

Cold Spring Brewing Company

John Henry

3 LICK
SPIKER ALE

135

9.1%
ALC/VOL

ALE AGED ON
BOURBON
OAK CHIPS

John Henry



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SPIKER ALE

9.1%
ALC/VOL

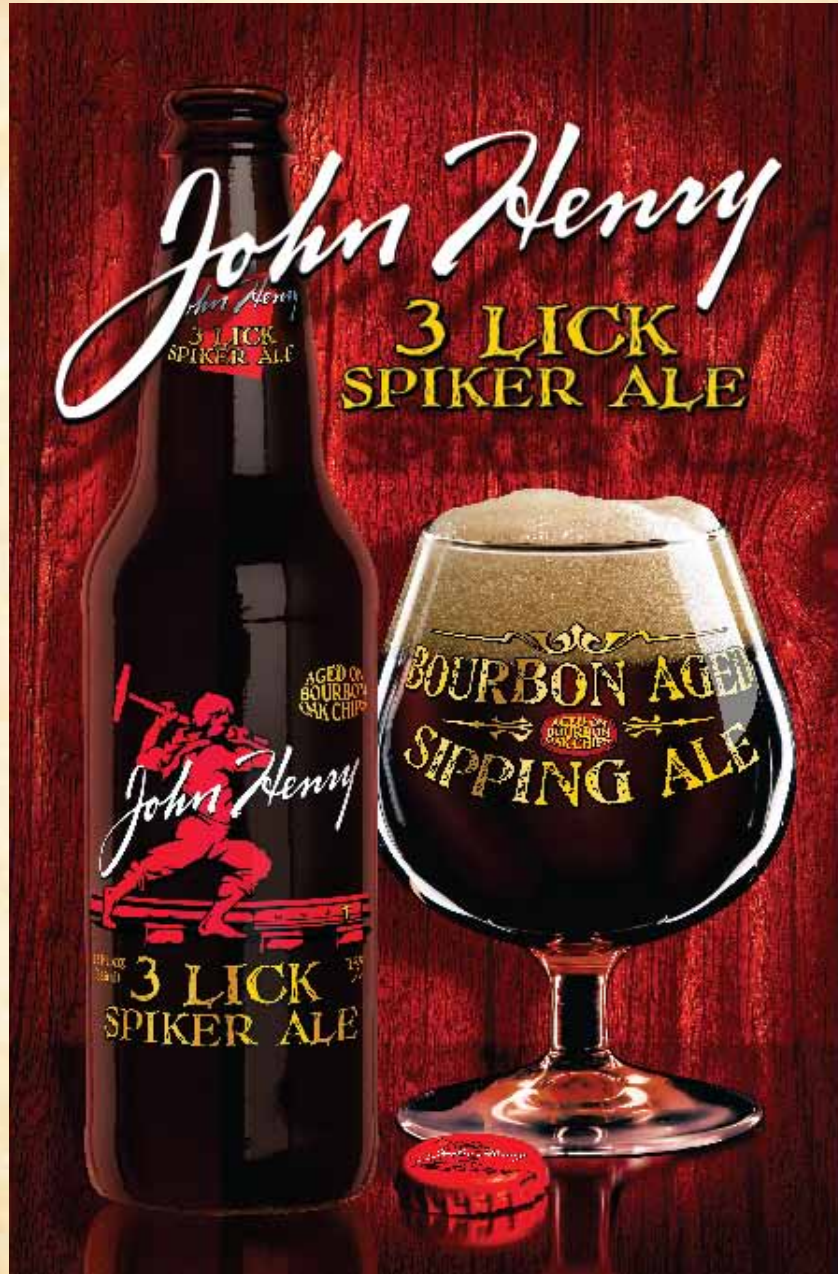
11 FL. OZ.
(330 ml)



In recognition of the men who built railroads across this country we dedicate this ale. These skilled railroad men could swing a nine pound spike mallet and drive an iron spike into the railroad tie in three swings. That is the basis of the term "3 lick spiker". Named after the mystical folk hero, John Henry, who competed and beat the automatic machine spiker.

John Henry Three Lick Spiker Ale is a top fermented roasted dark ale that has been bourbon oak aged. This beer is brewed with three different dark roasted malts creating chocolate flavors and a dark appearance. Oats are also added for additional body and flavor. Combined with pale and caramel malts, there are over 12,000 lbs. of barley in the brew. Cascade, Willamette, and Alsace Hops are the three hops added for a hoppy tasty and full aroma. After fermentation has been completed with our top fermenting ale yeast, conditioning starts and the fun begins. We condition our brew with bourbon oak and let the extended aging process take over. Hints of chocolate, coffee and vanilla tones along with the bourbon create a smoothness and richness. This is a unique ale that you can not pass up.

Support - Advertising



Current ad running in Beer and Draft magazines and several local restaurant and beverage magazines.

Traditional POS

Table Tent



Poster / Easel Card



Vehicle Graphic
(upon request)

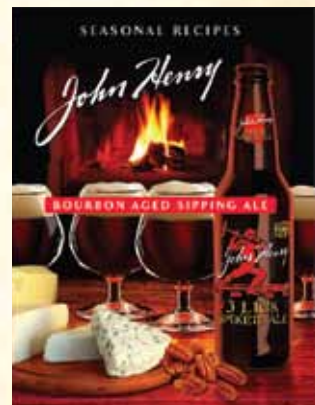


Seasonal POS



By Monthly Posters for on and off Premise

John Henry will be supported by a 12 month marketing plan. This will consist of posters, handout recipe cards, plastic table tent holders and table tent inserts. These items will change every 2 months to keep interest high.



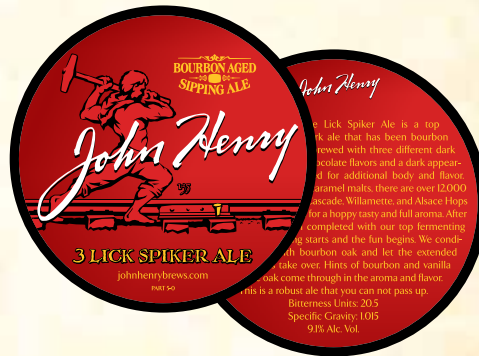
- Plaster Table Tent Holders
- Recipe Handouts by Monthly
- By Monthly Inserts to Noted Posters

John Henry Support Items

Tap Knob



Coaster



Snifter



Interactive Web Site



- Store Locator to Find Retailer
- Recipe Contents with monthly winners
- Text & Twitter Updates
- Facebook



John Henry 3 Lick Spiker Ale

Long Neck NRS • 6/4/12 oz.

Carton Weight: 35.5 lbs.

Tie & High: 10 x 6

Carton Cube: 0.91

Mother Carton Dimensions: (H) 9.25 x (W) 10.75 x (D) 15.75

6-pk w/bottles Dimensions: (H) 9.00 x (W) 7.50 x (D) 7.50

12 Longneck Bottle



4-12 Basket



6/4/12 Carton

