Having release by region will promote scarcity. Part of the hype surrounding micro brewery releases is not all beers are easily attainable. Use this to our advantage by having limited releases. Release lauches and parties. Etc

We should also do rotational of the types, possibly only 2 at a time by region

We will use average ABV by region and Median IBU by region

ABV is saught after so we will release on the higher of the ABV mean side

Bitterness isn’t as popular and wide spread so we will take th lowest median IBU