

Important Facts About Bard's Beer

WHAT IS GLUTEN?

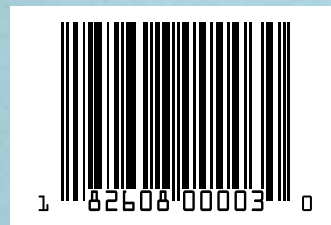
Gluten is the common name for the offending proteins in certain cereal grains that are harmful to persons with celiac disease. These proteins are found in all forms of wheat (including durum, semolina, spelt, kamut, einkorn and faro), barley, rye and related grains.

WHAT IS CELIAC DISEASE?

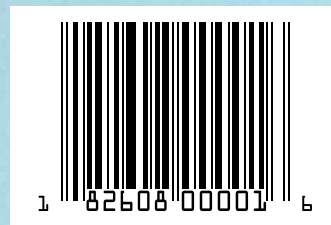
Celiac disease is a lifelong autoimmune genetic disorder caused by a drop in tolerance to gluten. Damage to the mucosal surface of the small intestine is caused by an immunological toxic reaction to the ingestion of gluten, which interferes with the absorption of nutrients. To find out more about celiac disease, visit the University of Chicago Celiac Disease Center at celiacdisease.net.

WHO HAS CELIAC DISEASE?

It is considered to be the most under-diagnosed common disease today, affecting one in every 133 people in the US.



Bard's Bottle Label





Bard's 6-Pack Carrier



Bard's Mother Carton 4x6 Case



Brewed & bottled by Bard's Tale Beer Co., Minneapolis, Minnesota
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BARD'S TALE BEER CO.
CONTAINS NO WHEAT, BARLEY, RYE OR OATS.

BARD'S™

The Original Sorghum Malt Beer



Bard's. The Original Gluten-Free Sorghum Malt Beer

Bard's Beer is America's first gluten-free sorghum beer and the only beer brewed with 100% malted sorghum to provide traditional taste and aroma. Made for beer drinkers who prefer the lighter taste of craft-brewed American Lagers. Bard's features a low bitterness, a subtle floral aroma and a clean, refreshing finish.

MAIN FEATURES

Style: American Lager

Taste: Rich and refreshing

Body: Medium

Bitterness: Low (25.0 IBUs)

Aroma: Floral

Color: Amber (SRM 11)

Alcohol Content: 3.8% ABW / 4.6% ABV

Calories: Only 155 calories per 12-oz serving

Carbohydrates: 14.2 carbohydrates per 12-oz serving

Hops: Imported Hallertauer Magnum, Imported Tettnanger Tettnang

Malt: Proprietary malted sorghum

Yeast: German Lager Yeast (Strain #3470)

Serving Temperature: 39°- 45°F

Distribution: International and growing, US and Canada

Process

Call us biased, but we have no doubt that Bard's is the best gluten-free beer on the market. Our traditional brewing process utilizes only four natural ingredients: water, hops, yeast and sorghum. At Bard's we pride ourselves on crafting a high-quality beer that just happens to be gluten-free. In order to achieve this lofty goal, Bard's has implemented oversights that start with the farmers who grow our sorghum and continue until each delicious drop of Bard's is safe and sound in a bottle. To begin the process, we provide the sorghum seed that is grown by our exclusive farmers (as our research has shown only certain varieties of sorghum produce a great-tasting beer). Then to guarantee Bard's remains gluten-free, we have instituted rigorous cleaning and testing procedures for storage, transportation and production to ensure no contamination occurs. By working closely with our vendors and partners, Bard's is able to provide our fans with a rich, flavorful beer that is naturally gluten-free and always a conversation starter.

A Brief History of Bard's Tale Beer Company

It all started with Kevin Sepowitz and Craig Belser, two self-professed beer aficionados, avid home brewers and all-around ordinary guys. Kevin and Craig became somewhat less ordinary after they were both diagnosed with celiac disease—a disease that made them intolerant to gluten. Suddenly, beer was off the table for Kevin and Craig as traditional beers are made from grains containing gluten. They received this news like any ardent beer lover would—not well. Kevin and Craig could not conceive of a life that didn't involve beer. So they took action. They made it their mission in life to find a way to make a great-tasting, craft-brewed beer that just happens to be gluten-free. After many years of hard work and experimentation, they finally had that *Eureka!* moment: Bard's Beer was born.

Opportunity

There is tremendous opportunity for gluten-free in the United States. There are over two million legal-drinking-age Americans with celiac disease that cannot drink beer as it is made with barley or other grains which contain gluten. Using average beer consumption rates, we estimate the total US market for gluten-free beer for those with celiac disease to be 25 million cases, or almost \$1 billion at retail. Dr. Fasano, a world-renowned expert on celiac disease and the Director of the University of Maryland Center for Celiac Research, estimates that gluten-sensitivity affects six times as many people as celiac disease, greatly increasing our potential market. There is a growing trend among health-conscious consumers and well-known celebrities who are choosing to follow a gluten-free diet—Bard's will appeal to them as well.

Other gluten-free product sales are on the rise. Package Facts estimates the US market for gluten-free food and beverages at \$2.6 billion in 2010, for a compound annual growth rate of 30% over the 2006–2010 period. They also project that US sales of gluten-free food and beverages will exceed \$5 billion by 2015.

Bard's Tale Brewing Company was founded by two long-time beer fans who were diagnosed with celiac disease. They weren't willing to give up beer; hence Bard's Beer. The origins of our company give us unique insights into and credibility with our customers.

The most important insight is this: Due to dietary limitations, a person with celiac disease becomes the decision maker in the household for every purchase that involves eating and drinking. Every celiac customer will bring multiple customers to you, starting with family and friends. And those people will in turn bring in other customers. And those people will in turn—well, you get the idea.

By carrying Bard's, you embrace the celiac community. Individuals suffering from celiac disease are loyal as heck to all those who help them get beer and other products back in their lives—far more loyal than a customer who doesn't have diet restrictions.

But make no mistake: Bard's is a craft beer. It's brewed to the high standards that craft beer aficionados demand. And because it's gluten-free, everyone can enjoy it. So retailers and wholesalers enjoy attractive margins as they're helping to restore people's inalienable right to enjoy a cool, refreshing beer.

"Bard's Tale Beer is another great example of the flavor and diversity that American craft brewers and American craft beer offer to all beer drinkers." —*Charlie Papazian, President, Brewers Association*

"Just had my first Bard's and I am so grateful to you guys. I haven't had a decent beer in four years and I just found out about Bard's. I am a beer snob and love European beers. Yours is the first gluten-free that made my mouth happy! Thanks so much for your dedication to this cause." —*Patti from Girard, PA*

For further evidence of our passion, visit us at bardsbeer.com or call 1.877.440.2337.

