

Mug Club Rules and Guidelines

Welcome Brew Works Mug Clubbers!

BREW WORKS MUG CLUB 2010

Mug Club Auction for 2010 scheduled dates

- ABW - August 22nd
- BBW - August 28th
- BWG - August 29th

Welcome! You are our best customers...you are our biggest priority. You are THE MUG CLUB for 2010. Members will be issued a 22oz limited edition numbered mug...letting everyone know right away that they are someone special! Members will also be issued their own Mug Club Membership card that gets "loaded" with Mug Club benefits. Plus there are lots and lots of opportunities to get FREE BEER! This is the best annual beer membership in the world!

BEER BENEFITS

Those "corner beer bars" can't compete with our mug club special pricing, not to mention our awesome Brew Works atmosphere!

- Every time a new seasonal beer¹ is tapped your first Mug of it is Free!
- Purchase 10 Mug refills, and your 11th fill is on the club at NO Charge!
- Purchase 10 Growler fills, and your 11th will cost you nothing! NADA!
- Your 22oz Mug will be filled at \$4.00 on any regularly priced Brew Works Beer. Wow, mug members only pay 18 cents an ounce!!!²
- And when the price goes down for our regular beer at Happy Hour, your BIG mug goes down in price too! **(NEW)** You save another \$2... your regularly priced 22oz mug will only be \$2.00 during Happy Hour!!! Plus, you get your happy hour special anywhere you are seated in the restaurant, no requirement to be at the bar.
- You are getting premium brewed, hand-crafted ales and lagers at prices that no other establishment in the Lehigh Valley can match!

ALL THIS — JUST FOR YOU!

EXCLUSIVE BENEFITS

- You will get to keep the 22oz collectable mug at the end of the year.
- You will always get 15% off all regular retail purchases all the time. Wear and share the good taste of the Brew Works!³
- You will get discounted room charges for your private parties hosted at the Brew Works!

1. Must be redeemed within seven (7) days or before the next seasonal beer is tapped. Seasonal beers exclude our flagship beers.

2. Regularly priced beers include Flagship beers and beers priced at \$4.50 a pint for non-mugclub members. Specialty beers, premium beers and seasonal beers will be discounted for mug club members according to Brew Works pricing structure for non-mug club members.

3. 15% off regular priced retail items only. Not to be combined with any other discounts, clearance items, or specialty glass promotions. Excludes online sales.

- Free Birthday Meal! Celebrate with us and we'll treat you right!⁴
- Invitation to an exclusive Mug Club Party! A fun event with specials only for Mug Club Members.
- BONUS BENEFITS⁵
 - After your 20th visit you get \$5 added to your mug club card.
 - After your 30th visit you get \$10 added to your mug club card.
 - After your 50th visit you get \$15 added to your mug club card and become a Mug Club "Union Member" and receive voting privileges at the Union Meeting (see below).

THE MUG CLUB UNION

The honorary awards will always be named at the Great Mug Auction of 2010

The Mug Club Shop Steward

The Mug Club Member with the highest number of visits at the end of the year will be named Shop Steward and have their name (or their nickname) emblazoned on a plaque for all to marvel at.

In addition to this notoriety, they will be privileged to nominate a new Mug Club Member of their choice to one of the available mugs before the Great Mug Auction of 2010.

Mug Club Union President

The Mug Club Member with the highest dollar sales at the end of the year will be named Union President and will have their name (or nickname) emblazoned on a plaque for all to marvel at.

In addition to this notoriety, they will be privileged to have at their disposal: The Union President's Mug. A special "extra" mug to offer to their 'significant other' drinking buddy while the President is here.

Union Members

The top 10 Union members (highest sales) of the previous year will receive a \$50 gift card the day of the new Mug Club Auction, as reimbursement for their Mug Club renewal.

The bottom 20 (at ABW and BBW) and 10 (at BWG) of mug club members with the lowest sales will not be permitted to renew their mugs. Instead they will go to auction where all are welcome to bid on them.

Mug Club Members must present their Mug Club Membership cards at all Brew Works locations. Policies & prices are subject to change. The Brew Works reserves the right to revoke any membership at any time for any reason.

Need to contact us?

Email us at mugclub@thebrewworks.com

4. Simply inform the manager that it is your birthday and we will kindly take up to \$20 off your check.

5. One (1) visit is equal to a \$10 minimum purchase on a specific date. Because we separate sales from lunch (11am-4pm) and dinner (4pm-2am) shifts, it is possible to register two (2) visits in one day.