

FREE BEER in North Carolina!

It's time for North Carolina to lift the 6% restriction on alcohol by volume (ABV) for beer. This prohibition-era law, originally proposed by mill owners worried that their workers would fail to show up to work on Mondays, limits your ability to distribute a full range of beers in North Carolina. Help us join the **forty-one other states** free of this archaic restriction.

Pop The Cap is a citizen-driven, grassroots organization committed to lifting the 6% ABV cap on beer in North Carolina. It's **your best opportunity to maximize store revenues** through offering a complete, high-end, and high margin beer selection to your consumers.



2004 could be the year. But to succeed, **we need your support.**

HOW YOU CAN HELP

① Pop the Cap Day

November 15th is our first public fundraising effort, where the beer-related businesses donate a portion of their sales to the Pop The Cap mission. We request a minimum of a \$500 gift; in return, we will actively publicize and promote your sponsorship.

Contact

Sean Wilson
Executive Director
sean@popthecap.org
[919-225-4982]

② Financial support

Please consider a financial gift to help the Pop The Cap mission. Your gift helps us with the challenging task of influencing legislators and stakeholders, and supports a wide range of costs, from lobbying to business cards. We're committed to a change in the law...are you?

Contact

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Communications Director
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[919-539-4830]

③ In-kind gifts

This fall and winter, we're conducting beer education and tasting sessions with key legislators and decision-makers from around the state. We would greatly benefit from donations of beer, glasses and giveaway items.

Contact

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Together we can Pop The Cap.

For general inquiries about Pop The Cap, its mission and goals, contact:
Sean Wilson, Co-Founder and Executive Director, [919-225-4982]

www.popthecap.org