

Anheuser Busch – New Beverage

Provenance Story Ideas by, Danielle O. Murat

Cold Spring Point /Bon Fire – Coming of age (Fiction)

Long ago, every summer, a group of childhood friends who would gather around a bon fire at Cold Spring Point, telling tales, sharing stories, hopes, and dreams. This tradition continued throughout college. Among them was Louis/Lois Grant, whose dream was to always have a brewery of his/her own someday.

As the years passed the group slowly dissipated as they went their separate ways. Several of them started families and moved away, some took jobs outside the country, but Louis/Lois stayed, and decided to fulfill their dream and open a brewery. Inspired by the memories and stories of summers around the bon fire, he/she created a special line of brews in honor of his/her friends.

A fire still burns in that magical place, fueling new dreams and new memories. And every summer Louis/Lois sends all of his/her friends a case of Bon Fire, and wherever they are each one cracks open a bottle, and goes back to those summers where dreams were born.

Cold Spring Point/Bon Fire – Capture the moment. Relive the dream.

Alchemist – Look Up (Spark of Inspiration)

Mike had always been a nerd. He had a steadfast curiosity about how things worked, and won all the science fairs in school. Buried in his books, Mike made very little time for friends. He would go off to study chemical engineering in college, and work tirelessly to make his mark in the field. So engrossed was he in his work, Mike overlooked the bigger picture of his destiny and often found himself lonely with no one to share it with.

While out one night with a few colleagues, Mike noticed the power of a good brew, and the connections that could be made over a drink or two. Ever the scientist, he started to think of the perfect drink – One for every palate and every man, and the possibilities of forming a connection or two through his own special brew. After months and months of research and toiling away in the lab, Mike created the ultimate formula. A drink so light and refreshing, a perfect balance of flavor and sweetness that everyone came to enjoy, and not so surprisingly helped Mike form more than a connection or two.

Alchemist – Unlock your destiny.

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Lithic - The union of Anheuser Busch (Passion)

Long before Anheuser Busch was formed two Busch boys fell for two Anheuser girls. As fate would have it, years later they would come together in matrimony where Lithic would be born... In a special double wedding, the couples wanted to surprise their guests with a celebratory brew that they could enjoy through the night and well into the early morning as the party continued. Something light, refreshing, balanced, and sweet to keep the festivities going. Lithic would soon become the standard at all Anheuser Busch parties, commissioned by others for special events. And now, it's available to you and yours, for your special moments.

Lithic – Life. Come together.

River's Edge – The path unexplored (Hard Work)

At the river's bend where the paths diverge, Sorayah sat in her hut providing warm plates of food and a resting place for weary travellers along their way. She watched them come and go, listening to their stories, and longing to one day go down the river herself. With each plate she served, she offered a glass of a special family recipe – A cold, refreshing brew so delicate and smooth in flavor, cradled in just the right amount of sweetness, that no visitor ever turned it away. At the end of the day Sorayah would count her earnings and store them away safely, waiting for her day to finally go off and make her way.

One day a traveler came in. Weathered from a long week's travel he ordered the day's special and gratefully accepted the complimentary brew. So taken aback was he by his first sip he asked her what was in it. She smiled warmly and said, "I'm afraid I can't say, but it's been known to carry a traveller along the rest their way." "The World must know of this special brew!" he exclaimed. "Allow me to introduce them to what you do." "I'd love to" she said, "but I've been saving to get ahead, and I'm not quite yet there, so the time I cannot spare." "Never mind that!" he said, "The World can't wait. I'm sure you've worked hard enough, now come capture your fate." "Come with me!" he said, "I'll guarantee you many sales." And so at the end of the day, she gathered her things, earnings and all, passed over the key, and allowed her special brew to paver her a new way."

River's Edge – Life In Sync