

CONGRATULATIONS ON YOUR PURCHASE OF CRAFT MALT FROM

RIVERBEND MALT HOUSE

We appreciate your business and believe you have made a good decision which will lead to innovative products, support for local, family owned farms, and protection of the environment.

We also think you have made a savvy business decision— the use of high quality, locally sourced malt should enable our customers to sell more product, and at a higher price. To help you fully realize that benefit, we have developed a number of tools and resources in support of your use of craft malt.



Training. Free of charge, we will train your staff on the benefits of craft malt, either at your facility or at our malthouse.

- For the brewing/distilling staff, a greater understanding of the science behind malting helps make superior products.
- For the bar staff, the understanding of what malt is and the benefits of higher quality, locally sourced craft malt are excellent selling points which accelerate sales while increasing customer experience satisfaction.

Access to Riverbend Cicerone® Certified staff. Ask us about a malt consultation. We're excited about the products you want to make, and our experts are available at no charge to discuss the role malt can plan.

Media Support. We are frequent posters across multiple social media platforms, with a total number of followers approaching 10,000. We LOVE to talk about how our customers are using our malt. We also LOVE when our customers tag us on social, and tell stories about our malt to the media and influencers they're working with.

- Tag us **@riverbendmalt** to share what you're up to! We'd love to see the products you've **#madewithRiverbend**. We're on **Facebook**, **Instagram**, **Linkedin**, and **Twitter**.

Riverbend Beer Finder. Riverbend allows you to post your beers/distilled spirits containing Riverbend malt on Riverbend's website. **Click here to share with us**; it's fast, simple, and we can't wait to hear what you're brewing. And, with a growing number of beer and distilled spirits consumers making decisions based upon unique ingredients, this is yet another way to generate more demand for your products.

Malthouse Tours. Want to impress your customers? We'll set up a visit to our malthouse. It's pretty special to see the time-honored practice of floor malting.

Use of the Riverbend brand.

- Riverbend allows the use of its logo and brand name on any product with a malt bill of which at least 10% is Riverbend sourced. If you're using 10% craft malt, we hope you'll also consider the **Craft Malt Certified™** seal for that recipe.
- For volume customers, Riverbend provides a beautiful wooden plaque which can be mounted in the bar area to signal your commitment to craft malt to your customers.
- Many Riverbend customers highlight the use of our malt on their drink boards, signaling a commitment to local sourcing and creating an opportunity for the bar staff to discuss the advantages of high quality malt, ultimately leading to higher product sales.
- For new product introductions, our customers sometimes create t-shirts and other swag highlighting the use of craft malt.

Craft Maltsters Guild Craft Malt Certified™ Status. For a nominal fee and a commitment to use at least 10% craft malt, you can use the Craft Maltsters Guild Certified Seal on products and in your brewpub. **Learn more here.**



Event support. Launching a new product? Celebrating craft malt at an event in your tasting room? We'll provide malt experts at your launch event to help generate a buzz.

Have questions? Interested in collaborating? We love hearing from our friends!
Please reach out to your sales rep for more information.

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