

SARNIA



ONTARIO

CANADIAN CRAFT BEER

Inspired by Michigan





Our Story

OUR HISTORY

In the winter of 2012, seventeen friends in Sarnia, Ontario embarked on a mission to make good beer for themselves. Access to quality craft beer in Ontario was limited and we didn't all have passports to get into Michigan, the beer lover's paradise. Making 45-liter batches in our backyards using propane heaters, frozen hoses, and converted camping coolers produced some surprisingly wonderful beer. This created a desire for a streamlined process where we could get this beer into the hands of more of our friends and family. From there, a number of us decided to branch off to start Refined Fool Brewing Company in hopes that one day the brewery would not only be a destination to find quality craft beer, but also a vocation that the owners could love waking up to every day.

Refined Fool Brewing Company opened its doors in May 2014 and is located in Sarnia, Ontario, Canada, a border town to Port Huron, Michigan. We're a group of teachers, creative's, blue collars, entrepreneurs, musicians and pastors who care about beer, business, Sarnia and each other. What started as a backyard brewing club in the dead of Canadian winter has since evolved into a thriving downtown brewpub with an aggressive distribution model.

Refined Fool Brewing Company engages craft beer drinkers, homebrewers, and connoisseurs through a wide selection of trusted beer styles and sophisticated experimental flavors. Our location welcomes and caters to those within our community and to travelers looking for a unique place to visit. We serve beer lovers, downtown regulars, college students, tourists, and those looking to taste something wonderful and new.

OUR NAME

"Refined Fool" captures our philosophy in two words:

REFINED—Delicious, particular, craft, local and focused.

FOOL—Fun, light-hearted, hilarious, and we never take ourselves too seriously.



Noble Oaf

Rye Saison

STYLE: Saison
ABV: 7.3%
IBU: 25
COLOUR: Amber, 18 SRM
HOPS: Styrian Goldings



Whatever it is that goes on in Belgian farmhouses... it's fruity and it's spicy (something to do with esters and yeast). Some say the Oaf is citrusy and peppery, others cry slight tart sourness. We say its mild malt characteristics with moderate bitterness produce a very dry and noble finish.

| | |
|----------------------|---|
| BRAND | Noble Oaf |
| SIZE | 22 oz. |
| DIST FOB / MARGIN | \$5.00 / 28% |
| RETAIL / MARGIN | \$7.00 / 30% |
| MRSP | \$9.99 |
| BOMBERS PER CASE | 12 |
| FREIGHT PAID | 4 pallets |
| FREIGHT HALF PAID | 2 pallets |
| FOB SARNIA | 1 pallet |
| PALLET CONFIGURATION | 4 tiers 17 cases/tier 68 cases/pallet |
| DISTRIBUTOR PRICE | \$60/case of 12 |



RIPSNORTER

Vanilla Porter

STYLE: Imperial Porter
ABV: 8.7%
IBU: 37
COLOUR: Black, 31 SRM
HOPS: Magnum



Ripsnorter is a truly complex beast. You'll taste hints of roasted malts, caramel, coffee, dried fruit, and chocolate. The addition of fresh vanilla beans and bourbon barrel oak staves round out the intense flavour. Rich, full-bodied and dark, this is a bruiser of a Porter.

| | |
|----------------------|---|
| BRAND | Ripsnorter |
| SIZE | 22 oz. |
| DIST FOB / MARGIN | \$6.50 / 28% |
| RETAIL / MARGIN | \$9.00 / 31% |
| MRSP | \$12.99 |
| BOMBERS PER CASE | 12 |
| FREIGHT PAID | 4 pallets |
| FREIGHT HALF PAID | 2 pallets |
| FOB SARNIA | 1 pallet |
| PALLET CONFIGURATION | 4 tiers 17 cases/tier 68 cases/pallet |
| DISTRIBUTOR PRICE | \$78/case of 12 |



MURDER OF CROWS

Black IPA

STYLE: Black IPA
ABV: 8%
IBU: 90
COLOUR: Black, 35 SRM
HOPS: Warrior, Magnum, Amarillo, Simcoe



This black IPA is a complicated mashup of dryness and hop-forward balance with the flavour characteristics of an imperial IPA. It's sure to knock you into the darkest midnight.

| | |
|----------------------|---|
| BRAND | Murder of Crows |
| SIZE | 22 oz. |
| DIST FOB / MARGIN | \$5.00 / 28% |
| RETAIL / MARGIN | \$7.00 / 30% |
| MRSP | \$9.99 |
| BOMBERS PER CASE | 12 |
| FREIGHT PAID | 4 pallets |
| FREIGHT HALF PAID | 2 pallets |
| FOB SARNIA | 1 pallet |
| PALLET CONFIGURATION | 4 tiers 17 cases/tier 68 cases/pallet |
| DISTRIBUTOR PRICE | \$60/case of 12 |



SHORT PIER, LONG WALK

Double IPA

STYLE: Imperial IPA
ABV: 8.4%
IBU: 100+
COLOUR: Golden Yellow, 7 SRM
HOPS: Simcoe, Centennial, Columbus



We like to bring the hops, large quantities of them, in all their floral and citrus glory. A calm and clean-tasting malt backbone quickly gives way to a maelstrom of hops (Simcoe, Centennial, Columbus) that are rich, earthy and devastatingly tasty.

| | |
|----------------------|---|
| BRAND | Short Pier, Long Walk |
| SIZE | 22 oz. |
| DIST FOB / MARGIN | \$6.50 / 28% |
| RETAIL / MARGIN | \$9.00 / 31% |
| MRSP | \$12.99 |
| BOMBERS PER CASE | 12 |
| FREIGHT PAID | 4 pallets |
| FREIGHT HALF PAID | 2 pallets |
| FOB SARNIA | 1 pallet |
| PALLET CONFIGURATION | 4 tiers 17 cases/tier 68 cases/pallet |
| DISTRIBUTOR PRICE | \$78/case of 12 |

DISTRIBUTOR SUPPORT

- Exclusive distribution territory
- Excellent product support and training
- Distributor service representative (DSR)
- Custom designed POS materials, websites and marketing
- Master or Alpha distributorships available per state
- Brewery tours available

SALES TOOLS AND POS

- 11 by 17 On/Off-Premise multi product posters
- State specific sales sheets with retail costs/margins
- Custom artwork for banners and wraps available

SALES INCENTIVES OPTIONS (Co-op 50/50)

- \$1.00/Bottle, (\$.50 RFBCo, \$.50 Distributor), sales incentive first 60 days to sales team
- \$1.00/Bottle, (\$.50 RFBCo, \$.50 Distributor), sales incentive next 30 days to managers
- After the 90 day sales incentive program, RFBCo to place \$6 per case into distributor Advertising and Promotion fund for agreed upon purposes

SAMPLE PROGRAM (Co-op)

- Refined Fool provides two cases per pallet
- Distributor provides two cases per pallet
- All other samples approved by written notice

PALLET CONFIGURATION

- 4 tiers
- 17 cases per tier
- 68 cases per pallet
- case weight 29 lb
- pallet weight 2000 lb

ADVERTISING SUPPORT

- Press releases and industry news articles
- On & off-premise point of sale artwork
- Print: Industry, consumer and spirits specialty magazines
- Local and state trade shows and festivals
- Brewery managed social media

KEYS TO SUCCESS

- Best of Canadian Craft Beer
- Inspired by Michigan craft beer movement
- Small Batch Artisan Brewery
- Family of styles with over 70 different varieties with a range of styles
- We are a pleasure to work with
- Locally rooted but globally minded
- DIY enthusiasts
- Extensive food pairing options

CONTACT US



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