

# HEADY TIMES

AMOSKEAG BEVERAGES  
Spring 2023 | V.43

**MODELO ORO**  
THE NEW GOLD STANDARD  
IN LIGHT BEER

**ZERO  
SUGAR**  
THE WELLNESS  
SWEET SPOT

WHY YOU  
SHOULD BE SELLING  
**ALLAGASH WHITE**

**GOLD  
STANDARD  
LIGHT BEER**

**90** | **3g**  
CAL S CARBS



**GOLD STANDARD  
LIGHT BEER**

**90** | **3.0g**  
CAL S CARBS

BEER BREWED IN MEXICO

4.0% ALC/VOL



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They say that spring brings new hope, new growth and new beginnings. That said, at this time we want to thank everyone for their support of Amoskeag and Red Bull Energy Drink these past 20+ years. As of April 1, 2023, Red Bull has begun self-distributing their product to the off-premise in New Hampshire. Amoskeag will continue selling Red Bull to our on-premise accounts. We were very fortunate to have an incredible team of sales reps who were instrumental in the success of building the Red Bull brand in New Hampshire and we thank everyone for their hard work and dedication.

Now it's time to introduce Molson Coors' **ZOA**, a well-rounded energy drink with zero sugar that joins the Amoskeag portfolio. Sugar-free energy drinks, like ZOA, have been selling well. In fact, sugar-free versions account for 40%

of sales in the energy drink category, and so-called "Healthy Energy" drink brands are driving 66% of category growth.

In this spring issue of *Heady Times*, a **trend we see in the better-for-you segment is low-sugar options**. Hard seltzers were the first to explore this space by limiting sugars or opting for alternative sweeteners, but more full-flavored FMBs are now getting in on the action. From **Mike's Hard Lemonade Zero Sugar** to **Smirnoff Ice Zero Sugar** and **Cayman Jack Zero Sugar**, products with fewer calories, lower carbs and clean ingredients have been sweeping the non-alcoholic beverage segment, and it's been hitting the adult beverage category for the past couple of years, thanks to the introduction of hard seltzers. Of course, those aren't the only options, but we'd encourage you to look at your shelves and see where you may fit a couple of these products.

As always, please lean on your Amoskeag Sales Representative for additional information or sales data to help you make the best decisions for your customers. Thank you for your continued partnership and we look forward to helping you grow your business in 2023!

Ed Murphy  
President

Scott Proulx  
VP of Sales

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Amoskeag Beverages



Heady Times is published four times a year, courtesy of Amoskeag Beverages.



# On The Job With...



## Doug MacNeill *Replenisher*

**How long have you been with Amoskeag?** It's hard to believe that I have worked at Amoskeag for over 7 years. I started working nights and moved to a day shift as a Replenisher last year. I really like this new role and working with a whole new group of people.

**What did you do for work before this job?** I worked at Tire Warehouse in Concord.

**What do you like to do in your free time?** I like playing drums, which is a great stress reliever and I really enjoy hanging out with my family.

**My dream vacation is a trip to \_\_\_\_?** I'd love to visit Scotland and Norway.

After researching my family heritage, I discovered that I have Viking ancestors, which is pretty cool. I think it would be fun to travel across the countries where my relatives came from and do some exploring.

**If you could have a superpower, what would it be?** It would be amazing to be able to teleport. No need to wait, I could instantly get to where I wanted to go, fast!

**Favorite movie?** I am a big fan of the musical *Cats*. I have the original film on VHS and own the latest version with Taylor Swift and Jason Derulo on DVD. I recommend it to everyone!

## Erica Woolheater *Accounts Receivable*

**What does your job entail?** Working in Accounts Receivable, my job involves ensuring that invoices are being paid and I handle customer relations. I just started this position in January and I am learning more and more as time goes on.

**What did you do for work before this job?** I worked for Cumberland Farms as a Store Manager for 10 years.

**My dream vacation is a trip to \_\_\_\_?** My dream vacation is a trip to Wyoming – specifically Jackson Hole. I spent a week in Jackson Hole while traveling for Cumberland Farms. It is such a beautiful place, I'd love to go back!

**Are you a NH native?** I was born in Florida and lived there for 5 years and then we moved to New Hampshire. I grew up in Peterborough and then relocated to Manchester after high school.

**What are some of your hobbies outside of work?** I enjoy puzzles and

building Lego kits with my 12-year-old twin boys. Spending time with my family is really what I enjoy doing.

**What sport would you like to do if you could be in the Olympics?** I would love to be an Olympic swimmer.

**If you were stranded on a desert island, what 3 things would you want with you?** I could not live without my headphones, something that plays music and an Angry Orchard!

**If you could have a superpower, what would it be?** I would want the ability to go back in time and visit with people that aren't with us anymore.

**Most used emoji?** 🤔 My kids and I use the laughing/crying emoji the most! We are always cracking jokes and playing pranks on each other.

**Favorite movie?** My favorite movie of all time is *The Nightmare Before Christmas*. I have loved it since I was a kid.





# Modelo Oro

The new GOLD standard in light beer proves that "Less can be More."

As the entire category continues to premiumize, we [saw] an opportunity to use the credentials of quality and authenticity. Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid."

— GREG GALLAGHER,  
Vice President of Brand  
Marketing for Modelo

**PERFECTLY  
BALANCED,  
CRISP +  
CLEAN.**

**PERFECTAMENTE  
EQUILIBRADA,  
FRESCA Y PURA.**

**Modelo Oro**

**Modelo Oro**

**GOLD STANDARD  
LIGHT BEER**

**Drink responsibly.** Modelo® Oro Light Beer. Imported by Crown Imports, Chicago, IL.  
Per 12 fl. oz. serving average analysis: Calories: 90, Carbohydrates: 3.0 grams, Protein: 0.6 grams, Fat: 0.0 grams.

**Beba de manera responsable.** Modelo® Oro Light Beer. Importada por Crown Imports, Chicago, IL.  
Análisis por porción de 12 fl oz: 90 calorías, 3.0 gramos de carbohidratos, 0.6 gramos de proteínas, 0.0 gramos de grasas.

Modelo Oro harnesses the power of the Modelo family to expand the reach of the brand, appealing to high-end light beer drinkers, both in the general market and the Latino community.

A superb liquid with only 90 calories and 3 grams of carbs, this innovative beer inspired by the great taste and "Fighting Spirit" of Modelo Especial, is made for all the light beer drinkers who refuse to compromise on flavor.

When asked why he thinks **Modelo Oro** will be a big hit, Brand Manager Mauricio Ramirez got right to the point. "Liquid to lips. Great taste always wins," he said without hesitation. "In our three test markets, Charlotte, Fresno and Houston, the velocity of sales and repeat purchases exceeded our expectations. Of course, we wanted to know why it performed so well. As I said, liquid to lips. A full 95% of consumers surveyed (the sampling included Hispanic and general market drinkers) gave it 4 out of 5 stars for taste. And retailers will be happy to know that

they were willing to pay more for this high-quality, light beer experience."

The light beer segment is a huge part of the beer category, and many light beer drinkers want more *character* from their beer, not just fewer calories. "The key consumer demographics for Oro are general market men and Hispanics who are dissatisfied with mainstream lights," said Constellation president Bill Newlands at the company's most recent convention. "So, there is a differentiated opportunity amongst those brands because Oro stands out from the crowd with a name that communicates not only the color of the beer, but also the quality and Modelo's authentic Mexican roots."

Greg Gallagher, Vice President of Brand Marketing for Modelo agrees with Newlands and says, "As the entire category continues to premiumize, we saw an



opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid. Across the board, consumers love the taste of Oro so they don't mind spending a little more money. And cannibalization doesn't seem to be an issue. Sales are a remarkable 2/3's incremental to Especial for both Hispanic and general market consumers."

## Casa Modelo — Brands Worth Their Weight in Gold

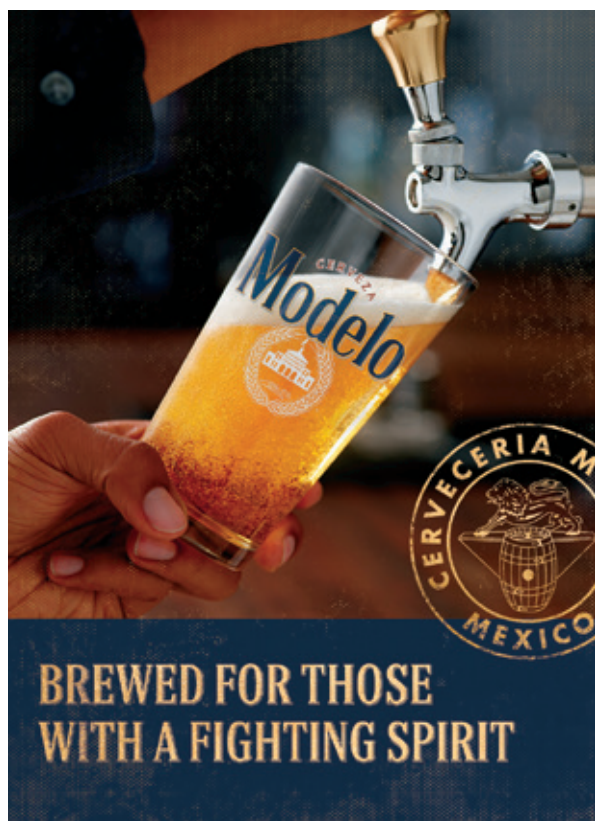
Constellation prefers to let their brands grow slow and strong with a focus on core brands and deliberate innovation rather than introducing new offshoots willy-nilly. Their top-notch portfolio of brands delivers efficient SKUs that grow volume and profits at retail. Consistently growing year after year, beers like **Modelo Especial** and **Negra Modelo** are bright spots in the category. Their portfolio has something for every consumer – from c-store darling **Modelo Chelada**, to golf course regular **Corona Premier**, to Gen Z-favorite **Pacífico**. This is not a company that chases any old trend; rather, they wait for something that's right



Modelo Especial and Modelo Negra may have been inspired by German and Austrian beer styles, but they're uniquely Mexican, and have been brewed there for nearly 100 years.

in their wheelhouse – like premium, BFY light beers – and hit it out of the park. We think you'll agree that they've done just that with Modelo Oro, Modelo's first major innovation since Modelo Chelada.

"We built an extremely strong foundation beginning with our core Hispanic consumer, who are critically important to our business," Gallagher says. He went on to say that the Modelo will never stop focusing on these consumers, but he also knows that beyond this demographic, there remains tremendous opportunity for Modelo brands. He went on to explain that swaths of consumers aren't familiar with **Modelo Especial**, despite current sales numbers. **This beer is poised to be the country's number one brand measured by sales.** Constellation aims to bring new consumers into the fold via continued marketing investment and thoughtful innovation with products like the much-anticipated **Modelo Oro**.



Modelo has the largest share of voice in national media and the company plans to increase its spend by +15% in 2023, with a heavy emphasis on live sports, which accounts for 75% of its TV spend. Almost 45% of that is invested in NFL and NCAA football. As the media landscape continues to fragment, Modelo's investment in digital/social ads is nearly double what it was two years ago.

Modelo Especial has earned fans across demographics and is a perennial winner on draught in any setting.





## Golden Opportunities, World-Class Marketing and Cinco de Mayo

There is no doubt that Oro will introduce Modelo brands to an even wider audience, from high-end light beer drinkers to Especial fans looking to mix in some moderation. To drive awareness, Oro's national roll-out is supported with a marketing investment of nearly \$30MM, which includes \$18MM for national TV and digital media that runs through Labor Day weekend. The launch includes sampling programs in the on- and off-premise to drive trial of this amazing liquid.

And we know you're wondering... just what does Modelo have planned for Cinco de Mayo? Well, they're playing that one close to the vest – but expect a celebration steeped in authenticity.

"Without giving away too much, we are once again bringing back our Modelo Mercado and encouraging consumers to 'Cinco Auténtico,'" says Gallagher. "We're honoring our heritage by working with local Mexican American artisans across the country to highlight items that consumers can bring to their Cinco festivities."

It takes more than luck to strike gold in this business, but Constellation has put in the work and is reaping the rewards – and so can you.



Modelo will encourage consumers to "Cinco Auténtico" again in 2023 with a suite of colorful POS that brings to mind traditional Mexican celebrations.



## Spotlight on Modelo Chelada

The Modelo brand family's success is due in large part to remaining true to their heritage. One facet of that is creating authentic brand extensions that bring new drinkers into the Modelo family, like Modelo Chelada. This RTD play on the Mexican michelada cocktail is tasty, refreshing and versatile, with a variety of flavors to suit any taste.

**1960s** The **michelada**, a Mexican beer cocktail, is invented. Though the original cocktail featured only beer, lime, salt and ice, over time, regional variations developed, often including ingredients such as Tajin, Worcestershire sauce, chamoy, serrano peppers or clamato.

**2013** Modelo develops and test markets **Modelo Chelada**, an imported, beer-based and flavor-packed extension of the Modelo brand family. Featuring traditional beer mixed with tomato, this 24 oz. RTD quickly found a home in c-store cooler doors.

**2014** Modelo Chelada launches nationally, appealing to consumers that may not have previously drunk Modelo Especial, or even beer at all.

**2017** Chelada's first flavor extension, **Tamarindo Picante**, launches, helping to drive strong increases in volume and distribution.

**2018-2022** Tapping into the proven success of Chelada, Modelo introduces both new flavors and a new package, including fan-favorite **Limón y Sal**, **Piña Picante** and the **Modelo Chelada Variety Pack**, as well as 12 oz. cans for a few popular flavors and the variety pack.

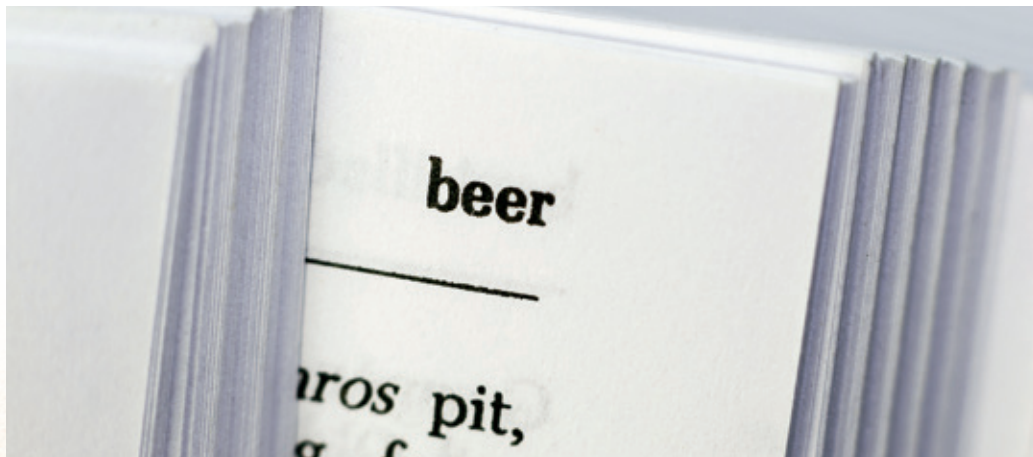
**Present** Modelo Chelada continues to delight drinkers and expand to new audiences with the release of **Sandía Picante**, featuring refreshing watermelon and a dash of chile pepper and lime.



# Your Beverage Vocabulary Needs an Update

No, there won't be a quiz, but as the way we talk about beverage alcohol changes, it's important to know new terms that have made their way into the industry's lexicon.

Language is always changing. Need proof? Just look at the 300 new words and phrases Merriam-Webster recently recognized as part of the English language – deadass, noob, TBH, the list goes on! While some of these phrases might be more useful than others (What the heck is a petfluencer?? Relax. We tell you later!), it's important for beverage professionals to keep up with industry terminology. So today we're here to separate the slang from the science, and give you the rundown on some new terms every retailer should be fluent in now.



## Adaptogenic Ingredients

/ə, dæptəˈdʒenɪk ɪn ˈgrēdēnt / (noun) Herbs, plants and mushrooms that help bodies respond to anxiety and stress. A new class of booze-free, alcohol alternatives contain these botanicals.

## Damp Drinking

/damp ˈdriŋkiŋ/ (noun) Taking a mindful approach to reduced alcohol consumption without giving it up altogether. Sometimes called moderation.

## Day Drinking

/dā ˈdriŋkiŋ/ (noun) A song by the Grammy-winning country band Little Big Town, but *also* the favorite pastime of cracking open an alcoholic beverage at barbecues, tailgates and other daytime hurrahs.

## Functional Beverage

/fuhngk-shuh-nl bev-rij / (noun) A new trend in bev alcohol. A product made with ingredients that may produce a healthy benefit.

## Generation Alpha

/jenəˈrāSH(ə)n ˈalfə/ (noun) The demographic that will succeed Gen Z. Generation Alpha may not have attained legal drinking age just yet, but in a few short years, they will be your new customers.

## Gluten-free v. Gluten-removed

/glooŋn frē glooŋn rəˈmoovd/ (adjective) Gluten-free beverages are made with ingredients that never contained gluten, from start to finish. Gluten-removed beverages are made with gluten-containing ingredients, but undergo a process that reduces or eliminates it, making the final product safer for those with gluten intolerance to drink.

**Hangxiety** /haŋg zīədē/ (noun) When a bad hangover goes beyond a headache and causes stress hormones to spike resulting in a foggy-headed anxiousness we'd all like to avoid.

**Hazeboi** /ˈhāzē boi/ (noun) A passionate beer fan – often seen in a backwards hat, waiting in line outside an obscure craft brewery – who exclusively buys and geeks out about New England IPAs.

**Omnibibulous** /omni- + bibulous/ (adjective) Someone who drinks a little bit of everything. Love beer? A sparkling hop water? Even a hard kombucha? Sounds like you're omnibibulous!

**Sober Curious** /soh-ber kyoor-ee-uhs/ (adjective) A person who is more aware of how much booze they consume in order to develop a “healthier” relationship with alcohol. A lifestyle that encourages sobriety but still welcomes people who aren't ready, or willing, to give up their favorite alcoholic beverages completely.

## Extra Credit: Mystery Definitions Revealed

There's much more slang to know than just these beverage alcohol-specific phrases. You might hear these extra credit words in your establishment.

### Adorbs

/əˈdɔrbz/ (adjective) Shorthand for adorable.

**Deadass** /ded-as/ (adverb) New York slang from the 90s meaning completely or seriously.

**Noob** /noob/ (noun) A video game term for someone who is inexperienced.

**Petfluencer** /pet flooənsər/ (noun) Online influencers who use their pets to gain attention on social media.



Here we have a hazeboi in his natural habitat. Regularly found in long lines outside obscure breweries, hazeboi is a playful nickname for anyone who goes crazy for NEIPAs.



# Contoocook Cider Company

Contoocook Cider Company was founded in 2016, with its first ciders entering the market in 2017. They started off small, mainly selling out of their tasting room. Slowly, Contoocook Cider's small batch, craft ciders started to gain recognition with awards at the Seattle Wine Awards, Great American Cider Competition and the U.S. Open Cider Championship, as well as with a growing local customer base. The cidery has been expanding yearly with more production, distribution and customer reach, hoping to become everyone's favorite cider.



Mark & Lisa Strader

## How It All Began

Mark Strader has been a home brewer for almost 40 years. One of his autumn traditions was to fill his carboys with fresh apple juice and make a batch of hard cider. Another favorite fall activity was taking his family to Gould Hill Farm, in Contoocook, to pick apples. The owners of Gould Hill Farm, Tim and Amy Bassett, decided that due to intense economic pressure and ever-changing weather affecting small family farms, they would invest in value-added products to help keep the farm sustainable. One such product was hard cider. When Mark learned that Tim and Amy were looking for a cidemaker, he was excited about partnering with them and the Contoocook Cider Company was born. The partnership to produce premium hard cider has helped create a positive use for many apples that had minimal markets and has brought back many great varieties passed over for years.

Tim and Amy have owned Gould Hill Farm for the past 13 years. Mark left his career in sales to fulfill his dream of opening a brewery. His wife, Lisa, works full-time as a

software engineer but has found time to develop most of the cider recipes and can be found helping in the cidery and tasting room on weekends.

Contoocook Cider Company's cidery and tasting room are located at Gould Hill Farm in Contoocook. The cidery is part of a cold storage building built to store apples year-round. It is now used for producing, cellaring, packaging and storing their hard cider. The cidery currently has three 20-barrel fermenters along with a few smaller fermenters. A typical press is 1900 gallons of juice that is pumped from the cider press directly into the 20-barrel fermenters. The climate-controlled rooms work perfectly for cellaring the cider at 55 degrees.

## Artwork For The Cans

The Straders and Bassetts work with a designer on the artwork for the cans of hard cider. They provide a general idea or concept and a cider description. The can images are inspired by the cider variety and "New England" and the cidery's scenic location. The designer then returns





# CONTOOCCOOK

## cider company

sample layouts and mockups, which are revised until the final product is agreed upon.

### The Contoocook Cider Difference

Their small batch ciders are made from apples grown by Gould Hill Farm, which allows unique access to over 120 different varieties. Since apples can vary from season to season, Contoocook Cider can blend apples to get flavors that make their ciders one-of-kind. They also thoughtfully select fresh, preferably locally sourced,

ingredients for added flavors such as cranberries from Duxbury, MA, wild blueberries from Maine, and pure New Hampshire maple syrup.

### A New Barrel Program

After the overwhelming success of last year's pilot batch of a maple, bourbon barrel-aged cider, Contoocook Cider has started a barrel program. This year's barrel aged cider is a blend of King David, Chestnut Crab, Hughes Crab, Wickson, Baldwin, Russet, Nonpeirel and Shavel Sharp apples.

Located on a working farm and orchard, Contoocook Cider Company hosts multiple events from Maple Weekend in March to pick your own blueberries, peaches and apples in the summer and fall. Then folks can cut down their own Christmas tree later in the year. There is always something fun to do at Contoocook Cider Company, with the reward of relaxing with some great ciders! With amazing views of the White Mountains from their tasting room patio – it's no wonder the cidery has become an area hotspot.

[www.contoocookcider.com](http://www.contoocookcider.com)

656 Gould Hill Rd  
Contoocook, NH

(603) 746-1175



Tim & Amy Bassett

### CONTOOCCOOK BLEND

Contoocook Blend Cider is made from Contoocook's late-season harvest, including many heirloom varieties such as Golden Russet, Yellow Newtown Pippins and Chestnut Crabs. This sparkling hard cider has a rich caramel sweetness and golden color. 2019 & 2022 Double Gold winner – Seattle Cider Awards.



### CONTOOCCOOK CRANBERRY

Apple and cranberry cider is made from Contoocook's late-season harvest and fermented with fresh New England cranberries, which brings together the best of both for a unique New England experience. 2019 Double Gold winner – Seattle Cider Awards; 2021 Bronze Winner – NY International Cider Competition; 2022 Bronze medal – Great American Cider Competition.



### CONTOOCCOOK WICKED WINESAP

A single varietal cider made from Winesap apples, capturing the apples unique flavor and character.





# Zero Sugar Beverages Hit the Wellness “Sweet Spot”

Consumers can't get enough of these fun, flavorful RTDs when they want to enjoy a cocktail, and feel like they're doing something good for their body. Diets are out. Wellness is in.

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced.

Consumers are serious about removing unwanted sugar from their diets. And that's where Phil Rosse, President of Mark Anthony Brands, sees growth opportunities for innovative beverage companies like his. “A staggering 94% of all consumers have reduced their sugar intake,” he said at a recent gathering of beverage industry professionals. “Zero sugar FMBs – like our **Cayman Jack Zero Sugar Margarita** – have high sales potential. It taps into consumer desire for a flavorful, premium beverage experience – but one that's not detrimental to their health,” Rosse explained.

Of course, sugar-free products are nothing new. Diet sodas – many of which have been rebranded as zero sugar sodas – have been available for decades. Sugar-free energy drinks, like Molson Coors' **ZOA**, have been selling well. In fact, sugar-free versions account for 40% of sales in the energy drink category, and so-called “Healthy Energy” drink brands are driving 66% of category growth.

“Sugar-free options are not new. What is new is the degree to which great swaths of the population are committed to reducing beverage-based sugar consumption,” says Scott Proulx, VP of Sales for Amoskeag Beverages. Proulx added that the volume of independent data supporting his claim keeps rolling in. “The company GlobalData Research Group recently discovered that two-thirds of all millennials think about their health *before* purchasing an alcoholic beverage. And another data tracking firm, Insights, reported that 54% of Baby Boomers are buying more reduced sugar products to be healthier.”

## No Tastebuds Left Behind

Based on these findings, it's not surprising that more players in the beverage alcohol space, like **Smirnoff Ice**, **Crook & Marker** and **Spindrift Spiked** have developed their



This zero sugar variety 8-pack from Crook & Marker includes these flavors: **Strawberry Hibiscus Margarita, Classic Lime Margarita, Blackberry Lime Mojito and Piña Colada.**

own successful sugar-free options. And thanks to advancements in sweetener technology these products deliver all the flavor drinkers want *without* the “artificial” taste they don't.

This spring, Smirnoff has added more products to its sugar-free lineup including a **sugar-free edition of their popular FMB seasonal, Red, White & Berry**. And the new **Smirnoff Ice Zero Sugar Variety Pack** features four iconic flavors, Original, Raspberry, Red, White & Berry and Pink Lemonade. The brand also designed colorful, new packaging for Smirnoff Ice Zero Sugar products, including the iconic **Smirnoff Ice Zero Sugar Original**.



New Smirnoff Ice Zero Sugar Red, White & Berry is infused with cherry, citrus and blue raspberry flavors for a delicious and mindful choice that'll be a hit all summer long.

Also taking sugar-free beverages in an innovative new direction are hop waters. Many contain no alcohol... No gluten... No carbs... And no sugar, just great hop flavor. It's a beverage that can be enjoyed anytime, anywhere and without fear of experiencing a sugar crash.



**HOP WTR's** adaptogen-packed **HOP WTR Mixed Pack** on shelves. And with the surging popularity of the format, we can't help but wonder if other hop waters like **Sierra Nevada Hop Splash** won't be far behind!

An innovative, proprietary blend of plant-based sweeteners that's virtually identical to the great taste of his company's original **Mike's Hard Lemonade** is how Phil Rosse describes **Mike's Hard Lemonade Zero Sugar**. "Matching the taste of the original was our highest priority. We worked for years to get the recipe just right and we nailed it. Mike's Hard Lemonade Zero Sugar is just as tasty and its ABV is only 4.8%. That explains the impressive purchase intent numbers we have; 85% by FMB drinkers, and 92% by better-for-you FMB consumers."



Mike's Hard Lemonade Zero Sugar uses a proprietary blend of plant-based sweeteners for all the taste of Mike's Hard Lemonade with none of the sugar.

Mark Anthony Brands' other successful FMB brand, **Cayman Jack**, also has a new sugar-free product launching this spring. As you would expect, **Cayman Jack Margarita Zero Sugar** delivers all the classic Margarita flavor the RTD company is known for in the convenient packages customers prefer, while cutting sugar and calories.



New Cayman Jack Zero Sugar exemplifies two huge trends in beverage alcohol: cocktail-inspired FMBs and zero sugar.

## Zero Sugar Equals More Sales

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced. And considering that sugar-free beverages already command a huge (and growing) share in soda and energy drink categories, zero sugar FMBs could bring new customers to the beer category. "Less sugar is the top reason lapsed FMB drinkers would drink FMBs again," says Mark Anthony's Rosse. And because these products are generally less sweet with fewer calories, we think Rosse's prediction might come true. We see "high sales possibilities" in your zero-sugar future, and you should, too.

Less sugar  
is the top  
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would  
drink FMBs  
again.

— PHIL ROSSE  
President of  
Mark Anthony Brands

## Beyond Beer Goes All in with Sugar-Free Options

One of the biggest trends in beverage alcohol is about to get bigger. These sugar-free, BFY products pack all the flavor today's consumers demand *minus* the sugar they have sworn off.

### MIKE'S HARD LEMONADE ZERO SUGAR

Mike's Hard Lemonade's newest line extension is sugar-free, 100 calories per 12 oz. serving and packed with flavor.

### CAYMAN JACK MARGARITA ZERO SUGAR

This RTD FMB is styled after a classic margarita, proudly crafted with all the taste drinkers expect, but with zero sugar and only 100 calories.

### SMIRNOFF ICE ZERO SUGAR ORIGINAL

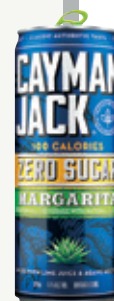
Debuting in May, the newly redesigned Smirnoff Ice Zero Sugar Original pool-inspired packaging is almost as refreshing to look at as it is to drink.

### HOP WTR

With no calories, carbs, alcohol or gluten, plus plenty of mood-boosting active ingredients, HOP WTR ticks plenty of BFY boxes – and it's naturally sugar-free!

### ZOA

One of the most complete and balanced healthy drinks on the market, ZOA provides healthy energy for balance and drive with zero sugar, and it's available in 7 flavors.





# Get to Know Matt Brunelle from Baxter Brewing Co.



**Heady Times (HT):** How did you get into the beer business?

**Matt Brunelle (MB):** I jumped from skiing to beer in 2017. I previously worked in sales at Killington Resort. I made my way down Route 4 to Long Trail Brewing and kept going until I hit the New Hampshire border as their NH Sales Representative. After various roles and years with Long Trail, I started with Baxter Brewing in April of 2022 as the NH/MA Territory Sales Manager.

**HT: What's a typical workday look like?**

**MB:** Every day is different, which is one of the things I enjoy about this job. Most days I'm pounding the pavement, hitting accounts, or working closely with sales reps. On other days, I'm managing inventory, creating programs/incentives and doing more office-type work. With quite a large territory, I could be up in the White Mountains one day, then down on the MA seacoast the next.

**HT: What's the best part of working with the team at Amoskeag?**

**MB:** A lot, honestly. The daily reporting I receive is super helpful, from depletions, daily sales and even "not-on-truck" reports. Obtaining this information daily rather than waiting for VIP to catch up, gives me better eyes on what's happening in real time and allows for better efficiency and follow-through.



The responsiveness from everyone over at Amoskeag is incredible, from the top down! Whether receiving additional reports from Kate, getting POS inventory from Jeff, tweaking orders with Mike & Bret, or just needing anything from any of the sales directors, managers, or reps, it just makes my job that much easier and more efficient. It allows all of us to get more beer out the door quickly.

**HT: What do you like to do in your free time when you're not working?**

**MB:** I enjoy the outdoors. You'll catch me camping, hiking and canoeing primarily during the summer and snowboarding any chance I get in the winter. My wife and dog often join me on most of these adventures and we are just starting to take our 1.5-year-old along, which has been a lot of fun!

**HT: What's your favorite Baxter beer?**

**MB:** I am a big Stowaway IPA fan. While most IPAs tend to be on the hazy side, Stowaway has a bold hop profile synonymous with a West Coast IPA that is balanced out with a deep malt backbone. Nothing wrong with a clear IPA!

**HT: What are some exciting things happening with your brewery you'd like readers to know about?**

**MB:** We are coming off our second consecutive year of growth, which isn't too shabby for a 12-year-old brewery! To support that, we installed a new canning line, which significantly improves our ability to get beer packaged quickly and to Amoskeag's warehouse. Let's say, 2023 will be a good year, with a few more surprises we can't wait to share!



# Allagash White

It's Popular, and Here's Why...

**B**est beer lists sing its praises. It's still winning medals at the Great American Beer Festival. And after 25 years, sales have never been better. Do you really need to know anything else about Allagash White, America's most iconic, Belgian-style wheat beer?

As it turns out, you do.

"Sure, Allagash tastes great. But there's more to it than that," says Bret Pollock, Craft Beer Manager at Amoskeag Beverages, with a look on his face that politely suggests, you have a lot to learn.

Pollock explains, "The beer was ahead of its time. But it's the perfect beer for right now... because it has all the attributes today's consumers want – crisp, complex flavor that's also refreshing; moderate ABV (5.2%); premium everything and a backstory that checks all the boxes for authenticity. It's been discovered by a whole new audience. That's why sales are up almost 11 percent."

And yet Allagash White was a tough sell back in 1995, when the brand's founder, Rob Tod, was a new brewmaster offering a taste of his *exotic* beer to any bartender who would give him the time of day. Back then, lagers still dominated the American beer scene and everything about Allagash White was unfamiliar. From its cloudy appearance to its aroma and taste, few people had ever experienced anything like it.

If you've never tasted Allagash White, here's a description: It's fruity but spicy, with just the right amount of citrus to make it very refreshing. It's full-bodied with little to no bitterness. And because all these flavors are perfectly balanced, it's not cloying so you can drink more.

"It can be my first drink of the night and my last," says Naomi Neville, Sales Director at Allagash Brewing Company. "I might be slightly biased, but White is the perfect beer for any occasion. It's great with food. And it's refreshing so you can enjoy a few of them just hanging out with friends."

...White is the perfect beer for any occasion. It's great with food. And it's refreshing so you can enjoy a few of them just hanging out with friends.

— NAOMI NEVILLE

Sales Director

Allagash Brewing Company

When asked why the beer is selling so well, Neville said she agrees with Pollock, adding, "Most successful new products are made specifically to satisfy an identified consumer need or interest. They call it consumer-driven innovation. But Allagash White does this just by being the same great beer it's always been."



The perfect companion for any outdoor excursion, Allagash White, a name synonymous with quality & consistency, is the quintessential American interpretation of a Belgian-style wheat beer. A special blend of coriander and Curaçao orange peel makes the beer's distinctive flavor both complex and refreshing.

Neville and Pollock also said that putting the beer in cans was a gamechanger. Pollock said, "For the longest time if you wanted to drink Allagash White, you had two options – you could buy a case of bottles or enjoy it on-premise. Cans encourage trial and let people drink it anywhere, anytime. You can find it at the craftiest places and at the corner beer store."



In 2022, Allagash White boosted the company's overall dollar sales by +6.2%. And according to the brewery, sales of Allagash White increased 10% YTD through October 9; draught sales were up 18% – close to pre-pandemic levels – and 12-pack sales increased north of 20%.



## Stone Brewing

Amoskeag is excited to welcome back, Stone Brewing to our stellar portfolio! Founded by Greg Koch and Steve Wagner, Stone Brewing has come a long way since opening in San Diego County in 1996. Now the ninth-largest craft brewer in the U.S., they operate two production brewing facilities on both coasts, in Escondido, CA and Richmond, VA. Today, their beer is available in all 50 states and more than 40 different countries.



## Stone Arrogant Bastard Ale



Since the very beginning, Arrogant Bastard Ale has reveled in its unprecedented and uncompromising celebration of intensity. There have been many nods to Arrogant Bastard Ale...even outright attempts to copy it...but only one can ever embody the true nature of Liquid Arrogance! Hated By Many. Loved By Few. **ABV:** 7.2% **Packages:** 16 oz. cans and 19.2 oz. cans **Availability:** Now, year-round

## Stone IPA



Originally brewed to celebrate Stone Brewing's first anniversary in 1997, Stone IPA was an immediate hit and soon became their flagship beer. One of the most well-respected and best-selling IPAs in the country, this golden beauty explodes with tropical, citrusy, piney hop flavors and aromas, all perfectly balanced by a subtle malt character. Over time, Stone stepped up the dry-hopping process to extract every bit of magic out of the amazing hops they use. This beer is as bold, fresh and flavorful today as it was back in '97. **ABV:** 6.9% **Packages:** 12 oz. bottles, 12 oz. cans and 19.2 oz. cans **Availability:** Now, year-round



## Stone /// Fear.Movie.Lions Hazy Double IPA

Stone /// Fear.Movie.Lions Hazy Double IPA is a blend of cross-country styles. It's got the bitter hoppy backbone you'd expect from a West Coast IPA, with a slight haze and massive aroma you'd typically find in an East-Coast style IPA. **ABV:** 8.5% **Packages:** 16 oz. cans and 19.2 oz. cans **Availability:** Now, year-round



## Stone Delicious IPA

When creating an IPA deserving of the name "Delicious," intense flavor was paramount and that's just what this bright, citrus-forward standout brings to the table. Crafted to reduce gluten, the beer and its magnificent lemon candy-like flavor and hop spice can be enjoyed by nearly everyone. **ABV:** 7.7% **Packages:** 12 oz. cans, 19.2 oz. cans and draught **Availability:** Now, year-round

## Stone Delicious Double IPA



It's hard to improve on something with a well-deserved name like Stone Delicious IPA... unless of course you could double the deliciousness. Stone's talking serious depth of flavor and an explosive aroma of lemon and tropical fruit from Centennial and Amarillo hops, all with less bitterness than a typical double IPA. The result is extra fruity, extra satisfying and extra delicious. **ABV:** 9.4% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Stone Tangerine Express

This beer's uniquely hazy appearance is a credit to the glorious whole tangerine purée in every batch. Using the whole fruit allows Stone to harness every bit of its natural depth of character, from the juice to the zest and everything in between. Add just the right amount of pineapple and this being Stone, a whole lot of hops. This beer is rounded off in an amazingly hazily, citrusy, tasty paradise of flavors and aromas. **ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** Now, year-round

## Stone Hazy IPA



Stone Hazy IPA comes in at an easy 6.7% and is less bitter than their other IPAs, but still blooming with bold, juicy flavors. This amazingly hazy IPA features El Dorado and Azacca hops which bring tons of citrus and fruit elements while intense Sabro hops highlight the big, tropical notes of this beer. The result of this unique hop combination is a groovy, juicy citrus bomb with tons of orange, lemon, melon, mango and pineapple flavors and aromas. **ABV:** 6.7% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

## Stone Buenaveza Salt & Lime Lager



Stone Buenaveza Salt & Lime Lager was born in Southern California, which is vibrantly influenced by their neighbors to the south. SoCal's warm weather lends itself to outdoor activities year-round. From surfing Cali coasts, to snowboarding and biking in the mountains, off-roading through deserted lands, or boating and fishing in lakes and rivers, this Baja-inspired lager is the perfect companion. Brewed with just the right amount of lime and sea salt, it's everything a lager should be – crisp, refreshing and full of flavor. The name is pretty simple: Stone took "Buena" for good and "-veza" from cerveza. Because Stone has always believed good cerveza is an important part of a buena life. **ABV:** 4.7% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Stone Delicious Mixed Pack



Stone **Delicious IPA** has been a rising star in Stone's lineup thanks to its intense lemony-herbal flavor and aroma. That got them thinking of some other ways to do Delicious. What about an amped-up **Delicious Double IPA**? An extra-refreshing **Delicious Citrus IPA**? The answer was obvious: Both. Both is good. The original, the sequel and the remix are neatly gathered in this mixed 6-pack, and each is definitively Delicious in its own way. **Availability:** Now, year-round

## Castle Island Brewing Company



Dedicated to the idea that beer should be inclusive, approachable and excellent, Castle Island Brewing Company has been pumping out award-winning beer across various styles much to the delight of beer lovers in Massachusetts and Rhode Island—and now Castle Island is available in New Hampshire! The company's headquarters in Norwood, MA is home to its production facility and original taproom. Castle Island also opened a second taproom and brewery in South Boston in 2021.

### Castle Island Keeper



Castle Island's flagship India Pale Ale is smooth but punchy; balanced yet intense. Despite the colossal amount of hops they cram into this beer, it's still remarkably approachable – for pros and rookies alike – so grab a Keeper and save the day. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

### Castle Island Fiver



"Can I have five minutes of your time?" "You got five bucks I can borrow?" "Hey man, gimme five!" We're always taking five of this or that from everyone, but here's our chance to pay it all back. Do it with Fiver, a juicy, tropical IPA supported by Citra, Simcoe and El Dorado. Best part? Five percent of all sales from this beer go to help great causes in our community and beyond. Feel good about making it a Fiver, because this beer gives back. **ABV:** 6.3% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

### Castle Island Hi-Def



Emanating from the tanks with a juicy burst of tropical hops, Hi-Def hits with huge flavors of fresh melon, papaya and tangerine. A touch of honey malt and heaping doses of Citra, Mosaic and Idaho 7 keep this year-round crusher beautifully balanced for a seriously smooth sip. **ABV:** 8.4% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## Castle Island White



Brewed with Valencia orange and coriander, this bright, beautiful award-winning American White Ale will send your thoughts straight to the orange grove. Peel back the layers and you'll find a little spice, a touch of sweetness, and a tangy crispness that blend together for an easy-drinking, sun-drenched sipper. Try it once and like clockwork, you'll find yourself reaching for more. **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## Contoocook Cider Company



Contoocook Cider Company all started when owners of Gould Hill Farm, Tim & Amy Bassett, decided that due to intense economic pressure and ever changing weather affecting small family farms, to look into value added products to help keep the farm sustainable. They partnered with Mark & Lisa Strader to produce premium hard ciders that has helped create a positive use for many apples that had minimal markets and has brought back many great varieties of apples.

### Contoocook Blend



Contoocook Blend Cider is made from Contoocook's late season harvest including many heirloom varieties such as Golden Russet, Yellow Newtown Pippins and Chestnut Crabs. This sparkling hard cider has a rich caramel sweetness and golden color. 2019 & 2022 Double Gold winner – Seattle Cider Awards. **ABV:** 6.9% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

### Contoocook Cranberry



Apple and Cranberry cider is made from Contoocook's late season harvest and fermented with fresh New England cranberries which brings together the best of both for a unique New England experience. 2019 Double Gold winner – Seattle Cider Awards; 2021 Bronze Winner – NY International Cider Competition; 2022 Bronze medal – Great American Cider Competition. **ABV:** 6.9% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

### Contoocook Wicked Winesap



Single varietal cider made from Winesap apples, capturing the apples unique flavor and character. **ABV:** 7.2% **Package:** 12 oz. cans only **Availability:** Now, year-round





Introducing a well-rounded energy drink crafted to ignite bold action and inspire others to get involved. ZOA is here to light

a spark inside you with a cleaner energy formula. Crafted to help you reach your potential and inspire others to reach just as high. ZOA has been making waves since the day it came to market.

ZOA is designed to support healthy immunity while providing a boost of energy, focus and hydration. ZOA contains a unique blend of 100% DV vitamin C, antioxidants from camu camu, acerola, plus B-vitamins, electrolytes and amino acids. ZOA has natural caffeine, is sugar-free, Keto friendly and gluten-free. This health-conscious human fuel comes in these flavors: **Tropical Punch, Wild Orange, White Peach, Strawberry Watermelon, Cherry Limeade, Super Berry and Pineapple Coconut.**



## Simply Spiked Peach Variety Pack

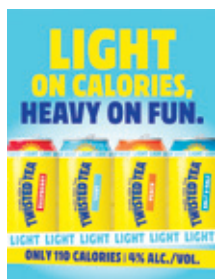
A peachy keen spring is in store for shoppers with the newest addition from Simply Spiked.

Made with 5% real fruit juice, squeezed then concentrated, new

12-packs will feature signature **Peach, Mango**

**Peach, Strawberry Peach and Kiwi Peach** flavors for the perfect sunny sip. **ABV: 5% Package: 12 oz. cans only**

**Availability:** Now, year-round



## Twisted Tea Light Variety Pack

This new variety pack features the same great flavors Twisted Tea drinkers love, but with better-for-you attributes (only 110 calories and 4% ABV) to keep the party going all day long. Included in this 12 oz. can 12-pack mix are: **Original Light, Half & Half Light, Peach Light and Raspberry Light.** **Availability:** Now, year-round

## Twisted Tea Pineapple

Twisted Tea's newest year-round flavor is real brewed tea with refreshing pineapple flavors and no carbonation. **ABV: 5% Package: 24 oz. cans only** **Availability:** Now, year-round



## Samuel Adams Boston Lager Remastered

Boston Lager just got better! This remastered brew has a pronounced noble hop aroma, a round malt impression and a soft mouthfeel that leads to a fast finish with no lingering bitterness or astringency. **ABV: 5%**

**Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round



## Mike's Hard Lemonade Zero Sugar

Introducing Mike's Zero Sugar! At only 100 calories per serving, zero sugar and an amazing taste, Mike's Zero Sugar is crafted with Mike's own proprietary plant-based sweeteners. It's deliciously sessionable with zero aftertaste. **ABV: 4.8% Packages:** 12 oz. bottles, 12 and 24 oz. cans **Availability:** Now, year-round



## Cayman Jack Margarita Zero Sugar

New Cayman Jack Margarita Zero Sugar is a delicious, pre-made drink that delivers a unique, sophisticated, hand-crafted experience. Made with 100% blue agave nectar and lime juice, Cayman Jack Zero Sugar makes it easy to discover something unexpectedly great. **ABV: 4.8% Packages:** 12 oz. bottles, 12 and 24 oz. cans **Availability:** Now, year-round



## White Claw Peach

New White Claw Peach has a fresh peach flavor that is clean and balanced. A refreshing amount of acidity is coupled with just the right amount of sweetness. A culmination of flavor produces an extremely sessionable hard seltzer. **ABV: 5% Package: 12 oz. cans only** **Availability:** Now, year-round



## Kit Craft NA Here We Go Hazy IPA

Here We Go, a non-alcoholic brew, is a tropical, juicy, hazy IPA made with Idaho 7, Simcoe and El Dorado hops. **ABV: 0.5% Package: 12 oz. cans only** **Availability:** Now, year-round



NON-ALC!



## Harpoon Hoppy Adventure IPA Mix Pack



From the brewery that gave you New England's Original IPA, Hoppy Adventure is Harpoon's first ever year-round IPA mix pack. Featuring two core products, **Harpoon IPA** and **Juicer Hazy IPA**, Hoppy Adventure also includes **Juicer Icy**, a Cryo Hop

IPA featuring Yakima Chief Hops innovative Cryo Pop Blend, and **Harpoon Double IPA**. **Package:** 12 oz. cans only **Availability:** Year-round, beginning in May

## Harpoon American Flyer Lager



This 5.0% ABV full-flavored golden lager is bright and balanced, with subtle notes of citrus and tropical fruit in the aroma. Harpoon proudly donates a portion of proceeds from this product to Fisher House Foundation, a nonprofit that provides lodging to

American military families in need. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** May

## Harpoon American Flyer Light



At 120-calories and 4.2% ABV, this crushable golden light lager is crisp and refreshing. Harpoon is proud to donate a portion of proceeds from this product to Folds of Honor, a nonprofit that provides educational scholarships to the children and

families of fallen and disabled service members. **ABV:** 4.2% **Package:** 12 oz. cans only **Availability:** May

## UFO Florida Citrus



Boasting a freshly peeled orange aroma with just the right amount of sweet and juicy flavor, each sip will be sure to transport you smack dab in the middle of the famous Florida Orange Groves this beer was inspired by. Brewed with orange peel, orange puree and

fresh squeezed Florida oranges. **ABV:** 5.3% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

## Corona Non-Alcoholic

Introducing the all-new Corona Non-Alcoholic – a brew with the same crisp, refreshing flavor of the classic Corona beer you know and love, but with less than 0.5% ABV. Each bottle of Corona NA is brewed using the same state-of-the-art brewing process that captures the crisp, clean, balanced flavors of Corona Extra.

**ABV:** 0.5% **Package:** 12 oz. bottles only

**Availability:** Now, year-round



## Corona Refresca Hard Tropical Punch Variety Pack

Corona Refresca will refresh its packaging to introduce its new flavor lineup: Hard Tropical Punch. These vibrant, flavor-filled beverages (all at 4.5% ABV) will turn up the celebration! A new Mango flavor will be added to the lineup replacing Coconut Lime.

Media support will include both Spanish and English language national TV, digital and social. Flavors included in the Hard Tropical Punch Variety Pack are: **Passionfruit**, **Mango**, **Guava** and **Pineapple**. **Availability:** Now, year-round



## Modelo Oro

Introducing Modelo Oro – a time-crafted, sessionable cerveza that seals in Modelo's golden flavor to deliver an exceptionally smooth, light beer with a crisp, clean finish. Modelo

Oro is the gold standard of light beer, at only 90 calories and 3g of carbs. As consumers continue their quest for lighter, more premium, sessionable options, Modelo Oro delivers the full-bodied flavor you expect from Modelo, but with fewer calories and the right ABV. **ABV:** 4% **Packages:** 12 and 24 oz. cans **Availability:** Now, year-round



## Smirnoff Ice Smash Blue Raspberry Lemonade

Smirnoff Ice Smash Blue Raspberry Lemonade is a crowd-pleasing flavor in a versatile format. In a world where cans have come to dominate so many occasions, consumers appreciate the full-flavored, higher ABV options they can enjoy at any time. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in late May/June



## NEW PRODUCTS



### Seagram's Spiked Pineapple Cherry Lime

Sweet and slightly tangy pineapple, blended with ripe cherry and bright lime to create a delicious, tropical drink. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



### High Noon Tequila Seltzer Variety Pack

Calling all tequila enthusiasts, get ready for NEW High Noon Tequila Seltzer! High Noon made their Tequila Seltzer with real Blanco tequila and real fruit juice! Variety

8-pack includes: **Strawberry, Lime, Grapefruit and Passionfruit** cans. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

### Brewery Ommegang Gnommegang Belgian-Style Blonde Ale



Gnommegang is back! In 2010, Brewery Ommegang made a collaboration beer with Chouffe in Belgium. Chouffe's fruity, spicy yeast is a signature found in every Chouffe beer. Using their yeast in the primary fermentation – along with Ommegang's recipe, yields a unique, flavorful aromatic dose of magic. A true fan favorite at Ommegang, Gnommegang is

back and here to stay! **ABV:** 9.5% **Package:** 16 oz. cans only **Availability:** Now, year-round

### Big Deal Original Golden Ale



The debut beer under the Big Deal Brewing umbrella, Big Deal Original Golden Ale, is inspired by retired NHL player and current Spittin' Chicklets podcast member Paul Bissonnette. This ideal brew is a crushable and refreshing beer. Not a big deal? No. This is a "Big Deal." **ABV:** 4.3% **Packages:** 12 oz. cans and 16 oz. cans and limited draught **Availability:** Now, year-round

### Smuttynose Easy Kind Crushable IPA

Not every decision has to be hard. Sometimes you just want a beer that is free-flowin' and easy-goin' – so Smuttynose created Easy Kind, a crushable IPA that packs a lot of flavor into a crisp, clean easy-to-drink sessionable package. It will be an easy decision to keep stocked up on this one all year long. **ABV:** 4.7% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



### Crook & Marker Tea & Lemonade Variety Pack

Crook & Marker's new **Tea & Lemonade Variety Pack** turns any day into a summertime hang. **Lemon Iced Tea** contains real brewed tea and home-feel flavor, while **Peach Iced Tea** adds fruit flavor so luscious it's like it came right off the tree. **Classic Lemonade** contains real lemon juice and sunny flavor, while **Blueberry Lemonade** adds a sweet and tart splash of colorful fruit flavor. All of Crook & Marker's ready-to-drink beverages are made with organic alcohol carefully brewed using the finest ingredients, delivering infinite flavor with zero guilt. **ABV:** 5% **Package:** 11.5 oz. cans only **Availability:** Now, year-round



### Crook & Marker Crooked Cocktails Variety Pack

The Crooked Cocktails Variety Pack transports you on a tropical flavor journey with each, **Classic Lime & Strawberry Hibiscus Margarita** contain real lime juice and feel-good flavor. **Blackberry Lime Mojito** features real lime juice, a hint of mint and Cuban-inspired flavor. **Piña Colada** is an exotic taste medley of luscious coconut & pineapple flavors. All of Crook & Marker's ready-to-drink beverages are made with organic alcohol carefully brewed using the finest ingredients, delivering infinite flavor with zero guilt. **ABV:** 5% **Package:** 11.5 oz. cans only **Availability:** Now, year-round



### Woodchuck Blueberry

Once known as Summer Time, this crisp apple cider is topped off with a splash of blueberry juice to keep drinkers refreshed all year long. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



## NEW PACKAGES

### A New Mix & Summer Graphics for the Twisted Tea Party Pack

The Twisted Tea Party Pack is getting an All-American makeover to celebrate the tentpole summer holidays. This new 2/12 can mix features a red, white & blue outer wrap and new flavor **Rocket Pop**, along with Twisted Tea favorites: **Original, Half & Half and Peach**. This variety is perfect to crush in the sun all summer long. **Availability:** May





## Smirnoff Ice Zero Sugar Original Refresh

Lightly carbonated, with a delicious citrus bite and only 100 calories, Smirnoff Ice Zero Sugar (now with a new, bold look) is the perfect balance of full flavor and mindful choice. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in late May



## A New Look & Mix for the Smirnoff Ice Zero Sugar Variety Pack

Now with a new look and two new flavor additions, the Smirnoff Ice Zero Sugar Variety Pack is the perfect balance of full flavor and mindful choice.



This 2/12 slim can mix now includes four iconic Smirnoff Ice Zero Sugar flavors: **Smirnoff Ice Zero Sugar Original**, **Raspberry**, **Red**, **White & Berry** and **Pink Lemonade**. **Availability:** Year-round, beginning in May

## Sierra Nevada Torpedo Extra IPA Has a New Look



Sierra's West Coast "Extra" IPA barreled onto the scene in 2009 and still charges full hops ahead today. The iconic recipe is unchanged and the explosive hops are still cranked to max flavor through the custom Hop Torpedo dry-hopping device, but the IPA has a bold, new look! Keep an eye out for the new packaging – both cans and bottles. **Availability:** Now, year-round

## Spindrift Spiked Staycation Pack Refresh



Spindrift Spiked is different from other hard seltzers. Instead of artificial flavors, sweeteners, or concentrates, they make Spiked with real ingredients and put it all on the label. Simple and delicious, you can feel great about enjoying

Spiked poured over ice or chilled and right from the can. Just remember to tip it, before you sip it – to mix up the real fruit! The refreshed Spindrift Spiked Staycation Pack includes three flavors: **Pineapple**, **Mango Lime** and **Strawberry Lemonade**. **ABV:** 4% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

## A New Mix for the Woodchuck Variety Pack

This spring, *new* **Woodchuck Blueberry** will join **Amber**, **Berry Snap** and **Bubbly Pearsecco** in this 2/12 can mix. **Availability:** Year-round, beginning in May



## A New Mix for the Stone IPA Can Variety Pack

This edition of Stone's 2/12 can mixed pack features four of their most popular (and tasty) IPAs: Extra citrusy & gluten-reduced **Delicious Citrus IPA**, the amazingly hazy **Hazy IPA**, the iconic **Stone IPA** and big & juicy **/// Fear.Movie.Lions Hazy Double IPA**. **Availability:** May



## Switchback Roasted Red Ale & Karsten Premium Lager Now in 16 oz. Cans

Two of Switchback's favorites, Roasted Red Ale & Karsten Premium Lager are now available in 16 oz. four-packs. Roasted Red Ale is a deep mahogany-red colored ale. Its flavor leads with a rich caramel maltiness balanced with a bold hop signature, and followed by a delicate cocoa roasted finish. And Karsten Premium Lager is lagered 6-weeks for the ultimate clean, crisp taste. **Availability:** Now, year-round



## Not Your Father's Root Beer Gets a New Look



Not Your Father's Root Beer is silky, smooth and has a satisfying finish that is unmatched in flavor. It appeals to craft beer aficionados as well as those who don't typically drink beer but crave something unique. It's rich, sweet and has the subtle taste of alcohol. We suggest you drink it straight from the glass, and if you're feeling frisky,

add a dollop of vanilla ice cream to enjoy a classic root beer float. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Now, year-round

## When Demand Exceeds Supply

Many of our craft seasonal and specialty releases are available in limited quantities. Breweries only produce a certain amount of their specialty beers and Amoskeag does all they can to get as much product as possible. In addition, this magazine is compiled months prior to the decision made by the brewery to allocate their products to the wholesaler. Variations in production for some of these limited release offerings will fluctuate, resulting in lower quantities than anticipated. If you are interested in something you see in this publication and it is out of stock when you place your order, please contact your Amoskeag Beverages sales representative to discuss a similar product.

## Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime and lemon peels and a subtle grains of paradise spice. Crisp and easy drinking, Summer Ale brightens up any summer day.

**ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught  
**Availability:** Now!

## Samuel Adams Summer Ditch Days Variety Pack

**NEW VARIETY PACK!**

Sam's new summer variety pack contains two summer classics and two exciting innovations! The 2/12 can variety pack will tie into the Sam Adams Summer Ditch Days program which encourages people to skip work and drink a Sam on them! The Ditch Days Variety Pack includes: **Summer Ale**, **Porch Rocker**, *new* **Take-A-Day IPA** and *new* **Summer Adventure Lager**. **Availability:** Now!



## Samuel Adams Porch Rocker



Sweet, tangy and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Sam Adams' take on this style starts with a golden Helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a

refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Dogfish Head Mandarin & Mango Crush

Mandarin Orange & Mango Crush is a fruit beer inspired by the classic Mid-Atlantic crush cocktail. Brewed with a base of pilsner malt, it's fermented with loads of tart mandarin orange and juicy Alphonso mangoes. It's crisp and lightly sweet with a refreshing citrusy tartness and a crisp, dry finish... like a sip of Summer. **ABV:** 6% **Packages:** 12 oz. cans and draught  
**Availability:** April



## Dogfish Head Off-Centered Summer Variety Pack

This off-centered variety pack inspires consumers to grab more than just a 12-pack on their way to the party. This new Variety Pack features: *new* **Citrus Squall**, the perfect storm of double golden ale and paloma goodness, as well as **SeaQuench Ale**, **60 Minute IPA** and **Blue Hen Pilsner**. **Availability:** April

**NEW VARIETY PACK!**



## Truly Hard Seltzer Red White & Tru Variety Pack

**NEW VARIETY PACK!**

When the sun is shining, the flags are flying and the beaches are open, it's time to officially celebrate summer with the new, limited-edition

Truly Hard Seltzer Red White & Tru 2/12 slim can Variety Pack! This pack features four exciting Truly flavors: **Cherry Pop**, **Peach Burst**, **Iced Lemon** and **Blue Razz**. **Availability:** May



## Angry Orchard Sunny Sessions Variety Pack

**NEW VARIETY PACK!**

Angry Orchard Sunny Sessions 2/12 Variety Pack is the perfect summer mix to embrace good weather and good vibes! This mix includes: classic **Crisp Apple**, tart **Green Apple**, pineapple-forward

**Tropical** and *new*, limited-edition **Blueberry Rosé** made with real blueberry juice. You can't go wrong with this mix for any summer occasion. *This variety pack is available in slim cans & bottles.* **Availability:** Now!





## Harpoon Summer Style



Summer Style is a New England Blonde Ale and is inspired by the classic Keller Kolsch, one of the original hoppy hazy beer styles. Wheat cracker and herbal notes shine upfront, while a dry-hopping of modern German and American hops creates subtle notes of sweet fruit accented by

Harpoon's house yeast in the finish. Clean, crisp and perfectly refreshing, Summer Style is the ultimate summer accessory.

**ABV:** 5% **Packages:** 12 oz. bottles, 12 oz. cans and draught

**Availability:** April

## Harpoon Summer Vacation



Summer Vacation is made for hot days and long nights in the company of friends and family. Whether you're throwing bags on the beach or taking in the views on a hike, **Rec. League** and **Summer Style** are the perfect thirst quenchers to pack for the day. As the sun sets and the temps cool off,

crack open a **Southie Lager**, a full-bodied golden lager that is as versatile as it is flavorful, or a **Juicer**, a hazy IPA packed to the brim with juicy hops. No matter the occasion, Summer Vacation has something for everyone. **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** April

## UFO Strawberry Lemonade Shandy



Bursting with a bright strawberry aroma and rounded out with a refreshingly sweet and slightly tart lemon finish, this beer makes for a perfect warm-weather companion. Just like how your mother-ship used to make it. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now!

## UFO Tropical Takeover Mix



Taking over fridges and cooler bags everywhere this summer is UFO's new mix pack: Tropical Takeover! This pack features UFO's new year-round and summer seasonal: **Florida Citrus** and **Strawberry Lemonade Shandy** alongside mix-pack exclusives: **Mango Martian** and **Pineapple Portal**. All

brewed with real fruit ingredients and sure to transport your taste buds to another dimension! **Package:** 12 oz. cans only **Availability:** Now!

## Clown Shoes Fruitarian Guava Passionfruit



The newest edition of the Clown Shoes Fruitarian sour series features real guava and passionfruit and the perfect balance between sweet and tart. Available for a limited time!

**ABV:** 5.8% **Packages:** 16 oz. cans and draught

**Availability:** Now!

## Sierra Nevada Summerfest

It's time to soak up the sun, and this refreshing lager has the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead to a dry finish, and the sessionable ABV invites another round on those endless summer days.

**ABV:** 5% **Packages:** 12 oz. cans and draught

**Availability:** April



## Sierra Nevada Tropical Little Thing IPA

The newest brew in Sierra's Hazy Little Things rotating series is perfect for the warmer months. Ditch the mainland with Tropical Little Thing, a hazy island getaway with ripe aromas and flavors of mango, papaya and passion fruit. Savor this tropical escape before the next hazy IPA rotator hits. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Late April



## Sierra Nevada Fan Favorites Pack

Celebrate the arrival of spring with four Sierra Nevada favorites from the past in their newest variety 12-pack. Included in the mix are: **Hop Hunter IPA**, **Ruthless Rye IPA**, **Flipside IPA** and **Nooner Pilsner**. *This variety pack will replace Hoppy Sampler.* **Availability:** Mid-April

**NEW  
VARIETY  
PACK!**



## Mike's Hard Limeade

Hazy, light green in color, Mike's Hard Limeade is back! This zesty and delicious malt beverage has a nice balance of freshly squeezed lime tartness and juicy sweetness. It's refreshing, mouthwatering and sessionable – perfect for warm weather consumption. **ABV:** 5%

**Package:** 12 oz. bottles only **Availability:** May



## Allagash Wildlife Report

This copper-hued ale was brewed for bloom-filled nature walks with forest friends, or just springtime sipping. Brewed in the farmhouse style known as bière de garde, Wildlife Report abounds with notes of pear and honey, with a refreshingly crisp finish. **ABV:** 8%

**Packages:** 16 oz. cans and draught **Availability:** Now!



**NEW!**

## Smirnoff Ice Zero Sugar Red, White & Berry

New Smirnoff Ice Zero Sugar Red, White & Berry is Smirnoff Ice Zero Sugar infused with cherry, citrus and blue raspberry flavors. This one will be a hit all summer long. **ABV:** 4.5%

**Package:** 12 oz. slim cans only **Availability:** April



**NEW!**

## Yellowstone Lone River Ranch Pack

Introducing a powerhouse partnership between Lone River & Paramount's hit show, *Yellowstone*. For the *Yellowstone* fanatic, the one who can't get the Dutton family out of their heads, this limited-time pack will be perfect for every Sunday viewing. Included in this 2/12 can mix are: **Ranch Water Original** and **Ranch Rita Classic**. **Availability:** Late May



**NEW VARIETY PACK!**

## Brooklyn Summer Ale

Summer Ale is a light and zesty beer brewed with warm weather adventures in mind. It's the perfect companion for long summer days by the pool, in the yard, or anywhere else people unwind. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Contoocook Summer Daze

Summer Daze is a blend of early season apples with a crisp dry finish, perfect to enjoy this spring and summer. **ABV:** 6.9% **Package:** 12 oz. cans only **Availability:** Now!



## Woodstock Lemon Blueberry Pale Ale

Lemon Blueberry is a super easy to drink pale ale that smells like lemons and tastes like blueberries. A light and thirst-quenching beer to enjoy this spring and summer. **ABV:** 4.4% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** April



## Woodstock Honey Lemon Blonde

Honey Lemon Blonde Ale, is crisp, clean and refreshing. Brewed with real New Hampshire made honey and Lemon Drop hops. This is the invigorating brew that keeps the bees swarming back to the hive! **ABV:** 4.5% **Packages:** 16 oz. cans and limited draught **Availability:** April





## Great North It's Raining Peaches



New to Great North's rotating fruited sour ale series, It's Raining Peaches sour ale has added the fruit during the fermentation process. This allows them to capture as much peach aroma and flavor as possible, while having a stable package. There are over a half pound of peaches in every 4-pack! **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** April



## Great North Snow Cone

A wheat ale blended with fresh squeezed lemon juice. For the juice, Great North partnered with Fabrizio Spirits, a family business like theirs, that produces high quality, all natural, small batch Limoncello's and ready-to-drink cocktails. Fabrizio is located in Salem, NH only 20 miles from Great North's brewery. This juicy beer reminds you of a lemon snow cone at the beach. What's more refreshing than that? **ABV:** 5.3% **Packages:** 16 oz. cans and draught **Availability:** May

## Northwoods Bumbleberry IPA



Conditioned on raspberries, blueberries and tart cherries, this already fruit forward New England IPA evokes warm summer memories of eating berries right off the vine, homemade jam and hand pressed juice. The generous dry hop doses of Mosaic and Mandarina Bavaria compliment local, raw wildflower honey used for secondary fermentation. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** April

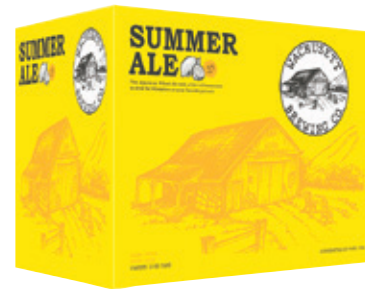
## Moat Ooh La La

This light and refreshing wit bier brewed with lemongrass and ginger is a perfect brew to enjoy this spring and summer. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** May



## Wachusett Summer Ale

Wachusett Summer Ale is an American wheat ale with a hint of lemon. This summertime refresher is ideal for relaxation or your favorite pursuit. **ABV:** 4.7% **Package:** 12 oz. cans only **Availability:** April



## Cushnoc Whitecap Wheat

Brewed in collaboration with Great Wave Sushi, this wheat beer is infused with citrusy Yuzu purée balanced with ginger and a selection of spicy peppers for a subtle warming heat. A delicious refresher! **ABV:** 6.1% **Package:** 16 oz. cans only **Availability:** April



## Hobbs Lake Life

This American pale ale is citrusy and malt balanced. This crowd-pleaser is brewed to be the ideal lake companion—whether you are on it, in it or looking at it. **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** April



## Hobbs Salinity Now! Raspberry

Salinity Now! Raspberry is a kettle-soured gose brewed with Isles of Shoals, NH sea salt, toasted coriander and aged on a generous dose of raspberries. **ABV:** 4.7% **Packages:** 16 oz. cans and draught **Availability:** April



## Hobbs River Drifter

Light, crisp and refreshing, this incredibly crushable pale lager is brewed for a float down the river, but it's the perfect beer for any occasion. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** May

## SEASONAL SELECTIONS

### Narragansett Summer Variety Pack

Narragansett Beer was founded in Rhode Island, a tiny state that boasts 400 miles of coastline. Fittingly, they are offering a nautically themed Summer Variety Pack containing three crushable craft beers, perfect for a day on the water or along the shore. Included in the mix are: **Fresh Catch**, a refreshing golden ale dry-hopped with Citra that pairs perfectly with any white fish or shellfish; **Summer Crusher**, a light and easy-drinking wheat ale made with Lemon Drop hops and **Town Beach**, a crisp and refreshing IPA with loads of flavor courtesy of the tropical hop notes. Your customers will appreciate that these brews are light on ABV, but big on flavor and refreshment. **Availability:** April



NEW  
VARIETY  
PACK!

### Lone Pine Summer Lights

Presenting Lone Pine's refreshing citrus wheat ale. Brewed with lemon and grapefruit zest, Summer Lights is illuminated by flavors of bright citrus and subtle spice. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** April



### Two Roads Summer Heaven Tropical IPA



An easy drinking IPA with plenty of hop character underscored by notes of tropical fruits including passion fruit, guava, and mango. **ABV:** 5.6% **Packages:** 12 oz. cans and draught **Availability:** April

## AVAILABLE YEAR-ROUND, PERFECT FOR THE SEASON

### Coastal Classic Rosé Spritz

Coastal Classic Rosé Spritz is made with Columbia Valley of Washington Rosé wine and sparkling water. The ultimate coastal spritz, something you'll fall in love with after one sip. **ABV:** 6% **Package:** 12 oz. slim cans only



### Brooklyn Special Effects Variety Pack

**NON-ALC!** The Special Effects Variety Pack is bursting with a flavorful range of Brooklyn's favorite styles – that just so happen to be non-alcoholic.

Enjoy three cans each of **Special Effects Hoppy Amber**, **Special Effects IPA**, and Variety Pack-exclusive **Special Effects Pils** and **Special Effects Hazy IPA**. Stock up, share them around, and see what you can do with Special Effects. **ABV:** 0% **Package:** 12 oz. cans only



### Fabrizia Variety Pack

Fabrizia Canned Cocktails are proudly made in NH using all-natural ingredients, including Fabrizia Limoncello and Sicilian lemons imported from their very own grove! The **Italian Style Lemonade** is a spiked lemonade filled with explosive lemony notes. **Italian Margarita** adds a fun twist by splashing in some authentic tequila that they purchase directly from Tequila, Mexico! Finally, the **Italian Breeze** adds in cranberry and raspberry that will bring you beachside no matter where you may be. Live Life Zesty! **ABV:** 6% **Package:** 12 oz. cans only



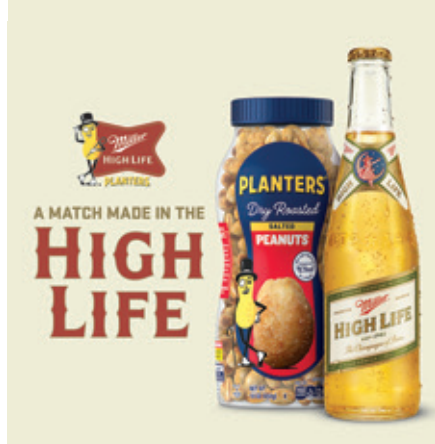
MADE IN  
NH

### Great Rhythm Tropical Haze

**MADE IN NH** Tropical Haze is a hazy double dry hopped New England IPA bursting with notes of tropical fruit and pineapple, perfect all year long! **ABV:** 6.8% **Packages:** 12 oz. cans, 16 oz. cans and draught







## Planters Peanuts Find a Match Made in the High Life

Two classics will unite this summer when Planters Peanuts and Miller High Life give shoppers the chance to win a year's worth of beer, peanuts and other dive bar essentials. Codes on POS and thematic packaging will encourage entry while highly covetable custom merch, off-premise retail theatre, regional CI offers and more bring the program to life.



## Summertime is Miller Time

Miller Lite's "Tastes Like Summertime" program will give shoppers the chance to win beer money for all their favorite sunny day occasions – plus, they could score a char-broil grill and beer-coal for all the flipping and sipping they can imagine. Catch Americana-themed 16 oz. pints and thematic secondary packaging in stores. Supporting the sweeps are strategic national media and a hefty POS lineup to take over retail locations.



## Miller Lite Never Broke Luke Combs' Heart

Quite the opposite – they're giving his fans the ultimate prize, with the chance to win tickets to Luke's July 22<sup>nd</sup> show in Foxborough, MA. Find more details on promotional displays and grab 12-pack 16 oz. "Cold Beer Never Broke My Heart" cans at retail today!



## Great Rounds Deserve Great Taste

Miller Lite is giving stores a taste of the golf course with eye-catching new tools including a golf cart display, a putting green floor mat and more. Catch the new "Great Round, Great Taste" creative in stores this spring.



## Boston Calling Music Festival Features Miller Lite

Miller Lite is an official sponsor of the Boston Calling Music Festival! Festival-goers can now experience the great taste of Miller Lite while catching their favorite live acts, DJs and more at the Harvard Athletics Complex. Performances and events run from May 26–28, so grab a Miller Lite because it tastes like Miller Time!



## Coors Banquet Turns 150

This spring, Coors Banquet will recruit new drinkers and excite loyalists by celebrating 150 years of brewing. Through commemorative marks on 15 different packs, Banquet will showcase their 150<sup>th</sup> anniversary from April through June with support from a robust marketing campaign including POS, on-premise tools and more.



## Blue Moon Pairs with Any Summer Table

This summer, Blue Moon is brightening tables everywhere with a robust pairing program. Beautifully designed POS, such as recipe tear-pads, will help shoppers take summer meals to the next level, while offering a chance to win the ultimate summer dining experience – a curated dinner party complete with Blue Moon pairings. They'll also bring the brightness in-store with tools like pole toppers, cross-merch tables and more, plus a full suite of on-premise tools and digital media support.



## Leinenkugel's Sends Shoppers Back to Camp

Adult camp, that is. From April 5<sup>th</sup> through September 30<sup>th</sup>, drinkers can scan Camp Summer Shandy POS for the chance to head to a place where everything tastes like beer, lemonade and summertime. The camp thematic will come to life with a collection of eye-catching on and off-premise tools.



## Coors Light Is the Unofficial Beer of Summer

Starting May 1<sup>st</sup>, shoppers can scan Coors Light 12 oz. (12, 18, 24 and 30-pack) cans, as well as 24 oz. cans and POS for the chance to win Chill prizes from backpack beach chairs to floating cornhole and inflatable coolers.



## Summer Like an Italian with Peroni

Peroni invites shoppers to "Summer with True Italian Style," with the chance to win a trip to Italy. Chic on and off-premise tools will transport drinkers to Italia.

## Vizzy Hard Seltzer Teams Up with the Professional Pickleball Association

To ring in the *vibiest* summer yet, Vizzy Hard Seltzer is pairing their new Orange Cream Pop Hard Seltzer with the U.S.'s fastest-growing sport in an epic partnership. With merch collabs, brand acts at the U.S. Open, display-driving retail tools and TV support, Vizzy's harnessing pickleball's hot lifestyle vibe to showcase their coolest flavor yet. Get your hands on these limited-release 12-packs dropping May 15.







Together, Truly and U.S. Soccer are teaming up to bring the flavor! Truly will leverage the power of the crest in North America, ultimately positioning the hard seltzer at the center of sports, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, from May 1<sup>st</sup> through September 1<sup>st</sup>, Truly, the official hard seltzer of U.S. Soccer will execute a 360 degree, fully integrated campaign including Soccer IP on packaging, patriotic retail programming, a consumer giveaway and media!

**SAM SUMMER**  
*Ditch Days*

Ditch work on Fridays.  
Snap here, we dare you.

**Sam Summer Ditch Days**

In 2023, Sam Adams will build on the success of Sam Summer Fridays and once again encourage drinkers to ditch work with their national campaign – Sam Summer Ditch Days!



## Dogfish Head Summer Giveaway

This April, Dogfish is running a sweepstakes for consumers to win a trip to the Dogfish Head Inn this summer! To enter, consumers will simply scan the QR code on themed POS.

## Sugarlands Shines Boston Red Sox & PGA Championship Iced Tea Lemonade

**Sugarlands Shine**

READY-TO-DRINK MOONSHINE COCKTAILS

**CANNED MOONSHINE COCKTAILS**

made with

**AWARD WINNING SPIRITS**

from the

**GREAT SMOKY MOUNTAINS**

FROM **Sugarlands**

**SUGARLANDS.COM**

Award-winning craft distillery, Sugarlands Distilling Co., and maker of Sugarlands Shines Iced Tea Lemonade ready-to-drink moonshine canned cocktails has partnered with the Boston Red Sox. Sugarlands Iced Tea Lemonade Moonshine Cocktail is a crisp, refreshing RTD cocktail bearing the Red Sox iconic logo. It is also available in the PGA Championship can, a refreshing, classic drink enjoyed both on and off the golf course.



## Cinco for Cinco with Stone Buenaveza Salt & Lime Lager

Time to celebrate Cinco de Mayo with Stone Buenaveza Salt & Lime Lager! Consumers can receive a \$5 digital rebate in Venmo, PayPal or Amazon GC, when they purchase 12pk cans and scan the QR code.



## Refresh Every Round with Corona Premier

Corona Premier is back for year five of its partnership with the U.S. Open. The 2023 tournament takes place at the LA Country Club in Los Angeles, California kicking from Thursday, June 15<sup>th</sup> through Sunday, June 18<sup>th</sup>. Corona Premier is encouraging golf fans to keep their game light by introducing the Corona Premier Clubhouse. From March 1<sup>st</sup> through April 20<sup>th</sup>, consumers can enter for a chance to win a trip to LA, where they'll get a complete CP Clubhouse weekend experience featuring a decked-out golf dream house, event passes and the chance to play a round or two locally. Secondary and instant-win prize includes gear and other gadgets from partners TravisMathew and Foray Golf. Corona Premier

will have a robust, multi-channel media campaign to recruit new drinkers, drive momentum and help support building Premier as a lifestyle brand.



## Corona is the Official Import Beer of Major League Baseball

Corona is kicking off year two of its partnership with MLB and will encourage consumers to live the finer side of sports. It's less about the score and more about the company around you. Both season-long and tentpole event-specific POS assets feature the entire Corona family and provide POS support at retail from spring training all the way to the postseason.

To support Hispanic activation, Spanish-language POS will be available year-round. Activation highlights include a content series and "Major League Vibes" baseball highlights. Corona Premier will return as the official beer of afternoon baseball across all MLB channels. At the center of this robust partnership is a powerful media plan that taps into all of MLB's platforms. Highlights include MLB media across TV and MLB digital/social amplification. Corona will also be including MLB assets as part of their summer program titled "Summer Is Calling." Consumers can claim their ticket to summer with the chance to win MLB tickets and other exclusive prizes. More to come in the next issue!



## Pacifico La Cerveza del Cinco

Pacifico's bold Cinco De Mayo campaign returns from April 1<sup>st</sup> through May 5<sup>th</sup>. Artist Daniel Diosdado will bring La Cerveza del Cinco to life using vibrant Cinco iconography. New messaging

and high-energy displays will focus on Pacifico's roots. National TV launches in April to ensure Pacifico stays top of mind and a digital first strategy continues to align with LDA Gen Z consumption trends.





## Get Outside and Thrive with HOP WTR

Warm weather is here and that means it's time to get outside and thrive with HOP WTR.

HOP WTR, the #1 hoppy water brand, will be doubling down on marketing activity as we head into the spring and summer months. To kick-off event season, the brand is partnering with multiple obstacle races and endurance event series including Tough Mudder, Spartan Trail and Highlander. HOP WTR will have activations at nearly two dozen Tough Mudder, Spartan and Highlander events nationwide throughout 2023 where the brand will be sampling race participants and giving away merchandise.

Beyond events, the brand will execute a 360-degree marketing campaign encouraging consumers to "get outside and thrive" with HOP WTR. The campaign will run April to June and span digital video, paid social, influencers, PR and consumer activations to drive top-funnel awareness while a robust in-store sampling program will drive velocity off the shelf. With the warmer weather, consumers will be stocking up on ice-cold low/non-alc options; be sure to capitalize with HOP WTR, The Healthy Way To Hops.



**MAKE A DIFFERENCE WITH MIKE'S**  
\$1 OF EVERY MIKE'S HARD LEMONADE 6-PACK PURCHASED WILL BE DONATED TO BOOTS ON THE GROUND



## Make a Difference with Mike's

From May 1<sup>st</sup> through July 31<sup>st</sup>, one dollar of every Mike's Hard Lemonade 6-pack purchased will be donated to Boots on the Ground, an international non-profit humanitarian aid and charitable organization dedicated to empowering veterans and qualified civilians to provide in-field emergency and primary medical care and other assistance required to sustain life, facilitate recovery and to encourage and promote long-term development, stability and peace in underserved areas of the world.



## Cayman Jack is Giving Away a Legendary Trip

This spring, from April 10<sup>th</sup> through May 31<sup>st</sup>, consumers can enter to win a trip for four to explore the cuisine of Mexico City, courtesy of Cayman Jack! The trip includes travel accommodations and a stipend. Consumers will enter to win via QR code on themed POS, which will unlock weekly Cinco de Mayo recipe ideas for legendary Cayman Jack food pairings.



**WIN A VIP CONCERT EXPERIENCE FOR TWO AT RED ROCKS**



\*SCAN TO ENTER FOR A CHANCE TO WIN



## Win Big with White Claw

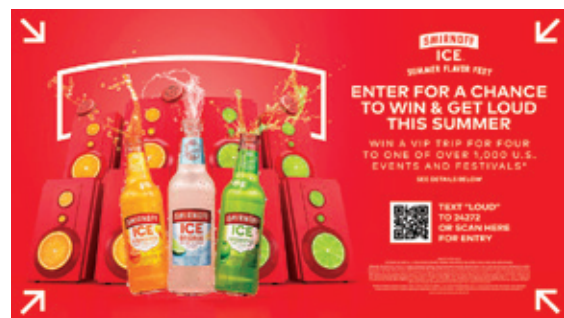
From May 1<sup>st</sup> through July 31<sup>st</sup>, consumers can enter to win a VIP concert experience for two at Red Rocks, including travel accommodations and a stipend, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter.





## Let the Good Times Roll with Guinness Extra Stout

Guinness Extra Stout will be top of mind this spring with incremental digital media support in key markets across Spotify, Facebook, Instagram, YouTube, Hulu and more. Guinness has also partnered with a thriving cultural organization, I am CaribBeing, that stands at the crossroads of film and art, along with acclaimed Chef Kwame Onwuachi who will create content and recipes as their proud brand sponsor.



## Smirnoff Ice Summer Flavor Fest

From April through September, Smirnoff Ice will be partnering with Live Nation for their 2023 events/concerts at 40+ venues and festivals nationally. Consumers can enter to win the ultimate concert experience via QR code scan or text-to-win entry. The grand prize (awarded to one winner per month) is a trip for four to the Live Nation concert of their choice including airfare, accommodations and spending money. First prize winners (20 per month) will receive a \$200 Ticket Master gift cards.

## Celebrate with Crook & Marker's Cinco de Margo Savings Programs!

Shoppers can receive a digital rebate of up to \$10 on the purchase of any Crook & Marker products, including their new Crooked Cocktails Variety Pack featuring their Margaritas and other luscious tropical flavors that are perfect for Cinco de Mayo.

In addition, Crook & Marker's cross-merch program offers \$4 cash back on the purchase of Cinco celebration essentials including tequila, corn chips and salsa, with the purchase of any Crook & Marker product. Colorful POS items are available to highlight these Cinco de Margo savings offers in store.



## Lone River Partnership with Yellowstone



Graphics for this program were unavailable at the time of print

From May 15<sup>th</sup> through August 1<sup>st</sup>, Lone River is partnering with the #1 show on TV – *Yellowstone* – for season 5, with product integration in show and ad placements throughout the season. Lone River will continue working with on-show talent Ryan Bingham and new partner Lainey Wilson. The partnership will be highlighted by the Lone River *Yellowstone* limited-edition variety pack and consumer sweepstakes with a chance to win dinner and a private concert with Lainey Wilson or a \$100 gift card. Consumers can enter to win by scanning the QR code on themed POS.

## Bent Water Brewing Company Partners with the New England Mountain Bike Association



Bent Water Brewing Company, the award-winning brewery from Lynn, Massachusetts, has announced a formal partnership with the New England Mountain Bike Association (NEMBA).

The partnership is unique for both NEMBA and Bent Water. While NEMBA works with numerous sponsors and supporters throughout New England to support its mission, this is the first formal regional partnership that isn't oriented around a single event. For Bent Water, it's the first large-scale partnership with a regional outdoor active lifestyle organization, building on smaller activation partnerships the brewery has executed with local fitness and sports brands in the past.





# It's Time to Get Serious About Social

According to Sprout Social, 75% of people reported purchasing a product after seeing it on social media.

The COVID-19 crisis altered how, when and where we shop, choose to dine & what we buy. Out of necessity, consumers honed their digital skills and they expect you to do the same. Now more than ever, crafting an online identity is vital. Isn't it time you got serious about social media?

## Social media isn't optional anymore

Think of it as a set of tools you need to reach customers. And we're not just talking about new customers. Your regular patrons aren't limited by geography or transportation anymore. Most consumers routinely use digital resources to decide where they might want to eat, or even to consider what *kind* of takeout they are in the mood to order. These same people likely shop across channels and don't think twice about researching products & prices before physically visiting a store or restaurant. And you probably do these things, too.

## Go beyond the basics

No doubt, you have a website and a Facebook page, and that used to be enough. But have you considered Instagram, Twitter or TikTok? Each platform has its own distinct style and purpose. Instagram and TikTok are strong on visual content and appeal to younger audiences. Twitter is ideal for information that is timely and relevant.

It's also a great way to engage customers and keep a conversation going. But if you're not sure how to start, here are a few examples...

**Instagram** – Filmed a time-lapse of last night's happy hour at your bar, or a before and after clip of a new beer display? Head to Instagram.

**Twitter** – Drive traffic to your website, highlight new menu items or post job opportunities on Twitter.

**TikTok** – Have a fun, short video of an employee dancing, as they get ready for their shift? Sounds like a perfect TikTok post.

Don't forget that the content you post on social media is the voice of your business. Cultivate one that is welcoming, entertaining, ethical and genuine.

In closing, Mike Lianza, Marketing Director at Amoskeag, says, "If I could give one piece of advice, it's this: manage the social media channels for your business differently than your personal social media accounts. The content on your business's social media should be purposeful and directly serve your business. If you dedicate some time to plan your posts, the result will be content that not only informs your current customers but also helps to gain new ones."



In this industry, the worst problem is invisibility. Sprout Social recently found that 75% of people reported purchasing a product because they saw it on social media.



Social media gives your business increased access, builds trust, bolsters your reputation and provides a space to create a dialogue with your customers.



510 Hall Street  
Bow, NH 03304-3105

# VIVA CINCO



From April 1<sup>st</sup> through May 5<sup>th</sup>, Modelo will continue to Cinco Autentico and encourage consumers to celebrate heritage and what Modelo is made of. Modelo is partnering with artisans to create an authentic-yet-modern celebration. Consumers will be able to shop the Modelo Mercado to find apparel, décor and more. At retail, Modelo will partner with Mission Foods and Cholula with cross-merch displays featuring authentic recipes. Modelo's TV and media plan will include high profile English and Spanish-language TV, and a strong social and digital presence. Dedicated social support will highlight the second year of the Modelo Mercado, connecting users to local merchants through an Instagram experience.

**CELEBRATE AUTHENTICALLY WITH  
ARTISAN-MADE APPAREL, DECOR & MORE**



# CINCO STARTS WITH Corona



This year Corona is dropping a lime, raising a toast and kicking off Cinco the right way-with a Corona in hand. How do you take Corona Cinco to the next level? By giving consumers an unexpected and inclusive experience that is sure to heighten their love for Cinco. Corona invites consumers to play Cinco Roulette.

From April 1<sup>st</sup> through May 5<sup>th</sup>, consumers will jump-start their fiestas by spinning a digital wheel for a chance to win curated party-starters. Prizes include Uber rides, Uber Eats credits and taco tabs paid via Venmo to ensure Corona de Mayo will once again be the can't-miss event of the year. Corona will also share the most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, Corona Extra will have strong National TV weight with a high-profile presence in the NFL draft.

**Corona**  
De Mayo

