

INTRODUCING
MONTAUK
BREWING CO.



PROJECT
4:20



**ONE SPECIAL,
LIMITED RELEASE BREW
TO HONOR 4/20**



ABOUT THE BREW:

A hazy, hempy IPA
brewed with resinous
aromatics for maximum
dankness.

ABV: 6.8%

THE PROGRAM:



Week of 4/3 > Ship to wholesalers (Total 6k ce's)
* Distributor sales kicker: TOP selling rep wins a custom Montauk PROJECT 4:20 YETI cooler! Plan TBD.



4/20 @ High Noon > Event at the Montauk Brew Barn

4/22 @ High Noon > Event at Whalebone NYC with key partners



4/20 - while supplies last > Limited Edition wearables

FUNDRAISING PLAN:



Custom PROJECT 4:20 X YETI cooler:
One cooler at each event to be raffled off with ticket sales component.

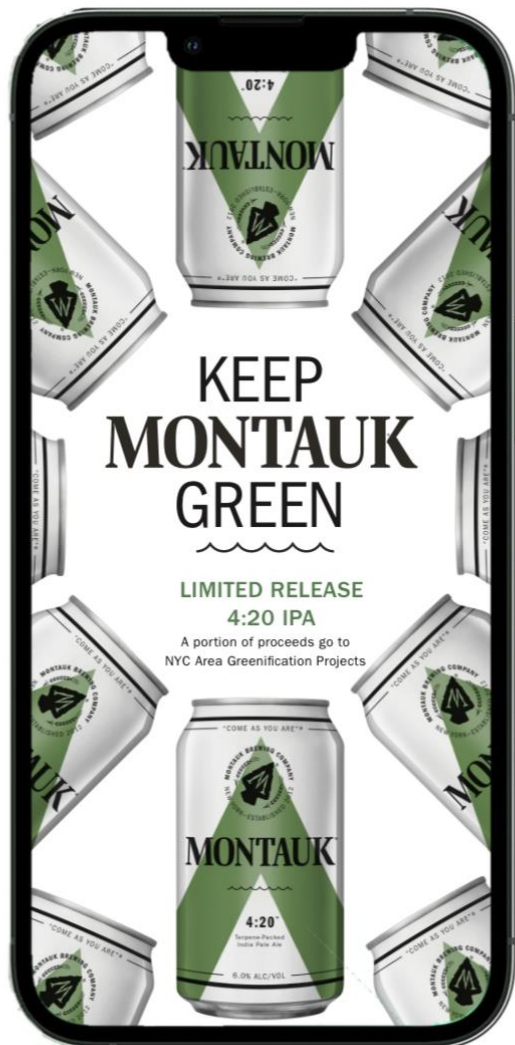
Limited Edition PROJECT 4:20 merch sales: Portion of proceeds go directly to “Green/Environmentally” Focused Charities.



THE CHARITIES

- > PreserveMontauk.org
- > NYC “Green” Charity TBD

THE AMPLIFICATION PLAN:



PR Push:

- > Montauk social channels
- > Whalebone social channels

In-Store Signage: To be developed.

Wearable Program: To be developed and sold online and in-store.

Influencer/Partner Engagement: Driven mostly at in-person events. Get our fans excited and sampling the liquid, and in turn share the news with their friends. PR kit will be gifted.

PROJECT 4:20 will be amplified primarily through social media, (2) key in-person events, and a Limited Edition wearable program to support the charities.

MONTAUK

BREWING CO.

PROJECT 4:20™

LIMITED RELEASE IPA

AVAILABILITY: Limited Edition, April Only
ABV: 6.8%

ABOUT THE BEER: A hazy, hempy India Pale Ale brewed with resinous aromatics for maximum dankness.



SIX PACK CARTON

