ORANGE CREAM TO LAUNCH IN MAY
LIMITED TIME ONLY!

WHY ORANGE CREAM?
Orange and vanilla not only taste great together, but orange was our founder, G.L. Wainscott’s favorite color. In fact, Fielding’s Great-Great-Uncle Lee was often seen wearing an orange tie. This piece of our company’s history mixed with the nostalgic taste of cream soda led us to develop our first seasonal flavor.

WHAT DOES IT TASTE LIKE?
Like a dreamsicle! The balance of orange and cream combined with the crisp clean taste of ginger and citrus makes it perfect for summer. Like Cherry, it is made without artificial colors, flavors or sweeteners.

WHAT PACKAGES WILL IT COME IN?
Fountain, 4 Packs, and Single Bottles

WHEN WILL IT BE AVAILABLE?
You will begin to see Orange Cream in stores in early May. Orange Cream will be a limited time offering as we are only producing a small batch run. It will be available only while supplies last.

WHERE CAN YOU BUY IT?
Orange Cream will be available only in the heart of Ale-8 country. Kroger, Walmart and most local grocers will carry Orange Cream in 4 packs at a suggested retail price of $2.89-$2.99. Costco and Sam’s Club will have full cases available while most area convenience stores like Stop N Shop will carry single bottles.

Since this is a limited time offer with a limited production run, we can only set aside one case of single bottles per employee at the employee discounted price of $8.95 + tax.

WHY 4 PACKS?
Because they are made in small batches, limited time offerings are more expensive to produce than something that will have multiple production runs. Using a 4 pack allows us to offer an affordable retail price below $3.
The Ale-8-One Mission Statement

We believe in returning a deposit made in good faith.

Every day we witness our employees living our values across all departments and in our community.

In this issue we want to highlight – Quality Returns Pride.

We believe the quality of our product is the reason we are all here. It’s a trust from the past that we carry on with pride.

Providing a great tasting beverage consistently that adheres to food safety guidelines is why Ale-8 has been around for almost 100 years. The way we ensure we are making a quality product is through standardized testing. A member of Quality Control (QC) will take 2-3 bottles off the production line every 30 minutes to check for consistency. They are checking the carbonation, acidity and sugar levels and they taste test 12-15 times a day to make sure the Ale-8 tastes just right.

Our Quality Department, headed by Brent Henry, conducts testing on Ale-8 throughout production to test the consistency of our carbonation, sweetness and our unique secret formula. They work all day every day to make sure each bottle tastes equally delicious!

The Quality team also works closely with our product development team to turn dreams into reality – taking new ideas for flavor concepts and developing batch after batch until the recipe is perfected and ready to share with our fans. They helped create the bright taste and vibrant color of Cherry Ale-8, our first new flavor in 92 years, as well as our upcoming Orange Cream Ale-8 – our first ever limited time seasonal offering.

Shout Out To Quality Control For Leading The Company To A 94% SQF (Safe Quality Food) Audit Score!

Shawn Powell & Brent Henry

Austin Wallace

Jordan McCoy

David Jordan
Happy Sweet 16
Diet Ale-8!

In March 2003, Ale-8 launched a zero calorie, zero sugar, zero carb alternative to our original recipe. 16 years later, Diet is more popular than ever. In fact, Diet sales were up 14% year over year in January.

Random Act Of Kindness

Here at Ale-8, we understand the value of a kind gesture. Whether that means going out of your way for a co-worker, spending your weekend helping a friend move or sharing a few kind words and a cold Ale-8 with a stranger. Recently Ale-8 got to be a part of a truly kind and special moment between an Owingsville local and a visitor from Texas. The post shown on the side went viral and was sent to us by several Ale-8 fans.

It’s All About The Display

People are more likely to buy what they see, so visible displays are very important in stores. In order to get displays in store, we try to create attractive racks with topical imagery to generate excitement. Here’s what Marketing and Sales have used so far this year.

Five cube racks have been placed in Walmart stores in central Kentucky. These racks allow us to feature packaging in high profile and high traffic areas. Early numbers show brand Ale-8 sales are up an average of 78% year over year! Getting and keeping a display is a challenge sales will always face, but with a little creativity, we can set ourselves apart from the competition.
IT’S OUR BLUEGRASS

Buy, Enjoy, Return, Refill.

17 Kroger Stores Added!
We have all heard it said before, “Ale-8 just tastes better in a Longneck bottle.”

Perhaps it’s because the thicker glass keeps the Ale-8 colder or maybe it’s because each bottle takes with it the memories of those who have enjoyed it before. Our Longneck Returnables set Ale-8 apart from other companies and we have made a commitment to ensure that bottle is around for many more years to come.

We aren’t the only ones who’ve noticed how special this bottle is. Retailers and restaurants are also taking note. Recently, 17 Lexington area Kroger stores have added Longnecks along with local area restaurants.

Restaurants appreciate this package because the customers love the story and it adds to their dining experience. Retail stores are a bit more challenging because there are multiple departments that need to learn the return process.

Our teams have been working to teach this process to our new retail partners and customers. We have provided branded bins near the Customer Service desk and many stores feature a “Return Bottles Here” tin sign that helps drive even more awareness.

Newest Restaurant Accounts
Now Carrying Longnecks

LEXINGTON:
Fusion Brewing
The Village Idiot

VERSAILLES:
Callies Restaurant

FRANKFORT:
Sage Garden Cafe
Main Street Clean Sweep

To celebrate Earth Day, Winchester and Ale-8-One will be participating in the 5th annual regional cleanup on April 22nd.

This will be a one day event throughout central Kentucky that encourages community engagement and demonstrates hometown pride. If you would like to volunteer, please reach out to Sheila Vaughn at svaughn@ale-8-one.com.

Water Cooler Chatter

Reusable water bottles were distributed to all Ale-8-One employees to help reduce plastic pollution.

Fill them up at the new water cooler located across from the mailboxes in the lobby just outside of the warehouse.
WHAT’S NEW?

New Company Store Items

OUTDOOR COLLECTION
BIKING TEE
Retail $18
Employee $10

YOU HAD ME
AT ALE-8 TEE
Retail $15
Employee $10

YOU HAD ME AT ALE-8
SQUIRREL
Retail $10
Employee $7.50
Company Picnic

SAVE THE DATE

- WHEN -
  JUNE 1ST, 2019

- WHAT TIME -
  12:30PM-3:30PM

- WHERE -
  MALIBU JACKS IN LEXINGTON

* DUE TO THE CHANGE IN LOCATION AND COST INCREASE, PLEASE INVITE YOUR IMMEDIATE FAMILY ONLY. 

MARK YOUR CALENDARS!