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Sprecher Brewery Craft Sodas Sponsors
Ten Wisconsin Offensive Line Stars
Football student-athletes to serve as ambassadors for the
Wisconsin-based craft soda as part of NIL agreement.

Madison, Wis. — Sprecher management is proud to announce the brewery has renewed its sponsorship agreement with ten of Wisconsin's star football offensive linemen to help with the promotion of its award-winning root beer and other craft sodas.

The sponsorship comes as part of the NCAA name image likeness (NIL) agreement with student-athletes. The sponsored student-athletes include: Tanor Bortolini, Dylan Barrett, Nolan Rucci, Riley Mahlman, Michael Furtney, Treyton Wedig, Jack Nelson, Joe Brunner, Joe Huber and Barrett Nelson

According to Gary Goldstein, chief sales officer for Sprecher Brewery, "We are thrilled to continue our sponsorship of the Wisconsin O-line! Football is the ultimate team sport hence our sponsorship of the entire O-line (starters and top reserves). Sprecher admires their commitment to excellence, grit and camaraderie. The Wisconsin O-line enthusiasm is contagious both on and off of the field."

The linemen will serve as brand ambassadors/influencers and share their favorite Sprecher craft soda, including Sprecher's award-winning root beer with the hashtag #SprecherCraftAthlete on social media. Sprecher will also produce brand image point of sale and merchandise to support the association/program.

Fans can use the code SprecherCraftAthlete for a 15 percent off any order on the <https://sprecherbrewery.com/> website. The code is only valid for online orders.

Sharad Chadha, CEO and president of Sprecher Brewery adds "This is a great partnership with two Wisconsin champions. There's nothing better than watching a game with a Sprecher fire-brewed craft soda, and the timing could not be better given the accelerated growth of Sprecher craft first in the craft industry single-serve 16-ounce cans!"

As a group, the players state that they are proud to represent a fellow icon from Wisconsin through this partnership with Sprecher craft sodas. They are looking forward to a great season both on and off the field.

Sprecher Brewery takes pride in being an active part of its home state of Wisconsin. From its Glendale headquarters just north of downtown Milwaukee, it brews more than 20 different craft sodas as well as 12 craft beers, including its world-famous, award-winning Sprecher Root Beer. Sprecher craft sodas are fire-brewed and made with locally-sourced honey to produce a unique bold flavor with antioxidants. Since 2020, the brewery's sales are up more than 250 percent. Thanks to Sprecher's 130+ employees its craft sodas are now available in the majority of states across the country and at SprecherBrewery.com

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