

What's Brewing

at SAMUEL ADAMS®

YOUR MONTHLY SOURCE OF ACTIONABLE INFORMATION FOR WHOLESALE DISTRIBUTORS FROM THE BREWERS OF SAMUEL ADAMS® BEER.



JIM'S TASTING ROOM

May 2009



Thank you for your support during the April kick-off of our Samuel Adams Boston Lager® focus. The early reports show us that our efforts were very successful and generated increased interest in our original brew at both on- and off-premise accounts. We ask that you join us in building upon this initial *Samuel Adams Boston Lager* focus throughout the year to continue generating success with our lead style.

I would also like to thank you for your continued support of The Boston Beer Company. I am enormously proud that you ranked us #1 in this year's Tamarron Survey. We recognize that with this honor comes the responsibility to continue raising the bar for what is expected from suppliers. All of our employees are committed to this goal. If you have any suggestions for things we should be doing better, please do not hesitate to let us know.

Building upon successes is especially important as we enter the biggest beer selling season of the year. When I think of the summer, I picture backyard barbecues with family and friends. I imagine vacations, beaches and lazy days at home. I also think about the annual release of the year's biggest selling seasonal brew, Samuel Adams® Summer Ale.

Samuel Adams Summer Ale has consistently proven to be a top seller and is an ideal opportunity to trade up mass domestic beer drinkers into the more profitable Craft category with an easy drinking brew meant to match the warmer weather.

With this strong selling season ahead of us, now is the best-time to remind your accounts of the rewards to be gained by trading up their customers to Craft beers, led by the #1 Craft brewer, *Samuel Adams*.

Cheers!

Jim Koch
Brewer & Founder

NOTES FROM JOHN GEIST

KEYS TO A PROFITABLE MAY:



As we head into the summer selling season, we enter the time of year for significant display activity. Now is the time to gain drinkers' attention with well-merchandised displays of *Samuel Adams Boston Lager* and the year's best selling seasonal beer, *Samuel Adams Summer Ale*.⁽¹⁾ The #1 variety pack, Samuel Adams® Summer Styles⁽¹⁾, also provides an opportunity to generate incremental displays and sales. And on-premise, placing the highly anticipated *Samuel Adams Summer Ale* on draft next to *Samuel Adams Boston Lager* provides an unbeatable one-two punch.

Build Best In Class Memorial Day Displays

Samuel Adams Boston Lager and *Samuel Adams Summer Ale* are the perfect pair to display during this holiday honoring America's brave soldiers and kicking off the summer season. Not only does *Samuel Adams Summer Ale* outsell the next closest seasonal competitor 2-to-1, it also outsells every single Craft beer except *Samuel Adams Boston Lager* and Sierra Nevada Pale Ale per point of distribution.⁽¹⁾

Gain Incremental Sales with Samuel Adams® Summer Styles

Craft beer drinkers want variety and our *Samuel Adams Summer Styles* package delivers. With more and more Craft drinkers looking for variety, the best way to meet this need is with the new *Samuel Adams Summer Styles* 12-packs. *Samuel Adams Summer Styles* is the best-selling summer variety pack, outselling the next closest competitor 4-to-1!⁽¹⁾ Use this package to gain incremental display opportunities.

Secure Dual Draft Handle Accounts with Samuel Adams Boston Lager and Samuel Adams Summer Ale

Samuel Adams Summer Ale is one of the most anticipated beers every year. Transitioning Samuel Adams® White Ale tap handles to *Samuel Adams Summer Ale* is made even easier with our efficient and seamless world-class seasonal program. Having *Samuel Adams Summer Ale* on draft with *Samuel Adams Boston Lager* meets more drinkers needs with the top Craft and the top Seasonal beers.

John Geist
VP Sales

INSTANT ACCESS TO SAMUEL ADAMS ARTWORK

IMAGE TAP is the Perfect Tool for promotions or events.

Image Tap is a section of the Custom Sam website where you can instantly download product and point-of-sale imagery.

WHY SHOULD YOU USE IMAGE TAP?

COST: FREE!

QUALITY & CONSISTENCY:

Everything is in line with current TV advertising!

SPEED:

All items available for immediate fast download

CREATIVE:

A variety of designs are available

To log on to Image Tap go to: <https://customsam.bostonbeer.com>. If you do not already have access to Custom Sam, register by clicking "New User Registration" and entering "samadams" as the password.

Please contact Lisa Bank (lisa.bank@bostonbeer.com) with any questions.



OFF-PREMISE FOCUS AREAS



SECURE PRIME FLOOR SPACE WITH SAMUEL ADAMS® BEER DISPLAYS

Samuel Adams beers have earned the right to grab the most prominent Craft beer display spot. During this summer selling season where display activity is up across the board, Samuel Adams has shown the ability to trade up 3x as many drinkers into Craft than the nearest competitor.⁽²⁾ And despite already accounting for over 40% of all summer seasonal beer sales, Samuel Adams Summer Ale continued to grow by 20% in 2008.⁽¹⁾ Large displays featuring Samuel Adams Boston Lager and Samuel Adams Summer Ale are sure to continue drawing attention to the Craft beer section due to the popularity of these styles and high-quality Samuel Adams POS.



TAKE ADVANTAGE OF BEST SELLING SAMUEL ADAMS® SUMMER STYLES

Samuel Adams Summer Styles 12-packs were not only the biggest variety pack seller in 2008 (outselling the closest competitor by 400%), but was also the 5th biggest Craft/Domestic Specialty SKU in the summer!⁽¹⁾ We have further enhanced the pack this year by adding our Beer Lover's Choice® winner, Samuel Adams® Blackberry Wit, and Sam Adams Light® to the package. Not only will these enhancements continue to deliver on the variety of summer styles that drinkers crave, but they also provide support for Sam Adams Light by driving sampling of this award-winning beer. Ensure that your retailers are carrying Samuel Adams Summer Styles and generate incremental displays to draw more people to the highly profitable seasonal beer segment.

ON-PREMISE FOCUS AREAS



CONVERT SEASONAL DRAFT HANDLES TO SAMUEL ADAMS® SUMMER ALE

Samuel Adams Summer Ale season is eagerly anticipated by drinkers looking for the perfect addition to any summer's day. It is the #1 seasonal beer, with sales that more than double the next closest competitor per point of distribution.⁽¹⁾ Drinkers are looking for Samuel Adams Summer Ale, not just any seasonal beer. Take advantage of this beer's success by converting 100% of tap handles from Samuel Adams White Ale and looking to capture new accounts by replacing slow pulling handles.



TEXAS ROADHOUSE

May is the Texas Roadhouse Focus month! We closed out 2008 up 49% in this chain and are continuing to grow – up 22.3% through March 13!⁽³⁾

Our biggest opportunity here is selling the Managing Partner of each restaurant on serving Samuel Adams beers on Draft vs. in the Bottle by showing how much more profitable draft is. Accounts with Samuel Adams beers on draft average over 10 times more sales each month than Samuel Adams bottle accounts!

Jim Koch spoke at the Texas Roadhouse National Conference in April, so now is the perfect time to sell accounts on Sam on Draft! For added support of Texas Roadhouse accounts, you can use the following POS: Bev Nap holders, Coasters, Mirrors, and Neons.

Keep it Legendary!



Please contact your Samuel Adams® representative with any questions regarding any items in this newsletter or how these items can impact your distribution area.

WHAT'S ON AIR

WHAT'S ON AIR IN MAY?

In addition to continuing to provide substantial support to Samuel Adams Boston Lager this month, we will also highlight the return of the #1 seasonal beer, Samuel Adams Summer Ale with an all-new advertisement. Sam Adams Light and our Sam Standards ads will also remain on air during May and beyond.



Samuel Adams Boston Lager® For The Love Of Beer

25 years ago, Jim Koch left a corporate job to follow his passion and start a brewery. His Samuel Adams Boston Lager was a rich, flavorful beer unlike any American beer available at the time. Jim originally sold it bar-to-bar and to this day continues to love what he does.



Samuel Adams Boston Lager® Timeless Quality

By being crowned Best Beer in America at the Great American Beer Festival 6 weeks after it was introduced, Samuel Adams Boston Lager helped get the Craft beer movement off the ground. 25 years later, Samuel Adams Boston Lager continues to win medals around the world.



Samuel Adams® Summer Ale Rhythm of the Seasons

Brewed with Lemon Zest and Grains of Paradise, Samuel Adams Summer Ale delivers a tangy and slightly citrus flavor, perfect for a summer's day. No wonder it is the #1 selling seasonal beer in the country.



Sam Adams Light® The Height of Light

Over 2 years in the making, Sam Adams Light reaches a new level of flavor for light beer.



Sam Standards Brewer Fresh

We do over 10,000 quality checks over the course of a year to ensure that our drinkers are getting only the freshest beer possible. In fact, Jim gets dunked in stale beer every year to prove the point that we'd rather put people into stale beer than stale beer into people.

All of these commercials will be running in May on the following channels:



(1) SOURCE – IRI, TOTAL US-FOOD, 3/31 – 8/17/2008.
(2) SOURCE – 2007 U&A study, conducted by DDW
(3) SOURCE – BBC Internal Data