



SAMUEL  
ADAMS®

OK-TO  
-BEER-  
FEST

CELEBRATE BEER WITH BEER™

P4 CEG/Focus Month: September





# Updates

- **April 1**
  - Updated packaging & POS images (slides 4, 6, 15-16)
  - More details on Golden Ticket program (slides 9-13)
- **May 6**
  - Media spend adjusted to \$4.5MM (slides 4,6)
  - Updated details on on-premise & off-premise support slides (slides 9-13)
  - Updated POS images (slides 15-17)
- **June 10**
  - Golden Stein Sweeps – Illegal in AR, KY, VA & WA; Alternative POS will be shipped instead (Slide 11)
  - Updated POS images (slides 12, 13, & 17)
  - Added recipes link in appendix (slide 19)
- **June 24**
  - Steinhoisting QR code update & sales tools build in (slide 10)
  - Updated details on experiential/local investment (slide 14)
  - Order Window Shipping Update (slide 19)





# Oktoberfest is a Time For Drinkers To Let Loose In 2021, Sam Adams Will Help Them Do That With **OK-TO-BEER-FEST!**



**OK-TO-BEER-FEST** is about celebrating beer with beer!

Help beer drinkers celebrate the fall season with the **#1 Fall Seasonal Portfolio:**  
Sam Adams Oktoberfest, Jack-O, and Sweater Weather Variety Pack



# OK-TO-BEER-FEST: Celebrate Beer with Beer

## CAMPAIGN SUMMARY

**Timing: August – October 2021; Focus Month: September**

Sound the alpenhorn – it's everyone's favorite time of year: Fall & Oktoberfest! Samuel Adams OK-TO-BEER-FEST 360-campaign will build anticipation and get drinkers excited to celebrate beer with beer. With a new Cousin Oktoberfest TV spot, unique golden ticket instant win promotion, and impactful POS - drinkers will breakout their lederhosen with the #1 Fall Portfolio – Oktoberfest, Jack-O, and Sweater Weather Variety Pack.



## KEY STATS

- Samuel Adams has the #1 Fall Seasonal Portfolio
  - Oktoberfest is the #1 Fall CDS Seasonal with 31% Share, Sweater Weather is the #1 Variety Pack, and Jack-O was the fastest growing Top 10 seasonal in 2020.
- We're investing \$4.5MM in national media including a new Cousin Oktoberfest spot and launching the first-ever instant win Golden ticket promotion.

### 2020 Program Results

- Samuel Adams fall seasonal portfolio grew 18%, impacted culture, and engaged drinkers.
- Oktoberfest case volume grew 6%, Jack-O grew 101%, and Sweater Weather VP grew 18%

## OBJECTIVES – DRIVE VISIBILITY

### Off-Premise:

- Impactful Displays & Ads
- Increase PODs

### On-Premise

- Draft Distribution and Engaging Features
- Steinhoisting Competitions

## POS OVERVIEW

### Off Premise

- Mass/Pallet Display Piece
- Stein Topper & Handle
- 3D Cardboard Stein
- Case Riser
- Case Easel
- Cooler Sticker
- Basewrap
- Pole Topper
- Your Cousin Oktoberfest Standee
- Golden Ticket Case Easel, Pole Topper & Poster

### On Premise & Events

- Hats
- Lederhosen Suspenders
- Lederhosen T-Shirts
- Koozies
- Poster
- Coasters
- Table Tents
- Pennant Strings
- Festival Pin

### Steins & Glassware

- 3ft Display Stein
- 1L Ceramic Stein
- 0.5L Drinking Stein
- 1L Hoisting Stein
- 1L Boot Stein





# Fall 2020 was Impressive for the Samuel Adams Seasonal Portfolio: Octoberfest Had the #1 Item Spend Per Trip in Total Beer<sup>1</sup>

**Sam Adams Fall Portfolio  
Grew +18%<sup>2</sup>**



+6%  
#1 Fall Seasonal



+106%  
Fastest growing  
Top 10 seasonal



+18%  
#1 Variety Pack

**High Basket Ring**



Octoberfest was a Top 5  
Beer Brand for Basket  
Size<sup>1</sup>

**PR Coverage  
8x Higher Than 2019**



Octoberfest At Home Kits  
sold out in 4 days

1B Media Impressions  
\$9MM in Ad Value

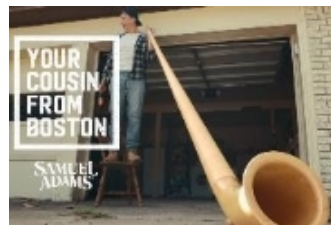


Bill Burr spoofed Your Cousin  
From Boston with Jack-O!

<sup>1</sup>Numerator, 8/1-11/1/2020, <sup>2</sup>IRI Total US MULO + C; Octoberfest Season 8/3/20 – 11/1/20



# Sam Adams Will Bring The **OK-TO-BEER-FEST** Party In This 360-Degree Marketing Campaign

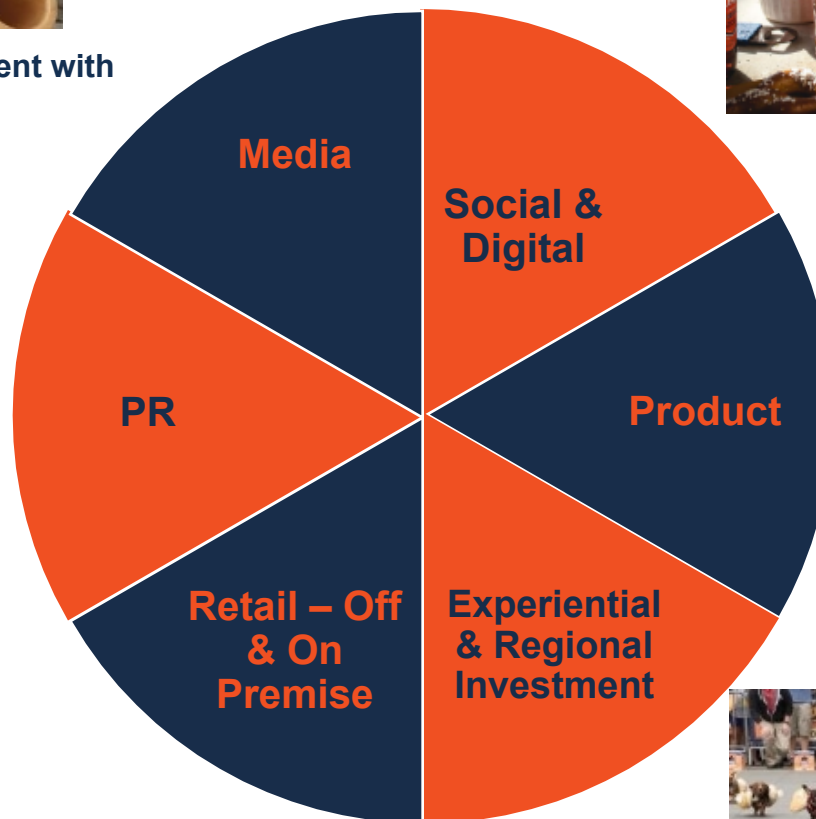


- \$4.5MM National Media investment with new YCFB spot to make sure Oktoberfest is top of mind

- Big Buzz Driving initiatives



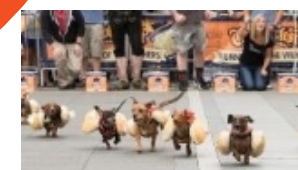
- Samuel Adams is Turning Fall Gold and Giving away 7 Trips to 2022 Munich Oktoberfest!
- Golden Bottle (Off) & Golden Stein (On) Sweepstakes Promotions
- OK-TO-BEER-FEST Steinhoistings to engage drinkers



- Paid social including anticipation teasers



- The #1 Fall Seasonal Portfolio
- New assortment for Sweater Weather with Festbier for drinker's social gatherings.
- Cans will be available for all 3 variants!



- OK-TO-BEER-FEST events
- Increased investment for Focus Markets





# 2020 Your Cousin From Boston Spots



**"Friggin' Majestic"**  
**:15 TV**



**Alpenhorn**  
**:15 Digital**



**Augtoberfest**  
**:15 Organic Social**

New spot coming this summer for 2021!



# Drive Consumer Satisfaction With The #1 Fall Seasonal Portfolio (+18% in 2020)<sup>1</sup>

## Octoberfest



#1 Fall Seasonal Beer<sup>1</sup>

1 in 3 Drinkers Don't Want IPAs  
Seasonal Beer is The Top Style  
Chosen by Drinkers Who Don't  
Want IPAs<sup>2</sup>

## Jack-O



Fastest growing 2020 Top 10  
seasonal with 106% growth<sup>1</sup>

Pumpkin is a top fall flavor for  
consumers<sup>3</sup>

## Sweater Weather VP



**New** Assortment for 2021 with Festbier

#1 Variety Pack<sup>1</sup>

Mix maximizes the variety  
pack's reach & fits well with  
the seasonal theme.





# On and Off-Premise Drinkers will have the Chance To Win One of 7 Trips to 2022 Munich Oktoberfest and over 1,500 prizes!

## On-Premise



### Steinhoisting Competition

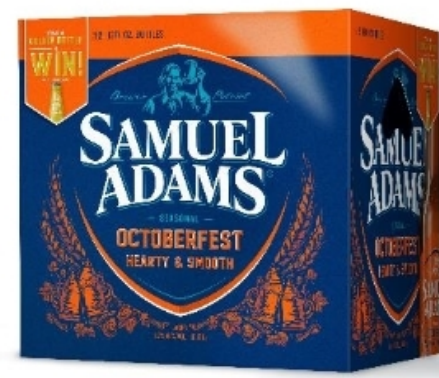
*1 Trip Winner*



### Golden Stein

*1 Trip Winner and over  
1,500 prizes valued at \$12K*

## Off-Premise



### Golden Bottle Instant Win (O'fest 12pk Btls)

*5 Trip Winners*



### OK-TO-BEER-FEST Sweeps

*Over 1,500 prizes valued at  
\$12k*



# On-Premise: OK-TO-BEER-FEST Hoisting Competition

**All stein hoisting participants will have a chance to win a trip for 2 to 2022 Munich Oktoberfest (\$6K value)**

## Details

- Every hoisting participant will be entered to win the trip.
- One steinhoister will win the trip via random drawing at the end of October.

## How To Activate

- All hoisting participants will enter to win via QR code.
- Order winning swag items for your accounts including 1L ceramic stein.
- [Octoberfest Steinhoisting Training Video](#)

## Objective

On-Premise visibility: engage drinkers & drive Oktoberfest features

## POS Support

1L Hoisting Stein OC2134  
1L Ceramic Stein OC2102  
QR Code Entry Card – working on digital & paper versions



## SteinHoister Journey



1. Participant scans QR code from Entry Card
2. Participant must share a photo of them from the event
3. Trip winner will be chosen at the end of October





# STEIN HOISTING RESOURCES

Stein Hoisting Guides are now available on [BAM](#) – you can give to retailers who are conducting their own stein hoistings

Cards that contestants will be given to enter the sweeps will be available on Merchtank next week– send these to accounts with the stein hoisting guide

## HOW TO CONDUCT A STEIN HOISTING CONTEST

### THE BASIC RULES OF STEIN HOISTING

- Contestants must hold their arm perfectly straight out in front of them, parallel to the floor, with elbow locked. If the contestants start to spill, drop their arm or bend their elbow, they are disqualified.
- Stein must be held with one hand – cannot switch hands. Stein must be held by the handle.

### HOW DO I HOST A STEIN HOISTING CONTEST?

- Gather the contestants (aged 21+) and place a full stein in front of them on the floor.  
(NOTE: we recommend that you fill the steins with water)
- Once the hoisting begins, watch for people bending their arms or spilling.
- The one man and one woman who hoist their stein the longest are declared the winners!

### AFTER THE COMPETITION

- All guests who participated in the stein hoisting contest are eligible to win a trip to 2022 Oktoberfest in Munich, Germany!
- Give each contestant an entry card and encourage them to follow the instructions on the card.
- Contestants will simply scan the QR code with their phone and they will be taken to a page with simple instructions for how to enter. Contestants will need to post a photo of themselves with a stein (or steinhoisting) to be eligible to win the trip.

TO DRIVE TRAFFIC AND CREATE EXCITEMENT BEFORE THE STEIN HOISTING CONTEST, PROMOTE THE EVENT VIA POS AND ON YOUR SOCIAL MEDIA CHANNELS!



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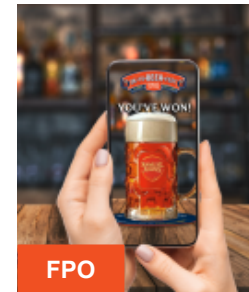
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# On-Premise: Find The Golden Stein Sweepstakes

## Drinkers will have a chance to win a trip to '22 Munich Oktoberfest and over 1,500 other prizes

<b>Details</b>	<p>Drinkers will point their phone at the POS QR codes to launch a web-based AR-like experience.</p> <p>If a full Sam Adams Golden stein appears on their phone, they win a merch prize (koozie, hat, etc.)</p> <p>All drinkers will whether they win or lose, will be entered to win a trip to '22 Munich Oktoberfest. Will be drawn at the end of October.</p> <p>The drinker will be directed to the Golden hub which includes recipe content, playlists, etc.</p>	<h3>Drinker Journey</h3> <ol style="list-style-type: none"><li>1. Drinker scans QR code</li><li>2. Drinker will know whether they won or lost<ul style="list-style-type: none"><li>• Win: Merch Prize</li><li>• Win or Lose: Will be entered to win a trip to Munich.</li></ul></li></ol>
<b>Locations</b>	<p>National, but illegal in AR, KY, VA &amp; WA. POS items won't include Golden Stein sweeps.</p>	
<b>Objective</b>	<p>On-Premise visibility: engage drinkers &amp; drive Oktoberfest features</p>	
<b>POS Support</b>	<p>Coasters (OC2109) Posters (OC2108) Table Tent (OC2110)</p>	<ol style="list-style-type: none"><li>3. Drinker will be directed to the golden hub to get information on recipes, playlists and other exclusive content</li></ol>







# Off-Premise: First-Ever, Golden Bottle Instant Win Promotion for Oktoberfest 12pks

**Drinkers will have the chance to instantly win a trip for 4 to 2022 Munich Oktoberfests (\$12K value)**

**Details** Drinkers will purchase specially marked packages of Oktoberfest 12pk bottles for a chance to win one of the 5 golden bottles.

**Locations** National, but illegal in AK, CA, HI, MO, NJ, PA, TX, UT, & VT. For these states, regular packs of Oktoberfest will be produced.

**Timing** August – October 2021

**Objective** Off-Premise visibility: distribution & displays

**POS Support**

- Golden Bottle POS
- Case Easel (OC2127)
- Pole Topper (OC2128)
- Poster (OC2129)





# Off-Premise: OK-TO-BEER-FEST 2022 Sweeps

**Drinkers will have the chance to win over 1,500 Oktoberfest prizes valued at \$12K!**

**Details** Drinkers will scan the QR code on POS and have the chance to win 1,500 prizes of Oktoberfest merch including lederhosen suspenders.

**Timing** August – October 2021

**Objective** Off-Premise visibility: distribution & displays

**POS Support** Case Easel (OC2112)  
Cooler Sticker (OC2111)  
Pole Topper (OC2118)



## Drinker Journey



1. Drinker scans QR code from POS



2. Drinkers will have the chance to win over 1,500 prizes valued at \$12K



3. After entering drinker will be directed to the golden hub to get information on recipes, playlists and other exclusive content





# Additional Investment in Focus Markets to Drive Relevance & Volume



Atlantic (\$50K)  
Albany, NY  
Baltimore, MD  
Northern/Central NJ  
DC/Northern VA  
Philadelphia, PA  
New York, NY

Central (\$125K)  
Zinzinnati  
Wynwood/Miami, FL

Mid-America (\$95K)  
Oktoberfest USA (Lacrosse, WI)  
Oktoberfest Chicago

New England (\$70K)  
Boston, MA





# Off-Premise POS for Eye-Catching Displays

## Pallet-Sized Display



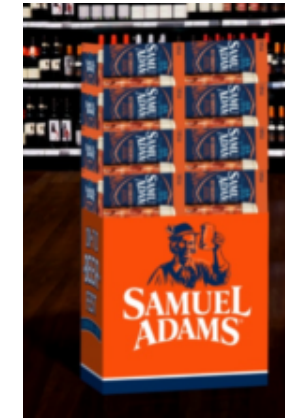
Modular Mass Display  
OC2119

## Medium Size (30-50 CEs)



Stein Topper and Handle Display  
OC2115  
Basewrap not included (OC2113)

## Small Size (10-15 CEs)



Case Riser OC2117  
*Last year's case riser is  
also available on  
everyday (OC2017)*



Cousin Octoberfest  
Standee  
OC2114



3D 4ft Cardboard Stein  
OC2120

- Case Easel (OC2112)
- Cooler Sticker (OC2111)
- Pole Topper (OC2118)

### Golden Ticket POS

- Case Easel – OC2127
- Pole Topper – OC2128
- Poster- OC2129



# Wearables & Giveaway Items That Every Drinker Will Want



Lederhosen  
Themed Shirts S-XXL  
OC2126



Hat  
OC2104

Also, can be used as an Sam Adams  
statue add on (LA303) and last year's hats  
are on everyday- OC2004



Lederhosen Suspenders OC2105



Octoberfest Socks  
OC2124



Octoberfest Event Metal  
Pin OC2122



Can Grip  
OC2003



Lederhosen Koozie  
OC2107



Sweater Bottle Koozie  
OC2123





# On-Premise & Event POS Creates an Engaging OK-TO-BEER-FEST experience

## Paper POS



Table Tents (OC2110)



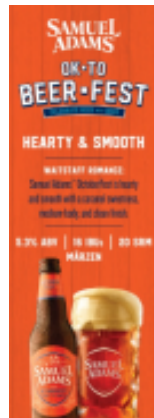
Poster (OC2108)



Pennant Strings (OC2116)



Coasters (OC2109)



Waitstaff Ed Card (OC2135)



MS535 – Tall tap handle insert  
MS536 – Short tap handle insert  
Order on MerchTank Everyday.



MS537 – Tall tap handle insert  
MS538 – Short tap handle insert  
Order on MerchTank Everyday.



POS Art for States without Golden Stein (AR, KY, VA & WA) – Will be automatically shipped via the order window orders



Table Tents (OC2110)



Poster (OC2108)



Coasters (OC2109)





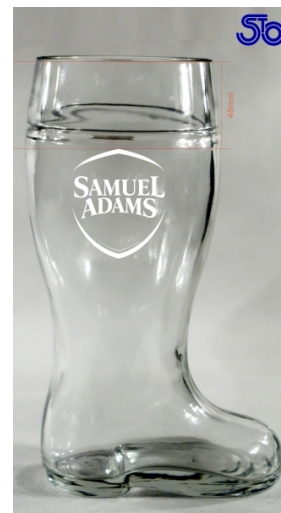
# Steins & Glassware to Fest Properly



3ft Display Stein  
OC2107



1L Ceramic Stein  
OC2102



1L Boot Stein  
OC2100



1L Glass  
Hoisting Stein  
OC2134

*Last year's glass is available on  
everyday – OC2000*



0.5L Drinking Glass  
Stein OC2101



# POS Update – July 4<sup>th</sup> & Oktoberfest



## RWB/July 4<sup>th</sup> POS

- The last orders shipped out 6/21 from King's for hardgoods and the mass display.
- Should be arriving within the next week.



## Oktoberfest



- All Paper POS (except basewrap & pennant strings), 1L steins, and 1L boot will be shipping out later this month and will arrive on time.
- All other items will start shipping in early July. More details to come in the weekly sales updates.



# APPENDIX

- Trade Recipes





# Key Octoberfest Stats



Octoberfest is the **#1** Fall CDS Seasonal with **31% Share**



1 out of every 3 Octoberfest Beer sold is Sam Adams



Octoberfest CEs **Grew +6%** in 2020



**Top 2 Fall CDS Seasonal SKUs** are Octoberfest 12pk bottles (+16%) and 6pk bottles (+4%)



# Samuel Adams Fall Portfolio Details

In-Market: 8/9 (staggered) – 11/1/21

## Octoberfest



Hearty & Smooth Marzen | 5.3% ABV

Bottles: 6pk, 12pk, 28pk  
Cans: 12pk  
Draft: 1/6 bbl, 1/2 bbl

## Jack-O



Pumpkin Ale | 4.4% ABV

Bottles: 6pk, 12pk  
Cans: 12pk  
Draft: 1/6 bbl, 1/2 bbl

## Sweater Weather VP



**New** Assortment with  
Festbier

Bottles: 12pk, 24pk  
Cans: 12pk

*Check out the Octoberfest SRS, Jack-O SRS and Sweater Weather PSD for more information on BAM!*



# 2021 Sam Seasonal Transition Calendar

2021 Sam Adams Seasonal Transition Calendar																
Season	# weeks	Dec	Jan	Feb	Mar	Mar	Apr	May	Jun	Jul	Aug	Aug	Sep	Oct	Nov	Dec
Spring	13	12/21/20														12/20/21
Summer	19			2/22/21*	3/15/21**	3/22/21										
Fall	13										8/2/2021***	8/15/21****				
Winter	7														11/1/21	

\*AZ Spring training

\*\*AL/FL for spring break

\*\*\*National transition (including DC, VA & WV) and New England/Atlantic Club (Sweater Weather 24pk bottles)

\*\*\*NE & Atlantic divisions (except DC, VA & WV) ; NE will manage the Summer Ale on their own to stretch to Labor Day in certain markets

## Based on Sales feedback, we will have a staggered fall transition:

- 8/2/21: National Transition (including DC, VA & WA)
  - Excluding New England & Rest of Atlantic States; NE will only transition the Sweater Weather 24pk bottle for Club
- 8/16/21: Rest of Atlantic states & NE divisions
  - NE will manage Summer Ale to stretch to Labor Day in certain markets