



JOHN VINCENT DITTMER
SOCIAL MEDIA MANAGER

GLOBAL BEER NETWORK
office: 978.767.4177
cell: 603.689.6175
fax: 805.683.1470
john@globalbeer.com
www.globalbeer.com



Wittekerke Wild

Digital Media Packet

Suggested copy to accompany Wittekerke WILD imagery

From the brewer: Brouwerij De Brabandere:

Wittekerke WILD - A beer to blow your mind and refresh your soul.

Harvest - The wild idea to use the microflora derived from the Petrus Oak foeders into another beer has never seen before. Through a new technique at Brewery De Brabandere they are able to **harvest** those wild yeasts and bacteria that live on the inside of the oak foeders.

Unleash - By **unleashing** the microflora into Wittekerke, their sessional wit beer, this unique refreshment is created: a wild idea in first fermentation.

The refinement and refreshment of Wittekerke Wit united with the **harvested and unleashed** wild yeast and bacteria, results in a unique balance of wit beer and sour aromas. This ultra-flavored and refreshing session beer is easily accessible for everyone ... and demands for more than one!
Wittekerke Wild, The Ultimate Sour Refreshment

Appropriate Hashtags:

#WittekerkeWILD
#WTKWILD
#BelgianWit
#SourWit
#SourBeer
#DeBrabandere
#BelgianBeer

Beer Cocktails:

Raspberry WILD-ade:

- 48 oz. Wittekerke Wild (approx. 3 cans)
- 1 carton of raspberries
- 1/4 container raspberry lemonade
- 4 oz. Lazzaroni Maraschino liqueur
- Mix and serve chilled

Ride'n WILD:

- 8 oz. Wittekerke WILD (approx. half can)
- 1.5 oz. Campari
- .5 oz. Russel Henry Malaysian Lime Gin
- Mix and top off with Ginger Beer

Links:

Webpage:

<http://www.globalbeer.com/belgian-beer/wittekerke-wild>

Media Packet Download:

[http://www.globalbeer.com/downloads/Brand%20Marketing%20Packets-%20Web-Social%20Media%20\(low%20res\)/Wittekerke%20Wild/WittWild_MediaPacket_low_res.zip](http://www.globalbeer.com/downloads/Brand%20Marketing%20Packets-%20Web-Social%20Media%20(low%20res)/Wittekerke%20Wild/WittWild_MediaPacket_low_res.zip)