



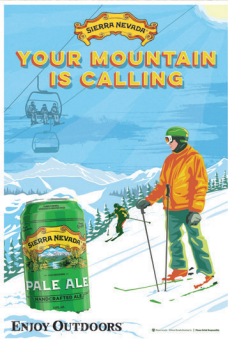
2019 RELEASE SCHEDULE

JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
PALE ALE 5.6% ABV 34 IBU						12oz. 6-PK 12-PK 24-PK	24oz.	12oz. 12-PK 24-PK	16oz. 18-PK		
TORPEDO[®] EXTRA IPA 7.2% ABV 65 IBU						12oz. 6-PK 12-PK 24-PK	24oz.	12oz. 12-PK	16oz. 18-PK		
HAZY LITTLE THING[®] IPA 6.7% ABV 40 IBU						12oz. 6-PK 12-PK	19.2oz. 15-PK				
SIERRAVEZA[®] EASY-DRINKING LAGER 5.0% ABV 18 IBU						12oz. 6-PK					
BRUT IPA EXTRA DRY IPA 6.2% ABV 25 IBU 12oz. 6-PK 12-PK 24-PK			SUMMERFEST[®] CRISP LAGER 5.0% ABV 28 IBU 12oz. 6-PK 12-PK 24-PK			12oz. 12-PK		OKTOBERFST 6.0% ABV 20 IBU 12oz. 6-PK 12-PK 24-PK		CELEBRATION[®] FRESH HOP IPA 6.8% ABV 65 IBU 12oz. 6-PK 12-PK 24-PK	
BIGFOOT[®] BARLEYWINE-STYLE ALE 9.6% ABV 90 IBU 12oz. 6-PK				HOPTIMUM[®] TRIPLE IPA 9.6% ABV 68 IBU 12oz. 6-PK			NARWHAL[®] IMPERIAL STOUT 10.2% ABV 60 IBU 12oz. 6-PK				
HOP BULLET[®] DOUBLE IPA					8.0% ABV 60 IBU 12oz. 6-PK 12-PK 19.2oz. 15-PK						
TROPICAL TORPEDO[®] IPA					6.7% ABV 55 IBU 12oz. 6-PK 24-PK 12oz. 6-PK 12-PK 16oz. 18-PK						
OTRA VEZ[®] LIME & AGAVE					4.5% ABV 5 IBU 12oz. 6-PK						
THE SAMPLER					MIXED PACK 12oz. 12-PK						
HOP HUNTER[®] IPA					6.2% ABV 60 IBU 12oz. 6-PK 12-PK						
NOONER[®] PILSNER					5.2% ABV 38 IBU 12oz. 6-PK 12-PK						
SIDECAR[®] ORANGE IPA					6.8% ABV 45 IBU 12oz. 6-PK						
KELLERWEIS					4.8% ABV 15 IBU 12oz. 6-PK						
STOUT					5.8% ABV 50 IBU 12oz. 6-PK						
PORTER					5-6% ABV 32 IBU 12oz. 6-PK						



2019 RETAIL PROGRAM SCHEDULE

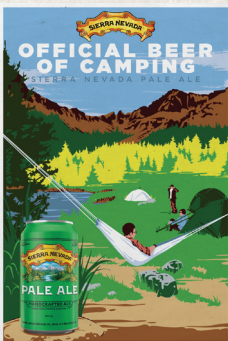
JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
YOUR MOUNTAIN IS CALLING				OFFICIAL BEER OF CAMPING			TRAILGATING			SHARE THE CELEBRATION	



YOUR MOUNTAIN IS CALLING

January 1 - February 28

Sierra Nevada was inspired by the mountains and they continue to call us home. Our Q1 program leverages three mountain-inspired display executions, a big-ticket consumer giveaway, and custom SNBC ski/snowboard gear to deliver the feeling of a winter getaway at retail to remind shoppers to enjoy the moments that Refresh the Spirit with Sierra Nevada. Enjoy Outdoors, Your Mountain is Calling!



THE OFFICIAL BEER OF CAMPING

May 15 - July 15

Sierra Nevada's number one focus period for 2019 is in support of National Camping Month in June. The Official Beer of Camping is a 360-degree summer campaign targeting camping-themed displays to encourage shoppers to stock up on Sierra Nevada cans and additional supplies for their outdoor summer adventures, while reinforcing our Enjoy Outdoors national media messaging to position Sierra Nevada Pale Ale as the Official Beer of Camping.



TRAILGATING™

August 15 - October 15

Trailgating, tailgating the Sierra Nevada way, focuses on the enjoyment of being outside grilling with friends and targets cross-merchandising displays to encourage shoppers to pick up all the essentials to create their own tailgate at the trailhead. This program targets display opportunities for trailgating season, while the juxtaposition of the creative aligns with our Enjoy Outdoors national media campaign to create a unique Sierra Nevada experience.



SHARE THE CELEBRATION®

November 1 - December 31

In the spirit of the holiday season, our Q4 program focuses on creating the Sierra Nevada moments that inspire our drinkers to Share the Celebration® with family and friends. This program delivers high impact, holiday-themed display executions featuring the #1 Pale Ale and our top selling seasonal, Celebration®.

