

BEER ME

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

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.

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 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