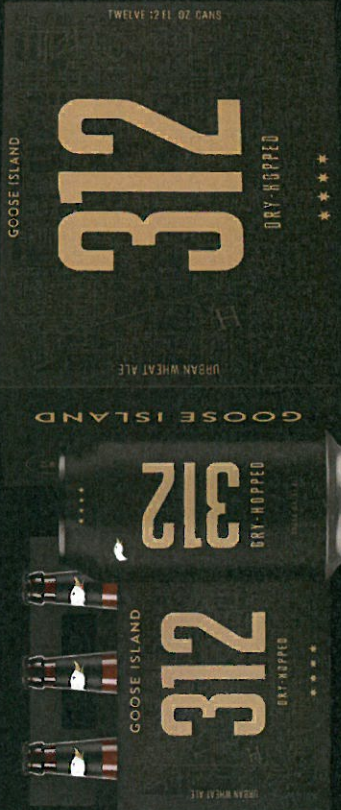


GOOSE ISLAND



STR 2/25/19

MARKET Nationwide

AVAILABILITY Year-Round

4pk 16oz cans
6pk hi-cone cans
6pk bottles
12pk cans
1/6 BBL
1/2 BBL

STYLE Dry-Hopped Urban Wheat Ale

ABV 4.2%

IBU 20

HOPS First Gold, Mt. Hood, Cascade

DRY HOP 50% Saaz, 50% Saphir

MALTS 2-Row, White Wheat

PACKS

312 DRY-HOPPED

During the most recent hop harvest, our Brewmaster, Jared, got the notion to put some fresh hops into his pint of 312. He liked it so much that we decided to introduce it to Chicago.

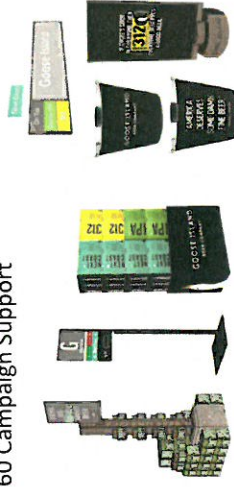
312 Dry-Hopped has all of the lemony, doughy notes we love in 312 with extra brightness from the dry-hopping. Drink it fresh. Hope you like it.

T1 MARKETING MOMENTS

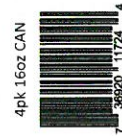
In Chicago, March 12th means it is 312 day, the official city-wide holiday where fans of good beer get to celebrate. In 2019, 312 will expand from our home city to key markets across the country. A POCM toolkit will deliver BOMs, concerts, and off-premise displays.



Full 360 Campaign Support



TRADE SUPPORT



4pk 16oz CAN

7-38620-11724-14

GAH 10B4445



6pk 12oz HI-CONE CAN

7-36920-11859-7

GAH 10B4345



6pk 12oz BTL

7-36920-11857-1

GAH 10B4G6



12pk 12oz CAN

7-36920-11894-0

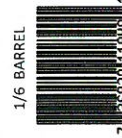
GAH 10B4245



1/2 BARREL

7-36920-11893-5

GAH 10B4940



1/6 BARREL

7-36920-11840-1

GAH 10B4970