



01/17/2025

Subject: Extension of Product Code Dates

Dear Rhinegeist Wholesale and Retail Partners,

We hope this message finds you well. At Rhinegeist Brewery, we value our partnership with you, and we understand the importance of maintaining the highest quality and freshness of our products in the market. In our commitment to this goal, we occasionally find it possible to extend the product code dates for certain items in our portfolio.

We wanted to inform you of the following extension to the product code date for Juicy Truth. This extension is based on careful analysis, ongoing quality control checks, and continuous monitoring of product performance in the field. We are confident that these extensions will help you provide our customers with the best experience possible.

Juicy Truth

- **Previous Shelf Life: 90 Days**
- **New Shelf Life: 120 Days**
- **Reason for Extension: Ongoing stability testing has demonstrated that the product ages well and will continue to live up to brand expectations for 120 days.**
- **Batches – This update will include batches packaged on or after 8/20/2024.**
- **SKUs Impacted – Variety Pack, 12 oz, 19.2 oz, draft**

Please update your records and distribution processes accordingly to reflect these changes. It is crucial that you communicate this extension to your team and make the necessary adjustments in your inventory management systems. If you have any questions or require further information regarding these changes, please do not hesitate to contact us.

We are confident that these extensions will benefit all parties involved and contribute to the continued success of our partnership.

Sincerely,

Jeff Martin - Strategic Operations Manager - Rhinegeist Brewery