

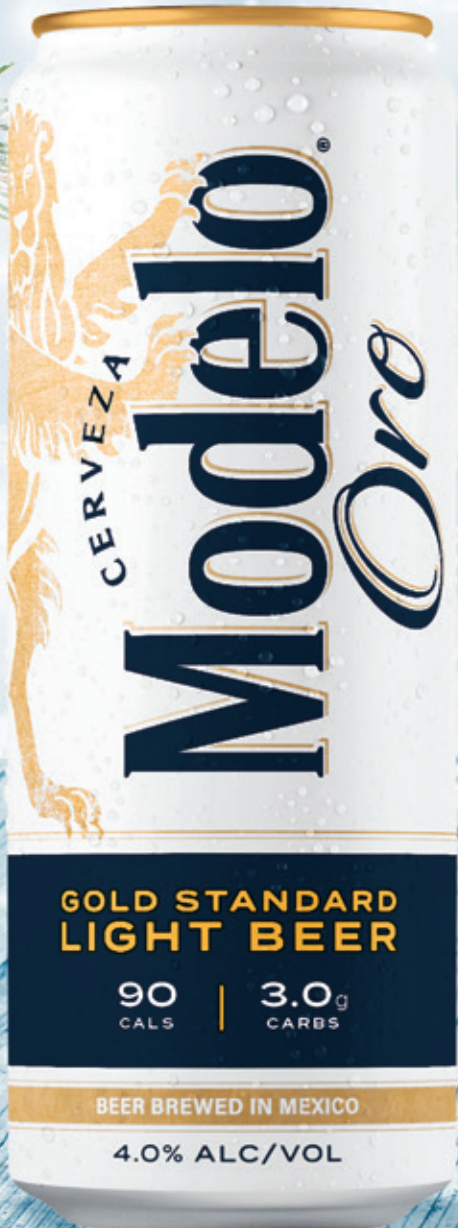
HEADY TIMES

AMOSKEAG BEVERAGES
Holiday 2023 | V.46

LAGERS MAKE
THE SEASON
MERRY & BRIGHT

BREWERY
HIGHLIGHT
LONG TRAIL
BREWING CO.

THE
FINNISH
LONG
DRINK



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DRIZLY REPORTS ON LAGER BOOM

Drizly recently shared new data on lager's comeback, which they predict will take up more space in the cooler in 2024. Light lager is once again on the rise on the e-commerce platform despite past share losses, experiencing a 20% growth in share to date, since 2020.

As we look back on 2023, a few trends stand out and this issue of *Heady Times* looks at them. First, as you may have gleaned from the cover, largers and light beers are having quite the moment. From the resurgence of iconic beers like **Coors Light** and **Miller Lite** to the success of newer, premium options like **Modelo Oro** and **Corona Premier**, as well as Night Shift Brewing's **Nite Lite**, an award-winning craft premium lager... something is happening. Lager sales are up and the style is getting the respect it deserves. There is consumer demand for easy-to-drink brews and suppliers are answering.

Taking it one step further, another category of beer that feels primed for a renaissance (if it's not already enjoying one) is non-alcoholic beer. Consumer demand is driving a new generation of non-alcoholic beers. Not only are there more options, but they are also higher quality than what we've seen in the past. Big-name breweries are making non-alcoholic versions of iconic beers, **Peroni 0**, **Guinness 0**, **Corona Non-Alcoholic** and the new **Blue Moon Non-Alcoholic**, while classic craft breweries are churning out innovative non-alcoholic options, **Sam Adams' Just the Haze** and new from **Sierra Nevada** are non-alcs, **Trail Pass IPA**, **Trail Pass Golden** and **Sierra Nevada Hop Splash Citrus**. Our industry as a whole is rising to the challenge given to us by consumers: more no-alcohol options that taste great.

As you read through this holiday issue, feel free to ask about anything you see on these

pages and for suggestions on how to use these tools for the benefit of your customers. Your Amoskeag Sales Rep is here to help.

We extend our sincere gratitude for allowing Amoskeag to be your partner in the beverage business. Have a safe and happy holiday season and best wishes for success in the New Year.

Cheers!

Ed Murphy
President

Scott Proulx
VP of Sales

@AmoskeagBev

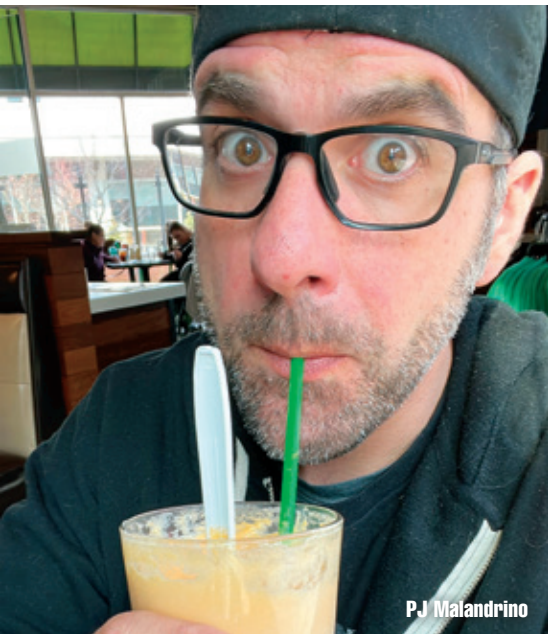
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Amoskeag Beverages



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

On The Job With...



PJ Malandrino



Garde Burgess

PJ Malandrino

Driver

How long have you been with Amoskeag? I hit the quarter-century mark in December.

What are some of your hobbies outside of work? I don't enjoy sitting around, so in my free time, I find myself working around the house, tending the garden and doing yard work. I have a good number of chickens so I always find myself renovating their coop to make sure they're happy.

Where's a place you'd like to visit? I would like to travel north to the pacific coast of Canada into Alaska.

Would you rather be the funniest or smartest person in the room? Being the funniest isn't all it's cracked up to be. I'd like to take a turn being the smartest in the room for a change of pace.

If you could meet any living person for dinner, who would you pick. I think

having a quick bite at Subway with Conan O'Brien would be neat.

Do you have any holiday traditions?

My holiday traditions are having family come over for dinner, and after about an hour, I'm thinking of ways on how to get them all to leave!

What's your guilty pleasure? Pizza. I hate how much I love it.

What's the last great TV show or movie you watched? *Curb Your Enthusiasm*.

If you could magically be fluent in any language, what would it be? I barely have a handle on the English language... but I think speaking German would be fun.

What's the best piece of advice you've ever been given? It's not about what happened to you but how you handled it.

Garde Burgess

System Administrator

What does your job entail? In the days before 2019, as the System Administrator, everything that could be labeled Information Technology I implemented, repaired, installed, and upgraded. Since then, I have worked on projects that either upgrade or enhance the Information Technology we use daily.

What are some of your hobbies outside of work? Currently, biking takes up a lot of my free time. My wife and I have biked across Iowa twice as well as all the rail trails in NH and northern MA. I also enjoy hiking, coaching and umpiring softball games.

What's one thing on your bucket list you'd like to do? I'd love to travel to Hawaii, the only state I have not visited.

Would you rather be the funniest or smartest person in the room? Funniest because laughter is the best.

What sport would you like to do if you could be in the Olympics? Baseball as a catcher.

What's your guilty pleasure? Ice Cream. Strawberry was my go-to flavor, but when Oreo Cookie came out, that became my favorite.

What's the last great TV show or movie you watched? *Oppenheimer*.

If you could magically be fluent in any language, what would it be? I would like to be fluent in French.

What's the best piece of advice you've ever been given? Pay yourself first. I had trouble saving any money when I first got married. A supervisor told me, "pay yourself first". Put an amount into savings each pay period and leave it there. It works!

American & International-Style Lagers Make Every Season Merry and Bright

In the competitive adult-beverage world, change moves at the speed of light. But there is one constant, the persistent popularity of lager beer. Crisp, clean and easy-to-drink, you might be tempted to say, "It's the right beer now."

Does that last line sound familiar? If you were around in 1988, you might remember this Coors Light slogan: It's the right beer now. And it's still true. Lager – **Coors Light**, for example, an American-style light lager – is the most popular, most consumed style of beer in the world. In the United States 87% of all beer sold is some kind of lager.

But with the beverage industry constantly looking for the next big thing, one may forget that easy-drinking lagers are still the core of the beer business. And while it looked like the category might never return to growth, there is data to the contrary. **Last year the light beer market was reported to be worth \$289.2 billion and is forecast to grow to a \$338.9 billion valuation by 2028.**

While the future of lights appears to be bright, breweries know that the key to a successful future isn't found in the past. Industry leader **Constellation** is responding to consumer demands for high-quality, flavorful beverages that don't compromise their quest to live well and be healthy. The lagers produced by Constellation certainly align with today's health and wellness trends better than heavy, high-calorie, high-ABV IPAs. Their refreshing, innovative lagers really are the right beers, for right now.



Launched in March of this year, Modelo Oro provides Constellation the opportunity to, "deliver a light beer not just with less calories, but with more character."

Industry leaders like Constellation are responding to consumer demands for high-quality, flavorful beverages that don't compromise their quest to live well and be healthy.



Constellation leveraged their premium portfolio with Corona Premier, a smooth, perfectly balanced lager that sees strong repeat purchases with consumers 35 and older.

Constellation Leverages Their Premium Reputation

Constellation, who has already built an impressive portfolio of premium products, introduced **Corona Premier** as a premium, better-for-you light beer. At launch, Constellation focused on the 35 and older consumer, which makes up 43% of the light beer segment and 54% of the total U.S. light beer volume.

This smooth, perfectly balanced lager with only 90 calories and 2.6g carbs was a hit with consumers almost immediately. **After just one year on the market, Premier was the number one new brand introduction in both volume & dollars and saw strong repeat purchases with consumers motivated by the low-cal, low-carb benefits** – the sweet spot for premium light consumers.

Constellation followed up the success of Premier with a premium light Modelo innovation: **Modelo Oro**. Launched in March of this year, Oro is just 90 calories, 4% ABV and provides Constellation the opportunity to, “deliver a light beer not just with less calories, but with more character,” Chief Customer Officer Bill Renspie told Brewbound.

Most recent sales data shows that Oro’s volume is two-thirds incremental and resonates strongly with both Hispanic and general market drinkers.

“Across the board, consumers love the taste of Oro,” says VP of Brand Marketing Greg Gallagher. “It blew away all of our active standards of consumer testing and achieved a statistical advantage to Michelob Ultra in willingness to pay more.”

The Future is Bright for Light

Since 2019, the light lager category has gained share each and every year. In fact, at September’s Molson Coors Distributor Convention, Chief Commercial Officer Michelle St. Jacques announced the best quarterly results since the formation of Molson Coors in 2005, up 12.1% to \$3.26 billion. And a recent IWSR Data Market Analysis report forecasted that no and low-alcohol beverages are predicted to grow by another 31% by 2024.

Craft Light Options

Within the last five years, craft breweries have turned their expertise toward beer styles previously considered too mass-market to touch. Namely, light beers. **Night Shift Brewing**, based out of Boston, has an awarding-winning American light lager called **Nite Lite**, which was named by *Men’s Health* as a Top 10 low-calorie beer!

“Nite Lite is the most flavorful light beer you’ll ever try – crisp, clean, and refreshing without sacrificing on taste”, says Michael Oxtan, Co-Founder at Night Shift Brewing.



Say hello to Nite Lite – American Light Lager redefined. No more bland, watery light beers. Nite Lite delivers a crisp and flavorful beer experience in every can. At 4.3% and only 120 calories, you can crush a Nite Lite anytime, anywhere.



The Future is Bright for Light

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The Finnish Long Drink

When the Finnish Long Drink entered the U.S. market in 2018, few Americans had heard of Finland's national drink, a grapefruit and gin highball. But very quickly, the company has made its version of the Finnish staple the eighth highest-selling ready-to-drink in the U.S., according to 3 Tier Beverages and NielsenIQ.

For those who might need to become more familiar with a long drink, it was born from the government's desire to create a delicious and fast drink to serve during the 1952 Summer Olympic Games in Helsinki. It has since become Finland's national drink. Long Drink is excited that the world is catching on to why this refreshing legendary beverage is so

beloved, as The Finnish Long Drink was just named the 'Fastest Growing Spirit In the World' by Spirits Business.

Following a year of monumental growth that took it to 1 million cases in the U.S., spirits-based RTD The Long Drink continues to see rapid gains. After more than doubling in size last year, president and chief sales officer Rudy Costello tells *Shanken News Daily*, the brand is seeing similar growth in 2023 as it expands its audience and brings the gin-and-citrus cocktail to new occasions. "We grew 125% last year," Costello notes. "We blew past a million cases. We expanded nationally and are in 45 states now. It was a combination of velocity plus expanded distribution. Our velocity remains strong. "Amoskeag is



also seeing tremendous growth. We are up 136% YTD, with no signs of slowing down," says Scott Proulx, VP of Sales.

Amoskeag carries The Finnish Long Drink in these varieties: **Traditional, Zero Sugar, Cranberry** and the recently added, **Peach**. Best served chilled, with sparkling citrus and real liquor, they are a fresh and crisp drink that can be enjoyed year-round, from the golf course, beach, or after a day on the ski slopes. The Finnish Long Drink is great for anyone looking for a lighter, easy-to-drink alternative on the go that, most importantly, is delicious! Long Drink looks forward to introducing more Americans to their authentic take, rooted in Finnish traditions.

For more information, please visit thelongdrink.com and follow on Instagram @longdrink.



Stone Delicious IPA Family

A Lineup of IPAs That Live Up to Their Names

Delicious /dəˈlɪʃəs/, /diˈlɪʃəs/ (adjective): highly pleasing to the senses, especially taste or smell. *See also: Stone Brewing.*

Okay, so the last part isn't technically included in the dictionary definition, but while we wait for the folks at Merriam-Webster to approve our suggested amendment, let's talk about why **Stone Delicious IPA** – and its newly expanded brand family – is so deserving of the name and why consumers just can't get enough of it.

When creating an IPA worthy of the name "Delicious" Stone knew intense flavor was paramount, and that's just what this bright, citrus-forward standout brings to the table. Delicious IPA is crafted to reduce gluten, and its magnificent lemon, candy-like flavor makes it a favorite among even the most diehard IPA fans.

As **the #19 craft IPA brand with 6.1% dollar sales growth**, Stone Brewing saw the potential of Delicious IPA. The brewery seized this growth opportunity, much to the delight of fans across the country, and turned this singular beer into a family of three. **Delicious Citrus IPA** and **Delicious Double IPA** have joined Stone's Delicious lineup in their new 4/6-can variety pack (alongside OG Delicious IPA).



"It's turned out to be our largest launch of all time," Stone Brewing CEO Maria Stipp said of the Delicious variety six-pack, which launched at the end of 2022.

The brewery seized this growth opportunity, much to the delight of fans across the country, and turned this singular beer into a family of three.

Stone took the original Delicious IPA and put a tasty spin on these newcomers. Delicious Double IPA has serious depth of flavor and an explosive aroma of lemon and tropical fruit from Centennial and Amarillo hops, all with less bitterness than a typical double IPA. For Delicious Citrus IPA, Stone added Talus hops to the mix for vibrant tangerine notes which are further amplified by the addition of sweet orange peel.

The variety pack, which launched at the end of 2022, is already proving itself in the market. The **Stone Delicious Mixed Pack is the #3 craft six-pack innovation** by dollars in NielsenIQ's xAOC (extended all outlet combined) YTD data, just behind heavy hitters like New Belgium Brewing's Voodoo Ranger Fruit Force and Sierra Nevada's Little Things rotating pack. **"It's turned out to be our largest launch of all time,"** said Maria Stipp, CEO for Stone Brewing.

"Expanding our Stone Delicious family was a big ask for us brewers because not just any IPA can live up to this name," Jeremy Moynier, Senior Manager of Brewing & Innovation, told Brewbound. "Each of these beers share a bright, vibrant, citrus-forward quality that plays out in three distinctly different ways. And that kind of variety is hard to find in a six-pack!"

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

DELICIOUS IPA

Delicious IPA is a bright, citrus West Coast IPA with a strong lemon candylike flavor. ABV: 7.7%



DELICIOUS DOUBLE IPA

With serious depth of flavor and an explosive aroma of lemon and tropical fruit from Centennial and Amarillo hops, Delicious Double IPA is deceptively smooth. ABV: 9.4%



DELICIOUS CITRUS IPA

To amp up the citrus factor of this IPA, Stone added Talus hops to the mix for vibrant tangerine notes which are further amplified by the addition of sweet orange peel. ABV: 7.7%



DELICIOUS MIXED PACK

The Stone Delicious Mixed Pack features all three Delicious beers – **Delicious IPA**, **Delicious Double IPA** and **Delicious Citrus IPA** – each definitively Delicious in its own way.



Long Trail Brewing Co.

Heady Times caught up with Lori Caron, Brand Manager for Long Trail, to learn more about this Vermont craft brewery. The first batch of Long Trail Ale rolled off the line in 1989. At the time, the craft brewing industry in America was on the rise, and Vermont was better known for maple syrup than beer. When Long Trail Ale hit the taps at local watering holes, it blazed the trail for Vermont's craft brewing industry.



Lori Caron, Brand Manager

Heady Times (HT): What's your background? Why did you decide to go into the beer biz?

Lori Caron (LC): I started in the beer industry right out of college at a wholesaler on the South Shore of Massachusetts. It was an obvious decision at that time to follow my hobbies! A few years into that, I was ready to settle down and buy a house. My now husband and I relocated from MA to Southern NH in 2006 when I left the wholesaler side and began working for Long Trail as the regional sales rep for New Hampshire & Maine. Over the years, my role has evolved from sales rep to sales analyst, to sales operations and now to Long Trail Brand Manager.

HT: What do you like most about your job?

LC: My favorite part of my job is quality control, obviously, LOL! Honestly, I would have to say what I like most are the people. I enjoy the team I work with at Long Trail and our wholesaler partners.



Many of us have been in this industry for numerous years together, and although our companies or roles have changed, the camaraderie still holds strong!

HT: What's your favorite Long Trail product and what would you pair it with?

LC: My favorite Long Trail beer is our Vermont IPA. It pairs perfectly with our fried pickles, chips & queso, and wings smothered in trail sauce that you can get at our onsite restaurant... apps & beers are the best! Although a throwback fave is our Hefeweizen. The sweet, fruity banana characteristics make it a delicious brew!

HT: Tell us about the Riverside Pub & Restaurant.



LC: Long Trail Brewery is located along the Ottauquechee River in Bridgewater Corners between Killington Ski Mountain and Woodstock, Vermont. We offer great outdoor seating along the river over the summer and fall and in the winter and spring we transform that area into “Sugar Shed” seating where you can enjoy a private shed on the patio with full table service. We have live music on Thursdays and Sundays and love welcoming people from all over! Long Trail is family and dog-friendly; we are an excellent destination for après ski snacks, post-hike beers, pass-through lunches, or final destination meals!

HT: Does Long Trail have a brewing style or philosophy?

LC: It is simple, really, to brew good quality beer that consumers can trust for taste, consistency, and price.

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

LC: Long Trail Brewery is unique among New England craft brewers due to its commitment to quality, sustainability, community engagement and a diverse range of beer styles. We feel, as do many brewers that we should have one foot in tradition and one foot in innovation. We have a decades-long history of being a must-visit destination during any trip to Killington or any of the other great VT ski resorts.

HT: Any events happening this winter?

LC: We will continue to have live music on Thursdays and Sundays. We are also teaming up with the Ski The East team again this year and will be hosting an après party or two with them.

HT: What would you like our readers to know about Long Trail?

LC: Long Trail is one of the OGs of après ski. We work with many great partners such as Ski Vermont, Ski The East, Vermont Adaptive, Flyin’ Ryan Foundation as well as local food banks and much more. Long Trail is proud to be one of the original Vermont craft brewers and remains committed to supporting our community. If you haven’t enjoyed a Long Trail Ale or Double Bag in a while, be sure to pick some up at your local retailer.



Ryan Thompson, Brewer



Get to Know Arthur Chase from Woodstock Inn Brewery

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

Arthur Chase (AC): I was the Bar Manager at Shooter's Tavern in Belmont when I met my current boss, Garrett Smith, of Woodstock Inn Brewery. I inquired about an opening there and boom; here we are 7 years later!

HT: What does a typical workday look like?

AC: I generally have my week mapped out in advance and select a new area in New Hampshire to focus on for every day of the week. Once I reach my selected area, I pound the ground selling Woodstock Inn Brewery brews while maintaining current accounts.

HT: What do you like most about your job?

AC: I love meeting people and everything about the beer industry. It's like a small carnival family, LOL. In addition, one of the best things about my job is collaborating with our team on new beers and marketing promotions or designs for our labels. I love my job!

HT: Do you have any holiday traditions?

AC: We're a big food family, so lots of eating and drinking happens during the holidays. Overall, we are rather traditional when it comes to the holidays. However, I do have a unique tradition for the 4th of July. I give a speech in an American flag speedo followed by a cannonball into the pool, so there's that!

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

AC: I'm your basic guy who loves golfing, fishing and sporting events. I love to do different activities with my kiddos – concerts, hiking, theatre, watching a game or whatever we can do for a new adventure. Coaching is definitely a love of mine as well.

HT: Do you have a favorite Woodstock product?

AC: Old Man Oatmeal Stout (nitro) is my absolute favorite beer we brew! I'm a dark beer guy and love a traditional oatmeal



Arthur Chase, NE Regional Sales Rep and Sasa Marinkovic, Lead Brewer

stout. Nobody beats ours!

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

AC: We've been upgrading our system for the past year and are putting out some excellent beer! This fall and winter we are offering a couple of new additions, such as **S'mores Imperial Stout** pairing up with our fan-favorite, **Autumn Ale** (my 2nd favorite brew). We are also releasing volume 1 of our new Double IPA hazy



rotational series called **Burst of Green**, which was our brewer, Casey Titis's concept. Check out page 19 in the Seasonal section to read about **Wassail**, **Cannon Ale**

and **S'mores Imperial Stout**. Woodstock Inn Brewery is constantly working to make our beer better and our Inn the most inviting place in NH. We hope everyone can visit us, but if you can't, you can always take us home in a 16 oz. can! Cheers!

STATESIDE

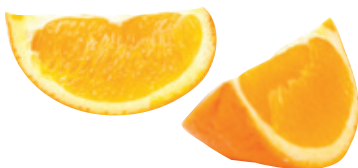
VODKA SODA

Stateside Vodka was founded in 2013 by two brothers, Matt and Bryan Quigley in their parents' basement. Stateside soon became Philly's favorite hometown vodka, PA's top selling craft spirit and a leader in ready-to-drink canned cocktails which includes the Surfside line. They've since expanded distribution and Amoskeag is excited to welcome Stateside and Surfside to NH.

Stateside Vodka Soda Orange



Get your favorite Stateside Vodka Soda flavor in a 4-pack. The perfect amount for those of us who know what we like, and don't want to share. Made with Stateside Vodka, sparkling water, and real orange fruit juice. Stateside Vodka Soda Orange is the perfect combination of booze and flavor, resulting in just 95 calories and just 2 measly little carbs and it's gluten-free. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Stateside Vodka Soda Variety Pack Vol.2

There's only one thing better than a party and that's two parties. Introducing the Party Pack Vol.2 The Party Pack Vol.2 comes complete with 2 of each flavor, including: **Watermelon, Grapefruit, Peach,** and ol' reliable **Orange**. Still made with Stateside Vodka, sparkling water and real fruit juice. The perfect combination of booze and flavor, resulting in just 95 calories, and just 2 measly little carbs and it's gluten-free. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Surfside

Surfside is proudly made with Stateside Vodka which is distilled 7 times, giving it a smooth finish and making Surfside dangerously good, crushable even. With only 100 calories per can and no bubbles, you can drink them all day, every day. Sunshine in a can!



Surfside Iced Tea + Vodka

Don't get it twisted, there are a lot of other iced teas out there. Most of them are loaded with sugar and made with malt liquor. Surfside Iced Tea is proudly made with Stateside Vodka, has 100 calories per can and is non-carbonated. Because iced tea shouldn't have bubbles. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Surfside Lemonade + Vodka

How can they possibly add more sunshine to a can... just add lemon! Surfside Lemonade + Vodka is the perfect year-round bevvy. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Surfside Iced Tea & Lemonade + Vodka

It tastes like a combination of Fergie and Jesus, if Fergie and Jesus were iced tea and lemonade. The perfect combo anytime, anywhere. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Surfside Tea Starter Pack

It's like picking your favorite child – an impossible choice. Though you may like one more than another, you still enjoy all of them. That's where the Starter Pack lends a hand. Each 8-pack include 2 cans of: **Lemonade, Iced Tea, Peach Tea** and **Half & Half**. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



NEW SUPPLIERS



The mission at Freedom's Edge is to make ciders the traditional way, using real cider apples and without excessive sweetening. They want everyone, not just a few cider snobs, to be able to taste cider the way it was meant to be made... the way it used to be made during the 200 years when cider was the most popular fermented beverage in America.

Incidentally, Freedom's Edge is one of the ONLY draft cidermakers in the US that uses bittersweet apples in their ciders. The varieties they use are not well known outside of the cidermaking community: Dabinett, Ellis Bitter, Major, Ashton Bitter and Yarrington Mill are a few of their favorites. None of their larger competitors use bittersweet apples in their blends...because these apples cost more than traditional dessert apples and are more difficult to procure.

Freedom's Edge The Original



The classic and best seller! A balanced, semi-dry cider made from a blend of local dessert apples along with traditional English bittersweets. Easy drinking, with good body and a clean finish. **ABV:** 6.8% **Package:** 12 oz. cans only **Availability:** Now, year-round



Red Flag Hard Seltzer

On the forefront of new technology, Red Flag Spirits is proud to introduce their new grab-and-go size spirit based cocktails and hard seltzers. Made with real vodka and real fruit juices, available in four flavors with 4.5% alcohol-by-volume. Enjoy natural sparkling flavors that are gluten free, contain no added sugar, and are only 100 calories per can. Raise your flag and enjoy!

Red Flag Variety Pack

Bring the party with you, a grab-and-go Variety Pack of Red Flag with all the flavors for your delightful enjoyment. Red Flag Variety 8 Pack includes: **Pineapple**, reminiscent of the islands! Enhance Red Flag's crisp, clean vodka base with real pineapple juice and suddenly your taste buds get a tropical kick, **Grapefruit**, tart yet sweet and deliciously refreshing! The perfect balance of real vodka enhanced with a splash of real grapefruit juice! **Watermelon** is a refreshing throwback to the classic watermelon taste with just enough kick to keep the good times rolling. **Black Cherry**, the sweet cousin of the sour cherry, which has the sweet taste of early summer but perfect all year round! **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



NEW NON-ALCOHOLIC PRODUCTS

Blue Moon Belgian White Non-Alcoholic

As America's #1 craft beer, Blue Moon Belgian White Belgian Style Wheat Ale is bringing "the bright side" along with its trusted craft credentials to the non-alcoholic category. Retailers, be sure to showcase this new, vibrant and ultra-sessionable beverage option – brewed with zesty Valencia orange peel – in store with standout point of sale! **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning mid-December



Sierra Nevada Non-Alcoholic Trail Pass IPA

Choosing non-alcoholic beer should still mean going big on craft flavor. And Sierra's new non-alcoholic IPA – their first ever NA malt beverage – cranks the hop flavor to the max. For years Sierra has worked to get the process and product just right. **ABV:** < 0.5% **Package:** 12 oz. cans only **Availability:** Now!



Sierra Nevada Non-Alcoholic Trail Pass Golden



Grab a Trail Pass Golden and start a new adventure with miles of flavor. Explore the fruity aromas and smooth malt in this brand-new non-alcoholic golden from one of America's top independent craft brewers.

ABV: < 0.5% **Package:** 12 oz. cans only **Availability:** Now!

Sierra Nevada Hop Splash Citrus

Take the fruity notes of Mosaic and Simcoe hops, add a perfect splash of real blood orange & grapefruit juice, and you've got a match for maximum flavor. The all-new sparkling hop-infused water, Hop Splash Citrus, will be your all-day hop refreshment. **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now!



White Claw 0% Variety Pack



A drink for all drinkers, White Claw is perfectly placed to deliver a disruptive non-alc offering anchored in iconic flavors and refreshment. A significant unmet need exists between non-alc beer & sugary mocktails. Enter White Claw 0%.

This new, innovative non-alc is full of flavor with only 15 calories, 5g carbs, just 2g of added cane sugar and hydrating electrolytes with 0 alcohol. Included in this 2/12 slim can mix are: White Claw 0% **Black Cherry & Cranberry**, **Mango & Passion Fruit**, **Peach & Orange Blossom** and **Lime & Yuzu**. **Availability:** Year-round, beginning in January

ZOA Frosted Grape



ZOA is a well-rounded energy drink crafted to ignite bold action and inspire consumers to reach their potential. To kick off 2024, shoppers can enjoy the latest addition to its robust variety of flavors: ZOA Frosted Grape. The introduction of this flavor to the ZOA Zero Sugar lineup is sure to light a spark in shoppers with its natural caffeine, daily vitamins B and C, hydrating electrolytes, camu camu extract and branched chain amino acids **ABV:** 0% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in January

NEW PRODUCTS

Simply Spiked Limeade Variety Pack



The juice experts at Simply are introducing a line of spiked limeade beverages for 2024 that includes **Signature Limeade**, **Cherry Limeade**, **Blackberry Limeade** and **Passionfruit Limeade**. Shoppers can enjoy this fresh assortment of limeade flavors in

a 12-can variety pack. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in January



Simply Spiked Limeade 24 oz. Can

Simply Spiked Limeade has REAL fruit juice that's been squeezed, then concentrated. With a little fizz and 5% alcohol, Simply Spiked is bursting with refreshing lime flavor. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now!

AVAILABLE NOW!

Truly Hard Seltzer Citrus Squeeze

Every sip of Truly Hard Seltzer Citrus Squeeze is met with a zesty citrus aroma and a refreshing, crisp finish. This bright and tangy flavor is bursting with the natural sweetness of real fruit juice and perfect for any occasion. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now!



Truly Party Pack

Introducing the Truly Party Pack – a new variety pack that combines the most popular Truly flavors (and one new flavor) in a convenient slim can 12-pack. We know how tough it is to buy alcohol for a crowd, so Truly made it a whole lot easier. This brand-new variety pack features three classic fan-favorites: **Watermelon**, **Citrus Squeeze** and **Pineapple** as well as *new* **Raspberry**! With a flavor for everyone, the Truly Party Pack takes the guessing out of your customers' shopping trips. **Availability:** Year-round, beginning in January



Twisted Tea Black Cherry

Twisted Tea's newest year-round flavor is a refreshingly smooth hard iced tea made with real brewed black tea and a twist of natural black cherry flavor. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in January



Angry Orchard Crisp Imperial

Introducing Angry Orchard Crisp Imperial – the same bold, crisp apple flavor you know and love, now with a punch of 8% ABV and the perfect balance of sweetness. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now!

Seagram's Escapes Berry Mimosa

Seagram's Escapes Berry Mimosa is flavored with natural raspberry, strawberry, blueberry and acai flavors, a perfect year-round beverage. **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** Now!



NEW PRODUCTS

Smirnoff Ice Original 23.5 oz. Cans

Introducing new Smirnoff Ice single serve cans! Larger format cans are key drivers of growth within the FMB category and now is the time to bring consumers their #1 Smirnoff Ice flavor in the format they're looking for. **Availability:** Year-round, beginning in December



Smirnoff Ice SMASH Tea

Smashing the status quo in the booming hard tea category, Smirnoff Ice Smash Tea is a bolder hard iced tea, clocking in at 8% ABV and available in two delicious flavors:

Hard Lemon Tea & Hard Peach Tea.

ABV: 8% **Packages:** 16 and 23.5 oz. cans

Availability: Year-round, beginning in January



Long Drink Peach

The Peach Finnish Long Drink is a step outside of tradition and is described as "gin with natural peach and juniper berry flavors." **ABV:** 5.5%

Package: 12 oz. cans only **Availability:** Now!



Spindrift Spiked Blood Orange Tangerine



A full-flavored Spiked for those who seek the unique. With a multi-dimensional and almost berry-like depth that comes from real squeezed blood oranges that is perfectly highlighted by the bright, sweetness from real squeezed tangerines – the taste of this flavor is anything

but ordinary. Pour it out over ice for a Spiked sparkling water that's as eye-catching as it is delicious. No added sugar and only 94 calories. **ABV:** 4% **Package:** 12 oz. slim cans only

Availability: Now!

Night Shift Super Santilli DIPA

The Santilli you love, but Super! This DIPA sports a hefty 9% ABV and all the hops Night Shift could pack into it. The result is a crazy delicious, crazy hoppy beer that tastes like a thousand grapefruits and a whole forest of pine trees. **ABV:** 9%

Packages: 16 oz. cans, 19.2 oz. cans and draught

Availability: Now, year-round



Two Roads IPA Variety Pack

A new version of Two Roads' current variety pack that comes with 3 of each, **Road 2 Ruin Double IPA, Honeyspot Road IPA, Lil' Heaven Crushable IPA** and new to this iteration, their award winning **Two Juicy Hazy Double IPA**. **Package:** 12 oz. cans only **Availability:** Now!



Brewery Ommegang Nitro Three Philosophers

Rich and complex, this tour de force blends quadruple ale and authentic Belgian kriel, with its malty depth and gentle sweetness. Enjoy the mesmerizing pour with its smooth cascade of bubbles that lends a lustrous creaminess to enhance the touch of cherry – the perfect beer for leisurely sipping and quiet contemplation. **ABV:** 9.7%

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



NEW PACKAGES

Corona Premier Brand Refresh

New look, same great cerveza.

Corona Premier is refreshing both primary and secondary packaging to better communicate its light beer proposition and drive distinction from the Corona brand family on the shelf.



Key design updates:

- New, lighter color scheme, including a metallic gold crown and accents
- Modernized, "PREMIER" typeface
- Metallic ink accents on bottles, cans and secondary packs
- Satin finish on cans for a soft, matte feel

The new design maintains shelf findability and outperforms current packaging. **Availability:** Now!

Samuel Adams Just the Haze 2/12-Pack Cans

Great American Beer Festival gold medal winner in the non-alc category, Samuel Adams Just the Haze, is now available in 2/12-pack cans. Just The Haze has an upfront citrus aroma with hints of grapefruit, tangerine, lime and tropical fruit notes. The alcohol is removed slowly, leaving "JTH" with a full body mouthfeel, a smooth finish and all the flavor you'd expect out of a great hazy IPA. **Availability:** Now!



Harpoon IPA 'Gold Can'

This holiday season, let Harpoon help upgrade your holiday party as we Spread Holiday Cheer. For a limited time only this winter, consumers have a chance to win a holiday party for up to 30 people at our Boston and Vermont taprooms. Secondary prizes include custom Harpoon IPA coolers, Vermont Farmstead charcuterie boards, and swag bags.

Availability: Now through November



UFO Variety Pack Refresh

UFO's brand-new and refreshed UFO Variety Pack is ready to embark on a full orbit around the sun! Featuring their three year-round offerings: **White**, **Maine Blueberry** and **Florida Citrus** and joined by mix-pack exclusive **Crisp Apple**, this pack is sure to have something for everyone. **Package:** 12 oz. cans only **Availability:** Now!



Sierra Nevada Atomic Torpedo 12 oz. 12-Pack Cans

Now available in 12 oz. 12-pack cans in addition to 19.2 oz. cans, this Imperial hop collision fuses West Coast and juicy IPAs, unleashing atomic flavors of lush fruit, citrus and sticky pine. Brace your taste buds, damn the Torpedos, full hops ahead! **ABV:** 9.2% **Availability:** Now!



Guinness Gives Back 8-Pack Cans

Guinness holiday sales continue to grow, and their limited-edition holiday packaging is back this year!

Guinness will donate \$1 for every limited-edition Guinness

Gives Back 8-pack produced (\$1,000,000) to local and national charitable organizations across America. **Package:** 14.9 oz. 8-packs only **Availability:** Now!



Fabrizia Lemonade Slim Can Variety

The Fabrizia Lemonade Variety pack comes with two BRAND NEW ready-to-drink cocktails, hand crafted with Fabrizia Limoncello and fresh squeezed Sicilian lemons from their very own grove in Italy! The **Italian Lemonade + Tea** blends Sicilian lemon juice and premium cold brew tea, the **Blueberry Lemonade** is made with delicious Maine blueberries, and their classic **Italian Style**

NEW Flavors!

Lemonade is the perfect blend of lemon juice, vodka, and limoncello! Chill and enjoy! **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now!



Great North Trail Juice IPA

**NEW NAME,
SAME GREAT
BEER!**

Formerly known as Moose Juice, Trail Juice is bursting with aromas of tangerine and pineapple. This east coast meets west coast style IPA has flavors of juicy melon and tangerine thanks to the use of Mandarina Bavaria hops. Trail Juice IPA has a crisp mouthfeel and is well balanced with a smooth finish. **ABV:** 6.2% **Packages:** 16 oz. and draught **Availability:** Now!



A New Mix for the Woodchuck Brunch Box

Woodchuck has been crafting America's original hard cider since 1991. Back then, they didn't care that the world was drinking beer, because they had a passion for hard cider. So that's what they made. Cider may be more popular now, but Woodchuck has stayed true to their roots, fermenting quality, innovative ciders with every batch. The Brunch Box Variety Pack showcases four of these innovative ciders (perfect for brunch) in one convenient 12-pack of cans. The new mix includes: **Pearsecco** Bubbly Dry Cider, **Mimosa** Cider & OJ, **Bellini** Peach Cocktail Inspired and *new* **Pineapple** Mimosa with a Tropical Twist. **Availability:** Year-round, beginning in January



Narragansett Ski Cans are Back

'Tis the season to hit the slopes and Narragansett has you covered. This winter, for a limited time, Narragansett's popular 12 oz. ski cans (12 and 30-packs) return! To go along with these cool cans, Narragansett is also giving consumers the chance to win an Epic Ski Pass!

The promotion will be posted on Narragansett's socials, where fans can enter to win. The pass gives the winner full season access to an assortment of New England mountains! **Availability:** Now!



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 Winter Lager



For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations. **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Samuel Adams Holiday White Ale



Ah, the holidays. Full of friends, family, festive parties... and last-minute gifts and food mishaps. Whatever happens, this crisp white ale is your trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Samuel Adams Old Fezziwig Ale



Like the character that inspired it, this spiced ale is warm, festive and worthy of a celebration all its own. Its full body accompanies a deep malt character with notes of sweet toffee and rich, dark caramel. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Now!



Samuel Adams Beers for Cheers Variety Packs

Complete with a To/From tag, Samuel Adams' winter 12-pack variety is available in both cans and bottles with a different mix in each. The 2/12 bottle variety includes: **Boston Lager, Winter Lager, Holiday White Ale, Old Fezziwig Ale, Cold IPA** and **OVP (Oaked Vanilla Porter)**. The 2/12 can mix features: **Winter Lager, Old Fezziwig Ale, Cold IPA** and **OVP (Oaked Vanilla Porter)**. **Availability:** Now!



Samuel Adams Cold Snap



At this time of year, there's nothing like this unfiltered white ale and its exotic blend of ten fruits, spices and florals. Bright orange notes and a touch of vanilla add smooth, subtle sweetness, creating a refreshing flavor that signals spring is on its way. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** January

Samuel Adams Breakaway Blonde Ale



NEW!

This new brew is a malt-forward, golden, sweet and soft blonde ale. Light cereal & biscuit notes team up with touches of tangerine to give Breakaway Blonde a balanced complexity. The light body, clean and quick finish will make the whole crowd cheer for more. **ABV:** 5.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** January

Samuel Adams Prime Time Beers Variety Pack

NEW VARIETY PACK!

Samuel Adams' new 2/12 spring variety pack, available in both bottles and cans, features **Cold Snap** and three new beers: **Postseason IPA, Red Zone Lager** and **Breakaway Blonde Ale**. **Availability:** January



Dogfish Head Crimson Cru

This collab starts with Rodenbach's Grand Cru, a complex beer with a great deal of wood and esters, shipped overseas from their brewery in Belgium. Grand Cru is then blended with a red ale from Dogfish Head that's infused with sumac and sweet orange peel and dry-hopped with Hallertau Blanc. **ABV:** 7.1% **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head Off-Centered Winter Variety Pack

This 2/12 can Off-Centered Variety Pack features a combination of beers that are wonderful for those cold winter months and are perfect to enjoy with friends and family during the holiday season! The mix includes:

60 Minute IPA, 90 Minute IPA, Blue Hen Pilsner and exclusive to this variety pack, **Perfect Pairing Pale Ale**, an unfiltered IPA developed from a sensory perspective with Dogfish Head's pals at Cabot Creamery to be the perfect pairing for sharp cheddar cheese. **Availability:** Now!



NEW VARIETY PACK!

Dogfish Head Nordic Spring

This super citrusy hazy IPA is brewed with Norwegian Kvie yeast, wild juniper berries, orange peel and Danko rye malt. Kvie yeast ferments at higher temperatures and imparts strong citrus and tropical notes in the fermentation process. Paying homage to its Norwegian roots, this IPA is brewed with Norwegian staples including wild-harvested red juniper needles & berries, orange peel and Danko rye malt, and hopped with Simcoe, Citra and Comet hop varieties. The result is a hazy, citrusy and piney IPA. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** January



NEW Packaging!

Dogfish Head Variety 12 Pack

Dogfish Head's spring variety pack is the perfect off-centered mix to enjoy with friends and family as the weather starts to warm up. This 2/12 can mix includes: **60 Minute IPA, Blue Hen Pilsner, Namaste White** and pack exclusive **Colderest IPA**, an IPA brewed with flash frozen hops, white winter wheat and flaked rice. **Availability:** January



NEW!

Truly Hard Seltzer Getaway Pack



Experience the world through flavors inspired by tropical paradise, arctic tundra, desert heat and fresh mountain tops. Each sip is a passport to an extraordinary new taste adventure, offering a light and refreshing escape from reality. This brand-new 2/12 slim can variety pack features four exciting

Truly flavors: **Tropic Like It's Hot**, **Arctic Berry**, **Mountain Pear-adise** and **Desert Orange**, which will all take your palate to places it's never dreamed of. **Availability:** January

NEW
VARIETY
PACK!

Angry Orchard The Knotty Bunch Variety Pack



Angry Orchard's Knotty Bunch 2/12-pack variety will be here soon! As we head into the season of celebrations, consumers can gather with family & friends to embrace four delicious ciders, with something for everyone! This knotty pack is full of exciting

flavors including: *new* **Crisp Light**, *new* **Cranberry Pomegranate**, **Crisp Apple** and *new* **Ginger**. It's the perfect mix to celebrate with loved ones! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

NEW
VARIETY
PACK!

Harpoon Winter Warmer



A Harpoon holiday tradition since '88, this year they celebrate the 36th annual release of Winter Warmer. The first seasonal craft beer release on the east coast, this Winter Warmer is a classic in New England and beyond. Combining the subtle sweetness of caramel malt with holiday spice additions

of cinnamon and nutmeg, it's both hardy and satisfying yet surprisingly easy-drinking. Enjoy with friends and loved ones and let the revelry begin! **ABV:** 6% **Packages:** 12 oz. bottles, cans and draught **Availability:** Now!

Harpoon The Holiday Mix



There are a few requirements for a great holiday party – good company, a killer playlist, and some tasty beers. Inspired by the timeless sounds of the holiday season, this mix pack features Harpoon classics, including the 36th annual release of Winter Warmer. Get in the spirit with The Holiday

Mix! This mix includes: **Harpoon IPA**, **Rec. League**, **Winter Warmer**, and mix pack exclusive **American Flyer Lager**. **Packages:** 12 oz. bottles and cans **Availability:** Now!

UFO Razwell

This *radiant* raspberry wheat beer is coming in for a crash landing at a store near you this winter! The people have spoken and UFO has listened and are making this available on its own in 6 packs for a "berry" limited time. Slightly sweet and slightly tart, this beer adds a new meaning to having the "best of both worlds."

ABV: 4.8% **Package:** 12 oz. cans only **Availability:** December



Clown Shoes 12 Beers of Christmas

Back for its 4th holiday season is Clown Shoes 12 Beers of Christmas! What better way to count down the days to Christmas than with a 12 beer variety pack with long-standing mix pack favorites such as: **Reindeer Games**

Bavarian IPA or **Royal Standard Wee Heavy** alongside new beers to the pack: **Tecoh's Mexican-Style Cerveza** or **Galactica Dank Nebula West Coast IPA**. Merry sipping! **Package:** 12 oz. cans only **Availability:** Now!



Clown Shoes Snow on the Maple Tree

A long-time fan-favorite: Clown Shoes Snow on the Maple Tree makes its return this November! A fresh sheet of snow clings to the limbs of the great maple tree. The ancient maple provides this frigid winter's day with a touch of majesty as it glimmers in the afternoon sun. Clown Shoes takes a well-refined and perfectly crafted American Imperial Stout and ages it in bourbon barrels that aged premium maple syrup to create Snow on the Maple Tree. A strong and sweet taste of maple flows throughout, with dark malts providing a rich and full-bodied flavor. Available for a limited time! **ABV:** 11% **Package:** 12 oz. cans only **Availability:** Now!



Allagash Snow Report

The forecast is calling for an accumulation of festive beers in your fridge. Snow Report is Allagash's celebratory saison brewed with local wildflower honey. In it, you'll find balanced notes of melon, green apple and a touch of honey.

ABV: 8.6% **Packages:** 16 oz. cans and draught **Availability:** Now!



Sierra Nevada Celebration Fresh Hop IPA



The start of the celebration season is a festive event. Sierra can't start brewing until the first fresh hops have arrived, but once they have, the season is officially under way! First brewed in 1981, Celebration IPA is one of the earliest examples of an American-style IPA and one of the few hop-forward holiday

beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

Sierra Nevada Hop Bullet Magnum Edition Imperial IPA



NEW!

Magnum hops pack this special edition of Hop Bullet with massive flavors of orange, pine and stone fruit. This thing is a force, but it's also fleeting. Stock up or miss out. **ABV:** 9.5% **Package:** 12 oz. cans only **Availability:** Mid-December

Sierra Nevada Bigfoot



Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic, brewed in a barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. Each new release is vintage dated so consumers can collect their own and see the flavors develop and progress. **ABV:** 9.6% **Packages:** 12 oz. bottles and draught **Availability:** Late December

Stone Xocoveza



Inspired by Mexican hot chocolate, this beer quickly rose to legendary status when it was first released in 2014. Brewed with a robust but nuanced blend of chocolate, coffee, vanilla, nutmeg, cinnamon, pasilla peppers and lactose, Stone Xocoveza has become a favorite holiday tradition for many. **ABV:** 8.1% **Packages:** 12 oz. cans and draught **Availability:** Now!

Seagram's Escapes Pop & Watch Variety

**NEW
Flavors!**

Seagram's Escapes Pop & Watch Variety Pack features all new flavors: **Blackberry**

Pear, Raspberry

Lime, Apple Melon &

Cranberry Orange. ABV: 3.2%

Package: 11.2 oz. bottles only

Availability: Now!



Seagram's Spiked Mango Mai Tai

Spiked Mango Mai Tai has sweet mango perfectly balanced with tart tropical fruits and a bright citrus finish and is a perfect, flavorful tropical escape. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now!



Stormalong Happy Holidays

Happy Holidays is an unfiltered hard cider with a blend of holiday spices. Bursting with flavors of freshly baked apple pie and mulled cider, it's a perfect treat this time of year. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



Greater Good 55 Funk Mulled Punch Imperial Sour Ale

The winter edition of Greater Good's 55 Funk Sour Series is a delightful mix of cranberry, orange and fall spices! **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Greater Good Gigantic Gingerbread

**NEW
LOOK!**

Gingerbread Ale is returning with a new look! Great Good's winter seasonal features biscuit and honey malts with layers of molasses, ginger, cinnamon, and vanilla- this imperial ale

brings back memories of decorating gingerbread cookies on snowy days. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

Long Trail Winter Survival Pack



Survive the long, cold New England winters with Long Trail Winter Survival Pack. This variety pack includes, Long Trail's flagship, **Long Trail Ale**, hazy and juicy, **VT IPA**, newly re-released **Limbo IPA** and winter seasonal, **Hibernator**. **Package:** 12 oz. bottles only **Availability:** Now!

Long Trail IPA Variety Ski The East Edition



Loaded to the brim with juicy hop flavors, the perfect mix of trail worthy IPAs. Featuring Long Trail's hazy and juicy **VT IPA**; low calorie and full flavor, **Little Anomaly**; juicy yet bitter, **Limbo IPA**; and of course, **Ski The East IPA**. **Package:** 12 oz. cans only **Availability:** Now!



Long Trail Hibernator

Don't sleep on this rich, robust winter classic. A Vermont classic, built to take the bite from a cold winter night with the rich malt base highlighted by warming notes of caramel and toffee. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** Now!



Long Trail Ski The East

Long Trail hopped in the lift line with Ski The East to create this mountain-inspired hazy IPA with a knee-deep dose of citrus, pine and tropical fruit hops to deliver a brew for those who want to keep the

shred alive. **ABV:** 6.7% **Packages:** 16 oz. cans and draught **Availability:** Now!



Lone Pine Winter Carnival

Lone Pine's first seasonal winter ale is brewed with colder months in mind, and they are putting coriander, orange peel and Lone Pine's custom spice blend to work! The result pours a dark yellow with heavy haze with a lingering sweetness. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!

Two Roads Holiday Ale Bière de Noël

Holiday Ale Bière de Noël has roasty malt flavor, treacle, toasted malt and caramel, perfect for all your holiday festivities.

ABV: 7.3% **Packages:** 12 oz. cans and draught **Availability:** Now!



Two Roads Rocket 2 Ruin Cold Imperial IPA

A higher ABV cousin to Two Roads' famous Road 2 Ruin. Rocket 2 Ruin is cold fermented in a unique process that results in a rounded hop flavor and mouthfeel that does not hint of the rocket fuel under the surface!

ABV: 9.5% **Packages:** 12 oz. cans and draught **Availability:** December



Baxter Ice Storm of '98 New England IPA

Storms can be inconvenient, but it's all in how we handle it – and up here in Maine, we can handle it. With a lush malt profile and dynamic citrus, fruit-forward hop profile, this New England IPA is brewed to get us through any weather. **ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** December



Smuttynose Woodchop Chocolate Stout

A hearty day's work deserves a hearty reward, something rich, full-bodied and satisfying. No stranger to getting their hands dirty, Smuttynose brewed a beer fit for just such an occasion, the libation we reach for when

all the chores are done and it's time to kick our feet up.

ABV: 6.5% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!



Smuttynose Cherry Fruit Freak

Let your fruit freak flag fly with Smuttynose's ultra-flavorful Cherry Fruit Freak! Clocking in at a crushable 4.8% ABV, this tasty wheat ale made with real cherry puree is the perfect partner to quench your liquid fruit cravings.

ABV: 4.8% **Package:** 16 oz. cans only **Availability:** January





Northwoods Tall, Tall Trees V.4 NEIPA

A reinvention of Northwoods long-running Hoppy Kveik Collaboration with Mainiacal Yeast Labs and Sidereal Farm Brewery, this time including wildflower honey, Citra, Rakau and Azacca. Dankness blends with fresh papaya, key lime, honeydew melon and tropical fruit candy

on the nose. Guava, pineapple and a spicy hop finish roll around with the medium body and zesty carbonation on the palate. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Northwoods It's a Cruller-ful Life Chai Cruller Pastry Stout



Chai inspired pastry stout made using Northwood's famous crullers! Balanced spice and sweetness, cinnamon, nutmeg, and vanilla.

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

NEW!

Northwoods Blitzberry DIPA



Blitzberry, is the cheeky older sister of Bumbleberry. This DIPA may be tartly sweet, but she packs a punch. Inspired by Cedar Waxwings that gorge on fermented berries, Blitzberry is brewed with five malts, six hops and conditioned on blueberries, raspberries, tart cherries and local wildflower honey.

ABV: 9.1% **Packages:** 16 oz. cans and draught **Availability:** Late December, early January

Switchback Dooley's Belated Porter

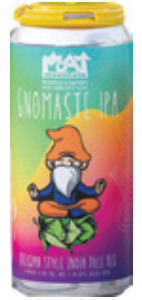
A robust American porter featuring a luscious malt signature with a bold hoppiness, Dooley's Belated Porter is perfect for those chilly winter nights. **ABV:** 5.7% **Package:** 16 oz. cans only **Availability:** December



Moat Mountain Gnomaste IPA

This Belgian-style IPA is brewed with a Belgian ale yeast that imparts a slight peppery flavor. The pilsner malt is enhanced by Belgian candi syrup, elevating the ABV and adding a touch of sweetness. The combination of old and new world hops in the kettle and dry hop; Saaz, Citra and Amarillo give an orange and grapefruit finish.

ABV: 8.8% **Packages:** 16 oz. cans and draught **Availability:** December



Moat Mountain Imperial Stout

Fit for royalty, Moat's Russian Imperial Stout, pours pitch black, crowned by a prolific creamy espresso head. The balanced yet bold stout flavors result from a plethora of wisely selected ingredients. Notes of dark chocolate, coffee and toasted grains, dark fruit, molasses and subtle vanilla, all come together to bring about a rich mouthfeel. Find this winter specialty when the days are coldest and the nights are longest. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** December



Woodstock S'mores Imperial Stout

Stay warm on these long dark nights with thoughts of a roaring campfire. Brewed with Belgian dark candi syrup, roasted marshmallow and an array of malts that brings that graham cracker flavor. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodstock Cannon Ale

Cannon Ale is a New England IPA with low bitterness, amazingly aromatic and easy to drink. Brewed in honor of Woodstock's friends at Cannon Mountain. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodstock Wassail

Wassail is a deep ruby red, sweet and balanced winter warmer. It pairs well with a warm fire and not going to work. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!





Miller Lite Comes in Clutch for the Celtics

A real Bostonian knows there's nothing like Miller Time during Celts season. Miller Lite retailers can make this year's basketball season a true winner with the great taste of the original light beer. Stock Miller Lite in store as an official partner of Boston's basketball squad, with a full suite of standout Celtics point-of-sale elements, including tap handles, coasters and LEDs.

100 YEARS OF
BRUINS HOCKEY
OFFICIAL PARTNER OF THE BOSTON BRUINS®



Coors Light Commemorates the Bruins' Centennial

Hockey fans can celebrate the six-time Stanley Cup Champion Boston Bruins during their centennial season with special-edition Coors Light / Bruins packaging and point-of-sale elements. When customers see the spoked "B" with the blue Rockies, they know they've got a winner.

Add Peroni Blue Ribbon to Your Holiday Tinsel

Give your shoppers a holly jolly taste of Italy this season! That's right, Peroni Nastro Azzurro retailers. The blue-ribbon packs are back, just in time for the holidays. Show off the iconic style, uplifting taste, and limited-time Peroni packaging with an oversized, cascading blue ribbon in your store displays.



Coors Light Is Made for YETI, Made to Chill

Coors Light, the "Beer Made to Chill," is partnering with the rugged brand made for getting outside and living life to the fullest – YETI. Shoppers can scan Coors Light standout POS for their chance to win YETI gear, engineered to preserve the Chill, even in the wild.



SAMUEL ADAMS

Spice Up the Holidays

Holidays are all about tradition. You go home, you see family and friends, you drink the same drinks, you get your dad a book on World War II, you argue over politics at dinner... rinse and repeat. This year, why don't we spice things up? Let's start new traditions, let's take the scenic route home, let's take stale holiday traditions and spice them up with Sam Adams!



Grab Big Flavor for the Big Game

Twisted Tea is gearing up for Super Bowl 2024 with a shopper-centric program encouraging drinkers to Grab Big Flavor for the Big Game. Drive trade-up purchase during one of the biggest beer holidays of the year and help drinkers to Keep it Twisted for their watch parties.



Dogfish Head Canned Cocktails and straight spirits shine bright during the holiday season. Even though this time period is considered the "slow season" for canned cocktails, this program will help to combat seasonality and put an extra emphasis on products to succeed in the season of spirit!



TRULY

CELEBRATIONS CALL FOR ROSÉ

Truly Celebrations

Winter calls for celebrations, and celebrations call for Rosé! That's right, Truly's latest mix pack features the long-awaited return of crowd-favorite Rosé (plus three other delicious fizzy flavors). Get this crowd-pleasing mix while you can, because it may not stick around for long...

After 33 years of the 'O Tannenpalm' Feliz Navidad commercial, this year, Corona consumers will have an opportunity to pay a virtual visit to the iconic holiday beach hut! From November 3rd – December 31st, consumers can scan the QR code on a Corona bottle or can to virtually visit the beach for a chance to win either a Corona holiday sweater or a premium Snoop-inspired robe. During this virtual experience, consumers can enter the sweeps, get connected to eCommerce platforms like Drizly and Instacart, watch the iconic Corona holiday spot and play holiday-inspired games along the way.

VISIT THE CORONA BEACH HUT



IT'S
MERRY
WITH
Modelo



This holiday season, Modelo is reminding consumers it's Merry with Modelo with festive POS and an all-new premium gold bottle display enhancer built to stand out at retail. This year, everyone can celebrate the holidays the Modelo way: with friends, family, laughter and cerveza for all.



LONE RIVER

ENTER FOR A CHANCE
TO MEET AND SEE
MIRANDA LAMBERT
LIVE
IN CONCERT

TEXT "MIRANDA"
TO 24272 OR
SCAN QR CODE
TO ENTER

FOLLOW IT WEST

Now through December 31st, Lone River is doubling down on their partnership with Miranda Lambert with a new sweepstakes! Lone River consumers will have the chance to see and meet Miranda Lambert live in concert! New, dynamic point of sale features a QR code for consumers to scan to enter to win!



**WIN \$500
in HOLIDAY
CONCERT CASH**

SMIRNOFF ICE

TEXT HOLIDAY
TO 24272 OR
SCAN QR CODE
TO ENTER

This holiday season, through December 31st, Smirnoff Ice is reinforcing their live music platform with a consumer program to add excitement to the season. Consumers will text HOLIDAY to 24272 or scan the QR code on themed POS to enter to win \$500 in holiday concert cash!



**JINGLE BELLS
"PAY YOUR BILLS"
AWARDED AS A GIFT CARD**

**YOU COULD WIN!
SMIRNOFF ICE + SMASH
IS GIVING AWAY CASH
THAT MAY BE USED
FOR YOUR BILLS**

GRAND PRIZES
TWO (2) winners to receive \$2500 gift card.

SECONDARY PRIZES
TWENTY (20) winners to receive \$200 gift card.
AWARDED AS A GIFT CARD.

TEXT "BILLS" TO 24272
OR SCAN THE CODE!

PLEASE DRINK RESPONSIBLY.
SMIRNOFF SMASH Premium Flavored Malt Beverage. The Smirnoff Co., New York, NY.
SMIRNOFF ICE Premium Flavored Malt Beverage. The Smirnoff Co., New York, NY.

**Smirnoff Ice
Pay Off Your Bills
Holiday Sweepstakes**

This holiday season, Smirnoff Ice + Smirnoff Smash are giving consumers the chance to win a gift card to pay off their bills! Two grand prize winners will receive \$2500 gift cards and 20 secondary prize winners will receive \$200 gift cards. To enter to win, consumers will text BILLS to 24272 or scan the QR code on themed POS.

Smirnoff Ice Holiday Concert Cash Sweepstakes

This holiday season, through December 31st, Smirnoff Ice is reinforcing their live music platform with a consumer program to add excitement to the season. Consumers will text HOLIDAY to 24272 or scan the QR code on themed POS to enter to win \$500 in holiday concert cash!

Start the Celebration

ENTER TO

WIN

A trip to visit the Celebration cabin in Lake Tahoe!

SCAN TO ENTER

Start the Celebration with Sierra

It's the most wonderful time for a beer with family and friends – Celebration Season! In 2023, Sierra is inviting consumers to Start the Celebration with a chance to win a winter getaway for four to the Sierra Nevada Mountains to experience a mythical fresh-hop haven. Sierra's annual Celebration program has become tradition and it's never been bigger. Headlined by a consumer sweeps for a dream mountain experience, Start the Celebration also includes a national Ibotta offer, dedicated on-premise promotions and next-level displays inspiring shoppers to stock up for holiday parties and mountain adventures.



NON-STOP ADVENTURE

with new non-alcoholic brews alongside Sierra Nevada classics.

NEW!

SIERRA NEVADA BREWING CO. CHICO, CA & MILLS RIVER, NC • WWW.SIERRANEVADA.COM

Non-Stop Adventure with Sierra Nevada

Welcome to Non-Stop Adventure with non-alcoholic brews from Sierra Nevada alongside their classic lineup. This ensures that no matter what's on the horizon for drinkers, Sierra has what their adventure craves. It's time for consumers to fill their coolers and join Sierra Nevada for a Non-Stop Adventure! This is a true omnichannel program from the most trusted brand in craft, designed to engage consumers through multiple touchpoints to drive awareness and consideration.



'Tis the Season for Lager

This season, shoppers will have a chance to win a 'Gansett ugly sweater! To enter to win, consumers will simply scan the QR code on themed POS on Narragansett displays in store from now through the end of December.



Mike's HARDER Holiday Giveaway

This season, in partnership with ORIGIN, the best in gaming PCs, Mike's HARDER is giving away a custom gaming system (a \$5,000 value) or an exclusive ORIGIN gaming accessory bundle. Consumers will simply scan the QR code on themed POS from November 1st through December 29th to enter to win!

THE WORLD NEEDS MORE

MIX UP THE HOLIDAYS WITH RECIPES AND SAVINGS

NOBODY MAKES LEMONADE LIKE MIKE'S®

Mix Up the Holidays with Mike's

From November 1st through December 29th, Mike's Hard Lemonade will be positioned as the versatile holiday beverage, showcasing the value and versatility of Mike's. Consumers can scan the QR code on themed POS to download cocktail recipes using MHL, plus a mail-in rebate for \$5.00 off a Mike's purchase.

LaBelle Lights for the Holidays

LaBelle Winery's winter wonderland, LaBelle Lights, is a must-visit destination for anyone looking to escape the holiday chaos and experience something truly magical during the holidays. Located in Derry, New Hampshire, LaBelle Lights is a joyful reprieve from the hustle and bustle of the holiday season. From now to January 7, 2024, visitors can enjoy over a million twinkling lights in festive displays and a winter wonderland like no other. What sets LaBelle Lights apart is its dedication to creating an immersive experience. Theme weeks, included in admission, are part of the LaBelle Lights experience. Each week was curated to enhance your experience by providing engaging and interactive themes for you to immerse



yourself in, such as Holiday Card Week, Holiday Pajama Week, Santa Costume Week, Crazy Holiday Hats Week, Ugly Holiday Sweater Week, Find the Hidden Elf Week, Frozen Costume Week, and 80's Ski Week. The visuals are only one of the things that will leave a lasting impression on visitors. LaBelle Lights also satisfies your taste buds with delicious grab-and-go sweet and savory snacks, warm beverages, and even a more substantial meal at Americus Restaurant. While strolling LaBelle Lights, there's nothing like sipping hot cocoa for the kids and Bailey's hot chocolate or Angry Orchard Hard Cider for the adults while enjoying the festive ambiance. But LaBelle Lights isn't just about merriment; it's also about giving back to the community. As a ticket holder, you can make a difference by contributing to two worthy causes: Toys for Tots and



LaBelle
WINERY

End 68 Hours of Hunger. Bring a new, unwrapped toy or a non-perishable food item to support these important organizations. The LaBelle Lights FAQ page provides all the information you need to learn more and which food items are accepted. LaBelle Winery's founder, Amy LaBelle, says, "LaBelle Lights is about creating a magical experience for our

visitors. We want to transport them to a winter wonderland where they can forget the season's stresses and make lasting memories with their loved ones." And that's exactly what LaBelle Lights delivers. LaBelle Lights offers General Admission tickets priced at Adults \$18, Seniors \$12, Children \$8, and free admission for kids under age 3. Additionally, every Tuesday is Twinkle Tuesday, with all tickets 50% off. For information, visit labbellewinery.com/lights