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TO: National Executive Committee
Department and Chapter Commanders and Adjutants (In Participating Locations)
All Employees

FROM: Barry Jesinoski, National Adjutant

DATE: November 8, 2024

SUBJECT: Barleycorn's "Valiant" American Amber Ale is now available in Kroger Stores

I'm thrilled to share that Barleycorn's "Valiant" Amber Ale, special DAV-branded beer, is now available in all 16 Northern Kentucky Kroger stores. From Nov. 8 until June 28, 2025, Barleycorn's will donate 10% of each sale of the "Valiant" beer to DAV.

"Valiant," which is brewed at Barleycorn's Brewhouse, was introduced earlier this year to honor the courage and sacrifices of our nation's veterans. Included with this memo you will find the spreadsheet of the Kroger locations where it is available.

For those interested in attending, Kroger is hosting an official ribbon cutting of the "Valiant" beer on Veterans Day at 11 a.m. at the Independence location (1700 Declaration Drive, Independence, KY). The store, which annually hosts a large Veterans Day celebration, will have a free breakfast for veterans from 9 a.m. to 11 a.m.

Barleycorn's is also a generous sponsor of the DAV 5K. If you visit any of Barleycorn's locations or their booth at the 5K, please thank them for their support of DAV, our mission and our veterans. Thank you for helping us establish this positive relationship with Barleycorn's and for all you do every day. Please contact partners@dav.org with any questions related to this partnership.

With appreciation,

Barry A. Jesinoski
National Adjutant

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