



# How Your Brewery Can Help

## Step One

### Complete Sign-Up Form

Complete the form at [THIS LINK](#). LLS will use this information to track and communicate fund raising successes and information throughout the campaign.

Welcome to BSG's 2024 Breweries Against Blood Cancer Campaign!

Thank you for joining BSG in support of the Leukemia & Lymphoma Society!

To join the fight, first, please complete the form below to participate in this year's campaign from June 6 - August 28, 2024.

Then get in touch with BSG's customer service team for ingredient! *Helles For Hope* is a collaboration beer featuring ingredients from Rahr Malting Co.®, Weipertmann®, HVG, and Fermentis, with proceeds benefiting blood cancer research.

By brewing, pouring, and promoting this beer, we can celebrate an iconic lager style while generating awareness and funds for a fantastic cause through in-brewery donations.

Brewery Name \*

Brewery Lead First & Last Name \*

Brewery Lead's Email Address \*

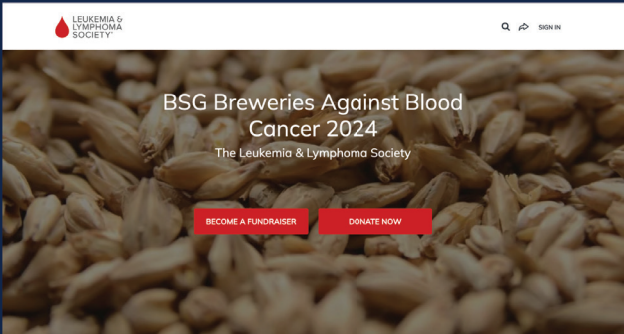
Brewery Lead's Phone Number \*

Street Address \*

## Step Two

### Register Online To Create Your Fundraising Page

Once you've completed the form, visit [THIS LINK](#) to complete your registration. This on line portal will be used to collect your donations and host a real-time leaderboard .





## Join the Fight

Breweries Against Blood Cancer is a collaboration between RahrBSG and the Leukemia & Lymphoma Society (LLS) to unite brewers in the fight against blood cancers.

Between now and August 30, 2024, you can join the fight by brewing Helles For Hope (see recipe on next page) – get a discount from RahrBSG on the ingredients, and in turn donate a portion of the proceeds from taproom sales to LLS.

These donations directly benefit LLS by helping to fund cancer research and supporting families affected by this terrible disease.

Contact RahrBSG Customer Service to get started!

Canadian customers please [click here](#).

### DETAILS

Discount available for malts and hops specified in the recipe. Minimum order of 1 bag of malt and 1 bag of hops required to qualify; Fermentis yeast is eligible for the discount if included but not required for participation.

#### Helles For Hope Discount (USD)

##### **1-39 bags of malt**

Malt discount - \$.05 per lb off list pricing  
Hops Discount - \$1 per lb off list pricing  
Yeast Discount - 10% off list pricing

##### **40 or more bags of malt**

Malt Discount - \$.10 per lb off list pricing  
Hops discount - \$1.50 per lb off list pricing  
Yeast Discount – 15% off list pricing



# Helles for Hope Recipe

**ABV 5.5%    IBU 25    Color 2.5 SRM    Target O.G. 12.5°P    Target F.G. 3.0°P**

## Grist & Mash

Rahr Malting Co.<sup>®</sup> North Star Pils™ 50% of grist

Weyermann<sup>®</sup> Pilsner Malt 50% of grist

If possible, use soft water profile for this beer.

### Single Infusion Mash option:

Mash at 151°F for 60 minutes

### Step Mash option:

Mash in at 145°F for 20 minutes, raise temperature 2.0°F/min to 158°F for 20 minutes; raise temperature 2.0°F/min to 170°F for 5 minutes.

## Hop Additions

HVG German Magnum 15 IBU at 90 minutes

HVG German Hallertau Mittelfrüh 10 IBU at 15 minutes

## Yeast & Fermentation

Recommendation: Fermentis SafLager™ W-34/70 (or your preferred German lager strain)

Ferment at 58°F to 0.5 – 1.0°P above target FG, or until diacetyl negative.

Dump yeast and lower to lager temperatures and condition as needed or desired.

---

**Contact us to order ingredients for this recipe!**  
**sales@RahrBSG.com | 1-800-374-2739**