



# LAKESHORE HAWK (BOTTLE CONDITIONED)

## BOTTLE RELEASE DETAILS

Please read the following details carefully.

### THE BASICS:

- Bottles will go on presale at 8am sharp on Thursday, October 8<sup>th</sup>, 2020. Bottles will not be available for pickup or delivery until Friday, October 9<sup>th</sup>, 2020.
- Purchases are limited to 2 bottles per person over the age of 21. \$17 / 500ml bottles.
- Proxies allowed for pickup. Make sure to add to the name of your proxy to the notes section located on the cart page of the checkout process.
- There are four scenarios to purchase. Lake Street | Burlington Pickup, The Annex | Hinesburg Pickup, Local Home Delivery, and Out of State | Future Pickup. Ordering details for each scenario is listed below and each has their own webpage at [beer.foambrewers.com](http://beer.foambrewers.com). *Please make sure that your cart only has items from one page when you go to checkout. If you shop across multiple scenarios, errors will occur.*

### LAKE STREET PICKUP

**Who:** This option is for anyone that can visit our brewery at 112 Lake Street within 6 six days of purchase. This could apply to you if you are a Vermont resident, or meet the State of Vermont's criteria for non-residents. Full details are here: <https://accd.vermont.gov/covid-19/restart/cross-state-travel>.

**What:** You can purchase anything listed on "Lake Street | Burlington Pickup" page of [beer.foambrewers.com](http://beer.foambrewers.com). On top of bottles of Lakeshore Hawk bottles, this includes canned beer, growlers, and any listed merchandise (e.g. Limited-edition Lakeshore Merchandise!).

## How:

1. Visit <https://beer.foambrewers.com>
2. Click on "Lake Street | Burlington Pickup." Add items to your cart. Notice that some items have limits such as the bottles.
3. Once you are done adding items, select the cart/bag icon at the top right of the screen.
  - a. If you are using a proxy for pickup, please add their name + "(Proxy)" in the notes section.
4. Click on the Checkout button.
5. Enter your email or phone number under Contact Information. Select "Pick up" under Delivery Method. Make sure Lake Street is selected under the Pickup Locations. Select Continue to Payment.

FOAM BREWERS ONLINE

[Cart](#) > [Information](#) > [Payment](#)

Contact information

Email or mobile phone number  
info@foambrewers.com

Keep me up to date on news and exclusive offers

Delivery method

Local Home Delivery

Pick up

Pickup locations

Lake Street | Burlington  
112 Lake Street, Burlington VT

Free

[Return to cart](#) [Continue to payment](#)

TEST (DO NOT BUY) \$2.10

Discount code  [Apply](#)

Subtotal \$2.10  
Pickup Free  
Taxes (estimated) \$0.15

Total USD \$2.25

6. Check that the contact and pickup information is correct. If you would like to add a tip for our staff, you may do so here. Complete the Payment and Billing Address sections before selecting. Select Pay Now.
7. Starting Friday, October 9<sup>th</sup> you may pick up your order at any time during our normal business hours. We are open daily at our Lake Street location from 12pm to 9pm. All orders containing fresh canned beer must be picked up within 6 days and orders containing growlers must be picked up within 48 hours.

## THE ANNEX PICKUP

**Who:** This option is for anyone that can visit our brewery at 10516 VT-116, Hinesburg, VT 05461 within 6 days of purchase. This could apply to you if you are a Vermont resident, or meet the State of Vermont's criteria for non-residents. Full details are here: <https://accd.vermont.gov/covid-19/restart/cross-state-travel>.

**What:** You can purchase anything listed on “The Annex | Hinesburg Pickup” page of beer.foambrewers.com. On top of bottles of Lakeshore Hawk bottles, this includes canned beer and any listed merchandise (e.g. Limited-edition Lakeshore Hawk Hoodies and Glassware!).

**How:**

1. Visit <https://beer.foambrewers.com>
2. Click on “The Annex | Hinesburg Pickup.” Add items to your cart. Notice that some items have limits such as the bottles.
3. Once you are done adding items, select the cart/bag icon at the top right of the screen.
  - a. If you are using a proxy for pickup, please add their name + “(Proxy)” in the notes section.
4. Click on the Checkout button.
5. Enter your email or phone number under Contact Information. Select “Pick up” under Delivery Method. Make sure The Annex is selected under the Pickup Locations. Select Continue to Payment.

The screenshot displays the checkout process on the beer.foambrewers.com website. On the left, the 'FOAM BREWERS ONLINE' checkout page is shown, with a breadcrumb trail: Cart > Information > Shipping > Payment. The 'Contact information' section has a text input for 'Email or mobile phone number' and a checkbox for 'Keep me up to date on news and exclusive offers'. The 'Delivery method' section has two options: 'Local Home Delivery' (unselected) and 'Pick up' (selected and highlighted in yellow). The 'Pickup locations' section has one option: 'The Annex | Hinesburg' (selected and highlighted in yellow) with the address '10516 Vermont 116, Hinesburg VT' and a 'Free' price tag. At the bottom left is a '< Return to cart' link, and at the bottom right is a blue 'Continue to payment' button.

On the right, a cart summary is shown. At the top, there is a cart icon with a '2' notification, a 'NOPE' logo, and the text 'TEST (DO NOT BUY - The Annex)' with a price of '\$2.10'. Below this is a 'Discount code' input field with an 'Apply' button. A table shows the following items:

Subtotal	\$2.10
Pickup	Free
Taxes (estimated)	\$0.00
<b>Total</b>	<b>USD \$2.10</b>

6. Check that the contact and pickup information is correct. If you would like to add a tip for our staff, you may do so here. Complete the Payment and Billing Address sections before selecting. Select Pay Now.
7. Starting Friday, October 9<sup>th</sup> you may pick up your order at any time during our normal business hours. We are open at The Annex from 2pm to 6pm, Thursday through Saturday. All orders containing fresh canned beer must be picked up within 6 days.

## LOCAL HOME DELIVERY

**Who:** This option is for anyone that lives in Chittenden County, Stowe, or Waterbury (Vermont). Check full delivery schedule on the “Local Home Delivery” page of beer.foambrewers.com. You must be home on your scheduled delivery day and provide valid ID to use this option.

**What:** You can purchase anything listed on “Local Home Delivery” page of beer.foambrewers.com. On top of bottles of Lakeshore Hawk, this includes canned beer, growlers, and any listed merchandise (e.g. Limited-edition Lakeshore Hoodies and Glassware!).

**How:**

1. Visit <https://beer.foambrewers.com>
2. Click on “Local Home Delivery.” Add items to your cart. Notice that some items have limits such as the bottles.
3. Once you are done adding items, select the cart/bag icon at the top right of the screen.
  - a. If you are using a proxy for home delivery, please add their name + “(Proxy)” in the notes section.
4. Click on the Checkout button.
5. Enter your email or phone number under Contact Information. Select “Local Home Delivery” under Delivery Method. Enter your address for delivery. Select Continue to Delivery.

FOAM BREWERS ONLINE

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact information

Email or mobile phone number

Keep me up to date on news and exclusive offers

Delivery method

Local Home Delivery

Pick up

Shipping address

First name (optional) Last name

Address

Apartment, suite, etc. (optional)

City

TEST (DO NOT BUY) \$2.10

Discount code Apply

Subtotal \$2.10

Shipping Calculated at next step

Total USD \$2.10

6. Check that the Contact and Ship To information is correct. For Delivery Method, this should auto populate with Standard Delivery (\$10 charge) if your order is under \$50. If it is over \$50, it will auto populate with Free Delivery. Select Continue to Payment.

**FOAM BREWERS ONLINE**

Cart > Information > Shipping > Payment

Contact +1 802-399-2511 [Change](#)

Ship to 1 Main Street, Burlington VT 05401, United States [Change](#)

Delivery Method (Out of State? Select Pick Up on the Right)

**Free Delivery - Specific Towns Only** Free

[Return to information](#) [Continue to payment](#)

50  
TEST (DO NOT BUY) \$52.50

Discount code [Apply](#)

Subtotal	\$52.50
Shipping	Free
Taxes	\$3.68
<b>Total</b>	<b>USD \$56.18</b>

- If you would like to add a tip for our staff, you may do so here. Complete the Payment and Billing Address sections before selecting. Select Pay Now.
- Starting Friday, October 9<sup>th</sup>, we will make deliveries per our delivery schedule. Please ensure that you are home with a valid ID on the correct delivery day. Once again, you may check our delivery schedule on the Local Home Delivery page of [beer.foambrewers.com](http://beer.foambrewers.com).

## OUT OF STATE | FUTURE PICKUP

**Who:** This option is for anyone that cannot visit our brewery at 112 Lake Street within 6 six days of purchase. Please use this option if, for any reason, you cannot legally and/or safely visit the brewery at this time. This includes Vermont residents that do not feel comfortable visiting us at this time. Full details for Vermont’s travelling rules are listed here: <https://accd.vermont.gov/covid-19/restart/cross-state-travel>.

**What:** You can purchase anything listed on “Out of State | Future Pickup” page of [beer.foambrewers.com](http://beer.foambrewers.com). This is only bottles of Lakeshore Hawk as we will not hold onto fresh canned or growler beer that should be drank as fresh as possible. Lakeshore Hawk will cellar well.

### How:

- Visit <https://beer.foambrewers.com>
- Click on “Out of State | Future Pickup.” Select your bottles. Notice that bottles are limited to 2 per person.
- Once you are done adding items, select the cart/bag icon at the top right of the screen.
  - If you are using a proxy for pickup, please add their name + “(Proxy)” in the notes section.
- Click on the Checkout button.

5. Enter your email or phone number under Contact Information. Select “Pick up” under Delivery Method. Make sure Lake Street is selected under the Pickup Locations. Select Continue to Payment.

FOAM BREWERS ONLINE

Cart > Information > Payment

Contact information

Email or mobile phone number  
info@foambrewers.com

Keep me up to date on news and exclusive offers

Delivery method

Local Home Delivery

Pick up

Pickup locations

Lake Street | Burlington  
112 Lake Street, Burlington VT Free

[Return to cart](#) [Continue to payment](#)

TEST (DO NOT BUY) \$2.10

Discount code  [Apply](#)

Subtotal	\$2.10
Pickup	Free
Taxes (estimated)	\$0.15
<b>Total</b>	<b>USD \$2.25</b>

6. Check that the contact and pickup information is correct. If you would like to add a tip for our staff, you may do so here. Complete the Payment and Billing Address sections before selecting. Select Pay Now.
7. You may pick up your order as soon as you can legally visit Vermont (check Vermont’s most up to date guidelines here: <https://accd.vermont.gov/covid-19/restart/cross-state-travel>). We will email you with pickup details when travel restrictions are fully lifted. However, until then, check Vermont guidelines and visit us when it is safe and convenient for all involved parties.

## COMMON TROUBLESHOOTING TIPS:

We have seen issues in our past two online bottle releases. We resolved them but they created headaches for our customers and ourselves. We believe we have tested all possible purchasing scenarios this time, and they have worked. That being said, we have learned throughout this pandemic that quick adaptations can leave blind spots. If you are having trouble purchasing your bottles, and you have followed the instructions listed above and on beer.foambrewers.com, please try the following.

1. **Check that all items in your cart are from one Scenario/Webpage (E.g. “Lake Street | Burlington Pickup”).** Checkout will not work properly if you have items from more than one webpage in your cart.

2. **Try using a different web browser.** E.g. if you are using Safari, try Chrome. For the psychological dot release, we had issues with returning browsers saving data from previous transactions for returning customers. This shouldn't be a problem this time but just in case.
3. **Try using a different payment method.** Express payment options prevented customers from selecting Local Pickup during our last release. These have been disabled for this release. Please use a credit or debit card from one of the following: Visa, MasterCard, Amex, or Discover.