



HARVESTIVUS

515 BREWING CO.

WHAT THE BEER IS GOING ON?!

Harvestivus is the name of our Oktoberfest style beer and our annual fall celebration. Each year we celebrate it a bit different with this year centering around mining and exchanging Harvestivus coin. Think cryptocurrency, but with special wooden Harvestivus coins.

Between September 10th through the 23rd you'll have opportunities to earn coins in exchange for fabulous prizes. Have we got your attention? Read on to learn more.

HOW TO EARN HARVESTIVUS COIN

- **Participate in events and challenges. See list to the right.** Events and Challenges can only be done during certain days and times, so read carefully.
- Once you have completed an event or challenge, **collect your coin/s from a beertender.**

WHAT TO DO WITH HARVESTIVUS COIN

- **Coins can be exchanged for prizes** such as 515 beer, Harvestivus boots, merchandise and even a golden ticket to the Harvestivus Coin Hoarders Ball.
- Just like cryptocurrency, **exchange rates for Harvestivus Coin will fluctuate** and depend on the number of coins in circulation and the whim of 515. **The official exchange rate will be posted in our taproom.** We will also post the exchange rate on the Harvestivus Facebook event page, Twitter and Instagram Stories. However, due to how quickly the rates could change, social media may not have the most up-to-date rates.

Starting Exchange Rate for 9/12/18

5 Harvestivus Coins: 1 Free Beer

8 Harvestivus Coins: 32 oz. Growler Fill

10 Harvestivus Coins: Harvestivus Boot (While supplies last.)

20 Harvestivus Coin: Logo t-shirt

25 Harvestivus Coin: Golden ticket to Harvestivus Coin Hoarder's Ball

- **Coins must be redeemed by September 28th, 2018.** Any unused coins you may just want to hang on to...(nudge, nudge, wink, wink)

HARVESTIVUS COIN HOARDERS BALL

Tuesday, October 16, 2018, 5:30 p.m. - 8:30 p.m.

An exclusive night just for golden ticket holders and their guests at the brewery.

Golden ticket holders receive:

- Eight Free Beer Coupons
- Special Harvestivus shirt
- Ability to invite three guests

All attendees receive:

- Opportunity to purchase yet-to-be-released aged #Quadgoals Number 3 (limit 2/person)
- Free food
- Chance to win prizes

HARVESTIVUS EVENTS AND CHALLENGES

SEPTEMBER 10 - 23, 2018

MONDAY, SEPTEMBER 10 • TRIVIA WITH A CHARITY TWIST

Attend Trivia with the Cystic Fibrosis Foundation. Sign-up at 6 p.m. with trivia starting at **6:30 p.m.** Full details on this month's trivia available in our taproom or at 515Brewing.com/events.html. All participants get one Harvestivus Coin with additional coins going to 1st place, 2nd place and 3rd place finishers.

WEDNESDAY, SEPTEMBER 12 • HARVESTIVUS TAPPING

Harvestivus Tapping + Harvestivus Glass Boot Sales, **5:15 p.m.** Order a Harvestivus after 5:15 p.m. and get one Harvestivus Coin per full beer pour.

THURSDAY, SEPTEMBER 13 • INBREWSION THURSDAY

Buy this week's infused Randall beer and get one Harvestivus Coin per full beer pour between **4 - 7:30 p.m.**

FRIDAY SEPTEMBER 14 • MYSTERY MINING

Stay tuned to social media or stop in and see what you can do to earn Harvestivus Coin today.

SATURDAY, SEPTEMBER 15 • AGED #QUADGOALS SALE + HARVESTIVUS CARNIVAL

Taproom opens at 10:30 a.m. Bottle sales of #Quadgoals Number 2 (aged in a Moscatel wine barrel from Portugal) starts at **11:30 a.m.** Harvestivus Carnival is from **12:00 - 3:00 p.m.** with a polka band and carnival games on our lawn. To earn Harvestivus Coins, play our carnival games (will cost Harvestivus Coin to play).

SUNDAY, SEPTEMBER 16 • WEAR 515

Show up wearing 515 gear and earn one Harvestivus Coin.

MONDAY, SEPTEMBER 17 • MASTERS OF THE COIN GIVEAWAY

Stop in to 515 and our Masters of the Coin (aka Beertenders) will determine if you are worthy of Harvestivus Coin. Bribery is encouraged.

WEDNESDAY, SEPTEMBER 19 • "YAPPY" HOUR

Furry Friends Animal Refuge will be stopping by from **5 - 7:30 p.m.** with some of their furry friends for you to pet and potentially adopt. For every pint sold, \$1 will go to the shelter. Make an additional donation and we'll give you Harvestivus Coin.

THURSDAY, SEPTEMBER 20 • BEER IT BACKWARDS (PAY IT FORWARD)

Tell a beertender you want to buy a beer for the next person in line and you'll earn Harvestivus Coin.

FRIDAY, SEPTEMBER 21 • MYSTERY MINING

Stay tuned to social media or stop in and see what you can do to earn Harvestivus today.

SATURDAY, SEPTEMBER 22 • 515 INVASION DAY

Take a picture of yourself wearing 515 gear at another brewery. Post to social and make sure you tag us using #515Invasion. Then come to 515, show your post to a beertender and receive Harvestivus Coins and a free 10 oz. pour of beer of your choice. Challenge must be completed on September 22nd.

SUNDAY, SEPTEMBER 23 • WEAR 515

Show up wearing 515 gear and earn Harvestivus Coin.