

DOG TAG
BREWING®

**PABST BREWING CO. DOG TAG BREWING
LAUNCH PLAN – SPRING 2017**

Dog Tag Brand Story

- **WE WERE BORN OUT OF LOVE, NOT OUT OF OPPORTUNITY.**
 - We are committed to honoring and celebrating the lives and legacies of those military heroes who died in service to the nation; to educating America about their stories of courage; to increasing the awareness and impact of Gold Star-related initiatives and programs; and to broadening, inspiring, and activating support of and involvement in them.
 - At our core is a commitment to helping you – the American public – give back to those families who've sacrificed so much, to pay tribute to the fallen, and to ensure they are never forgotten.
- **WE ARE NOT IN THE BEER BUSINESS. WE ARE IN THE LEGACY BUILDING BUSINESS.**
 - Dog Tag Brewing Foundation was founded on the simple premise that what is important to Gold Star Families is important to us, and then we make that important to America.
- **THEIR LEGACIES ARE IN YOUR HANDS.**
 - As a publicly supported, tax-exempt 501(c)(3) organization, Dog Tag Brewing Foundation's work relies upon the generosity of a wide array of individuals, organizations, and businesses, including *Dog Tag Brewing, LLC which donates 100% of its net profits to the Dog Tag Brewing Foundation.*
 - All contributions to Dog Tag Brewing Foundation are used to directly support the impact projects of remembrance and to enhance our ability to succeed in our efforts to broaden awareness of the fallen, celebrate their stories, and make a difference.
- **Pabst Brewing Company.**
 - Distributor for USA. Pabst Brewing Co. committed to donating \$1MM.



16oz Can

Dog Tag. Brand Story

- THE FAMILIES OF MILITARY SERVICEMEN AND SERVICEWOMEN WHO DIED IN SERVICE TO OUR NATION. THESE ARE AMERICA'S GOLD STAR FAMILIES.
- "Gold Star Family" is a modern reference that comes from the Service Flag. These flags/banners were first flown by families during World War I. The flag included a blue star for every immediate family member serving in the armed forces of the United States, during any period of war or hostilities in which the armed forces of the United States were engaged. If that loved one died, the blue star was replaced by a gold star. This allowed members of the community to know the price that the family had paid in the cause of freedom.
- WHAT DOES A GOLD STAR PIN REPRESENT?
- There are two different lapel pins issued by the Department of Defense to Gold Star Family members. The pins serve as a public display and remembrance of their sacrifices.
- The **Gold Star Lapel Pin** was established by Congress in 1947 and is given to widows, parents and next of kin of those service members killed in combat. The pin features a gold star on a field of purple and surrounded by laurel leaves.
- The **Next of Kin Lapel Pin**, approved in 1973, is presented to the primary next of kin of service members who lose their lives while serving on active duty or while assigned in a Reserve or National Guard unit in a drill status. This pin features a gold star on a gold background and surrounded by four oak sprigs.

Gold Star Lapel Pin



Next of Kin Lapel Pin



Contribution. Process

- Pabst Brewing Company has the exclusive rights to Produce, Distribute and sell Dog Tag beer throughout the USA.
- Dog Tag's royalties (after expenses) after the sale of Dog Tag beer will be donated to the Dog Tag Brewing Foundation.
- Distributors and or general public will also have the opportunity to donate directly to the Dog Tag Brewing Foundation.
- The Dog Tag Brewing Foundation will award Gold Star Family's with a Grant or Scholarship in their family members honor
- All contributions to Dog Tag Brewing Foundation are used to directly support the impact projects of remembrance and to enhance our ability to succeed in our efforts to broaden awareness of the fallen, celebrate their stories, and make a difference.



Dog Tag. Consumer Behavior

Belief:

Dog Tag is the first beer Military Families can claim as their own

Vantage Point:

Born and raised by Veterans

Behavior:

Celebrating citizenship, freedom, home of the brave.



16oz Can

Demographic:

Military families and personnel who serve our country

Belief:

Supporting our country is one of my core values

Vantage Point:

Raising a toast, to our family and friends, past and present

Dog Tag. Brand Targets

CORE

DESCRIPTION	Men, Women who are proud to support and serve our country
DEMOS	Active Military men & women 21-65 year old
TASTE PREFERENCE	Balanced Sessionable Brew
ACTIVITY	Active Military, Families of Fallen Soldiers.



DOG TAG
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**SELLING PROPOSITION
LAUNCH PLAN**

Pabst Brewing Co. Introducing Legacy Lager

- With over 135 years of brewing history, the Pabst Brewing Company is proud to produce and distribute Dog Tag Legacy Lager, brewed at City Brewing, Memphis TN.
- Handcrafted with two-row barley to provide a solid malt backbone of specialty hops, this delicious Lager, has a beautiful body and crisp citrus finish.



Dog Tag Brewing Co. Packaging Artwork

Label Spec: 16oz Can Flat Art

Dog Tag Brewing Co. Product Specifications



Target Specs

- ABV: 5.0%
- IBU: 25
- SRM: 5
- Flavor Target: Distinctive hop bill, with some citrus/floral notes, with subtle, clean bitterness and smooth finish

Brewery Location

- City Brewing, Memphis TN

Distribution

- WA, CA, AZ, CO, TX, FL, GA, SC, NC, VA, DC, MD, NJ, NY, PA, OH, IN, CT, RI, MI, MA

Packaging & Pricing:

- 6 pack of 16oz Cans at \$8.99 Frontline PTC
- Post off promo price \$7.99 PTC

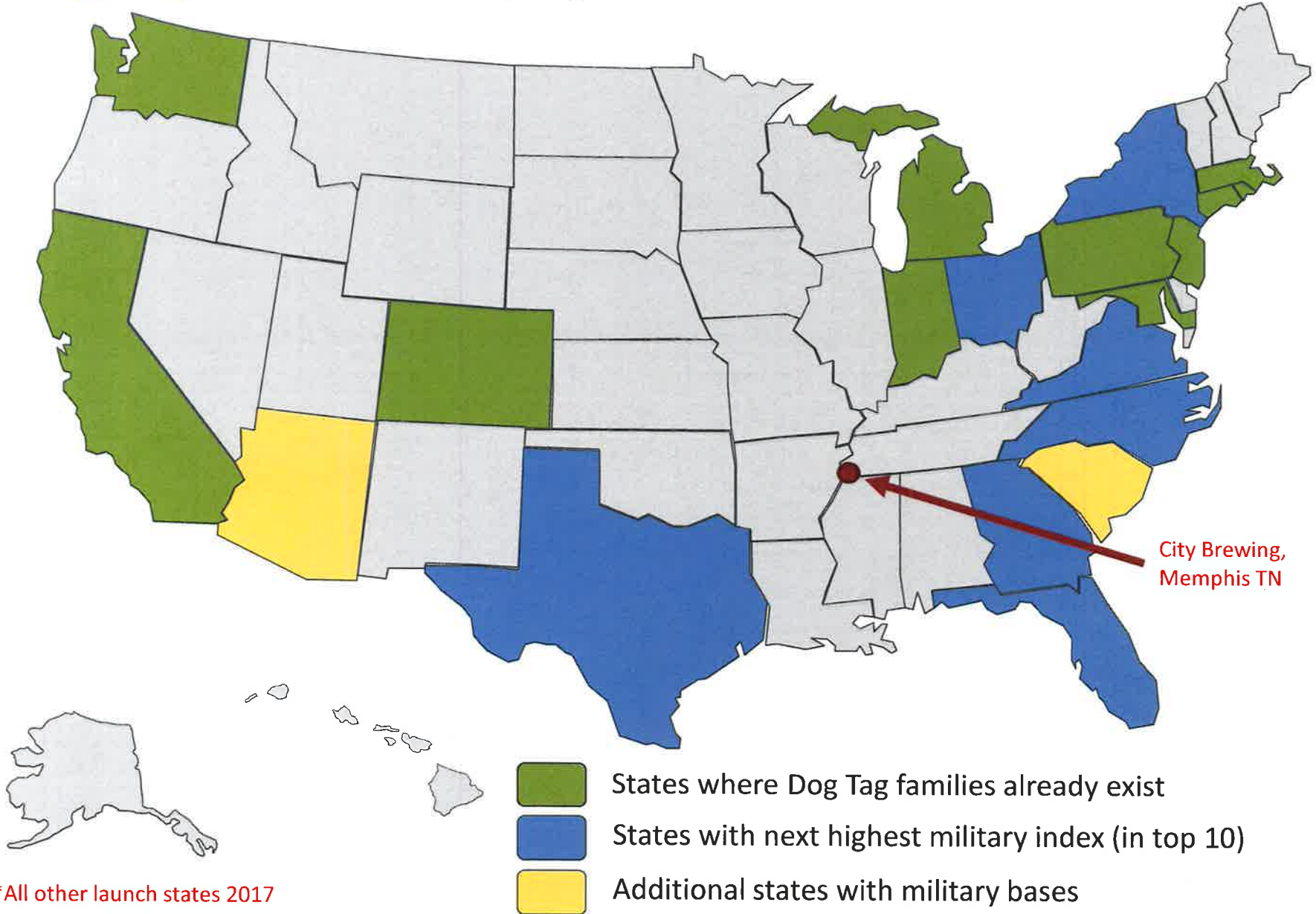
Launch:

- Spring 2017



16oz Can

Dog Tag. Launch Geographies - 21 States



*All other launch states 2017

Dog Tag. Marketing Plan



▪ Objectives

- Build excitement and buzz with distributors and consumers
- Drive Dog Tag consumer awareness
- Drive trial and repeat purchase
- Drive Distribution

▪ POS / Merchandise

- New POS that drives consumer trial (Spot Buy with Madden week of 2/29)
- Case card, Static Sticker, Suction Cup Rack, Shelf Wobbler, Stacker Bin w/Header Card, Display Rack, t-shirts, hats.

▪ PR/Media Outreach

- Social Media Launch
- Website Launch

▪ Sampling

- Field Sales Samples
- Distributor Samples
- Social Media Campaign to drive awareness for Dog Tag on the DogTagBrewing.com

