## BRAND STANDARDS

### 2021

### IMPORTANCE OF QUALITY

Nothing threatens the growth of craft beer more than quality issues, so we must all work to keep fresh beer on the shelves. Fresh beer, as it’s intended to taste, creates loyal customers and loyal fans.

### QUALITY STANDARDS

#### Draft Delivery Systems

1. Draft beer should be delivered through standard CO2 delivery systems. No air compressors.
2. Draft lines should be cleaned no less frequently than every 2 weeks.

#### Displays

1. Displayed beer should spend no more than 3 weeks in an unrefrigerated state.

#### Freshness

1. Beer must be kept refrigerated at the distributor and retailer below 50 degrees for package beer and 40 degrees for draft.
2. Bottling or kegging dates are printed on all packages. Below are the time frames from the packaging date that provide the best-tasting beer.

### PACKAGE & DRAFT FRESHNESS STANDARDS

<table>
<thead>
<tr>
<th>365 DAYS</th>
<th>120 DAYS</th>
<th>180 DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yeti Imperial Stout - all styles</td>
<td>Margarita Gose</td>
<td>Roadie Grapefruit Radler</td>
</tr>
<tr>
<td>Hibernation Ale</td>
<td>Orabelle Tripel</td>
<td>Velvet Yeti</td>
</tr>
<tr>
<td>Wood Werks Barrel Series</td>
<td>Pumpkin Ale</td>
<td></td>
</tr>
<tr>
<td>Barrel Aged Yeti Imperial Stout</td>
<td>Strawberry Rhubarb Sour</td>
<td></td>
</tr>
<tr>
<td>Whitewater Craft Hard Seltzer</td>
<td>Titan IPA</td>
<td></td>
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</tbody>
</table>

- **Amelia**
- **Car Camper Hazy Pale Ale**
- **Claymore Scotch Ale**
- **Coffee Porter**
- **Colette Farmhouse Ale**
- **Denver Pale Ale**
- **Double Juicy IPA**
- **Fastpack IPA**
- **Hazy IPA**
- **Hercules Double IPA**
- **Heyday IPA**
- **Hoss Oktoberfest Lager**
- **Lager**

*All package types are held to the same shelf life standard unless indicated.*