

Smooth Sales

Epic Kona sales
feats & figures

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Social Drinker

Kona brewing social,
from events to media

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OHANA EDITION MAY 2016 LONGBOARD LEDGER

A WAVE OF KONA NEWS, BREAKING MONTHLY

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that's fit to sip

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Feature Story

Smooth Sales



HAVE NO "FOMO," THE KONA BRUDDAHS ARE BACK

New, \$3MM "Dear Mainland" Campaign Launches May 16 - September 4. All 16 Weeks of Summer!!!

"Dear Mainland," if you've been missing the bruddahs' island-style wisdom that goes along with ice-cold Kona beer, relax. No worries. Another wave of "Dear Mainland" TV commercials is coming May 16 to help folks in Orlando, San Diego, Sacramento and Seattle learn to slow down and appreciate what matters. The bruddahs, David and Brutus, will even show up during local MLB games because baseball is one laid-back sport.

Folks can also catch them cruising by the beach dispensing advice on Hulu, YouTube, Spotify, Facebook and Instagram throughout the summer. Based on how much folks loved the first two spots, we're

investing another \$3 million so that the Bruddahs can show even more mainlanders how to slow down.

What's "Dear Mainland" About?

Hawaii's only been a state for 50 years, so we're about two centuries less stressed than Mainland America. Out here, family, friends and the natural world are more important than career, making big bucks and climbing the social ladder. Our Hawaiian bruddahs want to show Mainlanders that they can do things a little differently, if they want, to appreciate the good life and the perfect beer to pair it with - Liquid Aloha.

Check 'Em Out



Where You'll See 'Em

Click on the market to see the details of the buys in each area and what other DMAs they impact.

➤ ORLANDO

➤ SACRAMENTO

➤ SAN DIEGO

➤ SEATTLE



KONA MAKES A STATEMENT AT A STATER BROS IN CHINO HILLS, CA

Right on AB Pomona sales team Alexis Rousselle, Juan Moreno, Rich Velazquez and Mike Fitzgerald!

Chee-hooo! The Anheuser Busch Pomona, California, team dropped this cherry display on their local Stater Bros. store this past April 12. Overall, 90 cases were put on display to support the 2 @ \$11.99 ad. You think shoppers can resist the killer Kona swag and ono (delicious) brews right up front in the store? No ways. Solid move, AB Pomona.



Smooth Sales

Social Drinker



7-ELEVEN: GOOD SIZE SURF, BETTER SIZE ACCOUNT

Jeff Maull and Jarrod Lord Make the Case for Kona

We charged at the opportunity to show what Liquid Aloha is all about at the 7-Eleven Franchise Owners Association Tradeshow in Orlando on April 7. Couldn't have done it without Key Account Manager Jarrod Lord and Division Sales Manager Jeff Maull, who took six hours out of their busy schedules to make sure all 783 7-Eleven Florida stores invited to attend got a chance to sample Big Wave and Longboard. They even got to introduce Big Wave 12pk cans to the 7-Eleven Corporate personnel in attendance! Mahalo for going above and beyond to advance the brand, bruddahs – hope you celebrate right.



BIG WAVES ROLL INTO JERSEY CITY'S BUY RITE

Big Mahalos to Nick Lumba for Showing What Kona CAN Do on the East Coast

How impressive is Division Sales Manager Nick Lumba's massive Big Wave tower? This 100-case buggah lets Jersey City Buy Rite shoppers know without a doubt that their favorite golden ale now comes in cans. Aurite Nick! And way to go Division Sales Director Matt O'Neill for sharing how great this displays stacks up.

Keep a look out for big waves in New York this summer. Nick's stoked to take Big Wave cans to rooftops and seasonal bars. Surf's up NYC!



CARVING IN COLD WEATHER WITH KONA

Suits and Boots Event Kicks Off in Portland, Oregon

Look at these lolos in the snow in their swimsuits. Pretty nuts, ah?

About 300 people came out for a few good rides. Mahalos to Popina

Swimwear for giving away \$500 and Mt. Hood Meadows for hosting and giving away VIP passes to our big 9th Annual Pond Skim. We gave away some dope Kona-branded Columbia snow pants and gloves. Stoked we got to raise some money for the Human Access Project that's cleaning up the Willamette River in Portland. Gotta give back to the 'aina, right? Shout out to Oregon Home Market Manager Brittney Hicks for putting this exhilarating event together!

NEW BREWERY GROUNDBREAKING MAKES HEADLINES Our Big News Grabs More Than 118 Million Media Impressions



You should've seen the show when a kahuna blessed the groundbreaking for our new brewery in our home town

of Kailua-Kona – and you probly did see if you looked at the news, because we got plenty coverage. Kona founders Cameron Healy and Spoon Khalsa and even Andy Thomas, da big boss of CBA himself, joined the 100 guests to celebrate and cheers with glasses of First Rock, based off the original Fire Rock recipe from '94. Cannot wait until the new brewery starts cranking out Liquid Aloha in 2018.

Social Drinker

Quick Sips



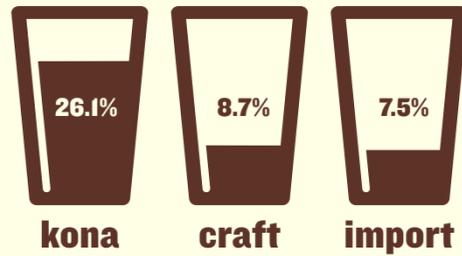
THE BEER THAT INSPIRED A TRIATHLON

Solid Turnout for the 19th Annual Lavaman

This year's race went off like molten lava spewing from Kilauea. The annual triathlon was named after Kona's ever-popular Lavaman Red Ale. We served 2,800 thirsty participants and revelers with some of our refreshing Liquid Aloha. However, 3,000 folks showed up! No worries. We'll bring even more kegs of Lavaman next year. Big ups to Hawaii Home Market Manager, Eric Chang, for putting this event together and Kona Brew Pub GM Richard Johnson for helping out!

POLITICS

Nah.



KONA GROWS FASTER THAN IMPORT & CRAFT

Liquid Aloha Outpaces the Two Segments by 2.5 Times

Kona's 26.1 percent growth was led by the Island Hopper Variety Pack (+48.6%), Big Wave (+39.3%) and Longboard (+3.2%).

Source: AC Nielsen, Total US xAOC, Last 13 weeks ending 2/27/16



STAR ON STAFF

Kona Brew Pub Manager Richard Johnson Recognizes Amie Yessis

Amie does an amazing job of gathering information for our Firkin Friday special release beers, beer specs for any new specialty brews, pictures for new retail and Brew News information for our menu inserts. Her enthusiasm to keep everyone up to date with all the latest information is greatly appreciated. We are extremely thankful to have her.



LIQUID ALOHA 101

Lemongrass Luau Lands on the Mainland

The luau tradition of bringing folks together to savor good times inspired this easy-drinking blonde ale with a subtle snap of natural ginger and lemongrass. A crisp, balanced brew, our latest Aloha Series seasonal release is launching nationwide in time for summer, with a May 2 STR

Cicerone Says:

A crisp, refreshing blonde ale brewed with a touch of wheat malt, ginger and fresh lemongrass.

Drinking Style:

A true summer quencher. With its modest alcohol content, Lemongrass Luau can be considered a session beer. It's perfect for pau hana, sharing pints with friends, and a solid pairing with almost any meal, from poke, grilled fish to salads, Asian fare and even ice cream.

Original Extract:	11.5 °P
Apparent Extract:	2.0 °P
Alcohol by Volume:	5.0%
IBU:	15
Color:	5 °L
Malt:	Pale 2 Row Premium, Wheat Malt
Hops:	Willamette, Northern Brewer, Sterling
Adjuncts:	Ground ginger, fresh lemongrass

#KONABREWINGCO

Fave Fan Pics for April



Voyaging Awards



THE KONA VOYAGING AWARDS

Everybody Paddles the Canoe Together

About Voyaging

Ancient Hawaiians were the most advanced navigators the world has ever seen, using their knowledge of the natural world to pinpoint tiny islands in the massive Pacific Ocean. In their voyaging canoes, everyone is responsible for the success of the journey and the survival of the crew, and just one bad actor can cause it to huli, or tip over. Pulling together is the only way to see the voyage through.

The Award

No single person is responsible for Kona Brewing Co.'s success, and no single person can lead us to our goals as we continue on our epic journey to reach new markets on the Mainland and around the world. Success requires everyone doing their part, taking up their work and "pulling our

ambitions out of the ocean," as the ancient Hawaiians put it. The Kona Voyager of the Month (and Voyager of the Year) is the person in the massive Kona Brewing Co. canoe who is working to take our business farther, faster. Kona Voyager Award nominees:

- Exemplify teamwork, helping those around them reach their destination and goals.
- Go above and beyond their duties to advance the brand in some way.
- Take every opportunity to navigate a new course to success, often in resourceful and creative ways.

Send your nominations to nominations@konabrewingco.com with a photo and 50 to 100 words explaining why your nominee deserves the award.

Who Can Be a Kona Voyager

Anybody in the extended Kona Brewing Co. ohana is eligible for nomination. If you're reading the Longboard Ledger, YOU can be nominated! From sales to finance to operations, all Craft Brew Alliance employees, distributor partners and agency partners are eligible to enter.



Prizes

May's winner receives these rare, iconic flagship Kona beer coasters that are carved from stone and can't be found in stores - can't wait to see what next month's prize will be!

AND the Voyager of the Month will be automatically entered for a chance to win the annual Kona Voyager of the Year honors! The grand prize? A trip for two to Hawaii! The grand prize winner will be chosen by a companywide vote so not only do you have to be a successful Voyager, you also have to be nice to your co-workers!



HELP US MAKE LONGBOARD LEDGER MO' BETTAH

Please send your feedback to Kona's assistant brand manager, Kristie VanDomelen, at: Kristie.VanDomelen@craftbrew.com.



KONA VOYAGER OF THE MONTH

Jeff Maull

Our DSM in Central Florida recently landed the high-volume Splitsville Luxury Lanes, located at Disney Springs in Orlando. With persistence and dedication over a full year, Jeff was able to build a relationship and sell in Kona Big Wave on tap at this massive account. How massive? Splitsville is now not only the #1 Big Wave draught account for City Beverages, the local wholesaler, but the largest in the entire state of Florida!

Jeff pushed the Big Wave Beach Cruiser as a consumer giveaway, which encouraged awareness and trial. But he didn't stop there. He leveraged the Splitsville placement to land the Hard Rock Live account, located on Universal Orlando property. Hard Rock Live was excited to take on Big Wave draught and accepted Jeff's challenge to be the #1 account in the market.

Both of these placements resulted in over 500 cases sold of Big Wave draft over the last 3 months! We're all looking forward to seeing where Jeff's efforts take us in Central Florida in 2016. Mahalo Jeff!