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WINERY EXCHANGE PARTNERS WITH 7-ELEVEN TO LAUNCH GAME DAY

Third Largest Beer Retailer in the U.S. Adds GAME DAY, Value-Priced Premium Beer, to National Store Brand Lineup

IT'S GAME DAY AT 7-ELEVEN

Intent on providing its customers with a better beer value, Game Day was created to deliver premium lager quality at below premium price. Suggested retail price is between \$6.99 and \$8.99 for a 12-pack, and \$1.29 and \$1.89 for a 24oz single.

Shipping Now with Nationwide Availability May 1



EVERY DAY IS GAME DAY

Available in two varieties – **Light** and **Ice**

and two convenient package sizes (24-ounce singles and 12-packs of 12-ounce cans)

Game Day is perfect for a picnic, entertaining at home or tailgating.

Tasting Notes - LIGHT:

Traditionally brewed highest quality malts and hops, we've delivered a beer with smooth character and a clean finish. Made from premium ingredients, our light beer celebrates a lower calorie light bodied, refreshingly crisp taste of award-winning beer.

Tasting Notes - ICE:

Traditionally brewed with the highest quality malts and hops, we've delivered an ale with smooth character and a clean finish. Made from premium ingredients, our iced ale celebrates a light bodied, refreshingly crisp taste of award winning ale.

Visit www.7-eleven.com to find Game Day at a 7-Eleven near you