



# CUSTOM BEER INFORMATION

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## BEER OPTIONS & PRICING

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MobCraft offers a variety of flagship and seasonal brands at multiple price points for your custom beer. We offer commercial quality labels for Standard Orders of 96 cans or more. Looking for something with a quick turnaround time or on a much smaller scale? We can offer that, too. Check out page 3 for our Small Order information! Please note that custom beer ordered less than two months in advance is likely to be subject to Small Order pricing regardless of order size. Please contact [events@mobcraftbeer.com](mailto:events@mobcraftbeer.com) for a quote.



# CAN PRICING: STANDARD ORDER (96 CANS OR MORE)

Prices include cans, labels, and beer. Label design is an additional fee. Prices do not include tax. Orders must be placed in increments of 24 cans; please see the table to the right for pricing and order sizes.

PRICE PER 12oz CAN	\$1.83	\$2.25	\$2.75
	<b>ODDBALL KÖLSCH</b> Kölsch-Style Ale	<b>MOBCRAFT IPA</b> Classic IPA	<b>ROTATING IPA</b>
	<b>GIER BIER</b> Lager	<b>RHUBARB IPA*</b> IPA with Rhubarb	<b>ROTATING STOUT</b>
	<b>MC AMBER</b> Amber	<b>VANILLA WAFER PORTER*</b> Porter with Vanilla	<i>Ask about our rotating seasonal options!</i>
	<b>BAT\$HIT CRAZY</b> Coffee Brown Ale Coffee Optional   Contains Lactose	<b>SOUR SUPPORT*</b> Sour Ale with Raspberry and Ginger	
	<b>LOW PHUNK</b> Sour Ale	<i>*Indicates a seasonal beer</i>	<i>Pricing excludes taxes</i>
	<b>MOBTOBERFEST*</b> Marzen Lager		

# LABEL DESIGN

Our commercial quality labels require a high resolution design created in professional design software. You can submit your own design using our template (please submit approval for design software before you begin your work), or you can work with one of our recommended designers. All recommended designers work on a freelance basis. We encourage you to contact them to learn more about pricing, services, and lead time.

## RECOMMENDED DESIGNERS

**SAM MACK:** sammackdesign@gmail.com | sammackdesign.com

**JAMIE JONES:** jamiejonescreative@gmail.com | 262.515.7744 (text/call)

**SARAH HAND:** sarah.am.hand@gmail.com

# CAN PRICING: SMALL ORDER (90 CANS OR LESS)

Prices include cans, labels, and beer. Label design is an additional fee. Prices do not include tax. Orders must be placed in increments of 4 or 6 cans (depending on how the brand ordered is packaged). All brands are subject to availability. Quick turn around orders may have more limited options of brands than the brands represented on this sheet.

PRICE PER PACK	\$25/6PK	\$27/6PK
	<b>ODDBALL KÖLSCH</b> Kölsch-Style Ale	<b>MOBCRAFT IPA</b> Classic IPA
	<b>GIER BIER</b> Lager	<b>VANILLA WAFER PORTER</b> Porter with Vanilla
	<b>MC AMBER</b> Amber	
	<b>BAT\$HIT CRAZY</b> Coffee Brown Ale Contains Lactose	
	<b>LOW PHUNK</b> Sour Ale	
	<b>MOBCRAFT HARD CIDER</b> Classic, Hard Apple Cider 4 pack	

# LABEL DESIGN

Our Small Order beers are hand labeled with labels featuring a simple design. These labels include a basic graphic with the name of the beer and a photo or logo. Each design is \$25 and includes one round of small revisions.

If you would prefer to design your own full wrap label, the label should be 3.5x8 inches. Labels should be submitted to the Event Manager in a PDF document and must include a bleed with crop marks.



# ORDER FEES

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MobCraft can offer custom beers for orders as small as one four pack. All orders of 96 cans or more must be placed in increments of 24 cans.

ORDER FEE	# OF CANS
\$25	4-44
\$50	48-92
\$250	96-120
\$225	144-216
\$200	240-336
\$100	360+

# CUSTOM INGREDIENTS

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Looking to do something extra custom? MobCraft can add custom ingredients including fruit, spices, and hops to your beer for a truly unique flavor and beer! Custom ingredient additions are limited to large batches with specific order increments; please see the table below for pricing and order sizes.

BATCH SIZE	COST PER ADDITIONAL INGREDIENT
700 CANS	\$455
1400 CANS	\$910
2100 CANS	\$1365
4600 CANS	\$2990

## SUGGESTED INGREDIENTS

- Raspberry
- Cranberry
- Blueberry
- Strawberry
- Lemon
- Orange
- Lime
- Cherry
- Peach
- Pineapple
- Pomegrante
- Mango
- Ginger
- Mint
- Coffee
- Vanilla
- Cacao nibs
- Coconut
- Honey
- Cinammon

# FAQs

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## HOW SOON IN ADVANCE DO I NEED TO ORDER?

Lead time depends on how much beer you are looking for and if you require a specific brand/style or not. Our Small Order batches generally have quicker turnaround times. Please contact us to discuss your timeline and product needs.

## THE BEER I AM INTERESTED IN IS NOT ON THIS SHEET. IS IT AVAILABLE AS A CUSTOM BEER?

Our beer selection changes often, so if you have something specific in mind, please let us know, and we'll see what we can do!

## LOOKING FOR A COMPLETE CUSTOM BATCH?

We can offer a 30BBL of your brew (9,900 12 oz cans) or 60BBL of your brew (19,800 12oz cans) or a mixture of cans and kegs. Please contact us to discuss pricing.

## LET'S GET STARTED!

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For more information about custom beer, please email Elise at:

**EVENTS@MOBCRAFTBEER.COM**

