

# HEADY TIMES

## THE PUMPKIN BEER RENAISSANCE

AMOSKEAG BEVERAGES  
Fall 2023 | V.45

CASTLE  
ISLAND  
BREWING  
CO.

COORS  
BANQUET  
CELEBRATING  
150 YEARS OF  
BREWING  
EXCELLENCE



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This summer has had its share of rainy downpours and steamy temps, but we're crossing our fingers for a few more weeks of great beer-selling weather. With fall right around the corner, autumn seasonal beers and beverages will start lining the shelves and this issue of *Heady Times* features many of our fantastic seasonal products.

The autumn months remain a strong opportunity for retailers to capitalize on fall seasonal offerings, especially in our market. Liz Paquette at Drizly recently shared that the Northeast represents the largest market for fall seasonal beers, commanding a 56% share of the segment. Turn to our cover story to learn about the unlikely trend of "The Pumpkin Beer Renaissance." Don't go running scared! Data shows that pumpkin beers are still the most popular of fall flavors, next to Oktoberfest releases.

We encourage you to contact your Amoskeag Sales Rep for more information on anything you see here – including suggestions, market trends and how you can translate that into sales.

In this issue, **Castle Island Brewing Co.'s** Founder, Adam Romanow & Co-Founder/Head Brewer, Mike DeLuca, are interviewed in the Brewery Highlight section and we celebrate 150 years of **Coors Banquet's** brewing excellence.

We're also excited to introduce a few new suppliers to the Amoskeag family – **Long Trail Brewing Co., The Shed Brewery, Otter Creek Brewing Co., Saco River Brewing Company, Loud Lemon Lemonade Cocktails**, as well as **ÔPIA**, maker of an alcohol-free Chardonnay.

We encourage you to contact your Amoskeag Sales Rep for more information on anything you see here – including suggestions, market trends and how you can translate that into sales.

As always, we are grateful for your continued partnership.

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

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President

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# On The Job With...



Steve Hurley



Kevin Archambault and family

## Steve Hurley

### Driver

**How long have you been with Amoskeag?** I've been working at Amoskeag for almost two years.

**What do you like most about your job?** I enjoy that my job has a little flexibility and freedom, making every day a little different.

**What do you like to do for fun when you are not working?** In my free time, I like to work on cars and motorcycles and watch NASCAR. I really enjoy a specific type of racing called drifting. I also love

spending time with my girlfriend and her amazing dog.

**My dream vacation is a trip to \_\_\_?** I would love to go to Germany and see some incredible racing at Nürburgring, a famous racetrack.

**What was your first concert?** I saw Kid Rock at the SNHU Arena in Manchester when I was 7. It was a blast and very memorable!

**Most used emoji?** I guess it would have to be the smiling face 😊

## Kevin Archambault

### Craft Account Specialist

**How long have you been with Amoskeag, and what does your job entail?** I have been at Amoskeag for 15 years. I am currently a Craft Account Specialist; I work closely with our Supplier Reps and assist the Amoskeag sales team with navigating our vast craft portfolio. I also coordinate special events such as beer festivals, tastings, staff training and new brand launches.

**What did you do for work before this job?** I was a Loader Operator, selling bark mulch and patio pavers at Outdoor World in Hooksett.

**What are some of your hobbies outside of work?** I love cooking for friends and family, especially pizzas! I'm a big fan of live music and recently picked up golf again, so call me if you need a 4<sup>th</sup>!

**What's your biggest pet peeve?** People who disrupt the flow of traffic who are trying to be nice.

**What sport would you like to do if you could be in the Olympics?** 100% it's curling. I feel like I could start playing tomorrow and be good at it right away.

**What's one thing on your bucket list?** Spend the weekend at the Masters in Augusta.

**What's your guilty pleasure?** Double Stuf Oreos.

**What's the last great TV show or movie you watched?** I don't watch many movies or TV series; it's mostly news and sports. This year's NCAA March Madness was pretty wild and fun to watch.

**What's the best piece of advice you've ever been given?** My Dad always said, "Control the things you can control, and let the rest go."



# The Pumpkin Beer Renaissance

Reliable pumpkin beers are proving the haters wrong, as they continue to drive growth for retailers.

“Seasonal beer has consistently seen share gains during the fall months over the past several years.”

– LIZ PAQUETTE  
Head of Consumer Insights  
for Drizly

**D**ogfish Head Punkin Ale is one of the earliest examples of the style, or as Sam Calagione, Dogfish Head's founder and brewer puts it, “the pumpkin beer you’ve known and loved since 1994!” A full-bodied brown ale with smooth hints of pumpkin and brown sugar, thanks to Dogfish brewers using real pumpkin meat, Punkin Ale is the perfect beer to warm up with. **It also remains Dogfish Head's best-selling seasonal beer.**

“Dogfish Head has been brewing and distributing our Punkin Ale since the early days of the craft beer renaissance in the mid-1990s,” says Calagione. **“It has been our highest-volume seasonal beer every year of our 26 years of existence.** I think it stands out in the field (or pumpkin patch) because it’s brewed with real pumpkin, real freshly ground spices and real brown sugar, and is fermented to a hearty 7% ABV.”

There was a time in the early 2010s when seasonal beer releases were the overall top-selling craft beer category. No matter the season, a brewery's quarterly releases saw predictable volume growth. The fall release calendar specifically held a special place in the hearts of beer fans. Stouts, porters, scotch ales and Märzens started to line the shelves and fridges of retailers across the country. But they all paled in comparison to the undisputed king of fall beers: the mighty pumpkin beer.

But as quickly as pumpkin beers rode the seasonal frenzy to great popularity, they soon became the butt of many a craft beer joke – with a viral tweet referring to them as the “mullet of craft beers” and *Smithsonian Magazine* running a headline that read “Are Pumpkin Beers, Thank God, Finally on the Way Out?” With a market flooded with pumpkin offerings and the initial novelty having lost its luster, sales plummeted.

Today, seasonal beers are still a helpful way for retailers and breweries to drive incremental growth, but have pumpkin



beers shaken their reputation as a has-been style of craft beer?

## People Still Love Pumpkin Beer

Fall seasonals still drive sales and growth for retailers, and next to Oktoberfest releases, **pumpkin beers are still the most popular of fall flavors.** “Seasonal beer has consistently seen share gains during the fall months over the past several years,” says Liz Paquette, head of consumer insights for Drizly. “Special releases offer an opportunity for retailers to set themselves apart from other stores and attract consumers seeking something new.”

It may be hard to believe, but **every October, Google Trends still show an annual spike in interest for pumpkin beers.** And over the last three years, that spike has seen an increasing uptick. According to Tastewise, an



Sam Calagione first brewed Dogfish Head's beloved Punkin Ale in 1994, and it's been the brewery's best-selling seasonal beer ever since.



organization that tracks trends and online communication consumers are having, **social conversations about pumpkin beer were up 68% last year.**

**And last year's Great American Beer Festival saw a sizeable increase in breweries submitting pumpkin beers.**

Entries for pumpkin beers in 2022 totaled 77, up from a mere 10 a few years prior, seeming to suggest a renewed interest in the style by both breweries and consumers.

## Pumpkin Brands with Staying Power

As we all know, the beer market goes through cycles, and with consumers becoming more interested in pumpkin beers, we see they're turning to pumpkin beer brands with lasting power. With less noise in the pumpkin beer market, retailers aren't shying away from standout brands that have weathered the seasonal storm and remain popular with both consumers and retailers.

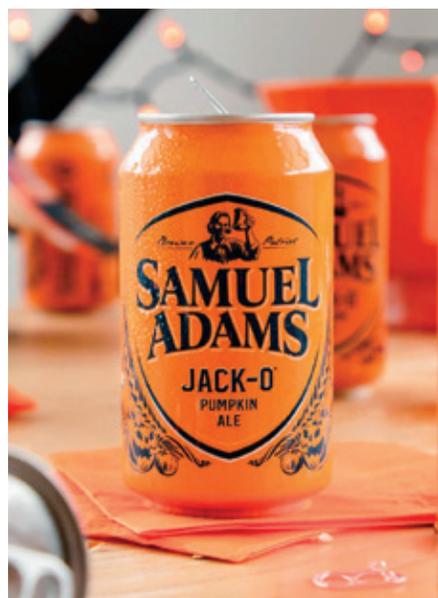
Like so many of Dogfish Head's beers, Punkin Ale has an off-centered origin story all its own. While it made its first commercial appearance in 1995, its official debut occurred a year earlier at the 1994 Punkin Chunkin World Championship, a fall event held annually to see who could hurl a pumpkin the farthest. "I entered my first-ever batch of pumpkin beer into a

baking contest [held at the event]" recalls Calagione. "It ended up winning first place – beating out a boatload of homemade pumpkin cookies, pies, cakes – and Punkin Ale as we know it was born."

The use of real pumpkin meat is what sets many tried and true pumpkin brands apart from the lesser releases that have since faded. **Rogue's** famous **Pumpkin Patch** is made with whole pumpkins that Rogue chops up and roasts by hand. It also clocks in at 6.1% ABV.

Other strong brands that have stood the test of time include **Brooklyn Brewery's** take on the pumpkin beer, **Post Road Pumpkin Ale**, which uses a touch of spice and pounds of real pumpkins, **Samuel Adams' Jack-O** pumpkin ale and **Two Roads Roadsmary's Baby Pumpkin Ale**.

Even as other pumpkin brands have come and gone, customers that are eager to get their pumpkin ale kick continue to return to these brands that have withstood the test of time.



Consumers are turning to standout pumpkin beer brands, like Samuel Adams' Jack-O, which have weathered the seasonal storm and maintain lasting power.



## The Future of Pumpkin Beers

As pumpkin beers and seasonal offerings in general have rebounded in popularity, our region is uniquely positioned to take advantage. According to Paquette, **consumers in the Northeast represent the largest market for fall seasonal beers, commanding a 56 percent share of fall seasonal beer sales in recent years.**

“The focus in the Northeast is likely due to both the regional breweries that produce these beers, as well as the significant seasonal shift that happens during autumn in that part of the country, which spikes consumer demand for fall flavors,” says Paquette.

Just another reason why it’s okay for retailers to trust in pumpkin beers once again. Studies show that fall seasonals come in quickly and are often sold just as fast, with popular brands being out of stock by mid-October. Retailers looking to capture growth through fall seasonals can rely on these trusted, time-tested beer brands (and some exciting new offerings) to deliver incremental growth and satisfy customers with a penchant for pumpkin.



## Pumpkin Beers that Continue to Stand the Test of Time

Ten years ago, it felt like there were more pumpkin SKUs than IPA variants. Today, only the strongest pumpkin brands have survived. These standout pumpkin beers have weathered the seasonal storm and remain popular with both consumers and retailers.

### DOG FISH HEAD PUNKIN ALE

For those who say pumpkin beers are out of style, consider that Punkin Ale has been Dogfish Head’s highest-volume seasonal beer every single year they’ve been in business. And for good reason! Customers love this full-bodied brown ale with smooth hints of pumpkin.



### WACHUSETT PUMPKIN ALE

This flavorful small batch ale is the perfect balance of fresh pumpkins and a variety of spices to celebrate the season.



### BROOKLYN POST ROAD PUMPKIN ALE

Brooklyn Brewery uses a touch of spice and pounds of real pumpkins to create a warm but surprisingly crisp spin on the traditional pumpkin ales made by American settlers.



### UFO PUMPKIN

A blend of seasonal spices pairs with the subtle sweetness of real pumpkin puree in this unfiltered ale.

### ROGUE PUMPKIN PATCH

Pumpkin Patch Ale is made with whole pumpkins that Rogue chops up and roasts by hand. The hand roast allows them to caramelize the natural sugars, which when combined with a delicate balance of spices creates the signature flavor of this classic fall-themed brew.



### SAMUEL ADAMS JACK-O

With cinnamon and nutmeg aromas, an ideal balance of seasonal spices and a crisp, refreshing finish, Samuel Adams Jack-O pumpkin ale is the perfect fall beer.

# Coors Banquet

Celebrating 150 Years of Brewing Excellence.

Very few brands celebrate this milestone.

**B**ut Coors is a legacy brand with staying power and its most storied brew, Coors Banquet, has never lost its timeless appeal. For 150 years it has been coveted by rock stars, former presidents, actors & cowboys, and is proudly brewed to the highest standards. **If it isn't made with Rocky Mountain water, it isn't Coors Banquet.**

Of course, the brand's association with cowboy culture and the majestic Rocky Mountains are distinct parts of the beer's identity. But there is more to the success of this iconic American brand than nostalgia. Coors uses the best ingredients to brew Banquet, like Moravian barley, and the same 1873 recipe.

**"... the fact that we only use Rocky Mountain water, that we have high country barley that we malt here, right in Golden, Colorado differentiates Banquet.**

**There are no other beers that I'm aware of that take that care and attention to make it what it is," says David Coors, fifth generation brewer.**

Banquet was brewed for Colorado gold and silver miners to enjoy after a hard day's work. It's been a part of history and pop culture for a century and a half. The iconic stubby bottle was even smuggled across the country before it became available east of the Mississippi in 1981. Coors Banquet honors the same brewing tradition since its start 150 years ago — without compromise — still brewed only in Golden with 100% Rocky Mountain water.

## Recruiting New Consumers

While Banquet is one of the oldest brands in the Molson Coors portfolio, 2022 was one of the brand's most successful years in terms of sales. And it remains the fastest-growing brand among Molson Coors' top-10 best-selling products. Data published by Circana (formerly IRI) confirms the brand's success adding that **Coors Banquet is also America's fastest-growing domestic premium.**

Coors Banquet's 150<sup>th</sup> anniversary is a significant milestone for the brand and America's brewing industry. A brand with this kind of staying power deserves a spot in your lineup.



Originally brewed for Colorado gold and silver miners to enjoy after a hard day's work, Coors Banquet has been a part of history and pop culture for a century and a half. And it's America's fastest-growing domestic premium according to Circana.



The brand has successfully endured the challenges of the brewing industry and has remained a favorite choice of beer enthusiasts across generations.

After Prohibition, Coors designed a stubbier bottle in part to reduce glass and shipping costs. As long-neck bottles became the preferred package, stubbies were discontinued. But to the delight of Banquet's fans, the beloved stubby bottle returned in 2013.

# Castle Island Brewing Co.



Founder, Adam Romanow & Co-Founder and Head Brewer, Mike DeLuca

Castle Island Brewing Co. is an award-winning brewery dedicated to the belief that beer should be fun, amazing and welcoming to all. The CIBC mission was molded when Founder, Adam Romanow, saw a need for a beer company that made incredible beer, shunned snobbery and didn't take itself too seriously. Adam watched the explosion of the craft beer market but noticed that the *best* parts of the space were being washed out. Lines were getting longer, prices were getting higher, quality took a backseat and breweries and customers alike were forgetting that beer is supposed to be *fun*. So, Castle Island Brewing Co. was born.

**Heady Times (HT): Adam, what's your background, why & how did you and Matt DeLuca, Co-Founder and Head Brewer get together?**

**Adam Romanow (AR):** To help pass the time back when I was a compensation consultant, I got super into the consumer side of craft beer and homebrewing. I went to every festival, read every book I could get my hands on, tried and traded for anything and everything – I was all in. Eventually, I burned out on consulting

and took an unpaid gig at a brewery to see what it was like on the industry side of beer. I was immediately hooked and what was supposed to be a 6-month, clear-my-head, working vacation turned into an eye-opener that would inspire me to start Castle Island years later. Matt and I connected during those years when a mutual friend put us in touch under the premise that I was opening a brewery and Matt was already in the industry and maybe we would enjoy a conversation together. Well, we did, and that conversation turned into several more over the course of two years, eventually culminating in me offering Matt a piece of the company to come aboard as Co-Founder and our Head Brewer.

**HT: Any fall happenings our readers should know about? Taproom events?**

**AR:** Fall is always an exciting time at Castle Island. For starters, we celebrate an anniversary in late September to mark two years in our South Boston location and another in early December to toast eight years of Castle Island – and we'll be throwing epic parties at our taprooms for each. We're also psyched to announce the return of our Can Car Derby in Norwood

on September 30<sup>th</sup>. Think pinewood derby but with cars made from beer cans. This was an awesome event we held two years in a row until COVID put it on the back burner, but it's been a huge hit and we're expecting another big crowd to return for it this year. Lastly, we have a new limited release coming out for this fall called MoreZen, an imperial marzen clocking in at 8.0% ABV. Our production team brewed a killer marzen last year for our taprooms, and this year we've taken the same recipe and ramped up the ABV to give it a little more pop and help the beer stand out as one of, if not the only, higher alcohol Oktoberfest-style beers on the market.

**HT: Matt, what got you interested in brewing beer?**

**Matt DeLuca (MD):** It started with a six-pack of Catamount Pale Ale around the year 2000. I remember being impressed that it came in a brown glass bottle with this kick-ass label with a mountain lion's face on it. It was a wild departure from the Budweiser and Coors Light cans that my dad would keep around the house when I was growing up, which is all I knew about beer until then. Shortly after that experience, I left for college in Vermont and was completely enraptured by the craft brewing movement happening up there. Friends and I would visit as many breweries as we could. I was particularly fascinated with the smaller brew pubs & taprooms like McNeil's, The Shed, The Alchemist, and Three Needs while also being amazed at what the larger guys like Magic Hat, Long Trail and Switchback were doing. I was fortunate to meet many people behind the craft brewing industry up there and knew right away that it was something I wanted to learn more about and eventually be a part of. I was lucky enough to land an entry-level production job at Harpoon in Boston shortly after graduating college, spent the next 9+ years there and learned a ton.

**HT: What's your brewing style?**

**MD:** Deep down, I'd say "practical" first and foremost. Product consistency, quality and running efficiently are crucial when brewing for wholesale production, but

# Castle Island's Core Lineup



Norwood location



South Boston location

that's just part of it. I love to work within the general confines of a particular style or idea and then turn the knobs to make what eventually gets to the glass distinctly our own.

**HT: What do you like most about brewing beer?**

**MD:** Brewing is this harmonious blend of engineering, chemistry and good old fashion hard work. Commercial brewing forces me to problem solve, constantly learn new things and most importantly, pay attention to the small details. It's all in the details.

**HT: How do you guys like working with Amoskeag?**

**AR:** We started formally working with Amoskeag in February of this year, but the partnership was several years in the making and our experience since day one has been nothing short of incredible. The communication, energy

and professionalism of the Amoskeag team are all top of the charts and the team is a genuine pleasure to work with. I have to give a special shout out to Bret Pollock and Mike Lianza, who have been real cheerleaders for Castle Island even before the partnership was official.

**HT: Any fun facts to share about Castle Island?**

**AR:** We live by three simple principles at Castle Island. #1 – Have a good time all the time. This is beer; don't overthink it. We are in the business of fun and business is good! #2 – If you're not proud of it, don't ship it. We hold ourselves to the highest standards for quality and consistency in everything that we do – not just the beer. #3 – Be excellent to each other. We believe the best parties are the ones where everyone's invited and there's no room here for ego, snobbery or arrogance.

## CASTLE ISLAND KEEPER

Castle Island's flagship India Pale Ale is smooth but punchy, balanced yet intense.



## CASTLE ISLAND FIVER

A juicy, tropical IPA supported by Citra, Simcoe and El Dorado.



## 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.



## CASTLE ISLAND WHITE ALE

Brewed with Valencia orange and coriander, this is a bright, beautiful award-winning American White Ale.



# Get to Know Mike Perl from Lone Pine Brewing Co.



**Headly Times (HT):** What's your background? How'd you get into the beer business?

**Mike Perl (MP):** I started working for Great State Beverages in 2012 as a Sales Rep. Initially, my territory covered Alton Bay to Dover, but eventually, I got moved to the Portsmouth area. From there, I moved into a Supplier Rep role. I've worked for a few breweries and cideries in New England and have found a great family at Lone Pine Brewing Co.

**HT:** How long have you been at Lone Pine?

**MP:** It will be a year on September 1<sup>st</sup>, as a Territory Manager.

**HT:** What do you like most about your job?

**MP:** Getting to meet new people and working for an amazing local company.

**HT:** Is anything new on the horizon for Lone Pine?

**MP:** We have opened two new taprooms/beer gardens this summer. The first one is in

Old Orchard Beach, ME, just a short walk from the beach. The second opened at Rock Row in Westbrook, ME this July. Both are open seven days a week and are the first locations to offer food. Make sure to check out the lobster roll flight at the Old Orchard Beach location!

**HT:** What do you want our readers to know about your brewery?

**MP:** Lone Pine Brewing Co. is one of only a few New England breweries to win a New England-style IPA medal. We're honored to have earned three medals at the Great

American Beer Festival and recently added another medal earlier this year at the World Beer Cup.

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

**MP:** Mountain biking...whether it's a quick loop at my local trails or weekend trips to Highland, Loon or the Northeast Kingdom, VT.

**HT:** Do you have a favorite Lone Pine product?

**MP:** Brightside IPA! It's crisp and balanced.

**HT:** Can you share a fun fact about Lone Pine?

**MP:** One of my first questions for founders, Tom Madden and John Paul (JP) was about the origin of the name of their beer, "Oh-J." Did it come from some inside joke involving JP? The answer was much more obvious; our flagship DIPA is packed with citrus flavor, much like a glass of fresh squeezed orange juice!

## Long Trail Brewing Company



Inspired by the 273-mile hiking trail that traverses through the Green Mountains, Long Trail Brewing Company has been a caretaker of Vermont craft since 1989. Moved and motivated by the local culture and surroundings, Long Trail worked hard to create beers worthy of their Vermont roots.

### Long Trail Ale



Long Trail Ale® is a German-style altbier and is a full-bodied amber ale brewed with Long Trail's top fermenting house yeast that yields a clean, complex flavor. Their flagship brew has weaved its way into the Vermont landscape and become as much a Green Mountain tradition as the 273 miles of the Long Trail itself. Plenty has changed since the first batch rolled off the line, but one thing remains constant, Long Trail Ale's® presence at ski hills, cookouts and get-togethers all over the East Coast. **ABV:** 5% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round

### Long Trail VT IPA



Long Trail brewers developed this recipe for more than a year; playing around with yeast strains and hop combinations in search of a smooth, juicy offering that pleases palates. With VT IPA, they found the perfect balance of tropical fruit and citrus flavors through a heavy dry-hopping of Citra and Amarillo hops, which give distinct tangerine, mango, pineapple and grapefruit character. The juicy hop profile is complemented by the grist, which features a heavy hand of flaked oats and aromatic Munich malt to deliver a smooth mouthfeel and hazy appearance. What sets this beer apart – aside from the soft bitterness – is the introduction of a new yeast strain that provides the beer with more neutral notes and juicy esters that enhance the hops. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now, year-round

### Long Trail Double Bag



Long Trail's legendary double amber ale is smooth and complex with roasted malt flavors and sweet notes of caramel & chocolate. Bittering hops balance the bags of malt that make this brew deliciously Vermont. At 7.2 percent alcohol by volume, this is one brew worth milking. **ABV:** 7.2% **Package:** 12 oz. bottles only **Availability:** Now, year-round

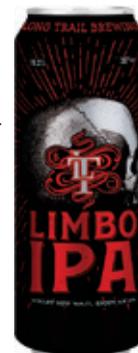
## Long Trail Little Anomaly

Little Anomaly is Long Trail's addition to the low-calorie IPA genre. Legend has it that they noticed one thing while sipping and sampling the growing field of low-cal IPAs: big hop flavor is an anomaly. Fast-forward to development and Long Trail's crew nailed down the elusive attributes of the IPAs they enjoy so much. Hazy, juicy and full of big, bold flavors from Mandarin Bavaria, Simcoe, Columbus and Centennial hops. All wrapped up in 110 calories of crushable content. **ABV:** 3.8% **Package:** 12 oz. cans only **Availability:** Now, year-round



## Long Trail Limbo IPA

Limbo is smooth and juicy like the IPAs of New England with an assertively bold bitterness that pays homage to the best of the west. **ABV:** 7.6% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



## ÔPIA

A metaphor for richness and fertility, ÔPIA represents the union of two personified bodies evoking the Earth and the Sky. The intertwining of these two complementary elements symbolizes the life cycle: the wine takes its roots and draws strength from the soil of the nourishing Earth and its branches rise up towards the Sky thereby representing the union of these two elements. ÔPIA is a truly innovative product and the first range of alcohol-free, unfermented drink made using organic grapes in order to offer a unique tasting experience that combines elegance and genuine "Made in France" experience.



### ÔPIA Chardonnay

ÔPIA Chardonnay is an organic, alcohol-free drink with a pale yellow hue and clear green glimmers. The nose disclose aromas of acacia ower and white peach combined with a touch of citrus and vanilla. The palate is fresh with a pleasant touch of acidity and a very long finish. Free of pesticides, sulfates and preservatives. **ABV:** 0% **Package:** 750 mL bottles only **Availability:** Now, year-round



## The Shed Brewery



The Shed Brewery has been a Vermont staple for nearly 50 years. The original building on Mountain

Road in Stowe was built in 1830 as a blacksmith shop. It later served as a cider mill and local gathering spot for Stowe farmers. During harvest, the local farmers would drop off their harvested apples and stay for a drink of hard cider and spirited conversation.

After a short stint as a variety store and youth hostel, the old cider mill became The Shed Restaurant in 1965. Spirited conversation returned in the form of tall tales of downhill glory as skiers filled the Shed and set the roots for the après ski culture in Stowe. Steeped in history and rooted in Vermont skiing lore, The Shed became *THE* spot for locals and tourists alike.

On a frigid evening in 1994, a fire destroyed the restaurant. Rising from the ashes, the restaurant reopened the following year with the addition of a seven-barrel brewery that focused on English-style, handcrafted ales. Shed Mountain Ale soon became as steeped in Stowe folklore as the ski area up the road.



### Shed Mountain Ale

A local legend steeped in Vermont lore, Mountain Ale is a rugged ruby-colored brown ale. Shed Mountain Ale is a medium to full-bodied ale with pronounced caramel and toffee notes and a roasted finish. A moderate hop bitterness is derived from generous kettle additions of Mt. Hood and Northern Brewer hops. **ABV:** 7.4% **Packages:** 16 oz. cans, 19.2 oz. cans, 12 oz. bottles and draught **Availability:** Now, year-round

### Shed Mountain Hazy IPA

A mountain of Galaxy, Citra and Simcoe hops gives a burst of tropical and citrus notes. Brewed for adventure, this IPA is as vibrant and fresh as the Green Mountain air. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Otter Creek Brewing Co.

Otter Creek has been hitting, hopping and dosing brews with creativity since acid-wash jeans were hip ('91 in case you were wondering exactly when that was). Their hop-soaked ales and lagers are available throughout the Northeast and mid-Atlantic regions.

### Otter Creek Bonus Stage IPA

Bonus Stage IPA packs everything Otter Creek's learned about dry-hopping, hop scheduling and stable haze into one crushable can. Crack open and let your taste buds conquer the layers of citrus and tropical fruit flavors derived from late additions of Galaxy, Citra and Simcoe hops.

**ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Otter Creek Free Flow IPA

Hazy in color, smooth by nature and free flowing by choice. Free Flow IPA is full of Falconer's Flight, Citra and Galaxy hop goodness with a hit of oats thrown in the mash to create a smooth, hazy profile.

**ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Otter Creek IPA Power Pack

Otter Creek IPA Power pack is filled with the perfect mix of Vermont IPAs! **Free Flow IPA, Daily Dose IPA, Handheld IPA** and their new **Bonus Stage IPA!** **Package:** 12 oz. cans only **Availability:** Now, year-round



## Loud Lemon Lemonade Cocktails



Loud Lemon is a fast-growing adult beverage brand that creates delicious, vodka-based lemonade cocktails. Inspired by the motto "Live Out Loud," Loud Lemon is all about making refreshing drinks for enjoying life's greatest moments. Unique Lemonade combinations make up signature cocktails with premium vodka that are perfect for celebrating year-round.

As a responsible brand, Loud Lemon is committed to promoting responsible drinking and encouraging consumers to always drink in moderation. Learn more about Loud Lemon and their innovative product offerings by visiting their website or following @drinkloudlemon on Instagram, Twitter and Facebook.



### Loud Lemon Cranberry Sunrise

Some people find cranberry hard to work with. Those people are quitters. Not Loud Lemon, they set out to answer the age-old question, what would taste effing delightful? Cranberry's bold cut-through is balanced by lime and orange and carried across the goal line by

their signature vodka lemonade. Oh, don't get them wrong, Loud Lemon loves sunsets. But sunrises are better. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Loud Lemon Peach Mango Dream

Peach and mango are arch nemeses locked in a battle for flavor supremacy that goes back to the garden of Eden. Know what? Loud Lemon declared that contest a draw. They put 'em both to work in the same can and made them swear allegiance to Loud Lemon's delicious vodka lemonade. The result is the stuff of dreams.

But don't tell Papaya, because her head will explode. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Loud Lemon Summer Hummer

Summer is enjoyment, freedom, discovery and light. With these sensations in mind, Loud

Lemon took their lemonade cocktail skills one full level up and created something perfect for summer. Start with fizzy lemonade made from juice and 6X filtered vodka. Add bold, upfront lime. Add easy, mellow orange. Behold delicious refreshment. It's summer. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round

## Loud Lemon Island Jam

Island Jam is not a ripoff of Caribbean culture. It's the island-tinged upside from the trial-and-error of smashing tropical fruit flavors together. Behold the alchemy of guava, pineapple and blood orange mixed with delicious vodka lemonade. And experience why it has become a runaway hit for Loud Lemon. The result brings back (foggy) memories of trips to the islands that, for Loud Lemon, are pretty hard to beat.

They hope you feel the same! **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



## Saco River Brewing

Saco River Brewing was founded in 2016 in a former sheet metal fabrication shop in downtown Fryeburg, Maine. In the beginning, all the beer produced was on a 1-barrel system and sold only in Saco River Brewing's taproom and a few local restaurants. When demand grew, Saco River Brewing upgraded to a 7-barrel

brewhouse and looked into distribution. For several years, Saco River Brewing grew its in-state distribution and scaled up again with a 15-barrel brewery and an addition to the existing property in order to hold more fermentation capacity and its own canning line. Founder, Mason Irish and his crew work hard every day brewing only high-quality, flavorful beers and are thrilled to share them, so swing by Saco River Brewing for a fresh pint or two or pick up a 4-pack at your local store.



### Saco River Lazy River IPA

Hopped with Citra and Mosaic, Saco River Lazy River IPA is saturated with dank tropical fruit notes and is light and refreshing. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** Now, year-round



### Saco River Hornets' Nest Double IPA

Hornets' Nest Double IPA is hopped with Citra, Ella and Mosaic. This double IPA has citrus, tropical fruit and some herbal notes and a huge intoxicating aroma and is very smooth and drinkable. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round



## NEW PRODUCTS

### Dunkin' Spiked Slightly Sweet Iced Tea



Dunkin' Spiked Iced Teas! Dunkin' is excited to release a line of spiked teas with the Slightly Sweet (with a twist of lemon) being the lead flavor. Dunkin' Spiked Slightly Sweet Iced Tea is brewed with real black tea: light, smooth and refreshingly

classic with a bright citrus finish. **ABV:** 5% **Packages:** 12 oz. cans and 19.2 oz. cans **Availability:** Now, year-round

### Dunkin' Spiked Iced Tea Mix Pack



This mix pack includes 4 of the most popular Dunkin' tea flavors: **Slightly Sweet Iced Tea, Half & Half, Strawberry Dragonfruit Refresher** and **Mango Pineapple Refresher**. The Half & Half is inspired by the Arnold Palmer and brewed with real black tea and

lemonade, refreshingly sweet and perfectly balanced. The two refreshers are green tea based, slightly sweet, and bursting with tropical and exotic fruit flavor. **Package:** 12 oz. cans only **Availability:** Now, year-round

### Dunkin' Spiked Original Iced Coffee



Dunkin' Spiked Iced Coffees! Dunkin' is excited to release a line of spiked iced coffees with the Original modeled after the classic "Dunkin' Iced Regular". Dunkin' Spiked Original Iced Coffee is brewed with real Dunkin' coffee: rich and smooth with

classic Dunkin' coffee flavor. **ABV:** 6% **Packages:** 12 oz. cans and 19.2 oz. cans **Availability:** Year-round, beginning in September

### Dunkin' Spiked Iced Coffee Mix Pack



The **Original** is accompanied by three of their most popular Dunkin' coffee flavors in the Iced Coffee Mix Pack: **Caramel, Mocha** and **Vanilla**. The Caramel is rich and smooth with sweet and delicious caramel flavor, while the Mocha is rich, chocolatey,

and approachably decadent. Finally, the Vanilla is creamy, smooth and delightfully sweet. **Package:** 12 oz. cans only **Availability:** Year-round, beginning in September

### Jim Beam Kentucky Coolers Strawberry Punch



Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers are a refreshing line of malt beverage lemonades and punches that are crisp, cool and full of flavor. Strawberry Punch is a party in a can with jammy strawberry flavor and a crisp finish. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

### Jim Beam Kentucky Coolers Black Cherry Lemonade



Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers are a refreshing line of malt beverage lemonades and punches that are crisp, cool and full of flavor. Black Cherry Lemonade is a blend of bold black cherry and refreshing lemonade, perfect for a hot day...or an adventurous cold day! **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

### Kit Craft NA Starter Pack

The brand's first variety pack, featuring all of Kit's great non-alcoholic craft beer flavors. Enjoy 4 of each of: **On Your Mark** (American Blonde), **Get Set** (IPA) and **Here We Go** (Hazy IPA). Enjoy all of their award winning and premium beers, now available in one pack! **ABV:** 0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Kit Craft NA Here We Go

Here We Go is a gold medal winning non-alcoholic craft beer. A tropical, juicy and hazy IPA with a clean backend that feels like sipping on sunshine. Crafted to remove gluten and vegan friendly, Here We Go is an exceptional craft beer made with the highest quality ingredients, including Idaho 7, Simcoe and El Dorado Hops **ABV:** 0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Switchback SwitchPACK

Switchback SwitchPACK! Featuring the brewery's core lineup **Karsten Lager, Zaboo Hazy IPA** and their newest release, **E-Z**, a SwitchPACK exclusive. Hard to make and E-Z to drink, featuring a lighter body and refreshingly clean finish. **Package:** 12 oz. cans only **Availability:** Now, year-round



## NEW PACKAGES

### Smirnoff Ice Headliner Variety Pack

Music brings people together to have fun in diverse, inclusive, engaging environments. Smirnoff Ice is doubling down on the occasion and delivering a winning line up of flavors in a live music-inspired variety pack. The Headliner 2/12 slim can mix includes: **Smirnoff Ice Original**, **Strawberry**, **Mango** and **Blue Raspberry Lemonade**. *The Headliner Variety Pack will be replacing the Smirnoff Ice Fun Pack.* **Availability:** Late September



### Sierra Nevada Juicy Little Thing Hazy IPA Now Available Year-Round

Supercharge the hop squeeze with this Juicy Little Thing, serving up fresh-picked flavors of guava, mango and grapefruit on pillowy malt. Juicy Little Thing Hazy IPA is now available year-round from Sierra Nevada. **ABV:** 6.5%



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

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



It's time for another greatest hits compilation of Stone's chart-topping creations. Inside this new 2/12 can mix, you'll find four of Stone's most popular IPAs: Lemony-herbal & gluten reduced **Stone Delicious IPA**, the super juicy **Stone Hazy IPA**, pithy & crisp **Stone Tangerine Express Hazy**

**IPA** and big & juicy **Stone ///Fear.Movie.Lions Hazy Double IPA**. **Availability:** September



### Brooklyn Lager and Notorious B.I.G. Collab

In celebration of hip-hop's 50<sup>th</sup> anniversary this August, Brooklyn Brewery is releasing a limited edition Brooklyn Lager. This release will still have the same slicker-than-your-average amber ale you know and love, but features the legendary

Notorious B.I.G., bringing two Brooklyn icons together. **ABV:** 5.2% **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.

### Long Trail Apple Wheat

Brand new from Long Trail Brewery, Apple Wheat is their tribute to the state fruit of Vermont. This modern American Wheat Ale is packed full of crisp apple flavor & is unbearably delicious!

**ABV:** 4.2% **Packages:** 12 oz. cans and draught **Availability:** August



### Long Trail Harvest Ale

Long Trail marks the end of summer with the release of their seasonal brown ale, Harvest. Vermont maple syrup added during the brewing process yields a lasting sweetness on the palate that's guaranteed to warm your soul alongside the rich, chocolate profile and earthy hop character of this classic American brown ale. **ABV:** 4.4% **Package:** 12 oz. bottles only **Availability:** August



### Long Trail Fall Survival

Survival Pack is jammed packed with all the fall goodies you could want! **Vermont IPA:** 6% Hazy New England IPA, **Apple Wheat:** brand new 4.2% American Wheat, **Harvest Ale:** 4.4% Brown Ale & **Pumpkin Ale:** 6.7% and only found in the Survival Pack! **Package:** 12 oz. bottles only **Availability:** August



## Samuel Adams Octoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Sam Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season, or whatever you're celebrating.

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

## Samuel Adams Jack-O



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4%

**Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Samuel Adams Beer Fest Variety Pack



A mix pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest is sure to keep drinkers coming back all season long! This new variety pack includes four festive Sam Adams brews for fall: **Octoberfest, Jack-O, Hoppy Lager** and **Flannel Fest**.

There's also a QR code on the back of the package that consumers can scan for a chance to win an Octoberfest ceramic stein! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

NEW VARIETY PACK!

## Angry Orchard Fireside Mix Variety Pack



Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season. Cozy up and gather with your friends to embrace four delicious apple, juicy and spicy fall ciders. This ultimate apple pack features:

**Crisp Apple, Cinnful Apple,**

**Green Apple** and **Baked Apple Pie**. Get Angry this season! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

NEW VARIETY PACK!

## Dogfish Head Punkin Ale

This full-bodied brown ale is brewed with REAL pumpkin, brown sugar, allspice, nutmeg and cinnamon. Fun Fact: Six months before Dogfish Head even opened their doors for business, Punkin Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut in 1995, they've brewed Punkin Ale each-and-every fall. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Dogfish Head Off-Centered Fall Variety Pack

This Off-Centered 2/12 can variety pack features a combination of Dogfish beers perfect to enjoy when the weather starts to turn and the leaves start to change, or at those final BBQs or outdoor events. The mix includes: **60 Minute IPA, Slightly Mighty, Blue Hen Pilsner** and exclusive to this variety pack, **Tasty Traveler Lager** – a crisp and refreshing lager brewed with Oaxacan green corn, Baja Salicornia, sea salt and Mexican lime juice. This beer is a delicious adventure south of the border. **Availability:** Now!

NEW VARIETY PACK!



## Truly Hard Seltzer Celebrations Pack

Introducing the Truly Celebrations Variety Pack – a limited-time 2/12 slim can mix that's a perfect addition for a season full of celebrations – no matter the holiday. This brand-new variety pack features four Truly Hard Seltzer flavors: **Peach Fizz, Cranberry Cheers, Citrus Sparkler** and **Rosé!** **Availability:** Mid-September

NEW VARIETY PACK!



## Mike's Hard Lemonade Wild Berry

Mike's Hard Lemonade Wild Berry is a refreshing and smooth malt beverage bursting with amazing berry flavor. The wild berry flavor complements the classic Mike's lemonade taste to make this an extremely refreshing beverage. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** September

NEW!



## Harpoon Flannel Friday



Flannel Friday returns for its 8<sup>th</sup> year, this time sporting new threads. Brewed for crisp fall nights, Flannel Friday is Harpoon's tribute to fall in New England. Teetering somewhere between a brown ale and a red IPA, this hoppy amber ale combines American hops with notes of

caramel and roast. The sun is bright but the air is crisp – it's time to layer up and crack a beer. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

## Harpoon Fall Mix



If you love fall beers but have trouble choosing between all the great styles of beer available, Harpoon Fall Mix is for you. This mix pack features three great seasonal flavors – **Flannel Friday**, **Octoberfest** and **Dunkin' Pumpkin** – alongside the always in-season **Harpoon IPA**. Like the

turning of the leaves, this pack is sure to go quick, so make sure to grab one for all your fall adventures! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## UFO Pumpkin



Making its triumphant return with absolutely gourd-eous packaging this fall is UFO Pumpkin! A blend of seasonal spices pairs with the subtle sweetness of real pumpkin puree in this unfiltered ale. Medium-bodied and easy-drinking, this seasonal tradition finishes clean and smooth with lingering notes of cinnamon

and nutmeg. **ABV:** 5.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

## UFO Fresh Pick'd



UFO is excited to debut their new seasonal mix pack this fall: UFO Fresh Pick'd! This pack features their flagship American-Style Wit: **UFO White** alongside **Maine Blueberry**, **Pumpkin**, and their brand-new mix-pack exclusive: **Crisp Apple!** All light, flavorful and brewed with real fruit, this pack is sure to have

something for everyone and makes a perfect companion for any crisp-weather adventure. Blueberries, Apples and Pumpkins, oh my! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Clown Shoes Pumpkin Sombbrero



Full-bodied and chock full of luscious dark malt flavor, Pumpkin Sombbrero supplements the hallmarks of a classic Mexican-style chocolate stout with seasonal spice and pumpkin puree for a twist of seasonal sweetness. Available for a limited time! **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now!

## Clown Shoes Pecan Pie Porter



A long-time fan-favorite: Pecan Pie Porter makes its return this fall! This beer perfectly combines sweet and delicious dessert flavor into a delightfully roasty and smooth porter. With notes of chocolate, pecans, molasses and brown sugar, this is a beer designed to savor. Available for a limited time! **ABV:** 8% **Package:** 16 oz. cans only **Availability:** September

## Stone Enjoy By 10.31.23 Hazy IPA

Stone Enjoy By 10.31.23 Hazy IPA is here to haunt your beer fridge with a hazy look and a heavy helping of Citra, Mosaic, Amarillo and Nelson Sauvin hops. But the refreshing dryness and huge tropical fruit flavors in this double IPA are nothing to be afraid of. The only thing that would truly be terrifying is missing out on this frighteningly fresh creation. **ABV:** 9.4% **Packages:** 12 oz. cans and draught **Availability:** September



## Cushnoc Yankee Racers

Yankee Racers is a single hop, cold fermented brew with ale yeast. A very crisp and clean malt profile showcases the wonderfully juicy hop characteristics. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** August



## Sierra Nevada Oktoberfest Collaboration with Kehrwieder



This collab is 20 years in the making, back when the Brewmasters from both breweries were classmates in Berlin. Today, German brewery, Kehrwieder, is turning craft beer on its head at home – just like Sierra did stateside

– and their mutual passion is presented in this festbier that's bright like polished copper, rich with biscuity malt and balanced by a punchy blend of German and American hops. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!

## Sierra Nevada Narwhal



Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain and a light hint of smoke, Narwhal is a massive malt-forward monster.

Aggressive but refined with a smooth body and decadent finish, Narwhal will age in the bottle for years to come. **ABV:** 10.2% **Packages:** 12 oz. bottles and draught **Availability:** Mid-August

## Sierra Nevada Dank Little Thing Hazy IPA



The third beer in Sierra's rotating series of Hazy Little Thing IPAs, Dank Little Thing is a flavorful mix of sticky, floral and tropical hops. Stash it while you can before the next hazy IPA rotator hits.

**ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** October

## Hobbs' Hobbtoberfest Märzen-Style Lager



Hobbs' annual day-drinking-friendly brew is a rich amber lager full of satisfying bready malts and a crisp light finish for the day ahead. Prost! **ABV:** 5.8% **Packages:** 16 oz. cans and draught **Availability:** September

## Allagash Haunted House



Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Crystal, Nugget, Cascade and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt and a devilish hint of hops. **ABV:** 6.6%

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

## Allagash Gatherwell

A living room filled by the warmth of a fire, a table packed with food, the cushions of a comfy couch—there are so many great spots to gather. And Allagash has a rich, bourbon barrel-aged stout to pair with all of them. Gatherwell is a full-bodied and, dare we say, decadent stout aged in bourbon barrels for notes of cocoa, vanilla, oak, and a hint of bourbon.

**ABV:** 11% **Packages:** 12 oz. bottles and draught **Availability:** September



## Allagash Once Upon an Orchard Cherry/Raspberry

A dark, tart beer aged with fresh raspberries and cherries for four months. Filled with notes of ripe berry, pie spice, and a hint of cocoa. Made for sipping happily ever after. **ABV:** 7.7% **ABV: Packages:** 375ml bottles and draught **Availability:** October



## Woodstock Autumn Ale

A seasonal favorite, Woodstock Autumn Ale is light-bodied brown ale with hints of apple and cinnamon flavors. The cans will feature a new label this fall! **ABV:** 4.3% **Packages:** 12 oz. cans and 16 oz. cans **Availability:** September



## Woodstock Burst of Green

Big, hazy and bursting with hops. Each volume features a different selection of the finest hop products available, presented in a smooth, low bitterness, double IPA. Volume 1 is made with Nelson Sauvin, Strata, and Hallertau Blanc hops. **ABV:** 8.4% **Package:** 16 oz. cans only **Availability:** September



## Northwoods Autumn Buzz Copper Ale



Northwoods is proud to partner with The Morning Buzz to produce a truly special brew. A portion of the proceeds from the sale of this beverage is donated to The Morning Buzz's Lend a Helping Can, a non-profit providing meals for families in need throughout NH and VT. An easy drinking brew with herbal notes of black and green tea, bread crust, dried fruit. **ABV:** 5.3% **Package:** 16 oz. cans only **Availability:** October

## Northwoods Festbier



Festbier or Wiesn (meadow in Bavarian) is the more modern version of the beer style brewed for the Oktoberfest in Munich, Germany. Clear and golden with doughy malt aromas. The malt flavor starts an almost honey like sweetness, soft but not cloying. Then the Mittelfruh hops slowly balance the malt into a gentle slightly bread-like flavor. The beer has a medium body and creamy mouth feel. **ABV:** 5.6% **Package:** 16 oz. cans only **Availability:** September

## Smuttynose Pineapple Fruit Freak



Let your fruit freak flag fly with Smuttynose's ultra flavorful Pineapple Fruit Freak Ale. Clocking in at a crushable 4.8% ABV this tasty wheat ale made with real pineapple puree is the perfect partner to quench your liquid fruit cravings. **ABV:** 4.8% **Packages:** 16oz. cans and draught **Availability:** September

## Switchback Citra Vista



Citra Vista is a Kellerbier that is dry hopped with Citra. A breathtaking summer/fall crusher, perfect for this time of year! **ABV:** 5.1% **Package:** 16 oz. cans only **Availability:** Now!

**NEW!**

## Castle Island MoreZen

MoreZen is a rich, malty, but surprisingly drinkable high-gravity German-style marzen. Crisp enough for warmer days but strong enough for cooler nights, this is the perfect beer to celebrate the transition into fall.

**ABV:** 8% **Packages:** 16oz. cans and draught **Availability:** September



## Castle Island Stones Throw

Castle Island teamed up with their friends and neighbors at Bully Boy Distillers to create Stones Throw, an easy-drinking West Coast IPA with an heirloom pilsner malt, a touch of rye and a blend of Citra, Cascade and Amarillo hops. This beer was specifically designed to link up with Bully Boy's amaro for one of the best shot-and-a-beer pairings you'll ever have.

**ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** November



## Wachusett Pumpkin Ale

This flavorful small batch ale is the perfect balance of fresh pumpkins and a variety of spices to celebrate the season. **ABV:** 6.6% **Package:** 12 oz. cans only **Availability:** Now!



## Brooklyn Post Road Pumpkin Ale

Brooklyn Brewery uses a touch of spice and pounds of real pumpkins to create a warm but surprisingly crisp spin on the traditional pumpkin ales made by American settlers. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now!

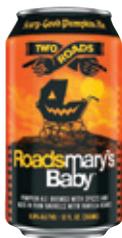


## Rogue Pumpkin Patch Ale

Pumpkin Patch Ale is made with whole pumpkins that Rogue chops up and roasts by hand. The hand roast allows them to caramelize the natural sugars, which when combined with a delicate balance of spices creates the signature flavor of this classic fall-themed brew. Rogue knows you'll appreciate the effort when you taste the difference roasting real pumpkins makes. **ABV:** 6.1% **Package:** 16 oz. cans only **Availability:** September



## SEASONAL SELECTIONS



### Two Roads Roadsmar's Baby Pumpkin Ale

A scary-good brew that's smooth and full-bodied with notes of pumpkin pie spice, vanilla, oak, and a touch of warming rum.

**ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** August



### Two Roads Ok2berfest Märzen

Two Roads' version of the traditional Märzen-style lager has a smooth, toasty malt profile with the crisp character of a German lager.

**ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** August

## Baxter Oktoberfest

Baxter Oktoberfest is a malty lager modeled after a Marzen. Easy to drink, balanced malty sweetness with notes of caramel and earthy hops. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



## Lone Pine Pumpkin Party

Pumpkin, spice, and everything nice. Brewed with real pumpkin and a carefully curated blend of seasonal spices. Pumpkin Party Pumpkin Ale is an ode to the Northeast's favorite season. Hit the patch, bring a glass, and revel in the wistful flavors of fall. **ABV:** 4.2% **Package:** 16 oz. cans only **Availability:** Now!



## YEAR-ROUND NEW ENGLAND CIDERS, PERFECT FOR THE SEASON

### Woodchuck Brunch Box

Brunch Box is an inspired hard cider variety pack. It includes: **Pearsecco, Mimosa, Bellini, Paloma.** Pearsecco is inspired by sparkling wines, this dry pear cider is full of bubbles with a clean, crisp finish. Mimosa is inspired by the classic morning beverage, this cider bursts with orange zest and citrus notes. Bellini is a semi-sweet cider bursting with peach piquancy. Paloma is a vibrant, semi-dry cider with notes of grapefruit, lime and tequila. **Package:** 12 oz. cans only



## Stormalong Red Skies at Night

A tropical, fruit forward cider made with passionfruit and hibiscus and Idared and McIntosh apples. It has a rich finish and deep pink color. **ABV:** 5% **Package:** 16 oz. cans only



## Contoocook Cranberry



Contoocook Apple and Cranberry cider is made from their late season harvest and fermented with fresh New England cranberries, which brings together the best of both for a unique New England experience. **ABV:** 6.9% **Package:** 12 oz. cans only

## North Country Original Press

North Country Hard Cider's flagship cider—made from a blend of modern, heirloom and antique apple varieties from New Hampshire and Maine. Medium-sweet and perfectly balanced. **ABV:** 5% **Package:** 12 oz. cans only



## Raise the Stakes on Game Day with Coors Light & Cameo

Of course, they mean *sweepstakes*. Coors Light lovers will have a chance to instantly win big come game day, with Cameo calls from big-name football personalities all season long. Customers can scan the QR code at sale or on the pack when they see Coors Light “Nothing Like Game Day” packaging (12 oz. can 30-packs) and enter to win merch, Cameos and more!



## Fantasy Draft Experience at ESPN Headquarters with Miller Lite

Shoppers can scan the QR code found on the Miller Lite 9-pack aluminum pints or 15-pack aluminum pints to instantly win an ESPN+ subscription or a \$25 Venmo debit. Each shopper will also be opted into a Grand Prize Sweepstakes where one lucky fan will win a VIP Fantasy Draft Experience at ESPN Headquarters in Bristol, CT.



## Help Coors Banquet Protect Our Protectors

While others evacuate, firefighters get into gear and run toward the action. Shoppers can scan POS when buying Coors Banquet or head to ProtectOurProtectors.com to give back to the Wildland Firefighter Foundation. Shoppers can also look out for the Coors Banquet “Protect our Protectors” program to support the WFF, or a local charity of choice that supports our frontline firefighters.



## Fuel Up Your Back-to-School Battery with ZOA

Shoppers can stock up on the one thing they *really* need at school: more energy. They could take home a free case of ZOA, a \$100 supply or the grand prize of 10 fully loaded coolers with a \$500 gift card toward more ZOA. Shoppers can scan the QR codes where they see “ZOA Refuel” for a chance to store up on back-to-school energy.

## The Hunt Runs Smooth with Realtree & Keystone Light

The hunt is back! Keystone fans can look out for a blaze orange can in their next case of Keystone Light for a chance to win blaze orange or green camo gear by Realtree. Customers will scan the packaging on Keystone Light cases for a chance to win big this hunting season.

SPOT SOMETHING **SMOOTH**

THE HUNT IS ON



**FIND**  
A BLAZE ORANGE CAN  
IN KEYSTONE LIGHT PACKS

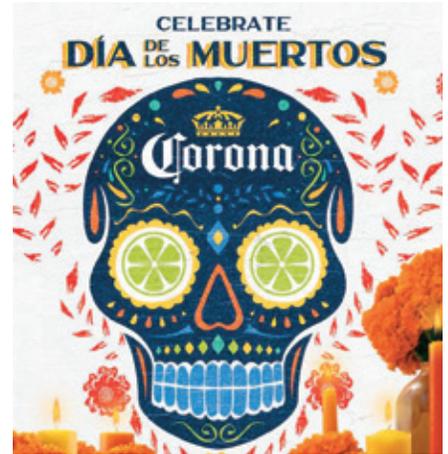


FOR A CHANCE TO **WIN**  
REALTREE® BLAZE ORANGE GEAR



**SCAN**  
FOR MORE REALTREE® GIVEAWAYS





## A Celebration to Remember with Corona

Corona believes that Día de los Muertos is a holiday to honor our ancestors while celebrating life. The 2023 program will run from October 1<sup>st</sup> through November 2<sup>nd</sup> and will be supported by new on and off-premise POS bundles, including permanent POS, reminding everyone that life is made for celebration.

## Vive La Celebración with Modelo

This Día de los Muertos, Modelo will continue to own the holiday by inspiring consumers to live the celebration. Modelo is partnering with Mexican artist, Mauricio Groenewold, to create bold illustrations and bring the traditions of DDLM to life through dynamic POS materials. Mauricio's work regularly features traditional DDLM iconography such as skulls, catrinas and marigolds in celebratory scenarios.



## Modelo: Here's to the Full-Time Fans

Modelo is headed to the field as it takes on its third year as the Official Beer Sponsor of the College Football Playoff. The brand will take the partnership to new heights as the Full-Time Fan campaign gives consumers a chance to be a part of the game like never before. With a larger ESPN investment, a new TV spot and a CashApp partnership to reward fans, Full-Time Fans will be celebrated all season long, from July 15, 2023 through January 10, 2024. At retail, Modelo will garner even more floorspace by teaming up with Dr. Pepper, a mainstay of college football.

## Football Fans Will Experience the Fine Life with Corona

Corona is going all-in on football to help consumers experience the Fine Life every game throughout the season with the help of retired QB, Eli Manning. Fans will have an opportunity to optimize their football experience with Corona's first ever season ticket package to the Fine Life promotion. Fans can grab seats to their favorite teams' games, along with branded football perks to enjoy Gameday Mas Fina. All new TV spots featuring Manning will drive awareness of the partnership and will run from August 16<sup>th</sup> through October 31<sup>st</sup>.



## Pacifico x Super73

This fall, from September 1<sup>st</sup> through November 2<sup>nd</sup>, Pacifico is partnering with outdoor lifestyle and e-bike creator Super73 for the brand's most exciting collaboration yet. Pacifico is giving more consumers the chance to win an ultimate e-bike bundle, which includes a custom bike and an Insta360 action camera to capture their adventure. The partnership is highlighted through dynamic display pieces that will bring the worlds of Pacifico and Super73 to life at retail. Pacifico is supporting the campaign with a robust media plan with paid social/digital, video and PR through Super73 that will amplify the brand with their hyper-engaged Gen Z audience.



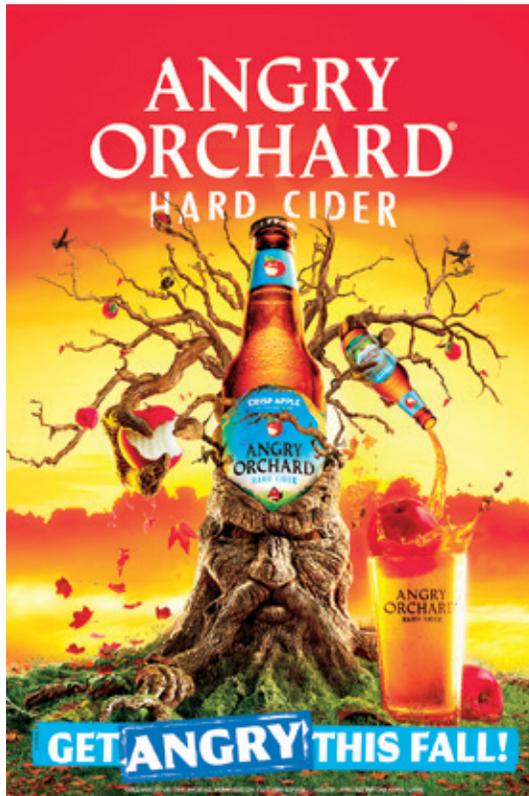
## It's Beer Season with Sam Adams Octoberfest

Octoberfest is Sam Adams' most successful beer, but it's only sold for 12 weeks of the year. In 2023, Sam Adams is declaring fall, Beer Season! The brand will own the entirety of the season by giving drinkers a reason to celebrate beer during every occasion! It's Beer Season, drink it in!



## Grab a Tea, It's Game Time with Twisted Tea

In the on-premise, Twisted Tea will introduce and drive relevance for the refreshingly flavorful brand, leveraging materials and assets to drive game day excitement. In the off-premise, Twisted Tea will own Game Day with displays and earn share of mind with drinkers during football and tailgating season.



## Get Angry This Fall

Angry Orchard is staking its claim in owning the season that sits between summer and winter. It's the #1 cider brand and fall is cider's #1 season. This year, it's time to get angry, so eff fall, it's Angry Season! With the help of Fireball (yes, they're bringing it back bigger and better this year!), this program will include several tools and tactics that drive sales and help drinkers *Get Angry this Season.*

**ENTER TO WIN**  
 A Custom Sierra Nevada Big Green Egg®

SCAN TO ENTER

**The clear choice for Game Day.**



## How Do You HOtober?

The stats don't lie! Moderation is a #trendingtopic and October is the second biggest sober-curious month of the year. But cutting back on booze isn't all or nothing. That's why this year HOP WTR is asking fans... "How do you HOtober?"

More and more consumers will be looking for no/low-alcohol options this season and HOP WTR is the beverage of choice. This HOtober the brand is going BIG with a robust integrated marketing program including text-to-win consumer promos and display programs, national TV, digital video and paid social campaigns, plus a roster of brand ambassadors and influencers. Expect to see HOP WTR's HOtober campaign in retail with all new POS display items and large-scale in-store sampling programs to drive velocity off the shelf. HOP WTR will be a part of all the cheers-worthy moments this fall and beyond!



Sierra Nevada Hazy Little Thing is deliciously crushable to the last drop. It's easygoing. It's fun. And that's why it's the #1 hazy in the country! Sierra's fall retail program ladders up to their national Hazy Little Thing campaign, designed to connect with drinkers by offering the solution to choice paralysis: A clear choice in an overcrowded world of hazies. This year, Sierra is giving away more custom Big Green Egg grills, positioning the brewery as the go-to partner for consumers to take their game day experiences to the next level. This program encourages shoppers to pick up the essentials to throw their own Sierra Nevada game day party. The clear choice for game day! From August 1<sup>st</sup> through October 31<sup>st</sup>, consumers can scan the QR code on themed POS to enter to win!

## 'Gansett Lager & a Shot of Whiskey... the Perfect Pairing

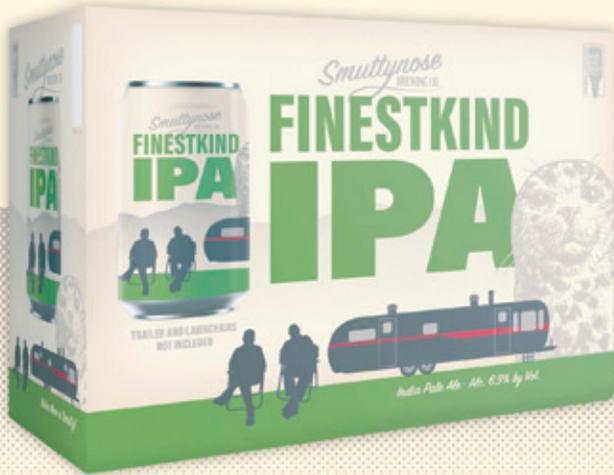
With the air getting cooler, football back on TV and the fall semester starting at the local colleges, beer specials are back in season. As New England's independent, highly rated heritage Lager that offers great value, 'Gansett is a perfect option for your fall specials menu.

Smuttynose  
BREWING CO.

SCAN THE QR CODE  
GET \$5



cash back via PayPal or Venmo when you purchase any (1) Smuttynose 12-pack



OFFER VALID BETWEEN 8/1/23-9/30/23

### Smuttynose Scan to Get \$5

Buy any Smuttynose 12-pack from now until September 30, 2023, and get \$5 cash back via PayPal or Venmo. Consumers will scan the QR code on themed POS to redeem.



WIN\* A MADE IN AMERICA PRIZE PACK!

WIN 4 TICKETS AND \$750 GIFT CARD TO USE TOWARDS YOUR MIA 2024 EXPERIENCE!



\*SCAN TO ENTER FOR A CHANCE TO WIN



White Claw, the official hard seltzer of Made in America, is giving consumers a chance to win tickets to the festival in 2024! From August 1<sup>st</sup> through September 30<sup>th</sup>, consumers can scan the QR code on themed POS to enter to win!



CLAW BACK YOUR SUMMER

WIN\* A CURATED COLLECTION OF WHITE CLAW® GEAR TO MAKE THE MOST OF SUMMER



From August 1<sup>st</sup> through September 30<sup>th</sup>, White Claw fans have the chance to win a curated collection of White Claw gear to make the most out of the last of summer 2023! They will simply scan the QR code on themed POS to enter to win.

# SCAN THE QR CODE GET \$6



cash back via PayPal or Venmo when you purchase any (1) Island District 8pk



OFFER VALID BETWEEN 8/1/23-9/30/23



VODKA VARIETY PACK



TEQUILA VARIETY PACK

Terms & Conditions: Purchase exact size (8pk) between 8/1/23-9/30/23. Receipt must accompany rebate submission and must be submitted by 10/31/23. Photo must include retailer name, date and time of purchase. Product name or item code required for purchase item. Offer valid in CA, HI, IL, IN, MD, MI, NY, OH, PA, VA, WI, WA. Limit of 1 offer per customer per household address. A valid phone number is required to participate. No taxes. A valid email address is required to participate in all states. Excludes payment where user via virtual or PayPal. Offer for the rebate is subject to selection. Follows specific state requirements will result in rejection of submission. Offer void where prohibited, taxed or restricted by law. Offer may vary to comply with beverage regulations, restrictions, availability and other regulations. Please check in a retailer for details of rebate. DraftKings Gaming LLC reserves the right to confirm identification and require additional proof of identification to participate in this offer. To check the status of your rebate please visit [www.islandcocktails.com](http://www.islandcocktails.com) or call 1-800-450-0000. ©2023 Island District | [islandcocktails.com](http://islandcocktails.com) | Enjoy Responsibly | All Rights Reserved

## Island District Cocktails Cash Back Offer

Island District is rewarding consumers with \$6 cash back via PayPal or Venmo when they purchase any (1) 8-pack of Island District now through September 30, 2023. Consumers will scan the QR code on themed POS to redeem.



## Guinness Time Challenge with DraftKings

From September through February, Guinness & DraftKings are inviting consumers to join a 22-week fantasy football contest covering the NFL regular season & playoffs along with four college football contests. \$5,000 will be paid out per all contests, with the professional championship contest paying out \$10,000. Consumers can head to [Draftkings.com/Guinness](http://Draftkings.com/Guinness) to see all contests and complete rules.

## Guinness College Football Partnerships

Guinness & Football: Winning partnerships are bigger and bolder in 2023. In addition to Guinness' successful partnership with Notre Dame football alumni & fans, the brand is proud to announce a new partnership this year



(from August – January) with Navy football fans! Guinness will be supporting team partnerships with visuals and tools to activate all season long. Get ready to score big in stores & bars!





510 Hall Street  
Bow, NH 03304-3105



## NEW ENGLAND 2023 SCHEDULE

TBD	VS	
HOUSTON <sup>TM</sup>		TBD

TBD	AT	
GREEN BAY <sup>TM</sup>		TBD

SAT 8/25	AT	
TENNESSEE <sup>TM</sup>		8:15 PM

SUN 9/10	VS	
PHILADELPHIA		4:25 PM

SUN 9/17	VS	
MIAMI*		8:20 PM

SUN 9/24	AT	
NEW YORK*		1:00 PM

SUN 10/1	AT	
DALLAS		4:25 PM

SUN 10/8	VS	
NEW ORLEANS		1:00 PM

SUN 10/15	AT	
LAS VEGAS		4:05 PM

MON 10/22	VS	
BUFFALO*		1:00 PM

SUN 10/29	AT	
MIAMI*		1:00 PM

SUN 11/5	VS	
WASHINGTON		1:00 PM

SUN 11/12	VS	
INDIANAPOLIS		9:30 AM

SUN 11/26	AT	
NEW YORK		1:00 PM

MON 12/3	VS	
LOS ANGELES		1:00 PM

THU 12/7	AT	
PITTSBURGH		8:15 PM

MON 12/18	VS	
KANSAS CITY		8:15 PM

SUN 12/24	AT	
DENVER		8:15 PM

SUN 12/31	AT	
BUFFALO*		1:00 PM

TBD	VS	
NEW YORK*		TBD

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HOME
  AWAY

\*DIVISION GAME  
 (PRE) PRESEASON GAME  
 SCHEDULE SUBJECT TO CHANGE  
 ALL TIMES EASTERN UNLESS OTHERWISE NOTED