

John Doe,

I am reaching out to you as a representative of Cardwell Beach. I understand that you are in the process of opening up a new bar in the Charlotte area, and I understand that your business model is to be a small, local bar that serves only craft beer from local breweries. As it is your job to source out only the best local brews, it is my job to make your job easier. I am presenting to you today a beer that will be a “must have” on your menu.

We know Charlotte is crawling with several of its own craft breweries, but your interest in local beers can and should extend outside of Charlotte’s city limits. Just outside the border of Charlotte there is a small town, Monroe, that recently opened up it’s first ever craft brewery in it’s historic downtown district. Southern Range Brewing Company offers several different types of craft beer from hazy IPA’s to their signature dark series, to seasonal tastes. Their craft beers have unique names, with even more unique tastes and flavors from stouts like Cookie Doh to sours like I’d Fruit That. Now those kinds of beers might require an acquired taste, which leads me to present you with one of their most popular beers that everyone can agree on.

Now That’s What I Call Juice-Guava, is a hazy, New England style juicy IPA that even the “I don’t like IPA’s” folks will love. Guava, for short, yields a hefty 6.9% ABV but it doesn’t have an overwhelming hoppy flavor that cuts your throat after one sip. For an IPA, it’s a very unexpectedly easy beer to drink, it almost drinks more like a wheat beer, which are far more universally liked among craft beer drinkers. The delicious, smooth guava taste however, is what makes this beer such a standout. Strong tropical aromas ignite your senses before this medium bodied, but soft and fluffy beer ever hits your lips. I personally am one of those “I don’t drink IPA’s” people, and this is hands down my favorite beer of all time. But don’t take just my word for it. Out of 3,550 reviews on Untappd, Guava scored a near 4 out of 5 stars. This beer is definitely a favorite among local beer drinkers in Charlotte, believe me when I say that this beer will be one of your best sellers.

Please feel free to even sample the beer yourself by either visiting Southern Range or some of the select few bars who are smart enough to carry this beer on tap. I’m sure that you will not be disappointed. We at Cardwell Beach only represent brands and products that we truly believe in. Allow us to take some of the pressure off of opening a new business, and make this one of the easiest decisions you make.

We look forward to hearing back from you.

Cardwell Beach