



WHOLESALE CALENDAR

2024 - 2ND QUARTER

CORE BRANDS

AVAILABLE YEAR-ROUND

TROPICAL MIST
CITRUS BLONDE ALE | 5.1% ABV



PURE WEST
WEST COAST IPA | 6.3% ABV



DIAMOND DUST
MURKY IPA | 6.7% ABV



ROVE
LIGHT LAGER | 4.2% ABV



GET STARTED



BEER FOR GOOD



1%
FOR THE
PLANET



CLIMATE
NEUTRAL



NET ZERO PLASTIC WASTE
BRAND

PUREBREWING.ORG

SPECIALTIES

AVAILABLE IN 16-OZ CANS, 1/6 & 1/2 BBL

SPECIALTY MURKY SINGLE & DOUBLE IPAS
RELEASED EVERY FOUR WEEKS



OVERGROWN ESTATE
Murky DIPA



CITRA SPREE
Murky IPA



MURKELEY
Murky DIPA

Fieldwork Brewing Collab



FINGERS OF GOLD
Murky IPA



ENDLESS VISTA
Murky DIPA

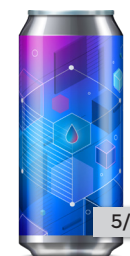


UNITED
Murky IPA

OTHER SPECIALTIES
LIMITED AVAILABILITY



BONSAI - BEECH
WC DIPA



SIMPLE SUBSTANCE
WC IPA

Shred Beer Co. Collab



MYTH BREAKER
WC IPA

MadeWest Brewing Collab



COASTAL CREST
WC Pilsner

SEASONALS
AVAILABLE ALL QUARTER



MURKLANDS
Murky Pale Ale



SPRITZ APERITIVO
Aperol™ Spritz-inspired
Hard Kombucha
with Bittersweet
Orange

*Beers and release dates are subject to change. Please confirm with your Pure Project sales rep.



MARKETING CALENDAR

2024 - 2ND QUARTER

ONGOING

YEAR-ROUND MARKETING EFFORTS



OWNED SOCIAL MEDIA

100K+ followers across accounts with active posting calendar to drive awareness of brands as well as locations that carry Pure Project beer



PAID SOCIAL ADVERTISING

Consistently running geo-targeted brand awareness ads within distribution footprint



EMAIL + SMS MARKETING

35K+ subscribers receiving weekly beer release content, brand updates, and account awareness



ONLINE STORE LOCATOR

Updated monthly to drive traffic to stores, restaurants, and bars carrying fresh Pure Project beer

GET STARTED



BEER FOR GOOD



PUREBREWING.ORG

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QUARTERLY CORE CAMPAIGN



TROPICAL MIST
Citrus Blonde Ale

Tropical Mist Moments Photo Contest

GOAL: Cross-channel campaign to generate product awareness and support sales of Tropical Mist

TIMING: April-June 2024

MATERIALS: Poster and shelf talker or cling with social media and online campaign support

RECOMMENDED: Tap handle with Tropical Mist decals

ADDITIONAL QUARTERLY MARKETING SUPPORT

SPECIALTY & SEASONAL RELEASES



MURKLANDS
Murky Pale Ale

4/4



UNITED
Murky IPA

6/13

- On-premise poster with co-branding option
- Product announcement posts & reel with 100K follower reach
- Product announcement email, including store finder link to over 35K subscribers

BRAND AWARENESS

- Geotargeted Google and YouTube brand awareness ads linking to Store Locator that features businesses carrying Pure Project
- Untappd in-app promo ads
- Planned attendance at multiple San Diego and Orange County community events:
 - Field Trip Fest
 - North Park Festival of Beers
 - San Diego Beach & Bay Half Marathon
 - Liquid City Cheese Expo
 - Vista Strawberry Fest
- Press pushes for:
 - Earth Month giveaway
 - Environmental partnerships