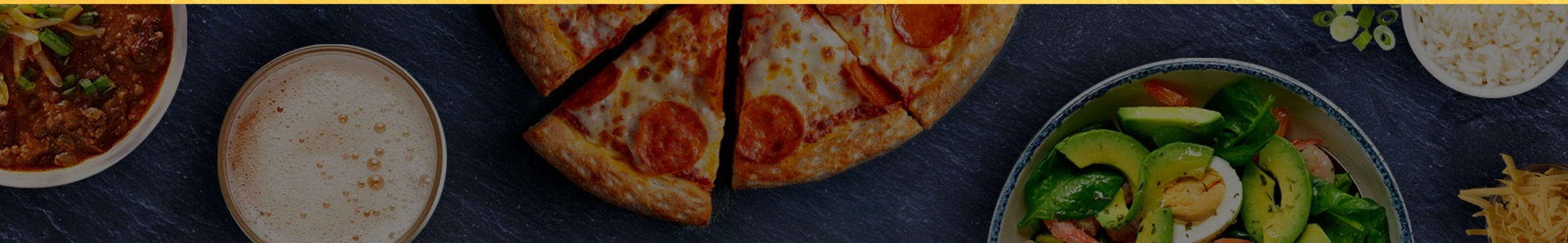




EVOLVE MEALS



CHANNEL MINDSET

Buy high-quality, easy to prepare food and drinks to pair with the meals they're making and enjoying with others.

CHANNEL BARRIER

Food is the focus; alcohol is an afterthought if it's included in the trip at all.

And when they're in the category, there are a lot of interesting options and they don't have a lot of knowledge on how to pair beer with their foods.

CHANNEL STRATEGY

Simplify and assist in the selection process and make beer more top of mind by providing navigational cues, inspiration, recipes and education to help them find the right beer to pair with any meal they're making.





BEER APPÉTIT

Hold up, you thought the only way to enjoy beer was by drinking it? Prepare to have your mind blown. After our crash-course in beerification, you'll be able to make beer brisket tacos, or mustard salmon with a miso-beer broth, or even beeramisu. Now, it's time to crack open a cold one and get cookin'.

Beer Appétit, friends!

BEER APPÉTIT

HOW IT WORKS

We're giving shoppers a lesson on beer, teaching them how they can enjoy our drinks and cook them too, by infusing their favorite seasonal styles into their go-to seasonal dishes.

SUMMER



WINTER



LANGUAGE

- Beer Appétit
 - Brew up a Refreshing Dish
 - Brew up a Comforting Dish
- Beerify it
- Beerification



BEER APPÉTIT

BREW UP A
REFRESHING DISH



BEER APPÉTIT

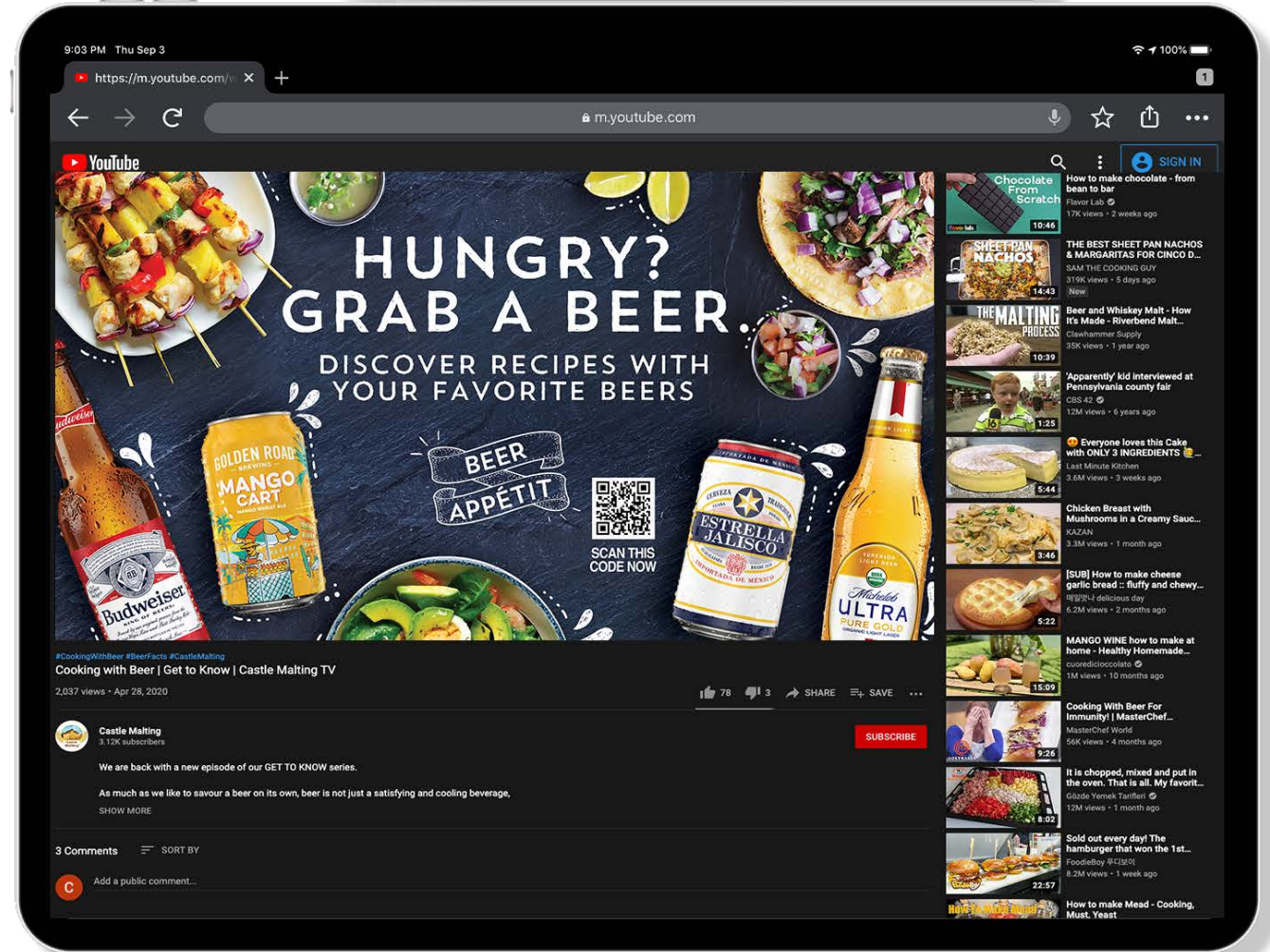
BREW UP A
COMFORTING DISH



MAKE BEER SIZZLE ON SOCIAL

Chefs on IGTV: Cooking tutorials on brand and/or retailer page with chefs on IGTV inspiring shoppers to get into the kitchen.

YouTube and Hulu Pre-Rolls: Target beer drinkers across viewing platforms with Beer Appétit creative, using QR code to drive them to trial and purchase.



GIVE SHOPPERS AN APPETITE

Window Cling:

Piques shoppers' attention to incorporate beer into their everyday cooking.



YOUR BEER APPÉTIT DESTINATION

Seasonal Endcap: Organized by styles, showcases the different seasonal beers and beer-based recipes shoppers can enjoy via communication boxes while blades drive to microsite for more inspiration.



YOUR BEER APPÉTIT DESTINATION

Shelf Blade: Near cross merch partners, inspires shoppers to plus up favorite seasonal dishes by incorporating a beer into the recipe via beer code.



SHOP BY STYLE ACROSS THE STORE

Case Stacker:

Brand-specific case stackers allow each brand's flavor profile to be placed specifically next to intended recipe match.

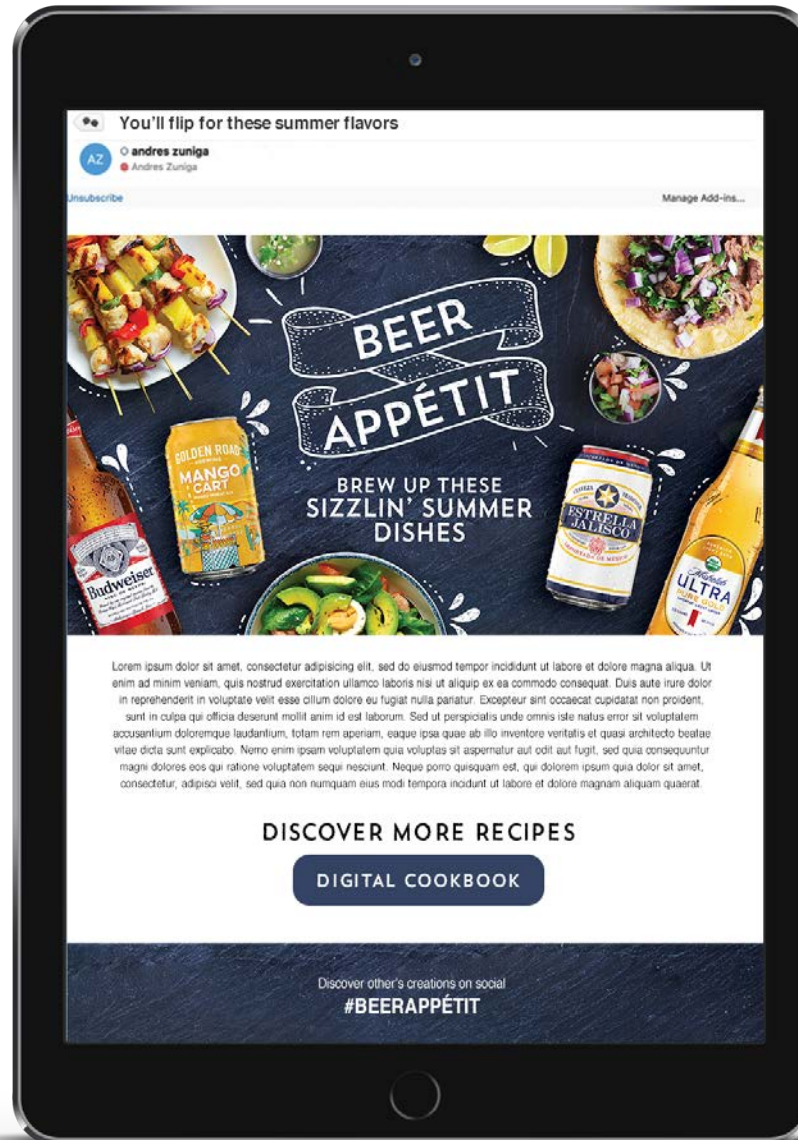


MAKE THEM THIRSTY FOR MORE

E-Blast: Showcase seasonal spotlight specials and drive shoppers to our digital cookbook.

Aggregated Social Posts: Showcase beer drinker's beer-based creations from our digital cookbook creations across relevant channels while serving them up additional suggestions.

Digital Media Retargeting: Retarget beer drinkers with new seasonally-relevant recipes that use their preferred beer style, along with new beer suggestions.



SUMMARY

PRE-SHOP

MAKE BEER SIZZLE ON SOCIAL



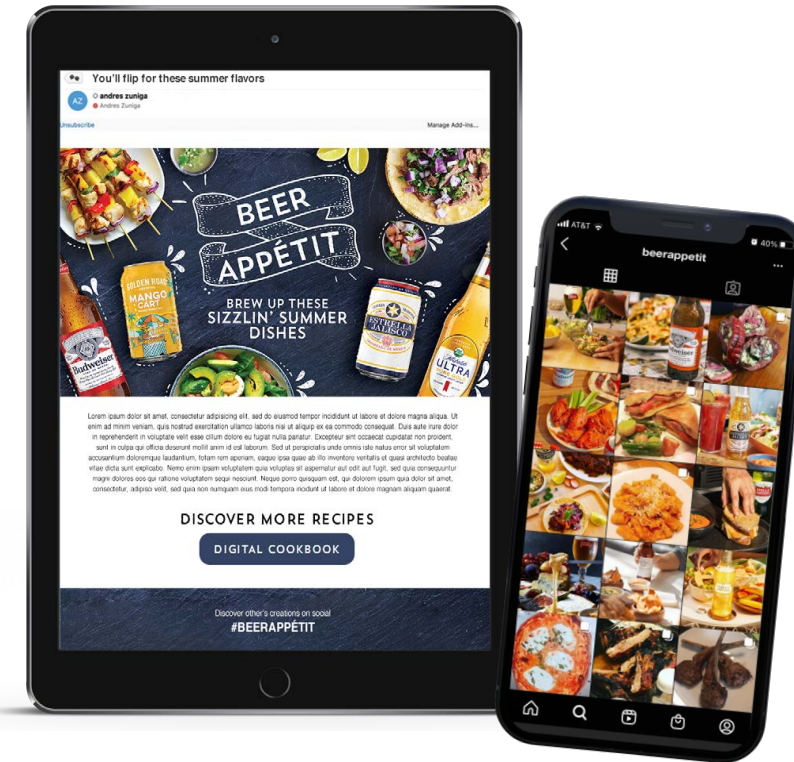
IN-STORE

CREATING APPÉTITE AT DESTINATION SHOPPING BY STYLE ACROSS THE STORE



POST-SHOP

MAKING THEM THIRSTY FOR MORE



IDEA EXTENSIONS - Large Format, Beer Appétit

PRE-SHOP	IN-STORE	POST-SHOP
<ul style="list-style-type: none">• YouTube and Hulu Pre-Rolls: Target beer drinkers across viewing platforms with Beer Appétit creative, using QR code to drive them to trial and purchase.• Chefs on IGTV: Create cooking tutorials on brand and/or retailer page with chefs on IGTV inspiring shoppers to get into the kitchen.• Add-to-Cart Technology: Place shoppers' beer and partner products directly to their shopping list or basket from Sponsored Pinterest Post or IGTV.<ul style="list-style-type: none">• i.e. Instacart• Targeted shopper media: Promote Digital Cookbook and sweeps, targeting shoppers based on shopping behavior, driving shoppers to purchase on EComm.<ul style="list-style-type: none">• i.e. on YouTube cooking channels, Pinterest, Food Blogs	<ul style="list-style-type: none">• Window Cling: Piques shoppers' attention to incorporate beer into their everyday cooking.• Beer Code: Drive shoppers to unlock our digital cookbook and learn about our sweeps with the tap of a phone. Code is featured on:<ul style="list-style-type: none">• Seasonal Endcap: Organized by styles, showcases the different seasonal beers and beer-based recipes shoppers can enjoy.• Case Stacker: Advertise beer-based recipes alongside partner products outside of aisle.• Barrel Fold Tear Pad: Educates shopper on recipes and the beer to match, driving them to discover more recipes and beer education• Shelf Blade/Wobblers: Near cross merch partners, educates shoppers on how to plus up favorite seasonal dishes by incorporating a beer into the recipe.	<ul style="list-style-type: none">• Sweeps: Guests share their beer-based creations for the chance to win beer for a year.<ul style="list-style-type: none">• Entered via social by posting a picture with the hashtag #BeerAppétit• Aggregated Social Posts: Showcase beer drinker's beer-based creations from our digital cookbook across relevant channels while serving them up additional suggestions.• Digital Media Retargeting: Retarget beer drinkers with new seasonally-relevant recipes that use their preferred beer style, along with new beer suggestions.• E-Blast: Showcase seasonal spotlight specials and drive shoppers to our digital cookbook.• Digital Beer Cookbook: Guests can unlock beer-based recipes for any season and meal.<ul style="list-style-type: none">• Within the Cookbook, guests will see UGC content from people who created dishes and tagged #BeerAppétit

PLUS UP: Bring in relevant retailer celebrities to amplify exclusive content i.e. Eva Longoria or Marcus Samuelson with Stella (Current IG content).



RECEIPE DEVELOPMENT

COOKING WITH BEER

COOKING RECOMMENDATION:

GRILLED WHOLE CHICKEN WITH STELLA RANCH CREMA

Seasoned and grilled whole chicken drizzled with an herbed Stella-infused homemade ranch crema. Serve with a side of roasted corn or crispy Yukon gold potatoes.

SUMMER STYLE RECOMMENDATION:

Stella Artois



COOKING RECOMMENDATION:

GRILLED SALMON SIDE WITH GOOSE ISLAND NEXT COAST SOY GLAZE

Skin-on Atlantic salmon side, brushed with Goose Island Next Coast soy glaze and grilled to flaky perfection. Serve with your favorite summer side.

SUMMER STYLE RECOMMENDATION:

Goose Island Next Coast IPA



COOKING WITH BEER

COOKING RECOMMENDATION:

ROASTED PORK TENDERLOIN WITH SPACE DUST HERB AIOLI

Tender, whole-roasted pork tenderloin served with an Elysian Space Dust IPA herb aioli.

WINTER STYLE RECOMMENDATION:

Elysian Brewing Space Dust IPA



COOKING RECOMMENDATION:

MIDNIGHT CHOCOLATE TORTE WITH SALTED CARAMEL

Decadent dark chocolate torte made with rich premium chocolate and Stella Midnight Lager topped with a warm salted caramel drizzle. Serve with your favorite ice cream.

WINTER STYLE RECOMMENDATION:

Stella Midnight Lager



WINTER: COOKING WITH BEER

COOKING RECOMMENDATION:

MIDNIGHT CHOCOLATE TORTE WITH SALTED CARAMEL

Decadent dark chocolate torte made with rich premium chocolate and Stella Midnight Lager topped with a warm salted caramel drizzle. Serve with your favorite ice cream.

WINTER STYLE RECOMMENDATION:

Stella Midnight Lager





CHEERS!

