

BeerTender Q4 Media Highlights

- Four weeks of National TV support during Holiday Season
- Thanksgiving: weeks of 11/17 and 11/24
- Christmas: weeks of 12/8 and 12/15
- Updated BeerTender TV spot with a new Holiday-themed ending: **“Give the Gift of Beer...”**
- Weekly weight levels of 25 GRPs per week



Networks



Programming

