

Old Yale Brewing SOCIAL MEDIA POSTS



SOUR MIXER

Facebook Timeline | Instagram Grid Post Examples



Juicy botanical flavours meets light, tart and fruity.

Introducing Old Yale's Sour Mixer:

A mixed 4-pack of Sours featuring Gin Fizz Citrus Sour with juicy botanical flavours and a bright citrus punch and our Raspberry Lemon Drop Sour with a fresh and sweet Raspberry character and a subtle Lemon pucker finish.

Find your Sour Mixer 4-pack in our coolers today!

<https://www.oldyalebrewing.com/our-beer>

Calling all Sour beer lovers!! We've got not one but two MUST TRY Sours from Old Yale Brewing

... AND the best part about it is that they come together in a mixed 4-pack!

Bursting with juicy, sweet and tart flavours, our Gin Fizz Citrus Sour and Raspberry Lemon Drop Sour perfectly compliment each other!

Grab your 4-pack from our Liquor Store today!

<https://www.oldyalebrewing.com/our-beer>

RECOMMENDED HASHTAGS FOR SOUR BERRY MIXER POSTS:

#oldyalebrewing #oldyale #craftbeer #beer #yvrbeer #bccraftbeer #smallbatchbeer #drinkmorebeer #bcaletrail #fraservalleyaletrail #explorepnw #bccraftbreweries #sourberrymixer #sourbeer #oldyalesours #oldyalesourberrymixer #supportlocal #shoplocal #<insertliquorstore> #<insertcity>

OYB SOCIAL TIP: While consistency is key in Marketing, sharing the same message over and over and over again can sometimes create boredom among followers. If you want to get an important point across, spread it out your social media schedule and try changing up the wording!

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Old Yale's NEW Sour Mixer 4-pack features two delicious Sours; Gin Fizz Citrus Sour and Raspberry Lemon Drop Sour!

BUT you can make it THREE delicious Sours just by mixing those two tasty brews together in a glass (half & half), creating your very own Pink Lemonade Sour!

Come grab your Sour Mixer 4-pack today and give it a try!

<https://www.oldyalebrewing.com/our-beer>

Are you team Raspberry Lemon Drop Sour or team Gin Fizz Citrus Sour??

There are no wrong answers.

PS. We're Team "All the Sours Please!"

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OYB SOCIAL TIP: While we always want to strive for new and fresh engaging content on our social media channels, sometimes you just gotta recycle a great image or caption you've use already! Just make sure if you do that it's been quite some time since you last posted!