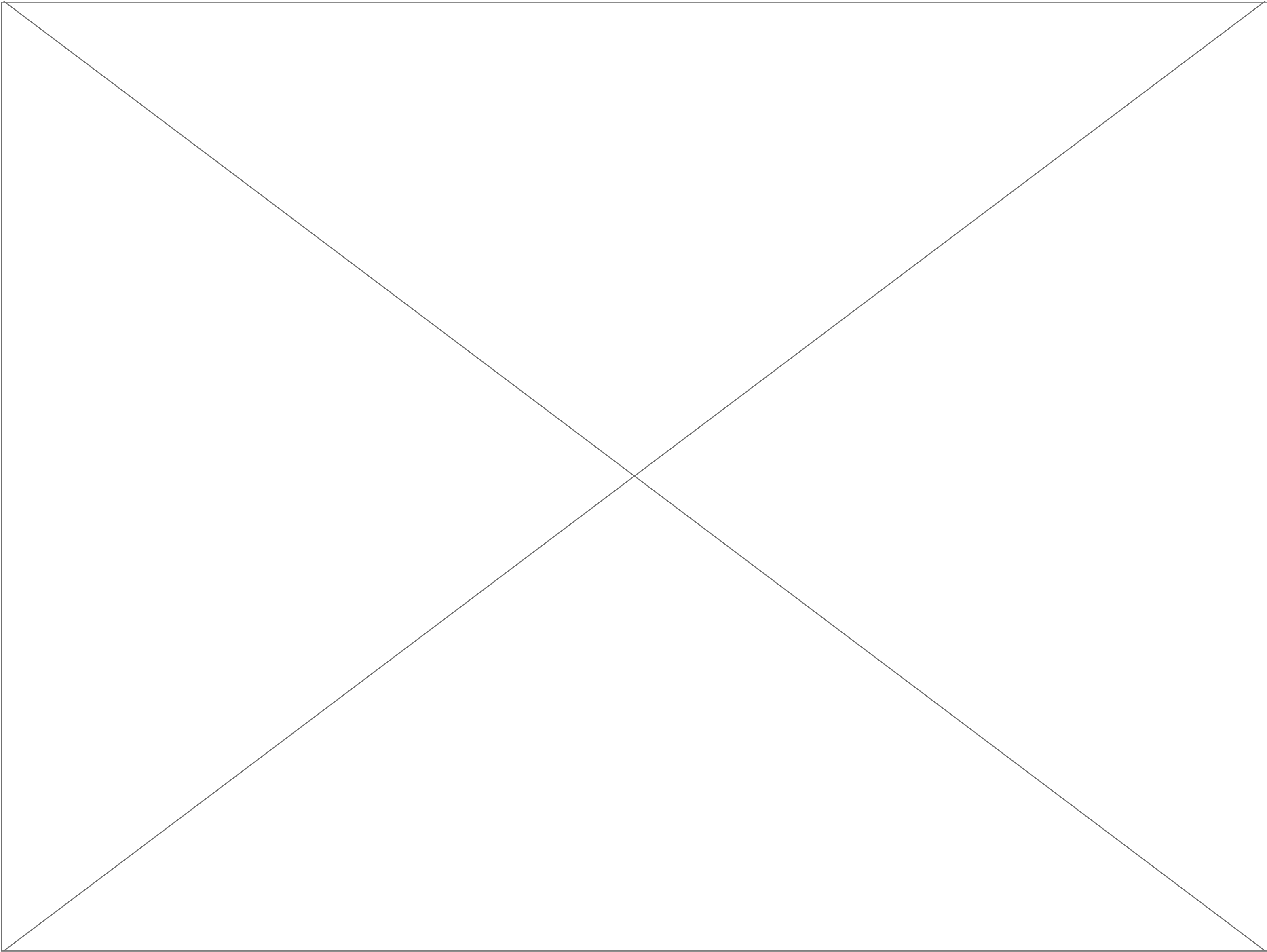


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COME ON TOUR WITH US

The ‘YES’ Global campaign builds on the cultural ‘FOMO’ trend, or ‘Fear of missing out’, and encouraging a positive attitude. Gray Ridge Brewery pushes the boundaries of cultural lifestyle ensuring it is always cutting-edge, making it relevant for the broad target audience and supports the brand strategic vision – to be a beacon brand in adult youth culture. Positioning the beer as x the brand for the ‘relentlessly curious,’ Gray Ridge's new campaign uses the hook:
‘Never miss out. Just say Yes.’