



**YOUR CUSTOMERS ARE
PLAYING IT
WHY AREN'T YOU
SELLING IT**



YOUR CUSTOMERS ARE PLAYING IT, WHY AREN'T YOU SELLING IT?

Quality Brewing

We are beer fanatics committed to providing the highest quality, most flavorful, premium product at a reasonable price. Pong Beer is brewed using only the finest natural ingredients to produce an exceptionally crisp, smooth, and refreshing light beer. Our LaTrobe Brewery can produce over 7 million barrels annually.

For Distribution Inquiries Contact

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30 PACK UPC CODE



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PONG RESPONSIBLY

Pro-social campaign on pack, online and integrated into local marketing efforts. Pong Beer will deliver a more effective "drink responsible" message to Beer Pong consumers than the industry has delivered in the past.

THE PHENOMENON

The sport of beer pong has grown from an obsessive game played by college students into a mainstream industry.

"A sport by college students across the country is gaining popularity and becoming a source of revenue for savvy entrepreneurs."

– The Wall Street Journal.

THE FACTS

- Beer Pong products total \$20 Million in sales.
- National television exposure on the Colbert Report, Fox & Friends, Late Night with Jimmy Fallon, The ESPY Awards, Jay Leno, and Time Magazine.
- Over 300,000 dedicated Facebook groups and over 100 leagues nationwide.
- Over 300,000 Google searches per month for the term Beer Pong.
- Beer Pong Merchandise retailers include 7-Eleven, Spencer Gifts, Urban Outfitters, Tedeschis Food Shops, Quickway, Sunoco, CVS, Sheetz, & Circle K.
- The graduating class of 2012 is 13.6 million with \$53 billion in discretionary dollars at their disposal
- According to four academic studies that surveyed (6000) college students nationwide – 50% play beer pong.



SPECIAL PROMOTION

200 Pong Balls FREE with the purchase of each full pallet of 30 packs.

At POS retailer provides consumers 2 free Pong Balls with every 30 pack purchase.



ADDITIONAL MERCHANDISING

THE RELOAD 22 (16 oz. Party Cups and 4 Balls in one convenient package). Your customer will no longer need to go to multiple stores to get everything they need to play. Our balls and cups provide an additional 60% gross profit.

"I sold out of my first case in 5 hours. I couldn't believe it. I sold one case every 45 minutes. I called my distributor that day and ordered more!"

– Kwick Fill Store Manager