

THE OFFICIAL
RUSH BEER
IN BRAZIL



PROPOSAL FROM:
P O R T A L
RUSH
B R A S I L



What is the project?



**"FIND US AN
IMPORTER AND
WE CAN TRY AND
ARRANGE TO SEND
THE BEER TO
BRAZIL"**

*Henderson Brewing -
Responsible for the
Rush Beer Brewing in Canada*

XANABREW



What is the project?

We are looking for a **partner importer** to carry out the logistical process with us to bring **Rush** beers for **Brazil**.

In this document we collect data on the high business potential of the Brazilian market in relation to the combination: **RUSH+BEER**.





ABOUT THE BEERS

Henderson
BREWING COMPANY



Canadian Golden Ale

This Rye Golden Ale pours a gorgeous old gold colour, with a dense, ivory head. Notes of orange, caramel and black tea accompanied by a piney & citric hop character welcome you at the sip; then followed by a dry spicy, bitter finish reminiscent of white rye bread.



About the Beers &

CERVISIAS OFFICIALS
Henderson
BREWING COMPANY



Xanabrew

Belgian Golden Strong Ale brewed with Freeze-Dried Honeydew Melon, Huell Melon Hops & Niagara Riesling Juice.

Complex & delicate with notes of apple, pear, stone fruit, honey dew, citrus, and spice (sage, cracked black pepper).

Moving Pictures

The taste is complex, with notes of dark fruit pudding, toffee, dates, cherries, honey, bread crusts and a slight booziness.

Perfect for aging, this 14% limited edition ale makes a great holiday gift.

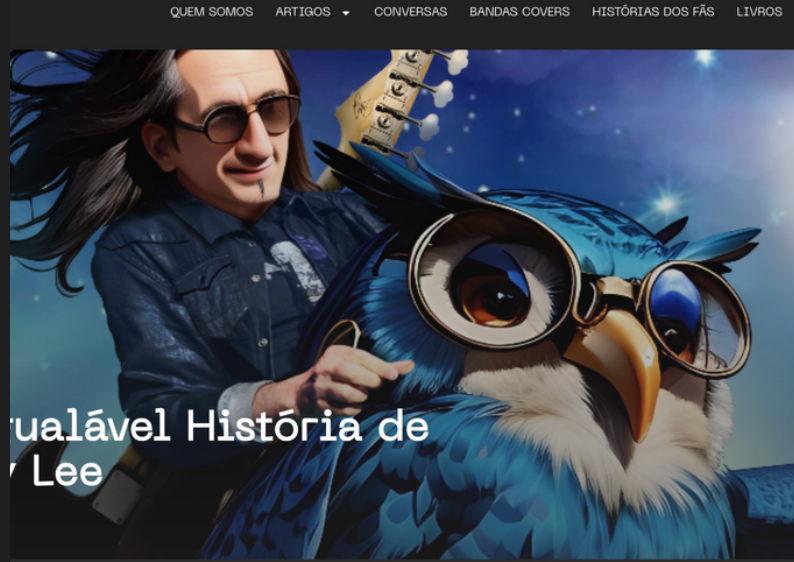


Signals

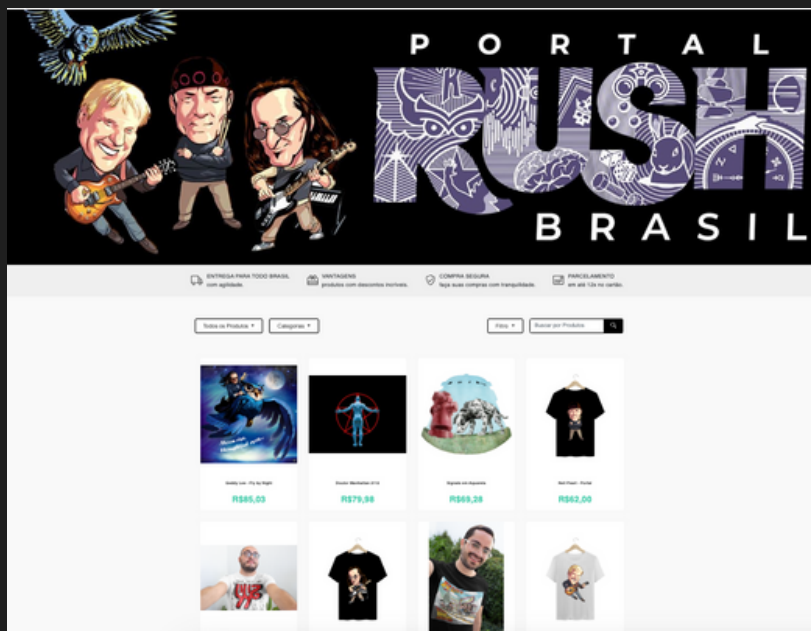
'Signals' is a classic Belgian-style blonde with Reisling must and cold pressed apples, delivering complex aromas of stone fruit, peach and mild spice that carry through to a warming finish.



About Portal Rush Brasil



- Largest news portal about Rush in Brazil,
- Rush Fest partner, the biggest Rush event in the world,
- Collection of all Rush cover bands in the country.
- Partnership with Publisher of power-trio books.
- Lives with Rush book translators in Portuguese.
- Exclusive promotions for fans.



FAN CLUB
E-COMMERCE WITH
CUSTOM PRINTS

Rush audience in Brazil is huge



2002 - VAPOR TRAILS TOUR- 140,000 PEOPLE



01

Olímpico Stadium: 32,000 people.

02

Morumbi Stadium: 62.000 people (record in Rush career).

03

Maracanã Stadium: 46.000 people (recording of the iconic Rush in Rio).

2010 - TIME MACHINE TOUR - 48,300 PEOPLE

04

Morumbi Stadium: 38,000 people.

05

Praça da Apoteose: 10,300 people.



Rush Fest



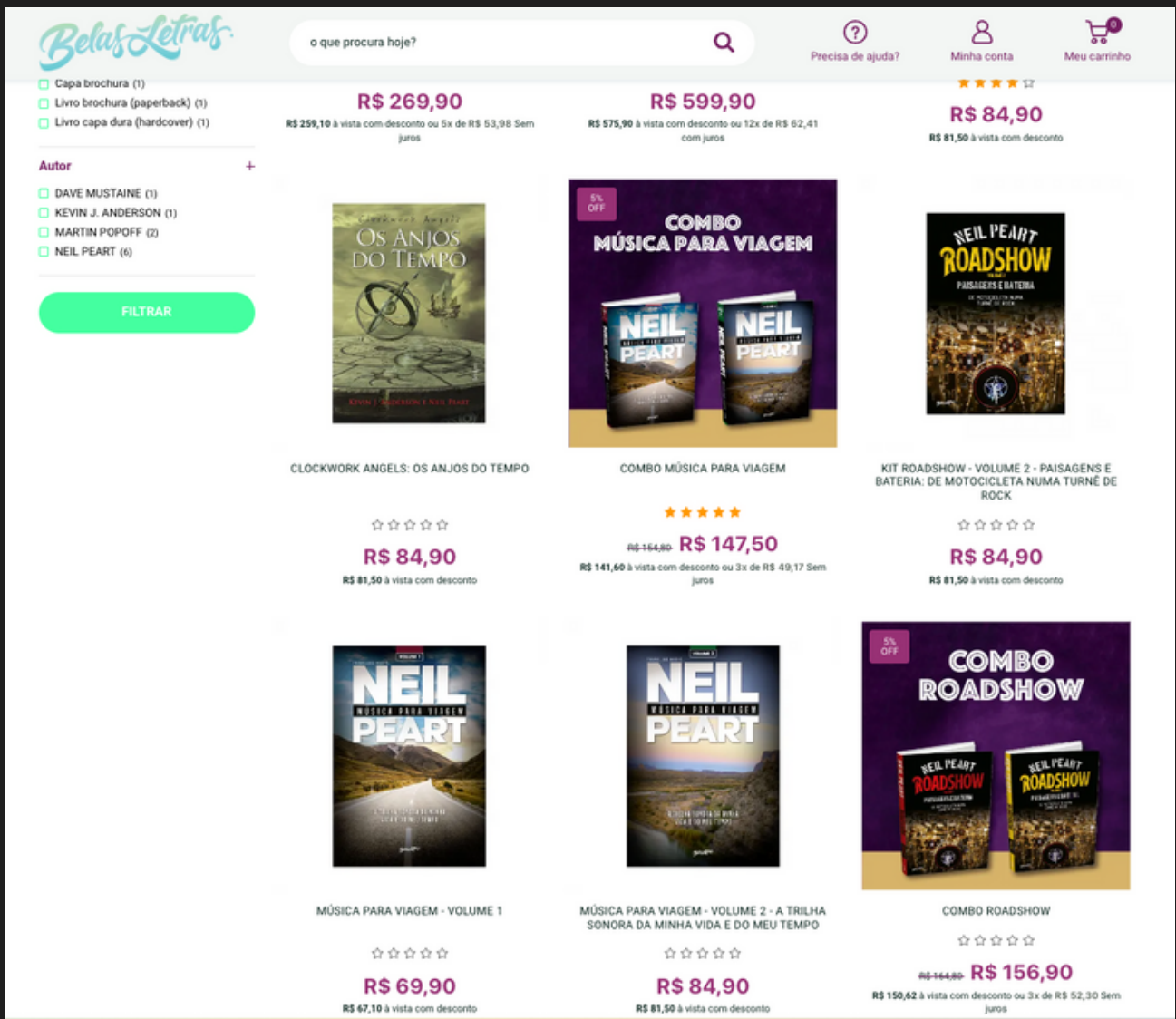
- Considered the biggest tribute themed event to the Rush of the World.
 - Audience of 1,500 people.
 - Open bar event.
 - Funny Games.
 - National and international cover bands.
 - Support from famous names from the power-trio universe.
-

Book Sales Success



RUSH ATRAVÉS DAS DÉCADAS

PRÉ-VENDA **RESERVAR AGORA**



Belas Letras o que procura hoje? ? Minha conta Meu carrinho

Capa brochura (1)
 Livro brochura (paperback) (1)
 Livro capa dura (hardcover) (1)

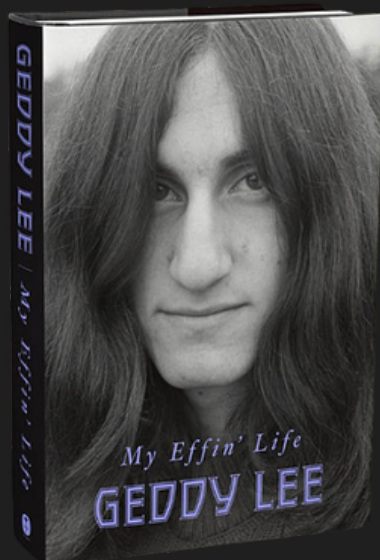
Autor +

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- NEIL PEART (6)

FILTRAR

Product	Price	Discount
CLOCKWORK ANGELS: OS ANJOS DO TEMPO	R\$ 84,90	R\$ 81,50 à vista com desconto
COMBO MÚSICA PARA VIAGEM	R\$ 147,50	R\$ 141,60 à vista com desconto ou 3x de R\$ 49,17 Sem juros
KIT ROADSHOW - VOLUME 2 - PAISAGENS E BATERIA: DE MOTOCICLETA NUMA TURNÊ DE ROCK	R\$ 84,90	R\$ 81,50 à vista com desconto
MÚSICA PARA VIAGEM - VOLUME 1	R\$ 69,90	R\$ 67,10 à vista com desconto
MÚSICA PARA VIAGEM - VOLUME 2 - A TRILHA SONORA DA MINHA VIDA E DO MEU TEMPO	R\$ 84,90	R\$ 81,50 à vista com desconto
COMBO ROADSHOW	R\$ 156,90	R\$ 150,62 à vista com desconto ou 3x de R\$ 52,30 Sem juros

Releases in 2023 and hot topic in the media



Release of Geddy Lee's autobiography in November 2023.

Probable arrival of Geddy Lee to Brazil in March 2024.



Launch of the most important trilogy on the Rush history in November 2023.

Peculiarities of the Brazilian market



The image above would obviously need copyrights. The intent here is illustrative.

When talking about Rush in Brazil, the most emblematic image is the presentation of MacGyver's TV program.

Exclusively in Brazil, music Rush's "Tom Sawyer" was played on its program opening.



Brazilian public has already elected its poster boy



*Xanabrew:
Rush beer*

*MacGyver:
"poster boy"*

*Moving Pictures album featuring the song
Tom Sawyer*

Concluding

- If we strategically want to hold a test event on the rock+beer theme, we have been negotiating with a brand that has been on the market for eight years and attracts a monthly audience of 10,000 people per edition of the event.

We have a good relationship with all the Brazilian Rush tribute bands for the show.

- We have the official partnership support of the biggest Brazilian rock +heavy metal website with more than 3 million monthly accesses.

- And more information in our meeting.





**LET'S BRING
RUSH BEER TO
BRAZIL**

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