BEERBOARD

Claim Your Brand Instructions

Version 2.3 — Fall 2017

BEERBOARD

SETUP & CUSTOMIZATION

STEP 1: Setup & Customize Your Profile

The first step to **Claim Your Brand** with BeerBoard is to create and customize your Brewery profile. This requires you to add various information such as:

- Brewery Name
- Logo
- Website Information
- Brewery description
- Social Media Information

When you have completed this, move on to **STEP 2: Add Your Brands**.

STEP 2: Add/Edit Your Brands

When adding your brands, visit the **MY BEERS** page (link found in the header). To add a new brand, select **ADD BRAND** button in the upper right corner. This opens a new window which asks for information about your beer in three stages:

- Beer Details
- Nutrition Facts
- Branding & Images

This page will contain a list of all the beers your brewery is currently manufacturing, and can be easily added to or edited based on current inventory.
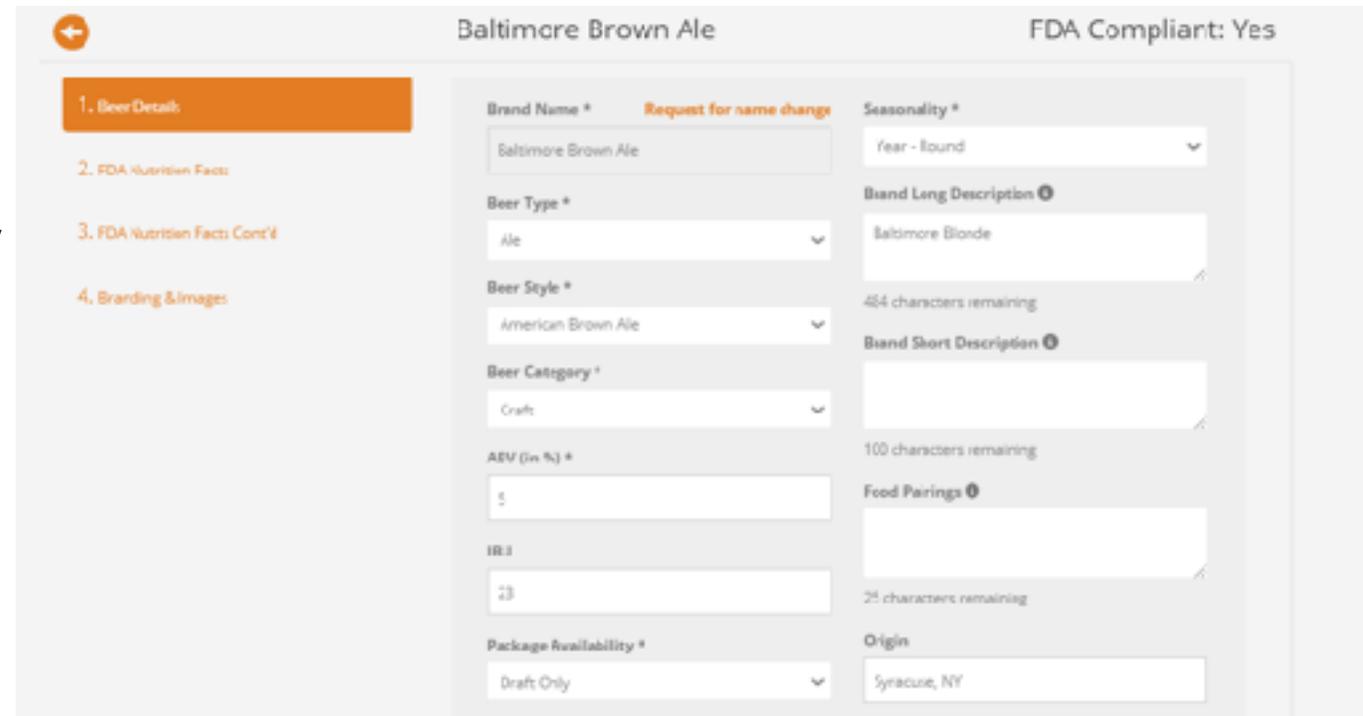

When you have completed this, move on to **STEP 3: Adding Your Beer Details**.

STEP 3: Adding Your Beer Details

After you have selected the ADD BRAND button or EDIT on the My Beers page, this is the first page you will see. Here, you will add general information about your beer. This page is similar to that of the profile customization page.

This allows you to enter information such as:

- Brand Name
- Type
- Style
- ABV/IBU
- Package Availability
- Seasonality
- Beer Descriptions
- Food Pairings
- Origin

When you have completed this, move on to **STEP 4: Add Beer Nutrition Facts**.
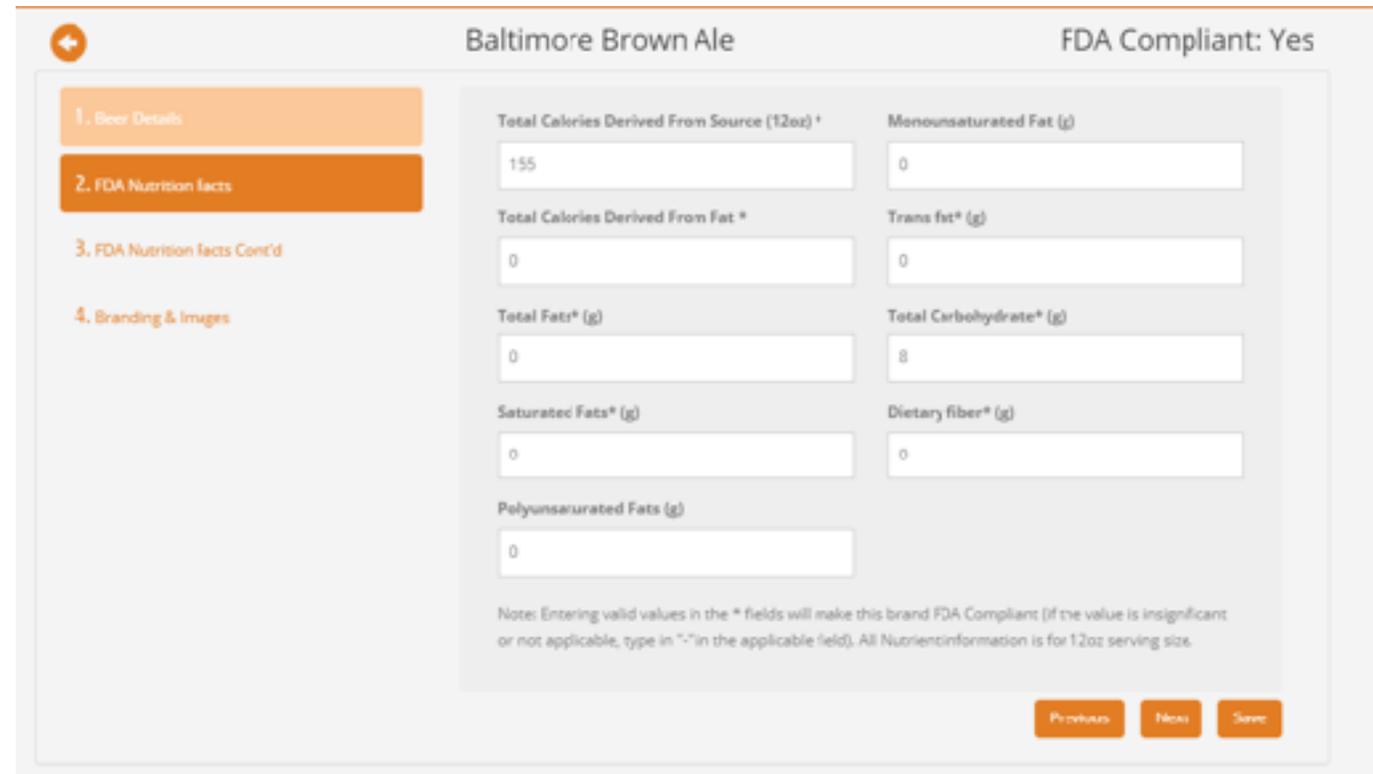
STEP 4: Add Beer Nutrition Facts/FDA Compliance

ADD BEER NUTRITION FACTS

After you have completed your beer's general information, selecting the **Next** button will take you to the **FDA Nutritional Facts** page, where you can add more in-depth nutrition information.

This allows you to enter information such as:

- Calories per 12 oz
- Fats
- Carbohydrate
- Fiber

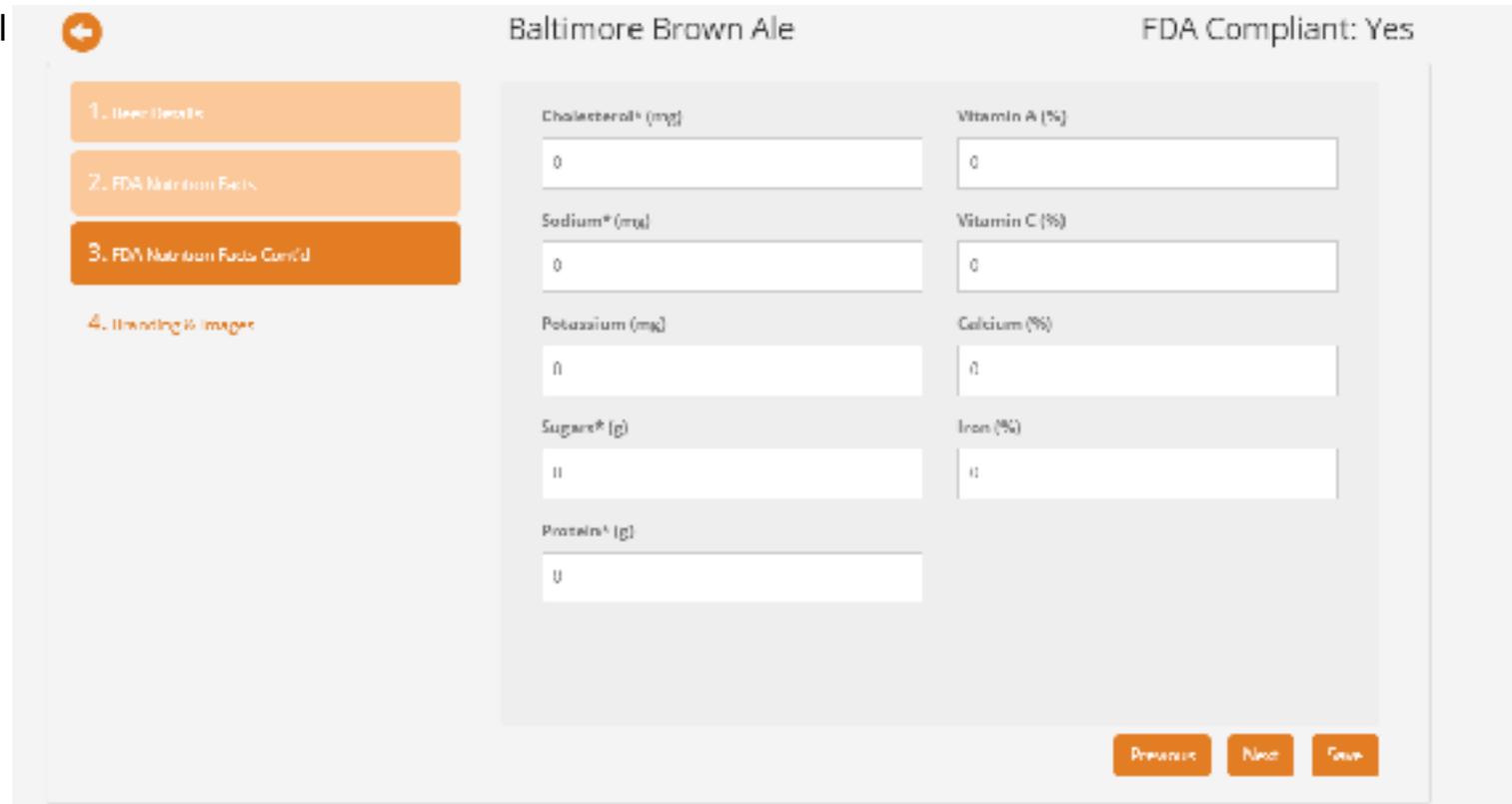All * fields are required for a brand to be considered FDA compliant

When you have completed this, move on to **STEP 5: Adding Your Nutrition Information, cont.**

STEP 5: Adding Nutrition Information, cont.

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ADDING NUTRITION INFORMATION

This page allows you to provide in-depth information about each beer's nutritional facts. Here you can enter information such as:

- Cholesterol
- Sodium
- Sugars
- Protein

All * fields are required for a brand to be considered FDA compliant.

When you have completed this, move on to **STEP 6: Adding Beer Branding / Images**

STEP 6: Adding Beer Branding / Images

After entering your beer's nutrition facts, you are taken to the final step of adding your beer.

Here, you can add associated logos and images for your new beer. Select your image files from your associated drive (using Choose File) and then click add. These images will be used frequently in digital and print menus and other formats pertaining to your brand.

When you have completed this, move on to **STEP 7: Previewing Your Newly Added Brand**

STEP 7: Preview Your Newly Added Brand

After adding a new brand, you can choose the **Preview Option** from that brand on your beer list.

This preview will show the information you added — here, you can review and make any necessary edits or additions.
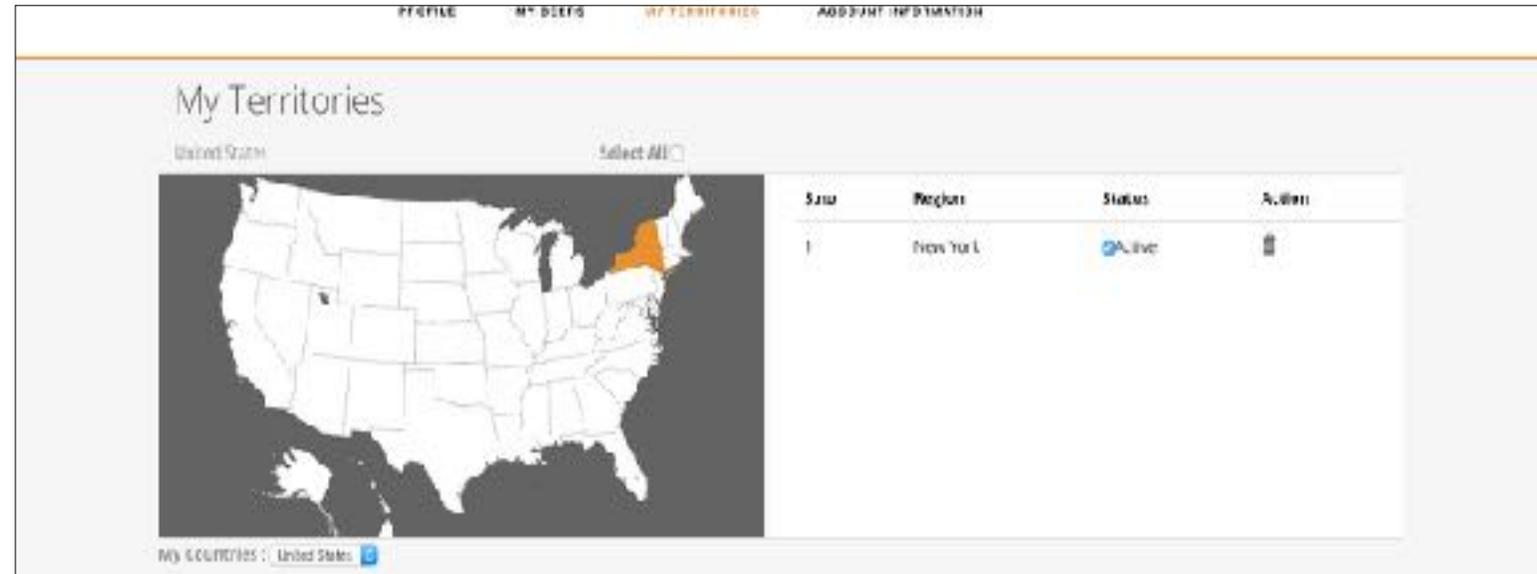
When you have completed this, move on to **STEP 8: Claim Your Territories**

STEP 8: Claim Your Territories

One of the final steps of claiming your brand is to Claim Your Territories. Select the **My Territories** button at the top of the page. Here you will select the states where your products are or will be distributed.

From the map, select the states where you distribute and they will automatically be added to your territory list. Should you sell internationally, there is a dropdown to add any applicable Canadian provinces.

When you have completed this, move on to **FINAL STEP: Account Information**

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CLAIM YOUR TERRITORIES

FINAL STEP: Account Information

Select **Account Information** in the header of the page. This page allows you to add information to your account profile or to edit information currently on record.

- Primary Contact
- Address
- Email
- Phone Number
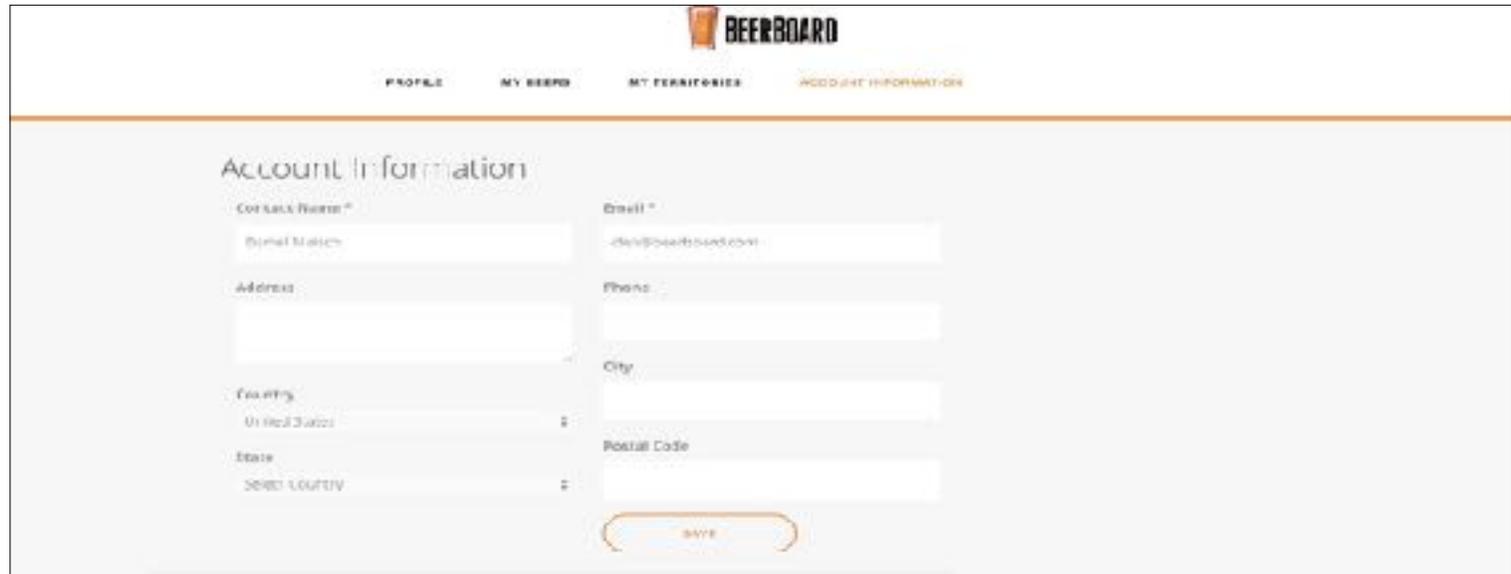
ACCOUNT

INFORMATION

Once this is complete, you have successfully completed **Claim Your Brand**!