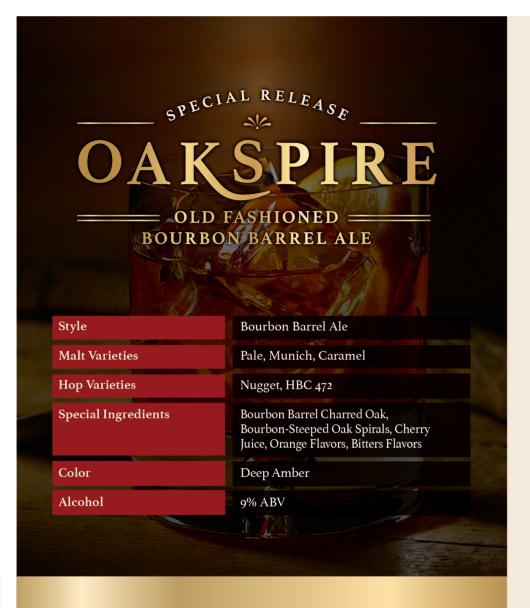


A BREWER'S TAKE ON A CLASSIC AMERICAN COCKTAIL.

Crafted with oranges, cherries, bitters and matured on charred bourbon oak.







WHAT'S THE STORY BEHIND THE BEER?

We first began brewing Oakspire in 2018 as a special release around the Holidays and it has since become a fan favorite. In 2020, we're shaking things up with a take on the classic American cocktail - the Old Fashioned. Easily one of the most difficult beers we've ever produced, Oakspire features a custom-built, proprietary infusion method to pull the flavors from bourbon-steeped charred oak and marry with the sweet taste of orange and cherry, then finished a dash of bitters.

WHAT IS IT?

A big, malty sweet amber ale cycled over fresh bourbon barrel char and custom-toasted oak spirals and then finished with orange, cherry and bitters. Remarkably reminiscent of a true Old Fashioned but with a craft brewer's twist.

HOW WILL IT BE SUPPORTED?

- POS: Digital and Print
- Social Content
- In-Store Sampling
- Holiday Activations
- Website featuring food pairing recipes written by the brewer







