

BREWER VOUCHER PROGRAM

Retail stores will accept a brewer issued voucher presented by a home consumer as payment for the brewer's product. The voucher must be valid for a specific brand, container and package size and in a format pre-approved by tBS. The total value of the vouchers redeemed in each specific period plus a voucher handling fee (5% of retail value) will be deducted from the remittance to the brewer (refer to your Weekly Brewer Statement). Vouchers may be used to promote product (within AGCO approved guidelines) and/or to resolve customer complaints.

Any Brewer wishing to distribute a product voucher for redemption at Beer Stores must submit a written request along with voucher artwork for review and approval. If the voucher is package size specific, artwork for all vouchers for that brand must be submitted.

The request must indicate the following:

- in-market date
- the number of vouchers produced
- the range of serial numbers
- expiry date
- authorized signature(s)
- details of any unique features (such as holograms)
- any other specific instructions

This request must be received 10 business days prior to in-market date in order to allow for the approval process and proper notification to retail stores.

VOUCHER DESIGN

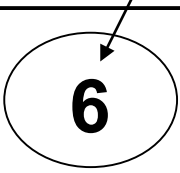
The voucher must include the following:

- Brewer identification and/or logo
- serial number
- expiry date
- brand identification - if the voucher is valid for more than one brand, the brands must be indicated along with a note stating the voucher is valid for one brand only
- container type (bottles/cans) and volume (ml) - if the voucher is valid for more than one container type, the container types must be indicated along with a note stating the voucher is valid for one container type only
- package size - if the voucher is valid for more than one package, the packages must be indicated along with a note stating the voucher is valid for one package only
- statement indicating the voucher is redeemable at Beer Store locations where this product is sold
- authorized signature(s)
- area for Store Stamp

SAMPLE LAYOUT

FRONT of VOUCHER (multiple choice format)

Package Size

Brewer Identification and/or Logo	Redeemable for one (1) package per voucher		
	<input type="checkbox"/> 341ml bottles	OR	
Voucher Number: <input type="text"/>	<input type="checkbox"/> Brand A		Authorized Signature _____
	<input type="checkbox"/> Brand B		
	<input type="checkbox"/> Brand C		
Voucher Expiry Date: _____	Redeemable at Beer Store locations where this product is sold		Authorized Signature _____

BACK of VOUCHER

Brewer Identification and/or Logo	Store Stamp (box should be 2" long X 1" high)

	Customer Name (please print)