

2012 First Tasting at Colorado National Speedway



The Oskar Blues tasting tent and the car were on display at the "Diner" located between turns one and two at Colorado National Speedway



The Oskar Blues Dodge looked great in front of Oskar Blues Home Liquids & Solids restaurant located in Longmont Colorado

First tasting of the season yields beer sell out at CNS

On April 21st the fine folks from Oskar Blues were at the track for a free beer sampling to help drive sales of their craft beer Mama's Little Yella Pils.

Rocky Mountain Motorsports also displayed and unveiled the Oskar Blues, Mama's Little Yella Pils car to all the fans at Colorado National Speedway.

The event was a smashing success as by shortly after intermission all of the sample beer had been passed out and everyone quickly realized that all of the beer brought for sale at the concession stands was quickly being sold.

In fact, that came true, by the start of the last race all the Mama's was gone which meant that approximately 15% of the beer sold at the track that night

that a few cases of Dale's Pale Ale were also brought in and the fans quickly took to that product as well selling virtually all of the Dale's .



was a craft beer and not the traditional Coors and Budweiser products that have dominated venues inside of racing for years.

Another bonus was the fact

Being that this was only the second night that the craft beer was for sale at the track it goes to show a little marketing effort goes a long way into taking a share of the beer sales at a racing venue. Fans seem to be very much in favor of trying a new product and realizing the far superior taste and quality compared to the other competitors product.

More tastings and races are scheduled throughout the 2012 season.

Solid Showing for the Oskar Blues Dodge!

On April 28th the Mama's Dodge hit the track for the first time in 2012! Being second fast in practice created an opportunity to qualify in the top 5. A win the qualifier gave Cris, our driver, a chance to sign autographs at intermission where fans commented on how great

the Mama's car looked on the track. It was noted we saw a lot of Mama's cans in the hands of spectators and we could clearly tell we made a sales impact.

For our first night at the track we came a solid third and had tons of fans in the pit area after the races!

