

# the **BOTTLE OPENER**

ISSUED BY THE BAVARIAN BREWING CO., INC., COVINGTON, KENTUCKY

May 6, 1957.

TO ALL BAVARIAN DISTRIBUTORS:

SUBJECT: STOCK OF BAVARIAN/S WITH PRESENT LABEL

By now you have probably received a letter from Mr. Bill Schott with the wonderful news of our major label and packaging changes. I know you will agree with all of us that we now have something that will sell even better than ever.

With such a completely new program, you have the problems of selling out your stock of Bavarian/s with the present label and present packages, and checking the stock and bins of your retail customers to help them sell the present labelled beer before introducing the new label.

Some of you will be receiving bottles with the new label within a few days. Please use discretion in talking about our new label with your dealers until they receive the letter from Mr. Schott. Once the dealer is informed of the change, use it as a strong, positive selling point to get him to sell out his stock of the present label. Try to move his present stock to make the transition to the new label go smoothly. When you receive the new label, it would be wise to put it out on one route at a time - or in one town. This would leave you with areas in which to sell our present label out by transferring stock between outlets.

Please start your drivers and salesmen immediately on this project of selling out our present stock, both in your warehouse and in the dealer's place. This is very important as we will not accept returned beer with the present label. This may take time in some areas, but with good follow-through on your part, particularly with your dealers, the problem should not be a great one. Please make sure your drivers are properly rotating Bavarian/s in their stops, and check the bins down to the bottom, in taverns.

We're counting on you to do an excellent job in your territory in respect to making the switch-over, and we will cooperate with you in every way possible. Thanks very much for your help.

Cordially,

*C. H. Wimberly*

C. H. Wimberly

*John J. Wuest*

John J. Wuest