

RJ Rockers Converse Themed Beer



Target Audience

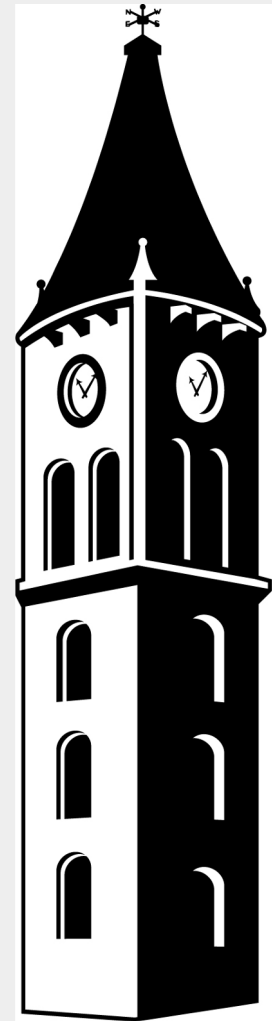
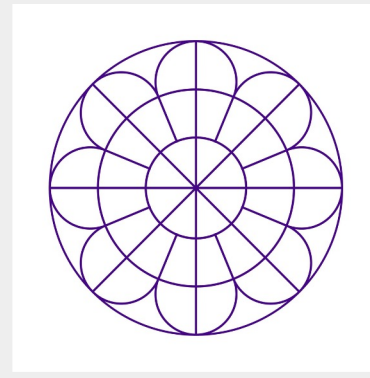
- ❖ Converse alumni
- ❖ Donors
- ❖ Individuals with more sophisticated tastes
- ❖ Individuals who enjoy trying unique beers

Flavor Describers

- ❖ Golden
- ❖ Sour
- ❖ Warm
- ❖ Citrusy



Converse Themed Symbols



- ❖ 1889
- ❖ Bell Tower
- ❖ Fountains
- ❖ Roses
- ❖ Sophisticated
- ❖ Founders Day
- ❖ Women
- ❖ Pearls



Golden Pearls
Gold Rosette
Golden 1889 Craft