

Beer of the Month

MEDIA CARD 2026

Multichannel digital marketing package

Beer of the Month is a digital marketing package for beer suppliers. The package includes an article to be published on Kespro.com, social media publications (Instagram and Facebook), a content spot in Kespro's alcoholic beverages letter and the ordering channel's beer page for one month. In addition, the product will be displayed on wholesalers' digital screens for that month.

Bookings

Book a slot with Kespro's product manager.
email: firstname.lastname@kesko.fi

The product manager will inform you of the free slots. Please note that in 2026, ten beer suppliers and their chosen beers will have the opportunity to gain valuable visibility for one month (one supplier and one beer per month). The article will be published on the first business day of the campaign month.

Material instructions

Deliver the product information to Kespro's product manager and content creator at least one month before the start of the agreed campaign month.

NECESSARY INFORMATION

- Top product, beer of the month
- Beer description and food pairings
- Other desired aspect for the article (beer type background, brewing process, brewery background, brand story)
- Vibe images (size 1500 × 1000 or original)

Contact information for any additional questions

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