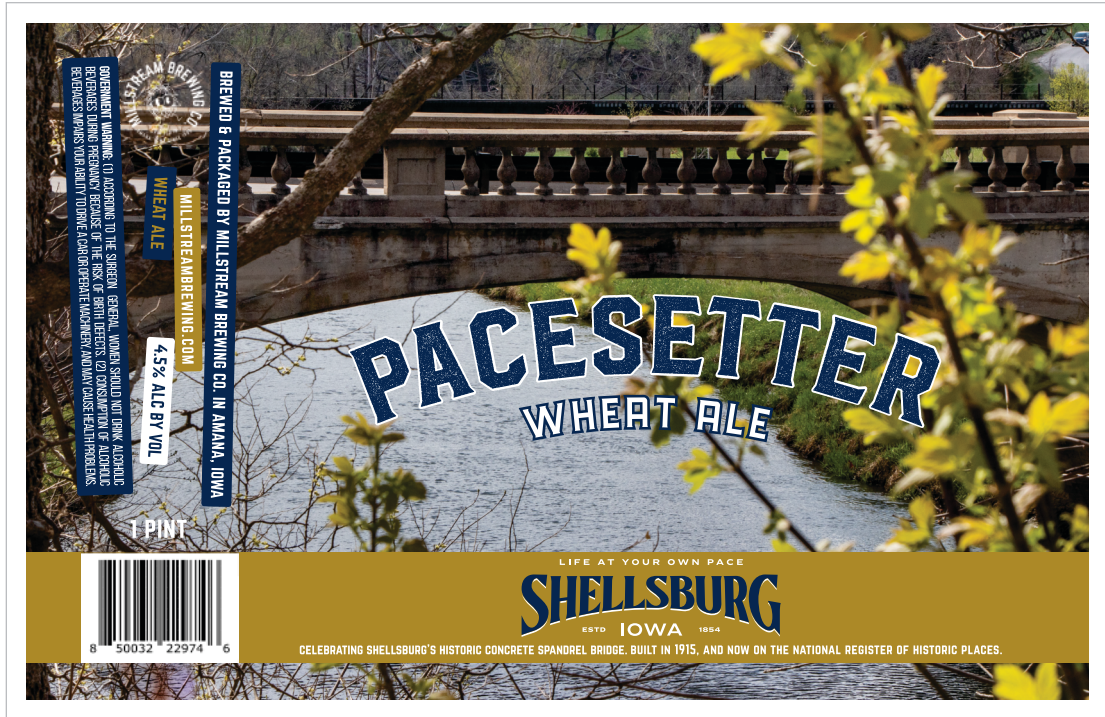




Introducing: *PACESETTER* Wheat Ale, Shellsburg's Very Own Beer!



SACG is collaborating with Millstream Brewing Co. to produce and distribute its own brand of craft beer. Pacesetter is a light but flavorful wheat ale that finishes with just a touch of citrusy sweetness.

The beer's colorful label celebrates Shellsburg's historic spandrel bridge and is a reflection of the town's theme "Life at Your Own Pace".

Pacesetter will be released on Saturday, June 24th and will be available from 7G Distributors in 6/4 16 oz. cans. This beer brand will be sold exclusively through licensed retailers in Shellsburg. It will be backed with marketing support from SACG, Millstream Brewing Co. and 7G Distributing. Pacesetter is priced at \$48 per case (\$2 per can), plus tax and deposit. With a suggested retail of \$5 per can, pricing is designed to generate a 100% gross margin for your establishment and allow you to donate \$1 from each can sold to SACG for community betterment projects. SACG's goal is to sell at least 50 cases of Pacesetter this summer, generating \$1,200 for community improvements.

The \$1 per can donation is just a suggestion, but it is tax deductible and benefits the community through the projects SACG sponsors throughout the year. Today SACG is raising money for restoration of the Gold Medal Flour mural on Pearl Street.

Be a pacesetter! Place a pre-order with your 7G sales representative today, sell this amazing beer and give back to your community, one can at a time!



Sell \$ per Can	\$5.00
Cost from 7-G	- \$2.00
SACG Donation	- \$1.00
Your Margin	\$2.00

Marketing banners will be provided by 7-G

Why Millstream Brewing Company?



Founded in 1985, Millstream Brewing Co. is Iowa's first craft brewery and one of the oldest craft breweries in operation in the United States. Even though the brewery is based in Amana, Iowa, Millstream has a special tie to Shellsburg.

Each drop of Millstream Brewing Co. beer is produced in tanks that were hand made at the Shellsburg Welding & Fabricating Shop by Donald "Donny" Fiebelkorn. Donny was an innovator and produced those beer tanks long before anyone really even knew what craft beer was. Can you believe the tanks are still being used to ferment and store the beer 39 years later?



Back in 1984, a local teenager used to occasionally stop by the Welding Shop on his way home from school to buy a bottle of soda and check out what Donny was fixing or creating behind those big doors on Pearl Street. That kid was in awe of the large, shiny tanks. He asked Donny way too many questions about how he made them, where they were going to be shipped and what they would be used to manufacture one day. The teenager's name was Steve Charlier (Shellsburg High School Class of 1987).

Two years ago, Steve and his wife, Susan moved back to Iowa to purchase Millstream Brewing Co. Today, Steve is VERY proud to say that he is the owner of the first and only craft beer tanks made in Shellsburg, Iowa. Steve thinks Millstream beer tastes so good because there is a little bit of Shellsburg in every pint.

Cheers Donny!



SHELLSBURG AREA
COMMUNITY GROUP

Shellsburg Area Community Group (SACG) was organized in 2011 as a group of caring citizens with a desire to promote a positive image of the town of Shellsburg and the surrounding community, and to create an exciting place to live, shop and invest. Since 2011, SACG has contributed over \$105,000 and countless volunteer hours toward community improvement projects.

SACG's most recent projects include Memorial Park Trail extension, Memorial Park disc golf, and new logo branding and entrance signs for the City of Shellsburg.

www.shellsburgareacommunitygroup.com