

# BEER ME

## How to Get Your Local Retailer to Carry PBC Beer A Fill-in-the-Blank Letter of Request

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Philipsburg Brewing Company's beer is available at retailers, bars, and restaurants across much of Montana, from Troy to Hardin, and Eureka to Cooke City. We've even inched into Wyoming via Yellowstone National Park. But we simply won't rest until every human can grab a Philipsburg four-pack without ever leaving their 'hood. Go big or go home, amiright?!

Don't see us at your favorite stop? Ask the manager to order us next go-round! We'll even make it easy for you. **Print out this funky little form à la Mad Libs®**, fill in the blanks, and hand your custom plea to those sad, sad establishments yet to join the PBC bandwagon. Even better? **Post a picture of your completed letter online!** Bonus points for tagging your targeted establishment, and use the hashtag **#beermepbc** (we may have to repost, too!). Regardless, we think you'll find your results to be very shareworthy.

So grab a pal and stretch those vocab muscles. Or go solo using the form on page two (just remember not to peek at page three 'til you're done!).

Godspeed, dear friends. Go forth and spread the good beer.

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Oh, one more thing. If you're anything like us, sipping suds has made remembering what things like "adverbs" are rather difficult. Oops! Here's **a handy dandy guide to reference** while filling out our beer-inspired letter.

A **NOUN** is a person, place, or thing. *Sidewalk, bar, manatee, and windbreaker* are all nouns. A **PLURAL NOUN** is *more than one* person, place, or thing (use *cats*, not *cat*).

A **VERB** is an action word. *Run, jump, cackle, and complain* are all verbs. For this exercise, use only **present tense** verbs that **do not end in -ing** (use *push* instead of *pushed* and *caress* instead of *caressing*).

An **ADVERB** tells how something is done. It modifies a verb and usually ends in "ly". *Modestly, lightly, and obnoxiously* are all adverbs.

An **ADJECTIVE** describes something or somebody: *grisly, lumpy, and whiney* are all adjectives. A **COMPLIMENTARY ADJECTIVE** is a nice, positive description, like *stellar, enthusiastic, or gorgeous*.

Examples of answers for **UNIT OF TIME** are *millisecond, minute, and century*.

When we ask for a **PART OF THE BODY**, we mean exactly that, but don't be *too* weird. Seriously, there are plenty of body parts to choose from.

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### SOLO PLAY

JOB TITLE \_\_\_\_\_

TARGETED ESTABLISHMENT \_\_\_\_\_

ADJECTIVE \_\_\_\_\_

PLURAL NOUN \_\_\_\_\_

VERB \_\_\_\_\_

VERB \_\_\_\_\_

COMPLIMENTARY ADJECTIVE \_\_\_\_\_

PART OF THE BODY \_\_\_\_\_

ADVERB \_\_\_\_\_

COMPLIMENTARY ADJECTIVE \_\_\_\_\_

UNIT OF TIME \_\_\_\_\_

PART OF THE BODY \_\_\_\_\_

ADJECTIVE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

Dear \_\_\_\_\_ at \_\_\_\_\_,  
JOB TITLE TARGETED ESTABLISHMENT

As you already know, I'm a(n) \_\_\_\_\_ customer of your establishment  
ADJECTIVE

because I absolutely *love* the \_\_\_\_\_ you offer. You have everything  
PLURAL NOUN

I could ever \_\_\_\_\_ except one crucial essential: Philipsburg Brewing  
VERB

Company beer! Your willingness to try new things is what keeps me coming back to

\_\_\_\_\_ there. Please consider carrying PBC beer; it's the most  
VERB

\_\_\_\_\_ beer I have ever put my \_\_\_\_\_ on.  
COMPLIMENTARY ADJECTIVE PART OF THE BODY

If you were to offer PBC beer, I would \_\_\_\_\_ buy every drop of beer  
ADVERB

from you for the rest of my life. Find our region's \_\_\_\_\_ distributor at  
COMPLIMENTARY ADJECTIVE

[philipsburgbrew.com/find-us-near-you](http://philipsburgbrew.com/find-us-near-you) and please don't wait another \_\_\_\_\_  
UNIT OF TIME

to call. From the bottom of my \_\_\_\_\_, I truly can't thank you enough!  
PART OF THE BODY

Sincerely,

Your most \_\_\_\_\_ customer: \_\_\_\_\_  
ADJECTIVE YOUR NAME