Dear Navy NEXCOM Exchange Partners:

Based on recent testing of Not Your Father’s Vanilla Cream Ale (VCA), we have found that current product stored at ambient temperatures and aged longer than six months does not meet our standards for taste and quality. These tests indicate an “off” taste in aged VCA that was produced in 2H 2016.

**There is no serious health or safety risk to the consumer.** Nonetheless, the Not Your Father’s brand was built on delivering extraordinary taste that amazes and delights consumers, and we continue to hold ourselves to that standard. We have already modified our brewing process for all current and future production to guarantee that this problem does not happen again, and we will be shipping freshly brewed Vanilla Cream Ale to all distributorsby March 31st.

In the meantime, we are asking for your help in executing the following plan to replace your current Not Your Father’s Vanilla Cream Ale inventory with fresh product:

* PBC distributors will remove all your current Not Your Father’s Vanilla Cream Ale stock (including variety packs) from your store shelves and coolers.
* PBC distributors will issue credits to your stores for this product.
* PBC distributor sales personnel will expand facings of Not Your Father’s Root Beer, Ginger Ale, or the Not Your Mom’s line of products to compensate for the temporary removal of Not Your Father’s Vanilla Cream Ale
* PBC distributors will place Not Your Father’s Vanilla Cream Ale on all store level shelf and cooler locations as soon as fresh product is received.

Our team will be reaching out directly with more details in the coming days.

Please be reassured that this issue only concerns Vanilla Cream Ale in 12oz bottles, 16oz cans, and variety packs. **No other Not Your Father’s brews are affected**.

We apologize for any inconvenience and truly appreciate your patience and understanding as we work to rectify this as quickly and seamlessly as possible.

All the best,

Gleb Lifshits

CEO, Small Town Brewery