



March 29<sup>th</sup>, 2018

## **Rotary Local Lager**

### **----- "Gathering Steam"**



### **New Project Partners**

The Rotary Local Lager Project Team is delighted to welcome seven new participating clubs to the project along with their project partners in London, Kitchener, Dunnville, Simcoe, Picton, Orangeville Highlands and Woodstock Oxford – Welcome. The additions bring the total to 19 participating clubs in 24 communities with 41 beer store outlets with more on the way – See current listing of participating clubs and beer stores attached.

### **Pay Day**

Participating clubs will receive their first contributions from their participation in the project at the end of this month give or take a day or so with subsequent funds e-transfer to club treasurers on a quarterly basis. Not surprisingly Guelph and Peterborough lead the champions league sales table but congratulations to Kitchener and Kingston Waterfront for a great start with their respective sales programs.

### **Get Ready for the May 24 Weekend**

Sarah and Gino at the brewery tell us that the aptly named May 24 weekend (actually starts May 21<sup>st</sup>) is the official kick off date for the beer drinking season with St Patrick's Day as the primer for the beer sales pump. So, the project team wants you to be signed on and have your marketing and promotional plans for the summer season in place ready for April 30th at the latest for a coordinated program launch on Wednesday, May 9<sup>th</sup> at 11am – Opening time of course. For those clubs still thinking about participating – sign up now or you will miss the boat – for those signed on please get your plans ready for April 30th.

Attached is the latest Club Presentation with helpful ideas for your plans and programs. In addition, we have some resources to assist with the marketing and promotion – See below

### **Gift Packs a Great Success**

Members of the Rotary Club of Guelph (144) and Peterborough (100) bought into the idea of giving gift packs (2 Glasses, 4 beers, 4 coasters in a 6-pack carton along with a Christmas message insert) to friends, families and selected clients / customers and suppliers and the idea of providing a dinner host with a RLL gift pack. It is a novel gift and great opportunity to talk about the project, the great work your club is doing in the community and around the world. What's more the club gets to raise some funds and create some long term RLL enthusiasts. Wellington Brewery will deliver a 10-case beer order

and the resources to make up 60 gift packs with the appropriate lead time. A suggested charge of \$25 per pack would provide \$5 margin and 20 cents per can for participating clubs.

## Recent Events

Events are a great way to get boost consumption and promote Rotary Local Lager – Project lead Helmuth Slisarenko ensured that Rotary Local Lager available was on hand for a Stratford Curling Bonspiel – 432 cans of Rotary Local Lager helped build goodwill and better friendships among the curlers and generated \$216 for Rotary initiatives.

## Upcoming Events

As Rick Mercer says if you are in Woodstock on April 14<sup>th</sup> why don't you head on down to the Rotary Club of Woodstock Oxford Annual Fish Fry and Dinner Dance. A great time will be had-dock by all. Or perhaps visit Eat Drink Norfolk - April 5, 6 & 7 at the Aud at the Simcoe Fairgrounds – you will be able to sample the crisp refreshing blonde Rotary Local Lager at both events. Plans are also underway to quench biker thirst with Rotary Local Lager at this years two Friday the 13<sup>th</sup> events in Port Dover. An opportunity to open the throttle in more ways than one.

If you are planning a club event that is serving Rotary Local Lager or you have convinced community event organizers to add Rotary Local Lager we want to hear about it – firstly because Sarah and Gino at the brewery can ensure that you will have the supplies you need at your beer store or delivered directly and secondly we want to post and promote the event date and details on the website. What's more we want to share your event stories, photo's and success stories with current and prospective participating clubs, event organizers and the public across the province.

## Big Events

One of the biggest events of the year of course is the Rotary Convention in Toronto. Rotary Local Lager is a featured beer at several of the convention related events including the Rotaract 50<sup>th</sup> anniversary event. Project Team Lead Kevin is presenting a pitch and Rotary Local samples to the Rotary Convention Team at the Fairmont Royal York Hotel in Toronto on April 13<sup>th</sup> 2018. Guelph Cluster Clubs are hosting a celebration dinner for visiting guests and local host families at Country Heritage Park in Milton on June 25<sup>th</sup> 2018 - an opportunity for guests and hosts to get acquainted with Rotary Local Lager

## Dunnville & Muskoka Lakes Get Creative

**The Dunnville** Club is generating a Rotary Local Lager Tee Shirt with the assistance of Second Avenue Printing – Hopefully we can add this concept to our mix of marketing & promotional resources. Dunnville is not the only creative team in the province - Bracebridge Muskoka Lakes held a very successful “Beer for a Year” fundraising raffle last year – Don't be surprised if there is a similar Rotary Local Lager raffle option in your marketing and promotional resource kit for this year.

## Marketing & Promotional Resources

Speaking of which the project team is developing a range of marketing and promotional resources to help clubs get started and maintain consistent branding and messaging. A website is in the works and

we have business card, press release and Facebook ad templates which clubs can edit to create their own messaging.

In addition, we have Rotary Local Lager glasses, coasters, posters, gift pack cartons and a standard starter kit for each club to help promote Rotary Local Lager

Starter Kits include a case of Glasses 12, 2 Packs of Coasters 200. 6 Gift Pack Cartons to make up 6 gift packs with beers purchased from your beer store outlet, 6 Posters



Gift Packs and additional resources are available on request subject to the pricing schedule included in the club presentation.

## Rotary Local Lager Champions League

Rotary Local Lager is gathering steam with a growing stream of clubs getting on board with the project. There is huge potential for this project and this beer to become a recognised product and brand enjoyed by lots of beer enthusiasts across the province in the next three years. Consequently, we are developing a Rotary Local Champions League Challenge to commence on May 1st, 2018 and end October 31st, 2018 to afford everyone the opportunity to get on-board, get their plans in place and participate in the Champions League in several competitive categories including but not limited to:

- Most RLL sales per community on a per capita basis
- Most RLL sales per club or cluster on a
  - per capita basis
  - Per membership basis
- Most RLL sales at an event
  - Rotary & Non-Rotary Events
- Most RLL sales by a third-party pub / restaurant / club
- Most RLL creative marketing & promotional program

We are off to a great start and ***“Gathering Steam”*** – the best news of all is that people love the beer – It is a ***“Crisp Refreshing Blonde Lager”***. The brewery has done a great job in selecting and brewing this easy drinking lager and it is a ***“Win-Win-Win Proposition”*** – A great beer supporting great work and raising funds for your local community projects and water filtration projects around the globe.

Got a question, a comment? – Want to join the program? - Contact one of the project team leads below or email the editor at [news@rotarylocallager.ca](mailto:news@rotarylocallager.ca) – Have a great Easter Weekend - enjoy your Rotary Local Lager and drink responsibly of course.

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## Rotary Local Lager - Participating Clubs & Beer Store Outlets

Champion Club	Community	Beer Store Address
Brighton	Brighton	72 Main St. Brighton
Dunnville	Dunnville	240 Main St. E. Dunnville
Elliot Lake	Elliot Lake	12 Hillside Dr. S. Elliot Lake
Guelph	Mississauga	3154 Hurontario St Mississauga
Guelph	Guelph	710 Woolwich Ave Guelph
Guelph	Guelph	63 Clair Road E. Guelph
Guelph	Guelph	111 Silvercreek Parkway Guelph
Kingston Waterfront	Napanee	450 Centre Street Napanee
Kingston Waterfront	Kingston	500 Princess Street Kingston
Kingston Waterfront	Kingston	1090 Midland Avenue Kingston
Kingston Waterfront	Kingston	88 Dalton Ave Kingston
Kitchener	Kitchener	1255 Weber St. E. Kitchener
Kitchener	Kitchener	490 King St. E. Kitchener
Kitchener	Waterloo	70 Weber St. N. Waterloo
Kitchener	Kitchener	1120 Victoria St. Kitchener
Kitchener	Waterloo	459 Erb St. W. Waterloo
Kitchener	Waterloo	624 King St N Waterloo
Kitchener	Waterloo	624 King St. N. Waterloo
Lindsay	Lindsay	370 Kent Street W. Lindsay
London	London	1080 Adelaide St London
London	London	1005 Wellington Rd London
London	London	1225 Wonderland Rd. N. London
London	St. Thomas	1014 Talbot St. St. Thomas
Norfolk Sunrise	Port Dover	120 Andrew St Port Dover
North Scarborough	Scarborough	3205 Eglinton Avenue E. Scarborough
North Scarborough	Scarborough	3561 Lawrence Avenue E. Scarborough
North Scarborough	Scarborough	871 Milner Ave Scarborough
Orangeville Highlands	Orangeville	270 Broadway Orangeville
Owen Sound	Owen Sound	965 10th Street West Owen Sound
Peterborough	Peterborough	570 Lansdowne St. West Peterborough
Peterborough	Peterborough	1139 George St. N. Peterborough
Peterborough	Peterborough	1900 Lansdowne St. West Peterborough
Picton	Picton	412 Main St. Picton
Quinte Sunrise	Belleville	113 Station Street Belleville
Quinte Sunrise	Belleville	91 Front St. S. Belleville
Quinte Sunrise	Trenton	49 Byron Street Trenton
Simcoe	Simcoe	84 Water St. Simcoe
Temiskaming Shores	New Liskeard	50 Jaffray Street New Liskeard
Wellington Brewery	Guelph	950 Woodlawn Road W. Guelph
Wellington Brewery	Whitby	1655 Tricont Ave. Whitby
Wellington Brewery	London	280 Sovereign Road London
Wellington Brewery	Lively	50 Vagnini Crt. Lively
Whitby Sunrise	Whitby	301 Dundas Street E. Whitby
Woodstock Oxford	Woodstock	992 Dundas St E