

November MillerCoors Challenge

WITH THE TOP SELLING BRANDS IN ALL BEER SEGMENTS WITHIN ILLINOIS Here is an opportunity to grow sales at center level and enter to win \$2,000 towards a December marketing program from ISBPA. Centers must have all brands in house by November 7th, 2017.

- Draft (where available)
 - Miller lite, Coors Light, Blue Moon, High Life & Pomegranate Shandy
- Package (Bottles, Aluminum Pints, or Cans)
 - Miller Lite, Coors Light, High Life, Redds & Coors Banquet
 - Blue Moon and Pomegranate Shandy if center doesn't have draft lines

