

**“FLAVOUR!!**

**BET THAT  
SCARED YOU,  
LAGERBOY.”**





# HAIL THE HALLOWED BREW OF ALL HALLOWS EVE.

**BEWARE** - the season of darkness is nearly upon us: a time when the flavour-loving revellers bay for Hobgoblin Ale. Woe betide any publican who isn't prepared.

## AS THE BAD MOON RISES, SO DO SALES

The Hobgoblin's merry band of followers continues to grow. So more than 5000 pubs will be serving our brew this Halloween - double, double last season's number.

**"GIVE THE TASTE BUDS A TREAT."** We predict that over 1 million pints of Hobgoblin Ale will be pulled. And to make sure they are, we're running a campaign that'll reach 3.5 million drinkers. We're also

supplying our publicans with 3,500 special kits, featuring a Hobgoblin pump clip with a flashing-eyed pumpkin, and POS with the lagerboy quotes much loved by real ale drinkers.

When the guys and ghouls come round to your place, be ready to slake their thirst - with deliciously dark Hobgoblin. Call us at the Wychwood Brewery on 01993 890 890 and order some. Or be damned to a tasteless eternity.



FOR A GHOULISHLY GOOD HALLOWEEN, STOCK HOBGOBLIN.

CALL 01993 890 890