



BOTTLE RELEASE DETAILS

Please read the following details carefully.

THE BASICS:

- Bottles will go on presale at 8am sharp on Thursday, October 22nd, 2020. Bottles will not be available for pickup or delivery until Friday, October 23rd, 2020. At that point, you will have 14-days to pick up your bottles (Canned beer is still 6 days and growlers are still 48 hours for pickup window).
- Purchases for House of Fermentology are limited to 2 bottles per person. \$17 / 500ml bottles.
- Purchases for Foam Brewers Memoryy are limited to 3 bottles per person. \$16 / 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, and Local Home Delivery. Ordering details for each scenario is listed below and each has their own webpage at 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 14 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. 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](#)

2

NOPE 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 23rd 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 must be picked up within 14 days (orders containing cans and/or growlers are subject to their respective pickup windows).

THE ANNEX PICKUP

Who: This option is for anyone that can visit our brewery at 10516 VT-116, Hinesburg, VT 05461 within 14 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 foambrewers.com website. The left panel, titled 'FOAM BREWERS ONLINE', shows the checkout flow: 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' and 'Pick up', with 'Pick up' selected and highlighted in yellow. The 'Pickup locations' section has one option: 'The Annex | Hinesburg, 10516 Vermont 116, Hinesburg VT', which is also highlighted in yellow and marked as 'Free'. At the bottom of the form are links for '< Return to cart' and a blue 'Continue to payment' button.

The right panel shows the cart summary. At the top, there is a cart icon with a '2' notification, a 'TEST (DO NOT BUY - The Annex)' item, and a price of '\$2.10'. Below this is a 'Discount code' input field with an 'Apply' button. The summary table shows: Subtotal \$2.10, Pickup Free, Taxes (estimated) \$0.00, and a Total of USD \$2.10.

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 23rd 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 must be picked up within 14 days (orders containing cans and/or growlers are subject to their respective pickup windows).

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.

The screenshot shows the checkout process on the FOAM BREWERS ONLINE website. The page is titled "FOAM BREWERS ONLINE" and has a breadcrumb trail: "Cart > Information > Shipping > Payment".

Contact information: A text input field for "Email or mobile phone number" and a checkbox for "Keep me up to date on news and exclusive offers".

Delivery method: Two options are shown: "Local Home Delivery" (highlighted in yellow) and "Pick up".

Shipping address: Fields for "First name (optional)", "Last name", "Address", "Apartment, suite, etc. (optional)", and "City".

Cart Summary: A sidebar on the right shows a cart with one item: "TEST (DO NOT BUY)" for \$2.10. Below the item is a "Discount code" field with an "Apply" button. The summary table shows: Subtotal \$2.10, Shipping "Calculated at next step", and 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 you 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
Total	USD \$56.18

7. 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.
8. Starting Friday, October 23rd, 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.

DELAYED / FUTURE PICKUP

Not available for this release.

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.