

HEADY TIMES

AMOSKEAG BEVERAGES
Summer 2023 | V.44

MARK ANTHONY
BRANDS

FIRST IN FLAVOR AND
WAY BEYOND BEER

GET TO KNOW
**CHRIS
RALPHS OF
TWO ROADS
BREWING**


WHY YOU SHOULD
BE SELLING
BIOSTEEL




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



How lucky can you get! We publish **Mike's Hard Lemonade & Cayman Jack "Claw" a Category Back to Growth** and a world-renowned consumer insight company explains how RTD consumers shop and when they drink them.

Here is a concise rundown of NIQ's report:

- **RTDs are Impulse Decisions.** Consumers plan purchases of beer, wine and spirits. But FMB purchases are, more often than not, impulse buys made in convenience stores.
- **RTDs Dominate Home-Premise.** RTD marketing emphasizes their portability to the beach or the slopes, but 82% of RTD drinking occasions are at home. The next most popular location was someone else's home, but only 9% of the time. Only 18% of RTD drinking occasions occurred away from home.
- **RTDs are For Lovers — and Watching TV.** RTDs enjoyed the highest share of occasions consumed with a spouse or significant other (41%). They were also enjoyed more by women (59%) and in suburban areas (46%).
- **Sippers vs. Crushers.** Beer and wine drinkers were more likely to sip on something while eating a meal, but RTD drinkers were more likely to crack open a can while watching TV or playing video games.
- **Seltzers Still Dominate.** Across RTD beverages, seltzers dominated drinking occasions (65%).

While all of this FMB information is useful, there are many innovative beers in this edition of *Heady Times*. Flavor-forward, refreshing, single-serve, high ABV or sessionable, it is still a great time to be in the beer business.

Also, in our summer magazine, we introduce you to Ali and Rob Leleszi, of Rockingham Brewing Company and to Chris Ralphs of Two Roads Brewing, as well as an array of new products and tempting, summer seasonal selections.

As always, thank you for your business. Happy selling!

Ed Murphy
President

Scott Proulx
VP of Sales

The consumption of "hard" RTDs has grown 104% over the last two years.

You might want to read this before flipping the page to the cover story.

We decided months ago that our lead story for this edition of *Heady Times* would highlight some of Mark Anthony Brands' most successful and innovative FMBs. Then a few weeks ago, NIQ, one of the world's leading consumer insights companies, released a report called ***Uncorking How Ready-to-Drink Alcohol Beverages are Changing Consumption***.

NIQ took a deep dive into how consumers make FMB shopping decisions. Perhaps even more interesting is what the study discovered about where and when these beverages are enjoyed.

On The Job With...



Mike Lianza and family

Mike Lianza *Marketing Director*

What does your job entail? I manage our marketing team and together we deliver all of the beer stuff that isn't the actual beer. That includes managing our website, social media channels, printing and designing custom signage, ordering point of sale, working with events and sponsorships, music and sports venues... the list goes on! We also have an in-house sampling agency called Beverage Marketing Events (BME), that you'll find sampling a variety of products all over New Hampshire every week.

What did you do for work before this job? An internship turned into a sales route at a distributorship after I graduated college. That led to an opportunity to work at the Boston Beer Company, where I was for almost 9 years. I worked in a few different roles with them between Maine and New Hampshire and over that time, I got to know everyone at Amoskeag really well. In 2017, my wife and I had a baby on the way and my next role at Boston Beer was looking to be somewhere out of New Hampshire and neither of us wanted to move. Thankfully, I had the opportunity to come to Amoskeag as one of our Sales Directors and then in 2022, I took over

a new role as our Marketing Director. It's been a lot of fun!

What are some of your hobbies outside of work? I'm a huge photography nerd. Playing with cameras and taking photos is my favorite thing, but I also love to mountain bike, hike and be outside with my family whenever possible.

What's the last great TV show or movie you watched? Last great TV show: *Severance* and last great movie: *The Fabelmans*.

What's one thing on your bucket list? To go to Alaska! The last frontier is calling my name!

What's your guilty pleasure? Cheese. I tried not to eat cheese for a while and quickly decided my life was worse without it. Don't say no to cheese (unless a doctor says so) – it's not worth it!

What's the best piece of advice you've ever been given? *Be kind*. The last few years have been just crazy for so many people and it's so important to have empathy. Understand you may not know what's going on in someone's life and to proceed with kindness, always!



Mike Rowell

Mike Rowell *CDL Instructor*

How long have you been with Amoskeag? I've been working at Amoskeag for about 5 years.

What did you do for work before this job? I was a CDL Trainer in Laconia at the Community College for 10 years.

What do you like most about your job? I really enjoy teaching people and helping them better their career by obtaining a CDL license. That is what I find most rewarding.

When you are not working, what do you like to do for fun? Well, I work a few

jobs so it seems like I am always working, but in my free time, you can find me riding my tractor or cruising on my motorcycle.

My dream vacation is a trip to ____? It's hard to choose just one dream vacation. I have 3 places that I'd love to travel and see at one point in my life, Alaska, Greenland and Key West.

What's your guilty pleasure? Cigars.

What sport would you like to do if you could be in the Olympics? I think it would be pretty cool to be an Olympic wrestler.

First in Flavor and Way Beyond Beer

Mike's Hard Lemonade & Cayman Jack "Claw" a Category Back to Growth.

Without cannibalizing any of their other brands, Mark Anthony Brands continues to develop innovative and flavorful beverages for consumers looking for alternatives to light beer.

Wait, wait, don't stop reading. We can explain... Love them or hate them, puns pack tons of meaning into fewer words. Faced with the challenge of writing a concise, pithy headline for a company with so many top-selling brands, our best option was a pun on White Claw. Here's why...

While the flavored malt beverage (FMB) category struggles, OG hard seltzer White Claw has returned to growth. In fact, Mark Anthony Brands (MAB) Chief Commercial Officer David Barnett said White Claw has consistently gained share for the last 18 months, giving the company confidence that they have a really strong brand. "And looking ahead to the summer," Barnett added, "I am certain sales will continue their current trajectory with the release of **White Claw Blackberry & Peach** flavors, a new variety pack featuring six popular flavors, and a switch to **19.2 oz. single-serve cans.**"

But White Claw is only one part of the Mark Anthony success story. To use a baseball analogy, this company is fielding a team of all-star, innovative beverages that are dialed in to the attributes consumers want from an RTD, making it "one of only a few top beer suppliers to grow volume & value overall, and gain market share," according to the April 21st



BRING THE WAVE

NEW WHITE CLAW 6 PACKS
**BLACKBERRY
& PEACH**

5% ALCOHOL | 2G CARBS | GLUTEN FREE | MADE PURE

edition of *Beer Business Daily*. That's why **Mark Anthony Brands is now the fourth largest beer company in the country.**

Mike's Zero Sugar

Mike's Hard Lemonade has been around for 23 years. It's the #1 FMB in brand awareness, sales velocity and household penetration. It should then come as no surprise that **Mike's Hard Lemonade is a top-25 beer brand.** But the brand has just embarked on an exciting new chapter – **Mike's Zero Sugar.**

"A full 94% of consumers have reduced their sugar intake. It's a barrier to FMB growth," said MAB President Phil Rosse. "Customers asked us for a sugar-free option. The challenge for us was making one that tastes as good as the original. It

took us years because we had to create our own, proprietary plant-based sugar substitute – one without the typical artificial sweetener aftertaste. And we nailed it! Mike's Zero Sugar tastes amazing and a 12 oz. serving is only 100 calories."

Cayman Jack & Cayman Jack Zero

Cayman Jack is the fastest growing brand in the MAB portfolio. Last year, dollar sales were up 47%, and it's the best-selling FMB margarita by far. Cayman Jack holds the top three margarita flavor FMB SKUs since the launch of the Margarita Variety Pack. And with this year's release of **Cayman Jack Zero Sugar**, success is almost a foregone conclusion. Made with lime juice, agave nectar and MAB's proprietary sweetener, Cayman Jack has all the flavor of a classic margarita with only 100 calories.



Now you can enjoy the #1 margarita flavored FMB, without the sugar.

With Mark Anthony Brands, "The Difference is Clear"

Without cannibalizing any of their other brands, Mark Anthony Brands continues to develop innovative and flavorful beverages for consumers looking for alternatives to light beer. The company understands the mindset of RTD consumers who constantly seek variety, exceptional taste and convenience.

But there's one more clear difference.

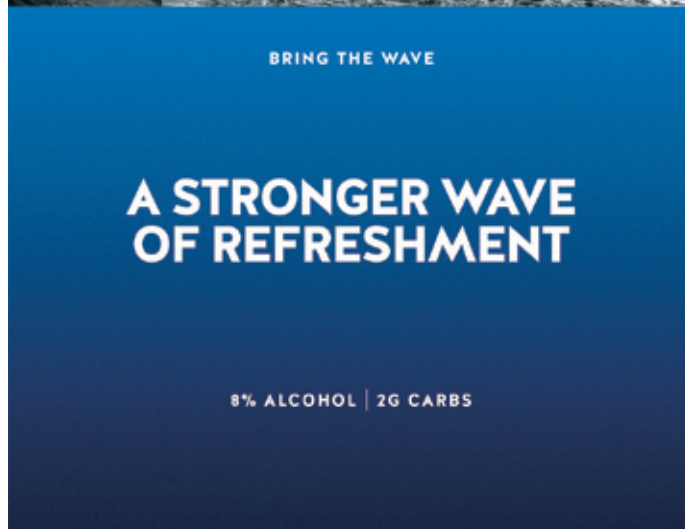


COVER STORY

When asked to parse their brands' success from a marketing perspective, Mark Anthony Brands President Phil Rosse made this point crystal clear: "Most RTDs were pitched to female consumers with ultrafeminine touches. But White Claw adopted a more gender-neutral approach beginning with its elegant black-and-white logo. And our marketing showcases men and women hanging out together, proudly touting White Claw's low-cal, low-carb, gluten-free credentials. That led to a near 50-50 gender split among customers. The new generation doesn't want to be told who to hang out with or how to act based on gender."



The Difference is Clear. This new campaign celebrates White Claw Hard Seltzer's leadership. In recent years, the hard seltzer shelf has become cluttered. The campaign will bring to life what sets White Claw Hard Seltzer apart: originality, iconic flavors and unmatched taste.



White Claw is the #1 single serve brand. White Claw Surge comes in four delicious flavors – Blackberry, Blood Orange, Cranberry and Natural Lime.

More MAB Highlights

Mark Anthony is the #1 super high-end segment beverage company and the fourth largest beer company in the U.S.

With over 373 hard seltzer brands out there, White Claw remains king – Mark Anthony holds 55% of the hard seltzer segment and continues to claim share, growing 13 points in 2022.

The No. 1 new product in seltzer is the White Claw Surge Variety Pack.

White Claw has 3 of the top 25 beer innovations and accounts for 75% of Mark Anthony's total business.

Mike's Hard Freeze is projected to sell 2 million case equivalents in 2023.

Mike's Harder is the #4 best-selling, single serve brand in total beer.

Cayman Jack is on pace to be a top 3 FMB brand in the next few years.



Get to Know Chris Ralphs of Two Roads Brewing

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

Chris Ralphs (CR): I came from the buying side as a Food and Beverage Director. I always wanted to be on the sales side and when this opportunity at Two Roads came up, I couldn't turn it down. I have been the NH/VT Sales Manager for Two Roads since June 2022.

HT: What do you like most about your job?

CR: I love meeting and talking to new people, especially about beer!

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

CR: On my days off, you can find me golfing, skiing and spending time with my wife and two girls.

HT: What is your favorite Two Roads beer?

CR: There are so many great Two Roads beers, so it's a tough choice but I think Lil' Juicy is probably my go-to beverage!

HT: Anything new on the horizon for Two Roads?

CR: We are all excited about our new seasonal called Summer Heaven. It's an easy-drinking IPA with plenty of hop character underscored by notes of tropical fruits, including passion fruit, guava and mango, released this year for the first time!

HT: Any Two Roads fun facts you'd like to share?

CR: The name Two Roads came from Brad's (one of the owners) love for the poet Robert Frost, which came about from his time spent in VT, where Robert Frost had lived at one point. Frost wrote a famous poem called *The Road Not Taken*, with an opening line of 'Two roads diverged in a yellow wood' ...so this is how Two Roads Brewing got its name with the tagline of 'take the road less traveled.'



For more information on Two Roads Brewing, please visit tworoadsbrewing.com or the brewery's social media sites:

Facebook @tworoadsbrewing

Instagram @tworoadsbrewing

Twitter @2roadsbrewing



Rockingham Brewing Company

Heady Times caught up with Ali and Rob Leleszi, co-owners of Rockingham Brewing Company, to learn more about how they got started in the beer brewing business and why folks should stop by and check out Rockingham Brewing Company.



Ali and Rob Leleszi with their pup, Remy.

Ali and Rob first connected over a rousing game of beer pong in New York City in 2007. Early on, it was clear that they would go on to do great things together, but it took six years to figure out what those things were. During that time, Rob cultivated his passion and skill for homebrewing and received an Associate's Degree in Brewing Science from the Siebel

Institute. He then started an invaluable internship at Port Jeff Brewing Company on Long Island. At the same time, Ali, who had always worked for small family businesses and dreamed of owning her own, began reading up on the business side of brewing. Then they decided to open their own brewery and started scouting the perfect locale for their 10-barrel brew system.

When the two found the blossoming town of Derry in Ali's home state of New Hampshire, they knew it would be an ideal location. Rockingham Brewing Company opened its doors in February 2015. Since then, the team has grown into ten hard-working, fun-loving individuals who focus on brewing and sharing a well-rounded portfolio of beers to ensure everyone

always has an option to enjoy. They are thrilled to be part of the growing local craft beer community in Rockingham County.

Heady Times (HT): How did you decide on the name Rockingham Brewing Company?

Ali Leleszi (AL): After we decided on the name 'Rockingham Brewing,' it was a priority to be located within Rockingham County. Derry became a perfect fit due to its proximity to Boston, I-93, access to plenty of quality public water, and very supportive town officials. We feel fortunate to be a part of the initial Derry/Londonderry craft beer boom.

HT: What's your brewing style?

AL: We aim to brew approachable beers for every palate. Our passion lies in our Belgian styles, including Three Little Pigs, our Belgian Tripel.

HT: What is the meaning behind the names of your beers?

AL: Our logo is a pig in a rocking chair, or quite literally a 'Rocking Ham', so we tend to have a loose pig theme when naming our beers.

HT: Tell us about your taproom.

AL: Our taproom is a casual, free-flowing space with a dog-friendly patio. We always offer 15 beers on tap, plenty of cans to-go & a light snacky menu (when we're not hosting a wide variety of food trucks and pop-up vendors). Our current taproom hours are 4-8p Wed-Fri, 2-8p Saturday & 1-6p Sunday.

HT: What sets Rockingham Brewing apart from other brewers in the area?

AL: We offer a vast array of beers and believe we have a beer suited for everyone who walks through our doors.

HT: What's going on at the brewery this summer?

AL: We usually plan beer releases, parties, food trucks, and charity events 2-4 weeks out, so interested folks should follow us on Instagram (@rockinghambrewing) & Facebook to stay current! In addition, we will be at the NH Brewer's Fest in Concord on July 8th. Proceeds support the NH Brewers Association and the effort to Keep NH Brewing.

HT: Do you have any fun facts to share?

AL: Because our summer seasonal beer is named Blond Melon, we were invited to the private sound check of the band Blind Melon when they played at the Tupelo Music Hall in 2019. That was pretty cool!



Top Selling Rockingham Products

THREE LITTLE PIGS – BELGIAN TRIPEL

Light malt, complex fruit and mild Belgian spice notes create a surprisingly smooth, strong ale.



FLOYD – STRAWBERRY LEMONADE SOUR ALE

Refreshing and just tart enough, as easy drinking as a pink lemonade on a hot day!



BELLY OF THE BEAST – BACON IMPERIAL STOUT

Smokey, rich and sweet with just a hint of salt. Belly pairs well with both BBQ and dessert and is the perfect campfire beer.



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BioSteel

BioSteel has been committed to providing the healthiest and safest hydration products on the planet for the last 15 years, through testing the best athletes in the world, the next generation of athletes, weekend warriors and those living their everyday life. BioSteel will continue to challenge the aging status quo by providing better for you hydration.

BioSteel is a North American beverage brand committed to delivering premium *Clean. Healthy. Hydration.™* to consumers and athletes across the globe. Each BioSteel ready-to-drink sports drink is sugar-free and comes in an eco-friendly Tetra Pak, filled with premium ingredients, natural flavors and electrolytes needed to support physical activity. Earlier this year, BioSteel became the Official Hydration Partner of the NHL and the National Hockey League Players' Association (NHLPA) in a full circle moment for a brand born

BIO STEEL **CLEAN. HEALTHY. HYDRATION.**

SPORTS HYDRATION

- ZERO SUGAR
- ESSENTIAL ELECTROLYTES
- ECO-FRIENDLY PACKAGE

PATRICK MAHOMES
#TEAMBIOSTEEL

in an NHL locker room. BioSteel is perfect for everyone from health and environmentally conscious consumers to world class athletes.

Our bodies are made up of 60% water, which is why it's important to hydrate

on a regular basis. Staying hydrated is especially necessary during the summer, whether you're running in a half marathon or enjoying a day at the beach, reach for a BioSteel!

BioSteel is perfect for everyone, from health and environmentally conscious consumers to world class athletes.



Slingers Signature Cocktails



Slingers Signature Cocktails are delicious, ready-to-drink canned cocktails inspired

by some of your favorite drinks. Like your neighbor Greg's Krazy Halloween Kosmo Pitchers, Slingers Signature Canned Cocktails are refreshing, delicious, and pack a serious punch. Unlike Greg's KHCP, Slingers don't require any work. We're talkin' no prep, no hunting for ingredients, and no carefully carrying a pitcher to the block party around the corner after a few pre-outing beers – just instant deliciousness at the crack of a can. Next time you need a quick win, grab a Slingers Signature Cocktail, and let the good times roll.

Slingers Bahama Mama



Remember Spring Break '04? Sure, it wasn't all fun and games (that sunburn still hurts every time we sit down too fast) but a single sip of Bahama Mama will bring the good times rushing back. This blend of ripe mango and other tropical flavors will have you back on the beaches of Ft. Lauderdale... minus the unfortunate man thong you thought you could pull off. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round

Slingers Peach Screwdriver



Slingers Peach Screwdriver is dedicated to everyone who ever looked us in the eye and said "isn't that drink a little... girly?" No, Cheryl. No, it's not. In fact, this delightful blend of bright orange citrus and juicy, ripe peach is about as universally beloved as an early evening rerun of Jeopardy. It's the perfect drink for girls, guys, grandparents, and pretty much whoever. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round

Slingers Pineapple Punch



Fun fact: "Pineapple Punch" was going to be Slingers ring name if they ever became underground amateur wrestlers. Unfortunately, that career hasn't panned out (yet), but on the bright side, Slingers used their free time to make this delicious recreation of a sweet, citrusy summer drink. A little pineapple flavor. A little punch. A whole lotta fun. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round

Fresca Mixed Vodka Spritz Variety Pack

Get your vibe on with Vodka Spritz Variety Pack! Made with real vodka and the citrus taste of Fresca, this ready-to-drink cocktail is made for smooth sipping.

This 8-pack variety includes:

Original Grapefruit Citrus, Mango Citrus, Mixed Berry Citrus, and Pineapple Citrus.

Availability: Now, year-round



Dogfish Head Hazy Squall

This new hazy IPA from Dogfish Head is brewed with a blend of pilsner malt and malted wheat, continually hopped with Cascade then judiciously dry-hopped late in fermentation with a blend of Citra, Azacca, Mosaic and El Dorado hops. It's bright golden in color with flavors of tropical fruit, orange creamsicle and pineapple with a low bitterness. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in July



Clown Shoes Ahopalypse Meow Mix Pack

Clown Shoes is pleased to announce their new year-round IPA mix pack: Ahopalypse Meow! Featuring an invasion of four different, delightfully hoppy beers: **Space Cake Double IPA, Rainbows are Real Hazy IPA, Mad Perf Sesh Session IPA** and a mystery rotating **Galactica**

West Coast IPA. Some say this pack is pur-fection. Pew Pew.

Package: 12 oz. cans only **Availability:** Now, year-round



Right Coast Margarita Whips Variety Pack

Just in time for the summer season, is Margarita Whips Variety Pack! Made with real fruit and real tequila, this variety pack features four amazing margarita flavors, **Lime, Strawberry, Cranberry** and **Mango**, all whipped with real fruit. Get Real! **ABV:** 7.5%

Package: 12 oz. cans only **Availability:** Year-round, beginning in June



Fabrizia Lemonade Variety Pack

Introducing Fabrizio's BRAND NEW Lemonade Variety Pack!

Three delicious ready-to-drink cocktails including

NEW FLAVORS!

Italian Lemonade, new **Italian Lemonade + Tea**, crafted with premium tea, and new **Blueberry Lemonade**, made with delicious Maine blueberries!



Each cocktail is hand crafted with Fabrizio Limoncello and Sicilian lemon juice from Fabrizio's very own grove in Italy! **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, year-round



Northwoods I Appreciate It Light Lager

A beer brewed in honor of those who selflessly put others before themselves on a daily basis. A clean, honest, refreshing light lager. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in June

Rockingham Three Little Pigs

Three Little Pigs Belgian Tripel is a light malt with complex fruit and mild Belgian spice notes, which create a surprisingly smooth, strong ale. **ABV:** 9.2%

Packages: 16 oz. cans and draught **Availability:** Now, year-round

Rockingham Belly of the Beast

This bacon imperial stout is smokey, rich and sweet with just a hint of salt. Belly pairs well with both BBQ and dessert and is the perfect campfire beer.

ABV: 8.6% **Package:** 16 oz. cans only **Availability:** Now, year-round

Rockingham Floyd

Floyd Strawberry Lemonade Sour Ale is refreshing and just tart enough – as easy drinking as a pink lemonade on a hot day! **ABV:** 4% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Rupee Premium Lager

Viewed as one of the fastest growing ethnic beer brands, Rupee is on a mission to bring Indian beer to a wider global audience and champion diversity in craft brewing. Designed & crafted by a world-renowned master beer brewer and an award winning Indian chef, Rupee remains at the forefront of creating complex international Indian beverages designed as the go-to pairing for Indian, spicy, & robust world cuisine. **ABV:** 4.75% **Package:** 16 oz. cans only **Availability:** Now, year-round



NEW PACKAGES

Narragansett Lager Jaws Retro Cans and Shark Wrapped 12-Packs



For a limited time, Narragansett will be offering 'Gansett Lager 12-packs with Jaws movie poster "shark wraps," that include 12 oz. Lager retro cans (the graphics Narragansett offered in the 1970s). 'Gansett was the beer that Quint crushed in the original summer blockbuster, and in 2021 Narragansett gained the rights to utilize the movie poster artwork on their 12-pack wraps. Perfect for Shark Week features, this "grab-and-go" package is great for the boat or the beach and is the most frequently requested package by 'Gansett retailers and consumers, as well as non-

'Gansett drinkers. This summer, celebrate the original summer blockbuster that features America's highest rated domestic lager. *30-packs of Narragansett Lager will not include the Jaws wrap – but will include the 1975 cans inside.* **Availability:** Now!

Two Roads Road 2 Ruin 12-Pack Cans

A big, temptingly hoppy Double IPA with plenty of bite! The assertive, hop-centric Road 2 Ruin has a lean malt character and is brewed with seven Pacific Northwest hop varieties, including Cascade, Centennial, Summit and Citra. Road 2 Ruin is a hoppy IPA that would be a sin to resist! **ABV:** 8.2% **Package:** 12 oz. cans only **Availability:** Now!



AVAILABLE THROUGHOUT THE SUMMER

Fishers Island Pink Flamingo Gets a New Look



Fishers Island Pink Flamingo is a delicious blend of their original vodka and barrel-aged whiskey spiked lemonade with real cranberry and it has a brand new look. A well-balanced cocktail with sweetness and tartness, complemented by its blush color that enchants you from the start. **ABV: 7% Package: 12 oz. cans only**

Availability: Now!

Fishers Island Half & Half Refresh



This new and rebranded, Fishers Island Half & Half is a twist on a classic. A perfectly balanced half & half blend of Fisher's Islands original barrel-aged whiskey and premium vodka spiked lemonade with fresh black tea. A delicious taste with refreshing flavor; this half & half invites you to sip and savor. **ABV: 7% Package: 12 oz. cans only**

Availability: Now!

SEASONAL SELECTIONS

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 Wicked Fenway IPA



Made for the Wickedest Fans in baseball, this hometown hazy hits big with a blend of juicy citrus and tropical hop aromas. Low bitterness and a smooth, clean finish make Wicked Fenway IPA perfect from opening pitch to the final out. **ABV: 5.5% Packages: 16 oz. cans and draught**

Availability: Now!

Topo Chico Aguas Fresca Variety Pack



Topo Chico is launching a modern twist on a traditional beverage: Topo Chico Hard Seltzer Aguas Frescas. Inspired by the popular Mexican fruit drink, this new addition to the Topo Chico family pairs perfectly with food.

The 12 oz. can 2/12 variety pack includes four delicious Topo Chico Aguas Fresca flavors, all at 100 calories and 4% ABV: **Passionfruit Mango, Ripe Watermelon, Hibiscus Lime and Citrus Tamarind.**

Its release will be supported by national media and point of sale retail communication to drive trial all summer long.

Availability: Mid-June

NEW!

Clown Shoes Galactica SoCal Citra



Galactica Heroine is back at it again, this time enjoying some well-deserved time-off on the sunny beaches of Southern California. With a lighter malt bill and beaming with bright, citrusy and tropical flavor and aroma from a hearty dose of Citra hops, this is a beer you can enjoy to the bitter end. (Hop armor tan-lines not included).

ABV: 7.2% Package: 16 oz. cans only **Availability:** Now!



Stone Imperial Notorious P.O.G.

NEW!

Stone Notorious P.O.G. was first brewed in 2016. The passion fruit, orange and guava combination was refreshingly tart and instantly became a cult favorite. Stone Imperial Notorious P.O.G. has a more amped-up ABV compared to its predecessor but maintains that beautifully balanced "beermosa" flavor and aroma that made it legendary. **ABV: 8% Packages: 12 oz. cans and draught** **Availability:** July

Seagram's Escapes Italian Ice Variety Pack



Seagram's Escapes Italian Ice Variety has all the most popular, deliciously fruity, Italian Ice flavors that transport you to a hot summer day on a crystal, clear beach. New flavor mix – **Watermelon, Cherry, Blue Raspberry and Mango.** **ABV: 3.2% Packages: 11.2 oz. bottles and 12 oz. cans** **Availability:** Now!

NEW FLAVORS!

Allagash Seconds to Summer



If the sun is out and your schedule is clear, this easy-drinking lager is for you. Seconds to Summer is brewed with traditional hops from the Czech Republic and fermented with Belgian yeast for a crisp, refreshingly hoppy flavor. With this can in hand, summer is just a sip away. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Allagash Beach Report

Beach Report has the crispness to cut through the sun's rays, bright aromas to ramp up the refreshment and a light snap of hoppiness to keep drinkers coming back for more.

NEW!

With this lager in hand, we're happy to report that it's time to hit the beach.

ABV: 4.3% **Packages:** 16 oz. cans and draught **Availability:** Now!

Greater Good Bigg Summer



Bigg Summer is a New England IPA best paired with sandy toes or campfires by the lake. The Galaxy and Sabro hops provide clean citrus, coconut, and stone fruit aromas, matched perfectly with bountiful amounts of fresh pineapple. This juice bomb is the perfect summer sipper! **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Great North Hazy Rotation IPA

Hazy Rotation is one of Great North's series of New England IPAs that explore different combinations of hops. For summer, they are using one of their favorite blends, Mandarina Bavaria and Simcoe. **ABV:** 6.3% **Packages:** 16 oz. cans and draught **Availability:** June

Great North It's Raining Raspberries



Part of Great North's rotating fruited sour ale series, It's Raining Raspberries adds 100% real fruit to their sour ale base during the fermentation process. This allows Great North to capture as much true raspberry aroma and flavor as possible. There is 1/4 pound of raspberries in every pint! Slightly tart, flavorful, and refreshing! **ABV:** 4.2% **Packages:** 16 oz. cans and draught **Availability:** June



Notch French Disko

This latest lager from Salem was inspired by French Pils from the Alsace region of France. It uses French pils malt and corn grits, hopped with French Strisselspalt, open-fermented, spunded, and lagered forever. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Rockingham Blond Melon

This honey, cantaloupe, golden ale is crisp and easy drinking, made with over 200 lbs. of fresh cantaloupe. **ABV:** 5.3% **Packages:** 16 oz. cans and draught **Availability:** Now!



Rockingham Zeppelin

Zeppelin is a raspberry lemonade sour ale and is Floyd's summer counterpart, with raspberries! **ABV:** 4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Moat Jimosa Brut IPA

Jimosa is an IPA brewed with champagne yeast, Cara Cara Orange and rounded out with some Mandarina Bavaria, Citra and Cascade hops. **ABV:** 6% **Packages:** 16 oz. cans and limited draught **Availability:** June



Moat Flavah of the Day! IPA

Flavah of the Day! is Moat's rotating hop, East Coast-style IPA. It is double dry-hopped with a clean, soft mouthfeel and no lingering bitterness on the palate. 3 pounds of hops per barrel produce ripe fruit and melon flavors. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** June



Moat Hoffman Weiss

Hoffman Weiss is an eccentric, old-fashioned Bavarian-style wheat beer. This top fermenting ale was one of Moat's first brews at their brewpub in 2000. Low in bitterness yet big on taste, this beer delivers aromas and flavors of banana and clove with hints of white pepper – all derived from the unique yeast strain. There is a subtle tartness in the background and a slight twang from the malted wheat. They promise, no bananas were harmed while brewing this beer. Some enjoy this ale served with a lemon slice while quenching their thirst. Prost! **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** July



SEASONAL SELECTIONS



Smuttynose Blueberry Fruit Freak

Let your fruit freak flag fly with Smuttynose's ultra flavorful Fruit Freak Ales! Blueberry Fruit Freak is a light, golden, amber color with silo malt, white wheat, Carapils and real blueberry purée and other natural flavors. Clocking in at a crushable 4.8% ABV,

these tasty wheat ales are the perfect partner to quench your liquid fruit cravings. **ABV:** 4.8% **Package:** 16 oz. cans only

Availability: June



Smuttynose Cherry Limeade Sour

Slip-slide your way into the dog days of summer, with Smuttynose's take on this classic thirst quencher, Cherry Limeade Sour. This tasty treat hits you with big cherry flavor up front and follows with subtle lime tartness on the finish. It's an easy-sipping

sour, perfect for those long summer nights. **ABV:** 5.5%

Packages: 16 oz. cans and draught **Availability:** July



Northwoods Summer Ale

Summer Ale has flavors of ripe orange, grapefruit, lemon and white grape. It finishes clean, with a pleasant bitterness. An ode to Northwood's favorite time in New England (and their favorite boy, Bane). **ABV:** 4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Castle Island Sweet Sandia

Waves of watermelon and hibiscus will float you away to the paradise that is Sweet Sandia. Lightly tart and thoroughly refreshing, this pink-hued, high-gravity limited time offering is guaranteed to turn heads. **ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** June



Two Roads Summer Heaven

Summer Heaven is an easy-drinking IPA with plenty of hop character underscored by notes of tropical fruits including guava, mango and passion fruit. **ABV:** 5.6% **Packages:** 12 oz. cans and draught **Availability:** Now!

Rebel Hard Coffee S'mores Hard Latte

There is nothing better than the combined flavor of a graham cracker, marshmallows and rich, creamy chocolate melted by the soothing flame of a campfire...well that is until you add 100% Arabica coffee and 5% ALC./VOL. to it! Twelve5's Rebel Hard Coffee S'mores Hard Latte is the perfect first drink for that summer night's campfire. **ABV:** 5% **Package:** 11oz. slim cans only **Availability:** Now, in limited quantities



AVAILABLE YEAR-ROUND, PERFECT FOR THE SEASON

Bent Water Sluice Juice

Sluice Juice is a perfectly executed New England IPA from the part of the country that made the style famous. Built on quality ingredients and with a dedication to consistent flavors every time you drink it. A fridge staple, with perfect haze. **ABV:** 6.5% **Packages:** 16 oz. cans and draught



Liars Bench No Dice Pilsner

This classic and quenching pilsner is made with German malt, hops and yeast. The result is a beer that has the drinkability of your everyday lager with a bit more heft. Available all year long! **ABV:** 5.3% **Packages:** 16 oz. cans and draught



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



Great North Tie Dyed

Tie Dyed is a sessionable pale ale that's aromatic and refreshing. Brewed with Citra, Amarillo, and Cascade hops, this lively beer is light, crisp, and packed with flavor. **ABV:** 5.4% **Packages:** 12 oz. cans, 16 oz. cans and draught



NEW LOOK!



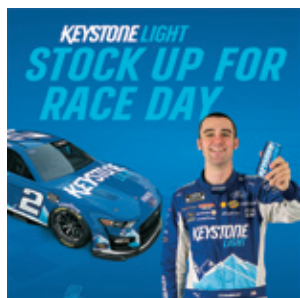
Coors Light Keeps Fanxiety Chill in the Leagues Cup

Coors Light is partnering with the Leagues Cup, a new annual competition between Major League Soccer and Liga MX, with POS, media, tools and thematic packaging on 9 and 15-pack 16 oz. aluminum pints available from June through August. Fans can scan a QR code on POS or go to CoorsLightSoccer.com to enter a grand prize sweepstakes for a chance to win a trip to the League Cup finals. A winner will be select on July 18th. With instant-win prizes and activation plus-ups, this program features fun and engagement as its GOOOOOOAL!



The LightSky is the Limit

As the craft beer that's serious on flavor but light on serious, Blue Moon LightSky has been enjoying success since its launch in 2020. And with a fresh summer campaign driven by a new, national media campaign, there's a lot to get excited about in the months to come. Retailers can turbo-charge awareness and trial of LightSky all summer long through refreshed out of home advertising and digital/social videos.



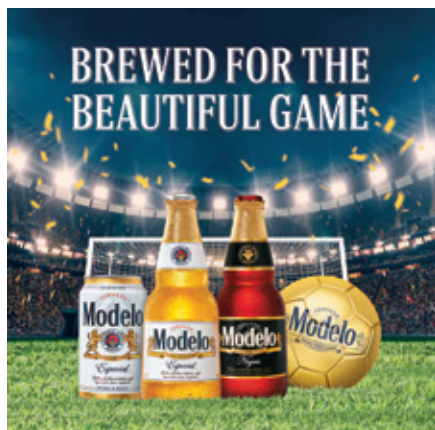
Speed Meets Smooth: Keystone Light & NASCAR

Keystone Light is putting Always Smooth taste in pole position by leveraging their partnership with 2022 NASCAR Rookie of the Year, Austin Cindric. All season long, teams in race markets can lead activations around the NASCAR schedule using a lineup of retail tools, out-of-home materials, merch, prize giveaways and local social assets. Come check out Austin Cindric at New Hampshire's NASCAR race, July 16th, in Loudon at New Hampshire Motor Speedway.



Be Ready for Brighter with Blue Moon & Blenders

From cookouts to ball games, Blue Moon makes everything brighter. And to prove it, Blue Moon has partnered with Blenders Eyewear to give consumers a chance to scan a QR code on themed POS to enter to win limited-edition Blue Moon sunglasses. These special sun-specs are high quality, high style and provide some much-needed shade with all the brightness Blue Moon occasions bring to drinkers' lives.



Modelo Gold Cup

Modelo is proud to return as the Official Beer of the Gold Cup for 2023. The Gold Cup tournament continues to grow in popularity across both U.S. and Mexico fanbases, providing a unique opportunity to reach both core Hispanic and growing general market consumers. This renewed partnership will focus on high brand visibility opportunities and continued integration of the Fighting Spirit platform.

The 2023 Gold Cup will feature 16 teams participating in games from June 24th to July 16th. Media support will run during this time frame featuring all new Spanish language TV advertising leveraging Modelo's new television spot that celebrates the fighting spirit of soccer fans and digital/social assets with national media support from Modelo's handles. The "Fighting Spirit Comebacks" content series will also return, highlighting the greatest comebacks in Gold Cup history.



Go Off the Beaten Path with Pacifico

Pacifico is encouraging consumers to live summer Anchors Up, and empowering adventurers to spend their summer off the beaten path, enjoying experiences only Pacifico can offer. With big name partners such as Airbnb experiences, Quicksilver and more, the brand is giving drinkers the chance to experience bucket list worthy adventures. Each week, from May 6th through August 31st, Pacifico will announce a new theme such as surfing, kayaking or biking and give consumers daily chances to win everything they need to take on a new activity and get outdoors. With a striking fresh look, high impact displays and robust media and social support, Pacifico will never miss a moment this summer.



Salud To Modelo Summer Collabs

Modelo is building on summer 2022's enormous success with #Modelotime. From May 6th through August 15th, Modelo will continue to partner with the hottest brands to unlock exclusive collaborations every week, encouraging consumers to celebrate summer. This year the brand will elevate programming with exclusive access to experiences made to share and getting consumers out there for a summer to remember. With bigger and better drops, Modelo will continue to be culturally relevant all summer long. Partners include Bumpboxx, Traeger Grill and Phat Scooter.



Claim Your Ticket to Summer with Corona

All summer long, from May 6th through August 15th, Corona is bringing drinkers closer to everything that is great about summer – concerts, ballgames and travel. In other words, *La Vida Más Fina* is theirs for the taking. Any time consumers pick up a Corona, they could be picking up their ticket to the Fine Life – and the best times summer has to offer. With partners like MLB, Live Nation Concert Cash, along with unique weekend get-a-way offers, Corona will amplify these three key pillars of summer experiences and give away tickets all summer long!



Win Big This Summer with Mike's Freeze

Mike's Freeze is helping to cool summer down by offering \$5,000 to one lucky winner! But that's not all... daily prizes will be given out all summer long! From May 15th through September 15th, consumers can scan the QR code on themed POS, which will take them to a "scratch off screen" to reveal what they have won!

Win Tickets to WWE SummerSlam with Mike's HARDER

Now through June 16th, fans of WWE can enter to win tickets via QR code scan to wrestling's biggest party of the summer! Winners will receive two tickets as well as exclusive WWE and Mike's HARDER merch to celebrate the premier wrestling event of the summer!



Cayman Jack is Giving Away a Rainforest River Cruise

This summer, one lucky winner will receive an Amazon rainforest river cruise for them and a guest, courtesy of Cayman Jack! In addition to the 11-day cruise, the grand prize includes airfare and accommodations to experience one of the great natural wonders of the world! Consumers can enter to win, via QR code scan on themed POS, from June 6th through September 1st.



Dogfish Head Shark Attack

Paint the town Dogfish Head with coastal-inspired POS and a sweeps to support displays and features at retail during key summer months! Dogfish offers two "water-themed" brands, SeaQuench Ale, which has its highest velocity in July and their new innovation, Citrus Squall. Those two brands on display, alongside 60 Minute, with water-themed POS is an easy, turnkey summer program.



UFO Futuro House Sweepstakes

Ever dreamed of staying aboard a UFO spaceship and stargazing over a couple of cold ones? This summer UFO Beer Company is giving away a chance for one lucky winner and their second in command of choice to win a long weekend stay at the Futuro House Airbnb in Joshua Tree, CA! Now Through August 1st, patrons can scan the QR code or visit ufobeer.com/futurohousegetaway to enter for your chance to win. UFO will be supporting and promoting the program with new UFO pole topper displays and "abduction beam" POS!



Lone River Partners with Country Music Star Miranda Lambert

Lone River is proud to announce a multi-year partnership with the queen of modern country, Miranda Lambert. The multimedia campaign fittingly highlights the entrepreneurial "do-it-your-own way" ethos on which Lone River, founded by Katie Beal Brown and Lambert both got their humble starts, cutting their teeth as trailblazing Texas women. Honoring the rich tradition of the West with the spirit of modern country.

Katie Beal Brown says, "Miranda Lambert is the kind of person that makes me proud to be a Texan and I am so honored to have her as a partner on this journey as we continue to grow Lone River. She is the embodiment of the trailblazing spirit that built our business, and it is a dream to have the opportunity to see our brand through her eyes."

The most decorated artist in the history of the Academy of Country Music, Lambert has earned 38 ACM awards, 14 CMA awards and three GRAMMY awards, among many others. She was also named 2019's RIAA Artist of the Year and was the youngest artist ever to serve as the Country Music Hall of Fame & Museum's Artist in Residence.

Smirnoff Ice's Exciting Music Partnerships



Program graphics were not available at the time of print

Smirnoff Ice consumers love music, are seeking FUN and want to reconnect in person at events. After partnering with Live Nation for their 2023 events/concerts at 40+ venues and festivals nationally, Smirnoff Ice is adding partnerships in the music space with Billboard and Warner Music. The partnership will include national media amplification tentpole activations throughout the U.S., custom content creation and talent integration of Billboard and Warner artists.

Smirnoff Ice Teams Up with Trevor Noah



Smirnoff Ice's new campaign, Here's Some ADV-ICE featuring Trevor Noah, highlights the relaunch of Smirnoff Ice all summer long on multimedia platforms across TV, digital and social.



Celebrate Summer with a Narragansett Del's Shandy Frozen Cocktail

Summer is the perfect time to enjoy a refreshing Del's Shandy. To elevate the experience, Narragansett has created an excellent Del's Shandy frozen cocktail recipe, made with or without vodka for your slushie machine...

Del's Shandy Frozen Cocktail

With Vodka

96 oz. Del's Lemon Shandy (6-pack)
16 oz. vodka (plain, lemon or sweet tea flavor)
16 oz. simple syrup
16 oz. fresh-squeezed lemon juice

Without Vodka

96 oz. Del's Lemon Shandy (6-pack)
8 oz. simple syrup
8 oz. fresh-squeezed lemon juice
Top with cherry liqueur (optional)

Narragansett Fresh Catch Rebate Offer

Nothing pairs better with fresh seafood than Narragansett's Fresh Catch beer, so Narragansett is rewarding consumers with a mail-in \$5.00 rebate when they purchase Fresh Catch beer and seafood, now through the end of the year. Consumers will scan the QR code on themed POS and fill out a short form to receive their downloadable rebate to redeem.





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Bow, NH 03304-3105



Celebrate the 100th Anniversary of Laconia Motorcycle Week

Come enjoy Laconia Motorcycle Week's 100th Anniversary, taking place June 10-18. Experience an exciting week of activities and events, along with unmatched scenic riding throughout the beautiful state of New Hampshire. Laconia Motorcycle Week is an event that draws in hundreds of thousands of enthusiasts and spectators for bike shows, live music, manufacturers, gypsy tours, beach cruising, bike build-offs, displays, bikini contests, the Loudon classic and much, much more! Official Sponsor, Twisted Tea, will be giving away a custom Indian Motorcycle, just scan the QR code found on Twisted Tea displays at off-premise locations. For more information, visit: laconiamcweek.com

