

BREWER EXCHANGE PROGRAM 2027

Participation Terms

PLEASE READ THESE PARTICIPATION TERMS CAREFULLY. BY SUBMITTING MATERIALS, THE APPLICANT AGREES TO THESE TERMS. THIS IS A BUSINESS-PARTNER SELECTION PROCESS, NOT A SWEEPSTAKES, RANDOM DRAWING, OR CONTEST FOR A TRAVEL PRIZE.

Effective Date: September 1, 2026

Sponsor: Brewers Supply Group, Inc., a Delaware corporation doing business as RahrBSG ("RahrBSG"), 800 West First Avenue, Shakopee, Minnesota 55379.

1. Program Purpose

The Brewer Exchange Program (the "Program") is a marketing and brewer-collaboration initiative through which RahrBSG intends to identify one commercial brewery to collaborate with a brewery in Japan on the development and brewing of a beer and related educational and marketing activities. RahrBSG is soliciting expressions of interest from eligible breweries and will select a brewery partner based on its subjective business judgment.

The Program is not an offer of employment, agency, franchise, distributorship, sponsorship, exclusive supply arrangement, or other continuing commercial relationship. Submission does not obligate RahrBSG to select any applicant or proceed with the Program.

2. Eligibility

An applicant must be a duly organized, legally operating commercial brewery located in one of the fifty United States, the District of Columbia, or Canada (excluding Quebec unless RahrBSG expressly approves participation after completing any required French-language and province-specific review). The applicant must hold and maintain all licenses and permits required for its brewing operations and must submit through an authorized representative who has reached the age of majority in the applicant's jurisdiction.

RahrBSG may exclude an applicant whose participation could create an actual or perceived conflict of interest, legal or regulatory concern, or reputational risk. Employees, officers, directors, agents, and immediate family or household members of RahrBSG, its affiliates, the selection team, the Japanese brewery, Kataoka, and participating agencies or event organizers may not apply on behalf of an otherwise unrelated brewery.

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3. Submission Period and Method

Submissions must be received through resources.rahrbsg.com/brewer-exchange-program between September 1, 2026 at 12:00 AM Central and September 30, 2026 at 11:59 PM Central. RahrBSG's systems will be the official timekeeping method. Late, incomplete, corrupted, inaccessible, or misdirected materials may be disregarded.

4. Requested Materials

Each applicant should submit the following materials in the format requested by RahrBSG:

- A beer recipe concept identifying the proposed RahrBSG-produced or RahrBSG-supplied ingredients;
- A short description of the inspiration for the beer;
- A short explanation of why the collaboration would be meaningful to the applicant;
- Information concerning the applicant's brewery, brand, community, brewing capabilities, and proposed representatives; and
- Any additional information reasonably requested by RahrBSG to evaluate fit, feasibility, travel readiness, compliance, and marketing potential.

No purchase is required to submit materials or be considered. Applicants need not purchase ingredients or brew the proposed beer before submitting. Any submission costs are the applicant's sole responsibility.

5. Selection Process

RahrBSG commercial and sales representatives, and any other personnel or advisors selected by RahrBSG, will review submissions. The selection is intentionally subjective. RahrBSG may consider any factors it deems relevant, including, but not limited to, brewing creativity and technical approach; thoughtful use of ingredients; collaboration potential; ability to participate; the brewery's story, brand, and community connection; marketing and educational potential; the applicant's existing or potential commercial relationship with RahrBSG; compliance and reputational considerations; and alignment with the Program's objectives.

RahrBSG may contact one or more applicants for discussions, diligence, references, interviews, or supplemental materials. RahrBSG may select any applicant, decline to select an applicant, discontinue discussions, or cancel or modify the Program at any time. RahrBSG is not required to disclose scoring, deliberations, comparisons, reasons for a decision, or other applicants' information. All selection decisions are final.

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6. No Award or Guaranteed Benefit

Selection means only that RahrBSG intends to negotiate a separate written collaboration agreement with the selected brewery. Selection is not an award of cash, travel, ingredients, services, or any other prize. No collaboration, travel, brewing activity, event attendance, publicity, production, distribution, or sale is guaranteed unless and until the applicable parties execute definitive agreements and all required approvals and arrangements are completed.

If RahrBSG and the selected brewery do not execute a collaboration agreement acceptable to RahrBSG, RahrBSG may cease discussions and consider another applicant or discontinue the Program.

7. Applicant Representations

By submitting materials, the applicant represents and warrants that: (a) it is eligible and its representative is authorized to bind it to these Terms; (b) the submission is accurate and not misleading; (c) the applicant owns or controls all rights necessary to submit the materials and grant the rights stated below; (d) the submission does not infringe, misappropriate, or violate any third-party right; (e) the submission does not contain confidential information of another person; (f) the applicant has obtained all necessary permissions for names, statements, images, and other materials included in the submission; and (g) participation will not violate any contract, policy, law, license, or regulatory restriction applicable to the applicant.

8. Submission Rights and Confidentiality

The applicant retains ownership of its pre-existing recipe concept, trademarks, and other submission materials. The applicant grants RahrBSG and its affiliates, advisors, agencies, and prospective Program partners a non-exclusive, worldwide, royalty-free license during the evaluation period to reproduce, internally distribute, review, translate, and display the submission solely to evaluate and administer the Program and related collaboration discussions.

RahrBSG will not publicly disclose an applicant's non-public recipe details or use the applicant's trademarks in external marketing before selection without permission. However, submissions are not accepted in confidence, and RahrBSG does not undertake fiduciary, trade-secret, or non-use obligations beyond the limited restrictions expressly stated in these Terms. Applicants should not submit information they cannot disclose without a separate confidentiality agreement. RahrBSG may already be developing or considering similar ideas, recipes, names, content, or collaborations.

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9. Publicity and Communications

Before RahrBSG publicly identifies a selected brewery, the parties will coordinate the timing and content of the announcement. No applicant may use RahrBSG's name, logos, product marks, the Program name, the Japan Beer Cup name, Kataoka's name, or the name or marks of a Japanese brewery or event organizer without advance written permission from the applicable owner. Applicants may accurately state that they applied only if doing so does not imply selection, endorsement, sponsorship, or affiliation.

10. Travel and Participant Requirements

Any proposed travelers must be employees, owners, or authorized representatives of the selected brewery, be at least 21 years old, hold valid passports and any required visas or entry documents, be legally permitted and medically able to travel and participate, and comply with applicable safety, brewery, event, alcohol, immigration, customs, and public-health requirements. Travel details, covered expenses, insurance, releases, conduct standards, cancellation rights, and allocation of risk will be addressed in the collaboration agreement. Applicants should not book travel or incur costs in reliance on the Program unless RahrBSG first authorizes them in writing.

11. Compliance and Commercial Independence

Participation is not conditioned on the purchase of RahrBSG products, past or future volume, exclusivity, retail placement, distribution, or any commitment to purchase or sell alcoholic beverages. The applicant remains independently responsible for its licenses, operations, employees, tax obligations, alcoholic-beverage activities, advertising, labeling, production, distribution, and sale of beer. Nothing in these Terms authorizes any activity prohibited by federal, state, provincial, local, Japanese, or other applicable law.

12. Privacy

RahrBSG may collect, use, store, disclose, and transfer submitted business contact information and other application information to administer the Program, evaluate applicants, conduct diligence, communicate with applicants, coordinate with Program partners in the United States, Canada, and Japan, and maintain legal and business records. Applicants must provide any notices and obtain any consents required before submitting personal information about another person. Consent to unrelated marketing communications must be obtained separately and may be withdrawn as provided by applicable law.

13. Disclaimers; Release

To the fullest extent permitted by law, the applicant participates and submits materials at its own risk. RahrBSG makes no representation or warranty concerning selection, the Program schedule, the

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United States

Sales@RahrBSG.com | 1.800.374.2739

Canada

Canada@RahrBSG.com | 1.800.234.8191

Japanese brewery, the Japan Beer Cup, travel, market exposure, commercial results, or production or sale of a collaboration beer. The applicant releases RahrBSG and its affiliates, and their respective directors, officers, employees, agents, and advisors, from claims arising from the evaluation or non-selection of the applicant, except to the extent caused by RahrBSG's gross negligence or willful misconduct or not waivable under applicable law.

14. Limitation of Liability

TO THE FULLEST EXTENT PERMITTED BY LAW, RAHRBSG WILL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, PUNITIVE, OR CONSEQUENTIAL DAMAGES, LOST PROFITS, LOST OPPORTUNITIES, OR REPUTATIONAL HARM ARISING FROM OR RELATING TO THE APPLICATION OR SELECTION PROCESS, EVEN IF ADVISED OF THE POSSIBILITY. RAHRBSG'S AGGREGATE LIABILITY ARISING FROM THESE TERMS WILL NOT EXCEED US\$500. Nothing in this Section limits liability that cannot lawfully be limited.

15. Program Changes and Force Majeure

RahrBSG may modify, suspend, postpone, or cancel the Program, change dates or locations, replace a proposed partner or activity, or decline to proceed due to business considerations, insufficient suitable submissions, partner or event availability, travel restrictions, government action, safety or health concerns, labor disruption, weather, natural disaster, war, terrorism, civil disturbance, transportation interruption, epidemic, pandemic, or any other circumstance beyond RahrBSG's reasonable control.

16. Governing Law and Venue

These Terms are governed by the laws of the State of Minnesota, without regard to conflict-of-laws principles. Any dispute arising from these Terms or the application or selection process must be brought exclusively in the state courts located in Hennepin County, Minnesota, or the United States District Court for the District of Minnesota, and the applicant consents to personal jurisdiction and venue there.

17. General

These Terms and the submission form constitute the entire agreement concerning the application and selection process and supersede prior statements concerning that process. If promotional copy conflicts with these Terms, these Terms control. No waiver is effective unless in writing. If any provision is unenforceable, it will be modified to the minimum extent necessary and the remainder will remain effective. The applicant may not assign its rights or submission without RahrBSG's written consent. These Terms do not create an agency, partnership, joint venture, fiduciary, employment, franchise, or exclusive relationship. Headings are for convenience only. Electronic acceptance and records are binding to the extent permitted by law.

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18. Acceptance

By checking the acceptance box and submitting materials, the applicant confirms that it has read, understands, and agrees to these Participation Terms and that the individual submitting is authorized to accept them on the applicant's behalf.

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