



HOW TO GUIDE FOR POSTING ABOUT BROOKLYN PILSNER ON SOCIAL

This guide will help create awareness of stocking Brooklyn Pilsner and to get customers through the doors to enjoy a slice of Brooklyn at their local.

When creating content about Brooklyn Pilsner, we would suggest you include product information, account tags/ hashtags and engaging imagery and copy as this will make your posts stand out and get the attention of your audience.

The below hashtags, account handles, copy, brand messages, and example posts will aid you in creating content that encourages customers to purchase Brooklyn Pilsner when they visit.

The images provided do not need any further editing and all captions can be tailored to the tone of your own account. Please do tag the relevant Brooklyn Brewery accounts when posting and feel free to join in on our conversations by including our hashtags:

Facebook: @TheBrooklynBrewery

Instagram: @BklynBreweryUK

Twitter: @BklynBreweryUK

Brand hashtag: #BrooklynBrewery

Additional hashtags: #CrispBrightRefreshing #BrooklynPilsner

Customers love to know the story behind a brand and Brooklyn is the home of creativity, diversity, self-expression, and history which is a selling point to many. The following brand messages are great to include in posts, please use the following brand messages in your posts where you see fit:



Reasons to stock

- Brooklyn Brewery was founded in 1988 Brooklyn, New York by Steve Hindy and Tom Potter.
- Sold and loved in over 30 countries.
- World-renowned Garrett Oliver, our brewmaster, James Beard award winner and author of the Brewmaster's Table and Oxford companion to beer.
- Brooklyn Pilsner pairs perfectly with food.
- The Brooklyn Brewery believes that great beverages should be delicious, unpretentious, structured, and support the communities where it is enjoyed.
- We communicate our brand personality and celebrate the Brooklyn spirit in how we behave, communicate, and look by using and balancing all four key elements: vibrant, gritty, mind-opening and thoughtful.
- Brooklyn Pilsner is supported with above the line media including fly posters, murals, social media, Ad smart and BVOD to drive consumer awareness.

Example posts



Pouring now! Brooklyn Pilsner is a crisp, pale lager- bright and refreshing and filled with bold flavour and delicate citrusy finish. #BrooklynBrewery #CrispBrightRefreshing #BrooklynPilsner.



Crisp, Bright, Refreshing and authentically Brooklyn. Brooklyn Pilsner, born in Brooklyn and brewed for all. Filled with bold flavour and delicate citrusy finish.
#BrooklynBrewery #CrispBrightRefreshing #BrooklynPilsner



The sun is shining and there is no better way to enjoy Brooklyn Pilsner than at your local. #BrooklynBrewery #CrispBrightRefreshing #BrooklynPilsner

