

NEW BELGIUM BREWING ANNOUNCES REBECCA DYE YONUSHONIS AS NEXT CHIEF MARKETING OFFICER

America's largest craft brewery portfolio includes America's #1 IPA Voodoo Ranger, Fat Tire, Bell's iconic Two Hearted IPA, Oberon, and more

Fort Collins, CO. (March 18, 2024) – Today, New Belgium Brewing announced Rebecca Dye Yonushonis will join the company as Chief Marketing Officer. A respected and innovative marketer with more than 20 years' experience, Yonushonis will guide New Belgium's industry-leading marketing team to drive continued growth for the company's portfolio of brands.

New Belgium conducted an extensive search process evaluating nearly 400 candidates for the role, and Yonushonis distinguished herself as a passionate brand builder and exceptional, relationship-focused people leader, with proven success across a wide array of industries.

"We're thrilled to welcome Rebecca to the New Belgium team," said New Belgium CEO Shaun Belongie. "She has incredibly well-rounded experience as a passionate brand builder and exceptional, relationship-focused people leader, with proven success across a wide array of industries. Rebecca also recognizes the value of our Human Powered business model, and I look forward to her perspective and contributions as we advance our brands."

"I'm honored to have the opportunity to join the incredible culture of New Belgium and to continue driving success for the portfolio," Yonushonis said. "I'm also incredibly excited to get back to the beer industry, now proudly representing New Belgium and Bell's brands and working alongside some of the most talented people in the business."

Yonushonis holds an MBA in Marketing and Leadership from the Kellogg School of Management, and BS in Marketing and International Business from The University of Dayton. She has held senior marketing, brand strategy, and consumer insights roles with Land O' Lakes Inc., Dollar Shave Club, Starbucks, MolsonCoors, and the Wrigley Company, and was most recently Chief Marketing Officer for True Food Kitchen.

About New Belgium:

New Belgium Brewing was founded in 1991 in Fort Collins, Colo., by Kim Jordan, a social worker, who built her company the only way a social worker would: People first. Over the past three decades, New Belgium has turned that ethos into a unique Human-Powered Business model through practices that were and still are rare in the business world: fully paid healthcare premiums for coworkers who need the support, living wage compensation, open-book management, renewable energy sourcing, a free onsite medical clinic and physician, a deep commitment to philanthropy and advocacy, and much more.

New Belgium expanded to Asheville, N.C., in 2016 and Daleville, Va., in 2023, and in 2021 acquired Bell's Brewery, based in Kalamazoo, Mich. The business' people-centric model has led New Belgium to become the most popular and fastest-growing American craft brewer today. New Belgium is famous for Fat Tire Ale and Voodoo Ranger IPA (America's #1 IPA brand), along with year-round favorites like Dominga Mimosa Sour, La Folie Sour Brown Ale, an award-winning wood-aged sour program, and the addition of

Bell's iconic brands including Two Hearted IPA and Oberon Ale. To learn more about New Belgium, visit <http://www.newbelgium.com>. To learn more about Bell's, visit www.bellsbeer.com.