



**Updated Branding**

**Media Kit**

**3/5/18**



We are pleased to share with you a top-to-bottom redesign of the Rivertowne Brewing brand. These changes effect Rivertowne's logos, packaging, online presence, and product portfolio and emphasize the true essence of leisure times in river communities found throughout Pennsylvania and beyond.

This media kit contains information pertaining to Rivertowne's updated direction, from our official press release to imagery you can share across your networks. We greatly appreciate you helping us spread the word of our new look, the newest beers to grace our portfolio, and Rivertowne's continued mission of creating innovative, approachable beer and great experiences for those who consume them.

**This media kit contains:**

Official Rivertowne Press Release  
2018 Beer Release Calendar  
New Rivertowne Imagery



FOR IMMEDIATE RELEASE

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## Rivertowne Brewing Introduces Updated Branding – New Logo, Imagery, and Packaging Rolling Out in March and April of 2018.

**PITTSBURGH, PA – March 5, 2018** Rivertowne Brewing, an independent craft brewery located just outside Pittsburgh in neighboring Murrysville/Export, has officially launched updated branding. This new initiative represents a top-to-bottom overhaul of Rivertowne's logos, packaging, online presence, and product portfolio. The new direction is designed to focus on the longtime company mantra of "My Rivertowne" and capture the essence of river communities throughout the country where leisurely outdoor activities take center stage.

"The direction for the new branding really came about with a question we asked ourselves: 'What do we like to do in our spare time,'" said Rob Johnson, VP of Sales & Marketing at Rivertowne Brewing. "Swimming, kayaking, fishing, tubing, camping, and drinking some suds in the afternoon on our boats were the activities that came to mind. These are activities we feel are enjoyed in all river communities across the state of Pennsylvania and beyond."

Rivertowne began brewing in 2007 at their Pourhouse location in Monroeville. They've expanded into a full production facility in Export and feature several unique, popular beers including Hala Kahiki Pineapple Ale, Mosaic IPA, Grateful White Belgian Witbier, Maxwell's Scottish Ale, to mention a few. Since 2002 when CEO Christian Fyke took ownership of the Rivertowne Inn in Verona, the brand has been associated with the lovable fish mascot Wylie. In the new brand direction, Wylie's image has been replaced with graphics designed by local artist Gian Romagnoli that emphasize outdoor recreation.

In addition to Hala Kahiki, Grateful White, and EZ Lager, there will be five additional brands rounding out Rivertowne's year-round core portfolio focus:

**Jump! IPA** – 6.1% ABV, 80 IBU - American IPA with flavor complexity ranging from berries, mangos, tropical and stone fruits to grass and resin. In life, there are jumpers and observers. This beer was created for the jumpers.

**Float Trip IPA** – 5.2% ABV, 30 IBU - Hop-forward pale ale with a big tropical bouquet and taste, a pleasing mouthfeel, and well-balanced bitter finish that begs you to take another drink. Appealing to a wide variety including "non-IPA" drinkers.

**Class V IPA** – 8.2% ABV, 60 IBU - American Double IPA. Class V is the classification for the most difficult rapids that a kayaker or rafter would come across. This beer overflows with citrus, pine, and resin hop flavors which could knock you around if you're not careful.

**Hazy Morning IPA** – 6.7% ABV, 36 IBU - New England-style IPA with an assertive grapefruit aroma and fresh, green hop flavors that snap your palate to attention and leave you wanting more.

**Dock Party IPA Mix Pack** – This party pack of IPAs includes all four of the aforementioned IPAs and equips you to receive guaranteed invites to all of your friends' upcoming parties. Like your crew, each of these four IPAs have unique personalities. There are three cans of each IPA included in this pack which provides you with plenty to spread around and share.

"We are really excited to introduce these new brands and packaging to everyone," Johnson stated. "Rivertowne has always brewed great beer. We expect the new branding will have people reaching for our cans to reinvestigate and discover this to be true."

New 6-pack and 12-pack cans will hit shelves across Rivertowne's distribution footprint in Ohio, Pennsylvania, New Jersey, West Virginia, and North Carolina in April. New beers will be on draft at Rivertowne's five locations in Monroeville, North Huntingdon, Verona, Pittsburgh's North Shore, and the brewery tasting room in Export beginning this March.

Six seasonally released brands, including the highly-regarded Suburban Housewife Blackberry Cucumber Kolsch, as well as six Lab Rat Specialty releases, will also be released throughout the year in much more limited supply than previous years.

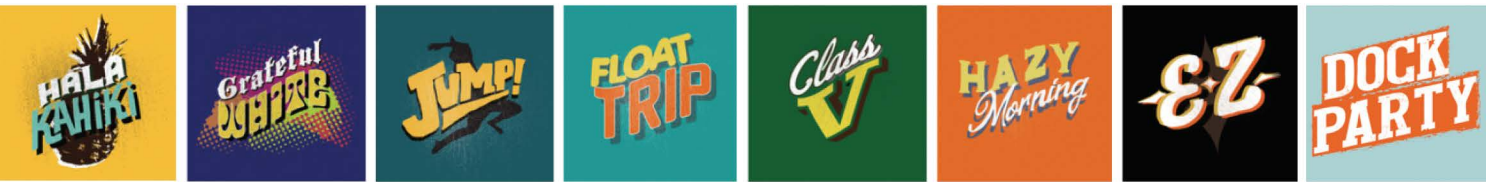
**Rivertowne Brewing** is dedicated to producing exceptional, approachable craft beer. Our team of passionate, innovative brewers work tirelessly to create unique recipes with high-quality ingredients and hold each beer to the highest of standards, ensuring the final product in your glass is something you'll enjoy and come back to. Our sustainable packaging allows you to enjoy your favorites at home, the ballpark, or making your way down a peaceful river. At Rivertowne, we emphasize the entire craft beer experience and value the devotion our fans have to our product.

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# RIVERTOWNE

EST. *Brewing* 2007

## 2018 Brand Release Calendar



RIVERTOWNE EST. <i>Brewing</i> 2007													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
<b>CORE</b>						HALA KAHIKI							
						GRATEFUL WHITE							
						JUMP! IPA							
						FLOAT TRIP IPA							
						CLASS V 2XIPA							
						HAZY MORNING IPA							
						RT EZ							
<b>SEASONAL</b>	SCHLOPPY MONSTER IPA			SUBURBAN HOUSEWIFE				OKTOBERFEST		RUDOLPH'S RED			
	MAXWELL'S SCOTTISH ALE								HEADLE'S WYLIE		MAXWELL'S SCOTTISH ALE		
<b>LAB RAT</b>	DRAFT					DRAFT & 4/6 PACK							
	JFP		FARMHOUSE IPA		AMISH MAFIA		ZEKE COFFEE COLLABORATION		PEACHES & CREAM		CHOCOLATE HAZELNUT STOUT		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	

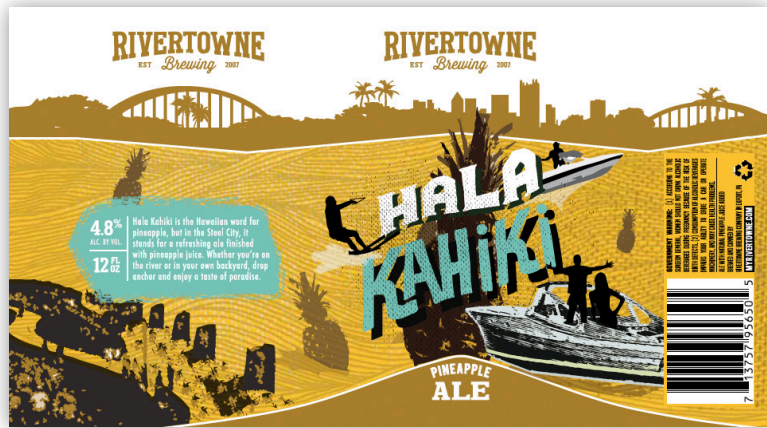


## 2018 New Can Art



Hala Kahiki is the Hawaiian word for pineapple, but in the Steel City, it stands for a refreshing ale finished with pineapple juice. Whether you're on the river or in your own backyard, drop anchor and enjoy a taste of paradise.

4.8% ABV



From the off-ramp to the rapids, wherever your journey takes you, Grateful White makes the perfect companion. This unfiltered Belgian-styled white ale has a propensity for adventure. Take some time to lose yourself in its simple complexity.

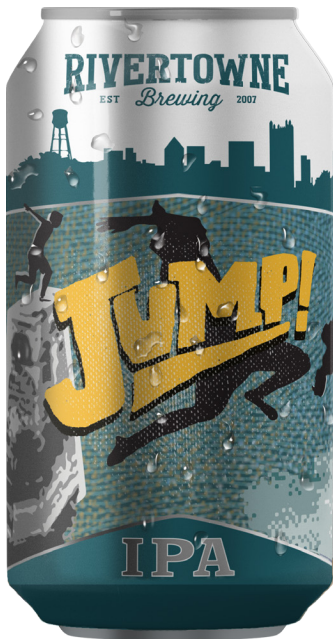
6.1% ABV



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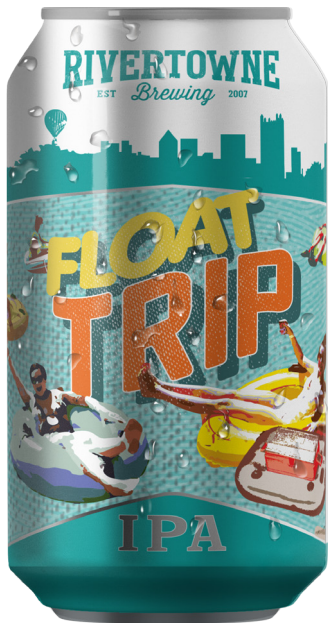
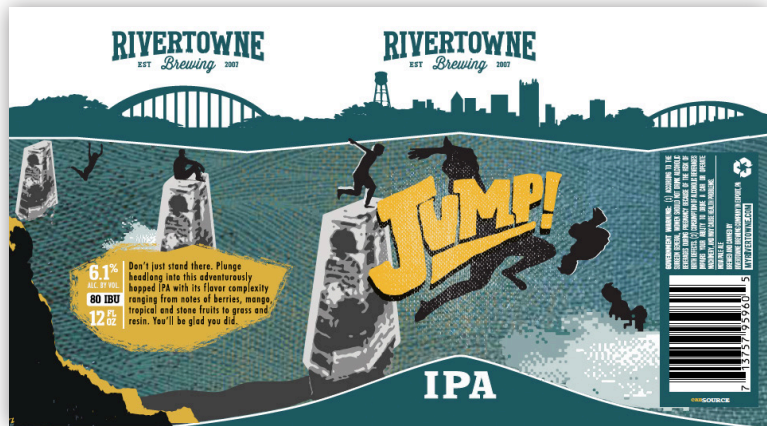
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## 2018 New Can Art



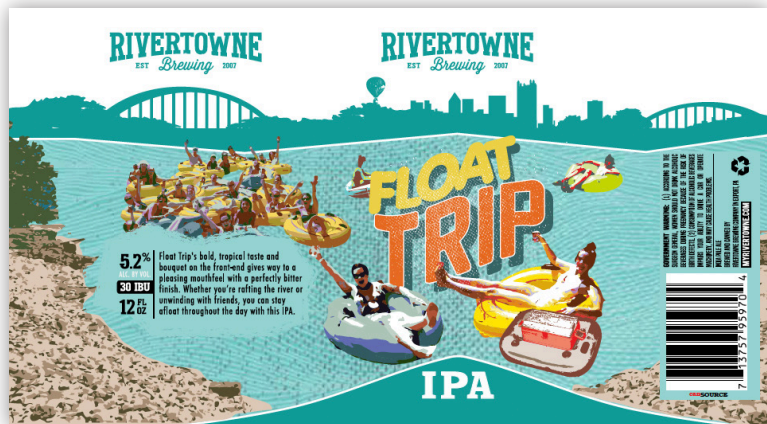
Don't just stand there. Plunge headlong into this adventurously hopped IPA with its flavor complexity ranging from berries, mango, tropical and stone fruits to grass and resin. You'll be glad you did.

6.1% ABV



Float Trip's bold, tropical flavors and bouquet on the front-end give way to a pleasing mouthfeel with a perfectly bitter finish. Whether you're rafting the river or unwinding with friends, you can stay afloat throughout the day with this IPA.

5.2% ABV





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## 2018 New Can Art



If you didn't catch the disclaimer in the name, you might want to steer clear. This Double IPA is overflowing with citrus, pine, and resinous hop flavors that could knock you around if you're not an expert.

8.2% ABV



There's nothing like the moody haze on early morning New England water to get your blood pumping. The assertive grapefruit and fresh hop flavors of this IPA will hit you like a trophy rainbow slamming a pheasant tail nymph.

6.7% ABV



# RIVERTOWNE

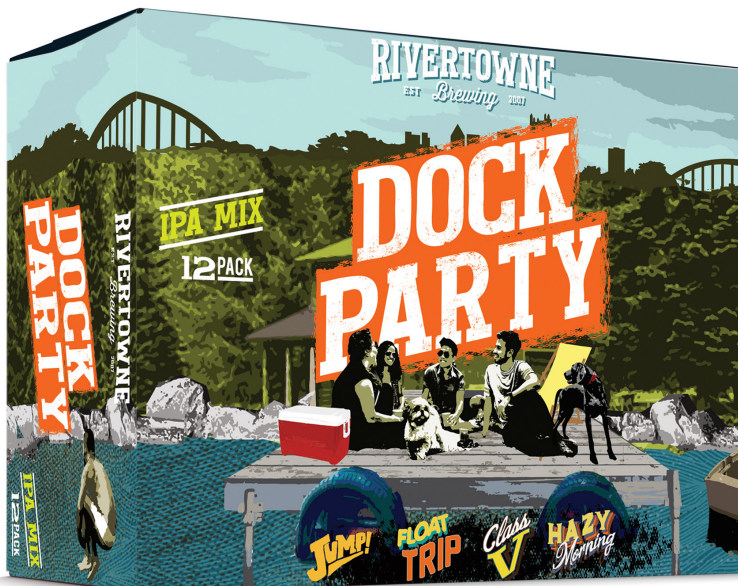
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## 2018 New Can Art



Made from 100% malted barley, the crackery malt profile and crisp, clean finish of this American Golden Lager is perfect for sipping after a long day on the water or from the comfort of your couch. Open a can and enjoy the EZ life.

4.0% ABV



### Dock Party

This IPA mix is packed full of as much personality as you and your crew. With four different IPAs, it's sure to have something for everyone along with warm greetings wherever you bring it.

**Jump! IPA** – 6.1% ABV, 80 IBU

**Float Trip IPA** – 5.2% ABV, 30 IBU

**Class V IPA** – 8.2% ABV, 60 IBU

**Hazy Morning IPA** – 6.7% ABV, 36 IBU



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