

HEADY TIMES

AMOSKEAG BEVERAGES
Spring 2024 | V.47

SINGLE-SERVES
DRIVE SALES

SIERRA
NEVADA
RAISES THE
NON-ALC STANDARD

BREWERY HIGHLIGHT
PABST
BREWING
COMPANY



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We thank you
for your support
and wish you
the best for a
successful spring
and summer
selling season.

As we quickly move towards the busy summer selling season, Amoskeag has many selling tools to help you boost your sales. Most of the beer and related products are sold in the off-premise cooler. Organized shelves with optimized sets can be a difference-maker, especially with the proliferation of brands, packages and categories. One package we are looking at in this issue is single-serves. Higher margins for singles mean greater profit opportunities – do you have allocated space for the single-serves?


According to data published by National Retail Solutions, the percentage of single-serve cans sold in independent convenience stores has increased from 44% to 48% in the last three years. However, this is just a small part of the story. A nationally acclaimed journalist and beer judge, Kate Bernot, wrote an informative cover story in this *Heady Times*, titled “Single-Serves Drive Sales as Shoppers Demand Convenience and Flavor” to explore the not-so-obvious profit opportunities in single-serve cans.


In addition to the cover story, this issue of *Heady Times* also features an article on Sierra Nevada’s latest accomplishments, an interview with Tom Kenneally of Vermont Cider Company and news on Pacifico’s growth.

Furthermore, we are excited to introduce several new additions to Amoskeag’s portfolio, including Surfside Iced Tea+Vodka, Happy Thursday Spiked Refreshers, Sun Cruiser Iced Tea & Vodka and el Jimador; as well as new suppliers, Blaze Brewing Company, Whalers Brewing Company, Mom & Dad Water and Sprinter Vodka Soda, which is getting a lot of buzz with Kylie Jenner at the helm.

Please enjoy this edition of *Heady Times*. It features the kind of tasty, innovative products your customers want to explore and know that the Amoskeag team is always here to answer any questions and help you achieve your sales goals.

We thank you for your support and wish you the best for a successful spring and summer selling season.

 @AmoskeagBev

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 Amoskeag Beverages



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

Ed Murphy
President

Scott Proulx
VP of Sales

Mark Your Calendars

APRIL

4/7 National Beer Day & NCAA Women's Basketball Championship Game

4/8 NCAA Men's Basketball Championship Game

4/9 Red Sox Opening Day with Samuel Adams

4/22 Passover Begins

MAY

5/4 Kentucky Derby

5/5 Cinco de Mayo

5/6 National Beverage Day

5/12 Mother's Day

5/13 American Craft Beer Week Begins

5/27 Memorial Day

JUNE

6/3 World Cider Day

6/6 NBA Finals Begin

6/8-16 Laconia Motorcycle Week with Twisted Tea

6/14-15 Northlands Music & Art Festival with Moat Mountain

6/16 Father's Day

6/22-23 NASCAR Weekend at NH Motor Speedway



In the News

Craft Cans Continue to Dominate

Craft cans now account for nearly 70% of off-premise craft dollar sales, according to NIQ data. In 2023, craft can dollar sales increased +5.2% to more than \$4 billion.

Both Constellation and Molson Coors did big business in 2023

Constellation's Modelo overtook Bud Light as the best-selling beer in the country, on the way to becoming the No. 2 beer category vendor by dollar sales. And Molson Coors increased dollar sales by 11.2% for a total of \$8.434 billion.



Single-Serve Drive Sales as Shoppers Demand Convenience and Flavor

By: Kate Bernot

Convenience stores have long been strongholds for beer, and that's expected to continue. In 2023, convenience stores were the channel that showed the strongest growth for the beer category, according to Circana. But the variety of beer sold in these stores is changing. Shoppers demand more variety and more premium products, and convenience stores are delivering with more dynamic assortments than ever before. To meet their needs and preferences, shoppers are increasingly reaching for single-serve cans across many subcategories of beer.

Today, the c-store beer cooler is in flux – domestic beer staples mingle with imported brands, craft IPAs, FMBs, and even premixed cocktails – and premium, flavored products are showing strong growth. It bucks the historic notion that shoppers in the c-store channel wouldn't be attracted to more expensive products: The “fourth category” set of beverages (which includes RTDs like hard seltzers, FMBs, wine coolers, and canned cocktails) that's grown fast in c-stores in recent years has done so despite the fact that these products are priced about 28% higher per equivalized case than all other beverage alcohol.



Molson Coors CEO Gavin Hattersley says Molson Coors expects its three core brands – Coors Light, Miller Lite and Coors Banquet – to grow space by more than 10% in the largest U.S. grocery and convenience retailers this spring compared to last year.

Amid so much change, there is a clear king when it comes to packaging: the 19.2 or 24-ounce single-serve can.

Using National Retail Solutions' (NRS) point-of-sale systems, in independent convenience stores that carry single-serve cans, **singles have grown from 44% of the SKUs to 48%** between January 2021 and January 2024. Across all NRS stores, **singles – the majority of which are 22-25 ounce cans – now represent more than a third of total beer dollar sales and more than two-thirds of total beer volume.**

Designed for portability and a single occasion, these cans meet what c-store shoppers demand: instant gratification. A National Association of Convenience Stores survey found **83% of items purchased at a c-store are consumed within an hour. And 65% are consumed immediately.** With high-ABV beers increasing their share of single-serve dollars, it's clear that **shoppers want bang for their buck, and they want it right away.**

“The single-serve consumer's number one priority is convenience. They want to grab their favorite drink and keep on moving,” says Jenny Odom, Vice President of National Accounts, Convenience, for Constellation Brands.

Sampling Opportunity

The rise in dollar sales of beer in c-stores is partially attributable to more premium offerings since pre-pandemic years. But it's also thanks to single-serve cans, which boast a **higher price tag per ounce than larger packaging sizes while still delivering value for the shopper.** Between fiscal years 2019 and 2023, **retail sales of alcohol in convenience stores have increased 22% while volumes increased just 1%,** according to NielsenIQ data analyzed by 3 Tier Beverages.

This is the magic of single-serve cans: They deliver more dollars per ounce for the retailer, but consumers still view them as affordable indulgences



With their relatively affordable price points, single-serve cans have proven a popular format for drinkers to try new flavors in Constellation's Modelo Chelada line.

and an inexpensive way to test a new brand or flavor. The opportunity for trial is why, when Allagash Brewing launched 19.2 oz. cans of its flagship **Allagash White** witbier in 2022, the brewery was careful to price them competitively with existing craft beer brands.

"We knew the c-store shopper wasn't only looking for convenience, but also value. So getting White priced with the rest of the category gives us that ability to create sampling opportunities," says Allagash Director of Sales Josh Fruchtmann. He says that in addition to the on-premise, **convenience has emerged as a key channel for introducing new drinkers to Allagash. The fact that Allagash White is typically one of the only Belgian-style witbiers with flavors of citrus and coriander in a c-store cooler makes it appealing to shoppers looking for new flavor experiences.**

"Consumers are really looking for flavor and variety now more than ever and I think that's especially true in the convenience channel," Fruchtmann says.

This has also proven true for Constellation Brands, where the **Modelo Chelada family in particular has been a recent star.** The single-serve package allows shoppers to take a chance on a new flavor, such as **Naranja Picoso** or **Limón y Sal**, at an affordable price point.

"As we have introduced new flavor profiles within this lineup, the single-serve package supports new trial opportunities and is a great entry point to become a brand fan," Odom says.

From Trial to Trust

While single-serves are a low-risk package for shoppers looking to try a new beverage, they can quickly become part of c-store shoppers' daily routines. The "after-work beer" is an occasion where shoppers frequently turn to c-stores. **Brands that create loyal fans in the convenience channel have the opportunity to become part of their routine multiple times per week.**

Notably, NRS data shows that singles aren't always purchased as singles. In a 15-day period ending in mid-February, **45% of single-serve transactions actually included two or more cans.** NRS Vice President of Data Sales and Client Success Brandon Thurber attributes this to **2-for-\$5 and 2-for-\$6 deals** typically offered for certain brands. With nearly half of shoppers in those stores purchasing more than one single-serve can at a time, these are repeat customers whose two-can purchases can represent significant sales for brands. **At a time when beer shoppers have more options than ever, locking in these loyal fans is critical to building sales and brand affinity.**

Shoppers have always wanted to find their favorite beers as singles in convenience

"The single-serve consumer's number one priority is convenience."
— Jenny Odom,
Vice President of
National Accounts,
Convenience for
Constellation Brands



Consumers are really looking for flavor and variety now more than ever and I think that's especially true in the convenience channel.

— JOSH FRUCHTMAN, Director of Sales for Allagash Brewing Co.



Josh Fruchtmann



Smaller breweries are increasing their sales in convenience stores, with craft breweries' dollar sales up 4.5% in the channel in 2023.

stores; new packages are just meeting that need. Prior to launching 19.2 oz. cans of White, Allagash had seen some independent c-stores break up 16 oz. can packages into singles. **The desire for a single-serve had always existed, but more brands have lately catered directly to that with their packaging.**

“Retail partners are very excited to get Allagash into a format that’s more familiar to their consumer,” Fruchtmann says. **“We’ve learned that people love Allagash White and if we’re not meeting them in the place they want to consume Allagash White, it’s a completely missed opportunity.** Going into 19.2s really highlighted what was a complete blind spot previously.”

Convenience stores are the prime example of meeting consumers where they are. But it’s not only about selling beer there, it’s about putting the right brands in the right packages at the right price to drive trial – and long-term loyalty.

About the Author: *You may know her as the director of the North American Guild of Beer Writers, but Kate Bernot wears many hats. The work of this celebrated journalist and BJCP Certified Beer Judge routinely appears in The New York Times, Washington Post and the online publication Good Beer Hunting – to name a few. Ms. Bernot resides in Missoula, Montana where she enjoys the great outdoors and a good pint of beer made by the area’s skilled local brewers.*



Corona Extra depletions rose to 125 million cases in 2023. It’s the most loved beer brand among both Gen Z and Hispanics with #2 household penetration among that cohort, behind only Modelo Especial.

Amoskeag’s Best-Selling 19.2 oz. Single-Serves

WHITE CLAW HARD SELTZER BLACK CHERRY

An unmistakable cherry aroma leads to an incredibly refreshing, dry hard seltzer. Crisp and clean, a fresh and juicy black cherry taste shines through the clean seltzer base, with just the right amount of carbonation.



WHITE CLAW HARD SELTZER RUBY GRAPEFRUIT

The bright citrus flavor of Ruby Grapefruit is unlike any other. With a hint of freshly cut fruit flavor and satisfying zest of grapefruit.



WHITE CLAW HARD SELTZER MANGO

Hard seltzer with a twist of fresh Mango flavor. Enjoy pure refreshment with this sweet, summer fruit flavor year-round.



Amoskeag’s Best-Selling 24 oz. Single-Serves

TWISTED TEA ORIGINAL

Original. OG. King of Hard Teas! Made from real brewed tea and natural lemon flavor, Twisted Tea Original is refreshing, smooth, and of course, a little twisted.



TWISTED TEA HALF & HALF

Half iced tea, half lemonade, Half & Half combines both classic flavors for the ones who need a little something extra, with a kick, as always.



ICEHOUSE

Ice brewed for a bolder, never watered-down taste you can enjoy in every sip. The perfect year-round single-serve.



Pacifico

After successfully making Modelo the #1 selling beer in the country, Constellation opens their playbook for Pacifico.

Constellation knows a thing or two about building a brand.

Working off powerhouse brands like Corona and Modelo (the newly minted #1 selling beer in the country) Constellation officially became the second largest beer vendor in dollar sales in 2023, overtaking Molson Coors.

But Constellation's success wasn't built on the backs of Corona and Modelo alone. **Pacifico finished the year as the 22nd largest beer brand**, ahead of stalwarts like Mike's Hard Lemonade and Blue Moon, **with dollar sales up an incredible +28.8%**. And if you ask the bullish team at Constellation, there's still a whole lot of runway and excitement about what this brand could become...

An authentic, smooth, pilsner-style lager, Pacifico dates back to 1900 when it was first brewed in the small Mexican port of Mazatlán. In the 1970s a group of California surfers traveling the beaches of Baja discovered this local cerveza and returned to the U.S. with as many cases as they could carry.

Today that story continues to resonate with the brand's many fans, and **represents the core of Pacifico's ethos: adventure, discovery, authenticity. As a result, Constellation's third largest beer brand is seeing enormous success with younger, active, legal-drinking-age consumers.**

"Pacifico is a Gen Z and Millennial lifestyle brand," says Pacifico's Senior Director of Brand Marketing Ryan Anderson. "So we lean into that consumer culture when determining how to show up in market." Pacifico is positioned as a beer for adventurous, lifestyle moments and encourages their consumers to "Live Anchors Up."



Pacifico is positioned as a beer for adventurous, lifestyle moments and the brand encourages consumers to "Live Anchors Up."

With a target audience that is digitally driven, Pacifico meets these consumers where they are with a heavy digital investment. "We know this brand is more active than others," says Anderson. "So, we use that to identify and partner with the right organizations."

Partnerships this year include the U.S. Open of Surfing and the Winter X Games. Pacifico is also rolling out retail programs across Cinco de Mayo, as well as summer and fall brand partnerships highly relevant to Gen Z & Millennial consumers, such as Solo Stove, Duvin (a fashion brand that makes breezy beachwear) and Lakai.

But Constellation knows that successful brands aren't built overnight. **"We are very disciplined in our approach and while the growth has been great to see, our focus continues to be strategic,"** says Anderson. That future looks bright for Pacifico, as the brand continues to expand and attract more Gen Z and Millennial consumers. "That yellow label is pretty hard to miss."



With a yellow label that's hard to miss, Pacifico is conveniently available in bottles, cans and draught.

Sierra Nevada Raises the Non-Alc Standard

By: Jerard Fagerberg

For the past 44 years, Sierra Nevada has defined what craft beer means in America. Now, with the release of **Hop Splash** and **Trail Pass**, they're shifting paradigms of quality, flavor and innovation in the non-alcoholic category.

It's been nearly a half-century since Ken Grossman and Paul Camusi introduced the world to Sierra Nevada Brewing Co. What began as a humble brewing company in Chico, California, has now blossomed **into the third largest craft brewer and 11th largest brewery in the United States**, an institution venerated for its complex, flavor-forward portfolio of beers like **Torpedo**, **Bigfoot** and **Celebration**.

As Sierra Nevada has grown in size and esteem, so has the American craft beer industry at large. Where once Sierra was a vanguard of hops and audacity, now it's seen as a dependable elder statesman. Rarely will you see them risking their laurels on fast-rising fads. **That's why the beer industry took notice when Sierra announced in August that it was debuting a line of non-alcoholic beers called Trail Pass. Trail Pass IPA and Trail Pass Golden** not only marked the brewery's entry into the burgeoning NA beer segment, but they also signaled the competition that Sierra had come to up the ante.

Trail Pass debuted in January alongside **Hop Splash Citrus**, a grapefruit and blood orange-infused extension to the brewery's successful 0% ABV sparkling hop water line. Together, Trail Pass and Hop Splash represent Sierra's latest rebellion: **a considered, elevated non-alc experience for craft beer diehards.**

"We felt like it was in our best interest and the best interest of our drinker to give



Founder Ken Grossman laid out a challenge to the Sierra Nevada team: whatever NA beer they produce, it had to be on par with Pale Ale.

them an option that we believe meets the same quality standards that we have for our alcohol products," says Brand Director Kyle Ingram. **"We felt like we could do it better than what was out there currently in the market, and I think we've achieved that."**

A Long Trail to Pass

When Trail Pass was announced, Ingram admitted to *Brewbound* that Sierra was "a touch late to the NA party." Over the past five years, zero-gravity has become a cultural phenomenon. According to a report from Berenberg Research, young Americans are drinking about 20% less per capita than their forebears, and **the rise in moderate drinking has led to an enormous market opportunity. The non-alcoholic beer segment is now valued at \$22 billion, and industry experts expect that number to increase to \$40 billion in the next decade.**

Punch Drink writer Jordan Michelman has declared the 2020s the golden age of non-alcoholic beer, and breweries have rushed at the opportunity in this cultural change.

Import brands (**Guinness**), American standbys (**Coors**, **Samuel Adams**), and large craft breweries (**Sierra Nevada**) have cornered the market, and a slew of dedicated NA brands like **Kit NA** have risen to compete.

Sierra Nevada is more accustomed to ushering in golden ages than tagging onto them, but Ingram says the brand's late entry into the category is intentional. **Grossman laid out a challenge to the team: whatever NA beer they produce, it had to be on par with Pale Ale.** Sierra innovation brewers James Conery and Isaiah Mangold spent almost five years trying to meet and exceed that standard, and **it wasn't until they sent Trail Pass to test markets last fall that they knew they'd nailed it.**

The breakthrough came when the team began using a hybrid yeast that naturally ferments below 0.5% ABV. The process allows them to keep the integrity of the beer intact without allowing undesirable, stale-tasting compounds to develop. The team was able to get a full malt flavor out of Golden, giving it the round, consistent mouthfeel



Sierra Nevada said “cheers” to the non-alcoholic beer market with the release of Trail Pass IPA and Trail Pass Golden.

of a full-booze brew. And when it came to Trail Pass IPA, Sierra knew they had to go heavy on hops. They carefully dosed the beer with Amarillo and CTZ, giving it that legendary Sierra Nevada West Coast bitterness.

“If we could have been first with a great product that we felt was good enough to put a name on, that would have been nice,” Ingram says. “But from an innovation, philosophy, and strategic standpoint, sometimes **it’s okay to be a fast follower, if it means getting it right.**”

A Splashy Addition

In a recent trial, *Wirecutter* identified **Hop Splash as the most “hop-forward” hop water**, something Ingram takes as a point of pride. That was precisely the aim when Sierra brought the Citra and Amarillo-infused sparkling waters to the market in late 2022. And drinkers have responded – **Hop Splash is already the No. 2 SKU in hop waters**, according to Nielsen scan data.

“What people expect from Sierra Nevada is hops, hops, hops, and we delivered,” Ingram says. “[Hop Splash] is for folks like myself who are self-identified hop heads. **I don’t just want hops in my beer, I’m looking for hops in other product categories as well.**”

Still, **Sierra wasn’t satisfied with simply joining the hop water fray, they wanted to elevate the style.** Taking cues from both Spindrift Sparkling Water and juicy IPAs, they created Hop Splash Citrus, which blends the pithy citrus flavors of Mosaic and Simcoe hops with real blood orange and grapefruit juice. It feels like a new paradigm for the category while still maintaining the Sierra ethos that was forged back in 1980.

Ingram says that **Sierra is still “looking to stretch the brand in different ways” in non-alc and beyond beer.** Hop water with added juice might be novel, but it’s not the end. And whatever comes after Hop Splash and Trail Pass will be held to the same maxim: Does this live up to the reputation of **Pale Ale, Torpedo Extra IPA**, and Sierra’s other stalwarts?



Released in January, Hop Splash Citrus brings the pithy fruit flavors of Mosaic and Simcoe hops together with real blood orange and grapefruit juice in an innovative hop water.

That evaluation starts with the opinion of one man: Grossman. And so far, the Founder and Chairman of the Board is impressed.

“A lot of hard work and effort went into developing these best-in-class NA products, and I think consumers will find that Trail Pass and Hop Splash raise the bar for what a non-alcoholic drinking experience can be,” Grossman says. **“We have a lot of early momentum, and we’re not slowing down on R&D for new innovations.”**

About the Author: *Jerard Fagerberg is a freelance drinks writer and product manager based in Kittery, Maine. His name is not Jared, but lotsa folks get that wrong.*

“I think consumers will find that Trail Pass and Hop Splash raise the bar for what a non-alcoholic drinking experience can be.”

—KEN GROSSMAN, Sierra Nevada Brewing Company Founder

Pabst Brewing Company

There's more to Pabst Brewing Company than PBR. A LOT more.

The right brands.
The right packs. The right price.
Increased investment on innovation.
In 2024, the sky's the limit for Pabst Brewing Company.



Pabst Brewing Company isn't new to the beer world, by any means, but their treasured portfolio of iconic American brands had a banner year in 2023. Their flagship beer, **Pabst Blue Ribbon (PBR), has been around since 1844, but ended 2023 up double digits in volume.** Not bad for a beer that's 179 years old.

Why the turnaround? There's more than one factor contributing to the PBR renaissance in New Hampshire and the rest of the United States. To start, PBR made some key package and pricing

adjustments last year to give the brand a fast start. Competitive pricing and improved pack alignment led to improved velocity right off the bat. Throw in some cultural market shifts and a strategic focus and PBR is growing share in 49 states. PBR is back to being a shining star in the below premium world.

While PBR may be the MVP of the Pabst Brewing team, there are other brands on their roster, including Dragon's Milk, Colt 45, Old Milwaukee and Not Your Father's Root Beer.



Meet the Flavors of el Jimador

LIME MARGARITA

Explore the ideal blend of natural lime and sweet agave nectar flavors with this signature drink. Featuring a refreshing and crisp finish, it's the perfect pairing for every adventure.



GRAPEFRUIT PALOMA

Grapefruit Paloma is bittersweet, sour, citrusy and refreshing all at the same time. Made with real grapefruit juice, Grapefruit Paloma is a simple, refreshing alternative to other FMBs.



VARIETY PACK

These bold and refreshing tequila-inspired offerings are made with 100% blue agave nectar and real fruit juice. The Variety Pack comes in these four flavors: **Lime Margarita, Grapefruit Paloma, Piña Coconut Margarita** and **Orange Sunrise**.



Then there's the new kid on the block: el Jimador. Launched in early 2023, this brand is showing massive amounts of potential. el Jimador canned beverages are crafted with just the right amount of natural flavors and agave nectar, delivering a unique, sophisticated and quality drinking experience. And, because el Jimador is a flavored malt beverage, more retailers are able to offer it to their consumers as a perfect substitute for spirits.

In 2024, el Jimador will continue to drive growth by investing to increase awareness of the brand, starting with their newly-announced official partnership with United Soccer League (USL). Highlights of the alliance include the full use of league logos on packaging and POS, activations in over 45 markets, commercial spots and a minimum of 2,000,000 impressions across the USL Digital Network.

But that's not all. To scale C-store business, el Jimador is kicking off the year by introducing 23.5-ounce cans of Lime Margarita and Grapefruit Paloma. FMBs are the top category within the singles segment and driving the largest dollar growth. And, at 5.9%, these drinks hit the ABV sweet spot that accounts for 62% of all dollars of FMB singles.

The right brands. The right packs. The right price. Increased investment on innovation. In 2024, the sky's the limit for Pabst Brewing Company.



PBR was first introduced in 1844.

Get to Know Tom Kenneally from Vermont Cider Company

Heady Times (HT): How'd you get into the hard cider biz?

Tom Kenneally (TK): I grew up in Massachusetts before going to college at U of Dayton in Ohio, where I studied Psychology and Milwaukee's Best. I was headed to Chicago in 2010 primarily to play drums in punk bands. I got my first opportunity in the industry with Half Acre Beer Company in 2012, where I worked for seven years in various operations and creative leadership roles and met my wife-to-be, Megan. After a stint in the Pacific Northwest with Culmination Brewing and brewery branding, we moved back east to pursue an opportunity as NE Market Sales Manager at 'Merican Mule RTDs. In May of 2023, I joined the Vermont Cider Team and have been proudly selling Woodchuck Hard Cider and Magners Irish Cider ever since.



HT: What does a typical workday look like?

TK: Monday and Friday mornings tend to be heavy planning, market research, reporting and collaboration days with other team members. I'm always looking for new ways to deliver strong selling stories from the data. I try to maximize time in the trade every Tuesday through Thursday, focusing on my wholesaler's top accounts, VCC's strongest performing accounts, controllable chains and more. I also never give up on an account – if our trends are down, there's almost always a way to "fix the mix" or deliver some other value-add to improve our opportunity. I'm looking forward to making 2024 more productive by stepping up in-trade collaboration with Amoskeag through work-withs, crew drives and on-premise activations.

HT: What do you like most about your job?

TK: What I enjoy most about being a part of a craft supplier team like Vermont Cider Company is the simple notion that mixing the best of nature's raw materials with a little bit of creativity can bring all sorts of

different folks together in the name of leisure. Who wouldn't love that?

HT: What's the best thing about working with Amoskeag?

TK: The whole team exudes professionalism and reliability. Amoskeag is here to win and that pushes me to deliver that same caliber of quality service.

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

TK: I love spending time with my wife, Megan and our Pitski mix Stevie Licks and cats named Queen Jellybean and Wallace. I try and make as much music as possible, although lately that's been tough to do. Whether it's death metal, ambient music, Detroit techno, indie rock, golden era hip hop, etc. I like it all.

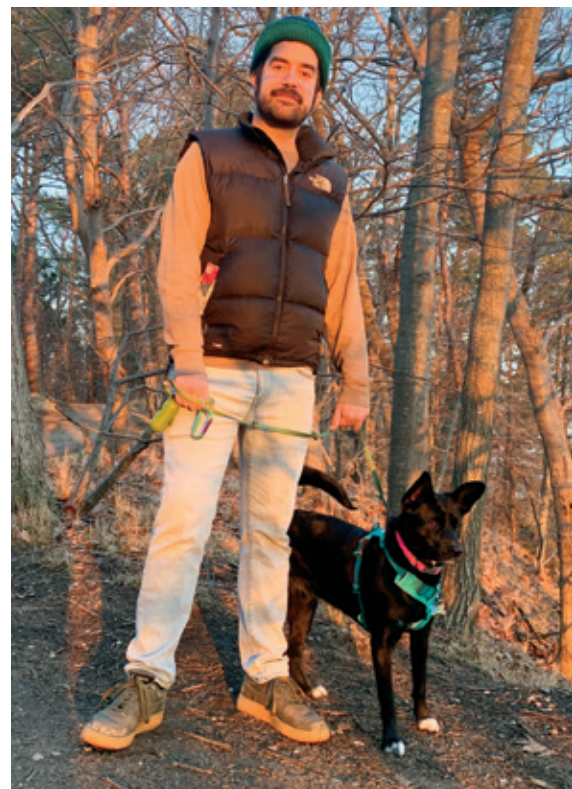
HT: Do you have a favorite VCC product? What would you pair it with?

TK: Woodchuck Amber 19.2 oz. can with a jumbo slice of NY-style thin-crust pepperoni pizza. It's simple and unpretentious, unlike my next statement: Despite living in Chicago for a decade, it will forever be my stance that deep-dish "pizza" is not pizza and is actually a culinary atrocity that brings shame upon society.

HT: Tell us about the packaging evolutions with Woodchuck Classic Variety 12 pack and Brunch Box.

TK: Last year we commissioned some consumer research to focus on what our fans and "4th category" drinkers want to see more of...so we made some changes. **Woodchuck's Classic Variety 12 pack** has a new addition with **Granny Smith**. We also punched up the overall design, which makes it look more at home on display beside **Brunch Box. Pineapple**, a tropical twist on the ever-popular Mimosa is a new addition in this pack.

HT: What are some other exciting things happening at VT Cider you'd like readers to know about?



Tom Kenneally, Area Sales Manager for Northern New England (VT/NH/ME).

TK: Woodchuck's spring innovation brand extensions have me fired up! We're launching a line of 8% imperial ciders called **Chuck's Imperials**, featuring a variety 6 pack containing **Wild Tropics** (apple-based cider with passion fruit and dragon fruit), **Cheeky Cherry** (apple-based cider with cherry and lychee) and **Big Crush** (semi-sweet apple). On top of that, we're rolling out an eco-friendly, all VT apple, true semi-dry cider called **Nature's Nectar**. It will be available in 4 packs of 16 oz cans and will be an asset to capture opportunities unavailable to our sweeter varieties.



STATESIDE

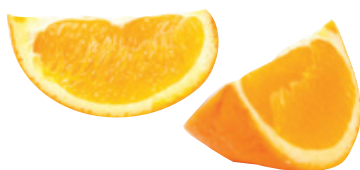
VODKA SODA

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 bevy. **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



Happy Thursday Spiked Refreshers

SPIKED REFRESHERS



These new spiked refreshers are bubble free with a slightly hazy pour and beautiful true-to-fruit color. Available in a variety pack as well as two single serve packages, these 4.4% spiked, still refreshers have less than 10g of sugar and are between 120-130 calories. Happy Thursday! Because why wait until Friday?



Happy Thursday Strawberry Spiked Refresher

This Spiked Refresher has a ripe and juicy strawberry flavor with a sweet & tart balance. **ABV:** 4% **Packages:** 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Now, year-round



Happy Thursday Pineapple Starfruit Spiked Refresher

The Pineapple Starfruit Spiked Refresher has a fresh pineapple-forward taste with tropical background notes. **ABV:** 4% **Packages:** 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Now, year-round

Happy Thursday Spiked Refreshers Variety Pack

The Happy Thursday 2/12 can Variety Pack includes four delicious, Spiked Refreshers: **Pineapple Starfruit, Black Cherry, Mango Passionfruit** and **Strawberry**. **Availability:** Now, year-round



Sun Cruiser Iced Tea & Vodka

Introducing a new kind of hard tea. Sun Cruiser is made with real iced tea and real vodka for an incredibly refreshing, smooth and easy drinking beverage. No bubbles, 100 calories, gluten free and a really delicious flavor for a sip that's so smooth you can't help but go back for more. Let the Good Times Cruise!



Sun Cruiser Classic Iced Tea

Real iced tea and real vodka with lemon juice and a perfect hint of sweetness. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Sun Cruiser Lemonade + Iced Tea

Real iced tea and lemonade plus real vodka makes this drink the perfect combo. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Sun Cruiser Variety Pack

Sun Cruiser Variety Pack has four delicious styles: **Classic Iced Tea, Lemonade + Iced**



Tea, Peach Iced Tea and **Raspberry Iced**

Tea. Sun Cruiser's got a flavor for the whole crew. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Whalers Brewing Company

Founded in 2011, Whalers Brewing Company is a project by Josh Dunlap and Wes Staschke. They proudly brew, can and keg their award winning beer and hard seltzer in beautiful Southern Rhode Island.



WHALERS
RHODE ISLAND

Whalers Rise

Rise, is Whaler Brewing Company's flagship American Pale Ale. Rise is heavily dry hopped and goes down smooth, crisp and refreshing. At 5.5% ABV, this boldly flavorful yet sessionable brew features all the best notes and aromas from their piney, citrusy American hops. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



el Jimador

A refreshing take on some of the most exciting cocktails from the best bars around the country and they are now available in NH. el Jimador premium malt beverages are bold, refreshing tequila-inspired offerings made with 100% blue agave nectar and real fruit juice.



el Jimador Grapefruit Paloma



el Jimador Grapefruit Paloma is bittersweet, sour, citrusy and refreshing all at the same time. Made with real grapefruit juice, Grapefruit Paloma is a simple, refreshing alternative to other FMBs. **ABV:** 5.9% **Package:** 23.5 oz. cans only **Availability:** Now!

el Jimador Lime Margarita



Explore the ideal blend of natural lime and sweet agave nectar flavors with this signature drink. Featuring a refreshing and crisp finish, it's the perfect pairing for every adventure. **ABV:** 5.9% **Package:** 23.5 oz. cans only **Availability:** Now!

el Jimador Variety Pack

These bold and refreshing tequila-inspired offerings are made with 100% blue agave nectar and real fruit juice. The el Jimador Variety Pack comes in these four flavors: **Lime Margarita, Grapefruit Paloma, Piña Coconut Margarita** and **Orange Sunrise**. **ABV:** 5.9% **Package:** 12 oz. oz. cans only **Availability:** Now!



Blaze Brewing Co.



Blaze Brewing Co., out of Biddeford, Maine, is focused on world-class beer. The brewery was started at their Camden restaurant with a 4-barrel brewhouse. Eventually, demand grew so much that they came down to Biddeford to open a brewery tasting room and kitchen right on the Saco Falls. Blaze's beers are brewed thoughtfully and are meant to be enjoyed by veteran beer drinkers and first-timers alike.

Blaze Blazing Love

Blazing Love Blueberry Cobbler Pastry Sour was born from Blaze's collaboration with Branch and Blade Brewing out of Keene, NH and is conditioned with blueberry, vanilla, cinnamon and marshmallows. Blaze Brewing had an absolute blast brewing this with Branch and Blade and are incredibly excited to drop their version. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



Blaze Bayview NE IPA

Bayview is a New England IPA brewed with a simple grist and then dry-hopped excessively with El Dorado and Mosaic hops. This combination along with a multi-step dry-hopping process has yielded an incredibly juicy and soft beer. Bayview smells and tastes like ripe blueberries, ruby red grapefruit and vibrant citrus. **ABV:** 6.7% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



Sprinter Vodka Soda



Founded by entrepreneur Kylie Jenner, Sprinter is a bold and juicy RTD vodka soda made with real fruit juice, premium vodka and sparkling water. Kylie tapped Chandra Richter, a beverage development expert with over 20 years of beverage alcohol industry experience and a PhD in molecular biology, to serve as Head of Product Development and Operations at Sprinter. After over a year of taste testing, the duo achieved the perfect balance of flavors and Sprinter was born. Using only the highest quality ingredients, Sprinter delivers vibrant and fruit-forward flavor profiles in four flavors: Black Cherry, Peach, Grapefruit and Lime. Sprinter is 100 calories, 4.5% ABV, gluten-free, with no added sugar. Kylie designed Sprinter to be the life of the party – your co-host in a can. Take a sip and sprint to the good times.

Sprinter Vodka Soda Variety Pack

Sprinter Vodka Soda Variety Pack includes these four delicious flavors: **Black Cherry, Peach, Grapefruit** and **Lime**. Sprinter is 100 calories, gluten-free, with no added sugar, making it the perfect year-round beverage. Kylie Jenner designed Sprinter to be the life of the party – your co-host in a can. Take a sip and sprint to the good times. **ABV:** 4.5% **Package:** 12 oz. sleek cans only **Availability:** Now, year-round



Mom Water



Hey there! We're Mom Water, a fruit infused vodka water. That's right, no bubbles – just pure still water (#drinklikewater #notaseltzer). There's also no sugar, no carbs, no artificial flavors or preservatives and each drink is only 90 calories

and is gluten-free! Created by Bryce and Jill Morrison, a southern Indiana couple in search of the perfect poolside drink that wasn't loaded with sugar and could keep them feeling refreshed on a hot summer day. Jill was never a big seltzer fan or the bloating and headaches that followed after having a few, so she set out to create a light, non-carbonated alcoholic beverage.

Mom Water Mom Squad Variety Pack



This fruit infused vodka water is made with only 4 ingredients: water, vodka, natural fruit flavors & citric acid. Mom Squad Variety Pack includes these flavors: The boss, **Karen** is lemon blueberry flavored Mom Water, and she

is bold, daring and unique. The world traveler, **Julie** is passion fruit flavored Mom Water, and she is witty, light-hearted and spontaneous. The beach mom, **Sandy** is coconut mango flavored Mom Water, and she is mellow, chill, and balanced. **Linda** is blueberry peach flavored Mom Water, and she is charismatic, playful, and creative. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Mom Water Linda

Meet Linda, the cool mom. Linda is blueberry peach flavored Mom Water, and she is charismatic, playful, and creative. Linda is refreshing and boozy – the perfect poolside drink! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Mom Water Susan



Meet Mom Water Susan, the sweetheart. Susan is strawberry kiwi flavored Mom Water and is kind, passionate, candid, and before you know it, your new best friend. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Dad Water The Live Tour Variety Pack

Meet Dad Water's first ever variety pack! This 8-pack includes two of each flavor: **Gary**, the artist, is pineapple jalapeño infused tequila water. Gary knows how to add some spice to your life. **Rodney**, the rebel, is blood orange infused tequila water. Orange but add some rebel to it. **Steve**, the jock, is grapefruit infused tequila water. Bittersweet like your last home game. **Tom**, the original, is lime infused tequila water. A traditional flavor for a classic guy. Dad Water has zero sugar, zero carbs, and no artificial flavors or preservatives. **ABV:** 5.25% **Package:** 12 oz. cans only **Availability:** Now, year-round



NEW NON-ALCOHOLIC PRODUCTS

White Claw 0% Variety Pack

Created with ultra-refined seltzer, White Claw 0% Alcohol not only combines iconic White Claw flavors with elevated new secondary beverage alcohol drinks notes, but uniquely adds hydrating electrolytes – half as many as you'd find in some leading sports drinks, with only a fraction of the sugar and calories, only 15 per 12 oz. can. The variety pack includes: **Black Cherry Cranberry**, **Mango Passion Fruit**, **Peach Orange Blossom** and **Lime Yuzu**. **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round



Kit Get Set Wheat Non-Alcoholic

Get Set is a bright and crushable, non-alcoholic beer with notes of spice and orange peel. Crafted to remove gluten and is vegan friendly, Get Set is an exceptional craft non-alc beer made with the highest quality ingredients, including Chinook hops. **ABV:** <.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



NEW PRODUCTS



Blue Moon Light

Blue Moon LightSky is being reintroduced as Blue Moon Light, a citrus wheat ale that is perfect for drinkers looking for something lighter in calories and lower in ABV. At just 95 calories and 4% ABV, Blue Moon Light is brewed with real tangerine peel and boasts exceptional taste without weighing consumers down.

Blue Moon Light is a strong tool in the brand's arsenal, as consumers are increasingly reaching for better-for-you options that don't sacrifice on taste. **ABV:** 4% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Truly Bold Flavor Reformation



Lightness and refreshment do not have to come at the cost of flavor and fun – turn the flavor to 10 with Truly bolder flavor seltzers, now with a new and improved taste. The makers of Truly have removed Stevia from the formula, making this their best-tasting seltzer yet! The new formulation is for the Truly Lemonade Variety Pack and Truly Punch Variety Pack flavors.

Availability: Now, year-round



Jim Beam Kentucky Coolers Lemonade & Crush Variety Pack



These crisp, cool and full of flavor Lemonade and Crush beverages are inspired by the very drinks the Beam and Noe families enjoy on their front porch in Kentucky. This 2/12 slim can mix includes four traditional southern

flavors: **Blueberry Lemonade, Strawberry**

Lemonade, Orange Crush and Peach Crush. At only

120 calories but full of flavor, they are sure to please any time of day! **Availability:** Now, year-round

La Chouffe Blonde



Each fine Belgian from Brasserie D'Achouffe is brewed to its own unique recipe, unpasteurized and unfiltered with no additives or preservatives. Traditional ingredients such as spices, candy sugar, spring water and special hops create incomparable beers that promise and deliver sublime drinking experiences. La Chouffe

pours a beautiful orange-yellow with a lush head and aromas of peppery spice. Flavors of candy sweetness and fruity esters are balanced by a creamy dry finish in this highly carbonated and gently warming ale. **ABV:** 8% **Package:** 16.9 oz. cans only **Availability:** Now, year-round

Seagram's Escapes Jamaican Me Happiness Collection

Love Jamaican Me Happy? Grab this variety pack starring the OG fan fave plus three new, Jamaican Me Happy-inspired flavors that bring the good vibes. The Happiness Collection

has these four flavors: **Jamaican Me Happy, Jamaican Me Smile, Jamaican Me Glow** and **Jamaican**

Me Sunny. **ABV:** 3.2% **Packages:** 12 oz. bottles and cans **Availability:** Now, year-round



Stone Delicious Hazy IPA

As the Stone Delicious family expands, their brewers were asked – can you make a Delicious Hazy IPA that's still crafted to reduce gluten? Their response: Hell yeah. Sabro, El Dorado and Azacca hops provide intense creamside, peach and pineapple flavors, and the lingering finish will have you reaching for another

satisfying sip. This one is extra juicy, extra hazy and extra Delicious. **ABV:** 7.2% **Packages:** 12 oz. cans and 19.2 oz. cans **Availability:** Now, year-round



Harpoon IPA Mix Pack



From the brewery that brought you New England's Original IPA, the Harpoon IPA Mix showcases all that hops have to offer. This year-round variety pack features everyday staples **Harpoon IPA, Rec. League Lo-Cal Hazy IPA, Juicer Hazy IPA** and mix

pack exclusive **Double IPA**, a bold 8.1% ABV West Coast IPA. **Package:** 12 oz. cans only **Availability:** Now, year-round

Clown Shoes Hazy Juicy Ziggy Cryo Hoptimo Double IPA

With the most amount of haze Clown Shoes can legally pack into a 16 oz. can, along with optimal juicy goodness and crafted with the choicest Citra, Mosaic and Cryo hops, so harmonious your taste buds can't help but yell "YEE HAW," Clown Shoes welcomes you along for the ride. If you can handle it. "Keep cold and drink fresh"

or whatever they say... **ABV:** 9.5% **Package:** 16 oz. cans only **Availability:** Now!



NEW PRODUCTS

White Claw Green Apple

White Claw Green Apple has an amazing green apple aroma and a super refreshing tart apple taste for an invigorating balance of sweetness and tartness. **ABV:** 5%

Package: 12 oz. cans only

Availability: Now, year-round



White Claw Surge Pineapple

Incredibly balanced with just the right amount of sweetness and tartness, White Claw Surge Pineapple is super refreshing. **ABV:** 8%

Package: 19.2 oz. cans only **Availability:** Now, year-round



White Claw Surge Green Apple

With fresh, juicy apple notes, White Claw Surge Green Apple has an incredibly well-balanced and refreshing taste. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



White Claw Surge Variety Pack #2



The new White Claw Surge Variety Pack #2 includes four Surge flavors, uniquely cold wave filtered and all at 8% ABV: **Strawberry, Green Apple, Passion Fruit and Pineapple.** **Availability:** Now, year-round

Cayman Jack Sweet Heat Margarita Variety Pack

The Cayman Jack Sweet Heat Margarita Variety Pack includes four refreshing flavors, each with a hint of spice: **Grilled Pineapple, Spicy Lime, Sweet Heat Peach and Tangy Tropical.** **Availability:** Now, year-round



Mike's Limonada Fresca Variety Pack

Mike's is more refreshing than ever with the Limonada Fresca Variety Pack. Inspired by traditional limonada recipes, this pack includes:

Watermelon Lime, Mangonada, Citrus Limonada and Pineapple Guava. **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Mike's HARDER Hurricane Punch

The refreshing taste of superbly blended tropical fruit flavors deliver a delicious and sessionable experience. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



Mike's HARDER Piña Colada

Creamy coconut and pineapple notes give this beverage hints of Caribbean flavors. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round



Mike's HARDER Screwdriver

Mike's HARDER Screwdriver has a classic taste with the perfect balance of sweetness and tartness. It has a super refreshing flavor with a juicy orange taste. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round



Mike's HARDER 2/12 Variety Pack

The new Mike's HARDER Variety 12-pack includes four HARDER flavors, **Mango, Black Cherry and Cranberry.** **ABV:** 8% **Availability:** Now, year-round



Fabrizia Spiked Blueberry Lemonade

Maine produces some of the world's most delicious blueberries. Fabrizia combined them with their award-winning Fabrizia Limoncello, vodka, and of course freshly squeezed Sicilian lemon juice! Each sip will bring you to the coast of Maine no matter where you may be! **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Woodchuck Nature's Nectar



This semi-dry traditional cider is made from 100% sustainably grown, fresh pressed apples that come from EcoCertified orchards in the Northeast. This medium bodied, lightly carbonated, golden hued cider is gluten-free and a perfect year-round beverage. **ABV:** 5.1% **Package:** 16 oz. cans only **Availability:** Now, year-round

Woodchuck Chuck's Imperials Variety Pack



Chuck's Imperials Variety Pack is a unique 6-pack offering for those looking for imperial ciders in a smaller variety pack, which includes: **Cheeky Cherry** with cherry & lychee, **Wild Tropic** with passion fruit & dragon fruit, and **Big Crush**, with semi-sweet apple.

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

Baxter Pale Ale



Baxter Brewing is proud to present you with Baxter Pale Ale, their take on a timeless style. Each sip has a dose of nostalgia and a balanced flavor profile to keep you coming back for more. They brewed this beer to complement your everyday activities and celebrate their namesake, Baxter State Park. **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Baxter Coastal Haze



There are many things that are distinct to Maine, from its coastline to its people. This isn't a place where a little haze gets in their way. When the path seems unclear, Mainers always come through. Coastal Haze is brewed for those moments. It's carefully crafted with a bright citrus aroma to honor the spirit of adventure and the ruggedness of their distinct state! **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Allagash Surf House

Like a little home by the water, Surf House is built for easygoing relaxation. Dry-hopped for subtle tropical notes, this lager was brewed to be super crisp and drinkable. Take a break with Surf House, the first official "seasonal" Allagash beer ever. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



NEW!

NEW PACKAGES

A New Look and Name for Cayman Jack Variety Pack

This spring, the Cayman Jack Variety Pack will debut a fresh look with a new name. Now called the Cayman Jack Mixed Drink Pack, it will still feature the same premium malt beverage flavors that consumers love: **Margarita**, **Moscow Mule**, **Cuban Mojito** and **Paloma**.



Lone River Ranch Water & Ranch Rita Redesigns

Gather round, let's reintroduce Lone River. The new looks for Ranch Water and Ranch Rita celebrate Lone River's story, showcasing their swagger and authentic roots. **Availability:** Year-round, beginning in May



A New Mix for Stone Delicious Mixed Six-Pack

The Stone Delicious IPA Mixed Pack now includes *new* **Delicious Hazy IPA** (replacing Delicious Double IPA) along with **Delicious IPA** and **Delicious Citrus IPA**. **Availability:** Now, year-round (with a rotating trio of beers)



A New Look for Narragansett Fresh Catch Citra Session Ale

Fresh Catch is a supremely refreshing blonde ale that's dry-hopped with Citra for a crisp grapefruit finish. Aromas of citrus and passionfruit are very evident, but mild on the palate. This beer is brewed to be the perfect pairing with shellfish or whitefish. And this spring, Fresh Catch will be sporting a fresh look! **Availability:** Now, year-round



NEW PACKAGES



Dunkin' Spiked Now in 24 oz. Cans

Extra-large and in charge! Dunkin' Spiked is rolling out three core offerings in 24 oz. cans.

Dunkin' Spiked Original Iced Coffee

Dunkin' Spiked Original Iced Coffee is rich, satisfying and well-rounded with classic Dunkin' coffee flavor.

ABV: 6% **Availability:** Now, year-round



Dunkin' Spiked Slightly Sweet Iced Tea

Shake up the party with Dunkin' Spiked Slightly Sweet Iced Tea! Crafted with real tea and refreshingly sweet with a bright citrus finish. **ABV:** 5% **Availability:** Now, year-round



Dunkin' Spiked Strawberry Dragonfruit Refresher

Dunkin' Spiked Strawberry Dragonfruit is a refresher crafted with real green tea and bursting with bright and exotic fruit flavor. **ABV:** 5% **Availability:** Now, year-round

Castle Island's Core Lineup Gets a New Look

Castle Island Brewing Co. has been busy at work and is excited to roll out some updated packaging for their core lineup of beers. **Keeper IPA, Light Lager, Hi-Def, Winner IPA, Candlepin** and **White Ale** all have a new look!

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



Castle Island Hi-Def DIPA Now in 19.2 oz. Cans

A big burst of tropical aromas highlight this dangerously smooth sipper, courtesy of heaping handfuls of Citra, Mosaic and Idaho 7 hops. A gentle kiss of honey malt helps to round out the body, lending balance and enhancing juiciness.

ABV: 8.4% **Availability:** Now, year-round



Crooks

Crook and Marker's newest transition, now known as Crooks, marks a bold rebranding strategy aimed at rejuvenating the brand's identity and connecting with consumers in a more resonant way.



Crooks Bubbles Variety Pack

This 8-pack variety will instantly transport you on a flavor-filled journey with each sip of these zero sugar organic brewed

cocktails. **Blackberry Lime Mojito** features real lime juice, a hint of mint, and Cuban-inspired flavor. **Cherry Fizz** is a modern take on a Dirty Shirley with a perfect amount of bubbles to compliment the bold dark cherry flavor. **Tangerine Spritz's** bright citrus zest will keep you begging for "just one more" and **Paloma** has real lime and grapefruit juice coming together for all the feel-good flavor! **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Crooks Still Variety Pack

This 8-pack variety will take you on a tropical filled journey with each sip of these zero sugar organic brewed cocktails. **Classic**

Lime Margarita is a perfect balance of lime and pinch of salt. Punch your taste buds in the mouthpants with the sweet and tangy **Pomegranate Punch**. **Mango Mai Tai** is all the flavor with none of the compromise that is sure to knock more than just your socks off! And, just when you thought it couldn't get any better, finish off your trip with the refreshing blend of coconut and pineapple in the fan favorite **Piña Colada**. **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Switchback SwitchPACK Variety

Spring has sprung with the freshly designed SwitchPACK Variety Pack, showcasing **Switchback Ale, Karsten Premium Lager, Zaboo Hazy IPA** and **E-Z**. **Package:** 12 oz. cans only **Availability:** Now, year-round



Woodchuck Brunch Box Gets a New Look



Woodchuck Hard Cider's take on a variety pack filled with ciders inspired by your favorite brunch cocktails. The updated Brunch Box includes: **Pearsecco**, **Mimosa**, **Bellini** and new flavor,

NEW Flavor!

Pineapple. Package: 12 oz. cans only

Availability: Now, year-round

A New Look for Woodchuck Variety Pack



Woodchuck Hard Cider's core varieties are crafted to bring an authentic and unique cider experience to beverage connoisseurs. The newly updated packaging of the Variety Pack includes: **Amber**,

NEW Flavor!

Pearsecco, **Blueberry** and new

flavor, **Granny Smith. Package:** 12 oz. cans only

Availability: Now, year-round

Spindrift Spiked Pineapple & Blood Orange with Tangerine Now in 19.2 oz. Cans

Spindrift Spiked Pineapple is a tropical vacation for your taste buds. It's like paradise in a can, refreshingly delicious and made with ripe, juicy Costa Rican pineapples. Spindrift Blood Orange with Tangerine... two uncommon citrus come together for a taste that is anything but ordinary in this spiked sparkling water. Mysterious, multi-dimensional blood oranges are elevated by a splash of bright, sweet tangerine. Only 150 calories and 0 grams of sugar added. A spiked for those who seek the unique. **ABV:** 4% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



When Demand Exceeds Supply

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

Vizzy Orange Cream Pop

Vizzy is relaunching its seasonal throwback flavor for a limited time this spring and summer. Available in 12 oz. can 12-packs, Orange Cream Pop is that nostalgic taste 21+ shoppers love, now all grown up. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Mid-May



Harpoon Summer Style

Summer Style is back but with a refreshed look! Made in collaboration with Life Is Good, Harpoon Summer Style captures the essence of summer, exuding both Harpoon's 'Love Beer. Love Life' attitude and Life Is Good's optimism and positivity. Celebrate the love of beer, sunny days, and a hoptimistic life with this crisp, refreshing blonde ale.

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

Availability: Now!



Harpoon Summer Vacation Mix

Summer Vacation is the perfect pack for all your favorite summer activities – throwing bags on the beach, taking in the views on a hike or sitting by the firepit with friends and family. Summer Vacation includes everyday favorites, **Harpoon IPA** and **Rec. League Lo-Cal Hazy IPA**, summer seasonal **Summer**

Style, and the return of fan favorite, **Camp Wannamango** as a mix pack exclusive. No matter what your summer adventure calls for, Summer Vacation has something for every occasion.

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



Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime, lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Samuel Adams Porch Rocker



Sweet, tangy and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Sam Adams' take on this style starts with a golden Helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Samuel Adams Beers of Summer Variety Pack



NEW MIX!

The Beers of Summer Variety Pack features **Summer Ale, Porch Rocker, Cherry Wheat** and *new* **Pool Party Pale Ale**. **Availability:** Now!

Truly Red White & Tru Variety Pack



When the sun is shining, the flags are flying and the beaches are open, it's time to officially celebrate summer with the new limited-edition Truly Hard Seltzer Red White & Tru Variety Pack. Truly tapped their

NEW MIX!

favorite flavors of summer to inspire the refreshing, easy-drinking, lightly flavored goodness in this pack. Coming off a very successful 2023 summer for Truly, Red White & Tru is returning... and better than before. This year the pack will include **Cherry Pop, Blue Razz, Lemon Ice** and *new* **Cotton Candy!** **Availability:** Now!

Twisted Tea Americana Party Pack



For the second year in a row, Party Pack is getting an all-American makeover to celebrate the tentpole summer holidays with fans. Featuring a red, white and blue outer wrap with limited-edition flavor **Rocket Pop**, this is the perfect pack to crush in the sun all summer long. **Availability:** Now!



Angry Orchard Yard Party Pack

Introducing a new summer variety pack from Angry Orchard. This party pack includes:

NEW VARIETY PACK!

Blueberry Rose, Tangerine, Crisp Apple and **Crisp Light**. **Availability:** Now!

Dogfish Head Variety 12 Pack

The summer edition of Dogfish Head's Off-Centered Variety Pack features a combination of beers that are perfect for when the weather is warm, and you are spending time with friends and family! This pack includes: **60 Minute IPA, Blue Hen Pilsner, SeaQuench Ale** and **Festina Peche**. **Availability:** Now!

NEW MIX!



Dogfish Head Mandarin & Mango Crush

Inspired by the classic Mid-Atlantic crush cocktail, this fruit beer is brewed with a base of pilsner malt and fermented with loads of tart mandarin orange and juicy Alphonso mangoes. It's lightly sweet with a refreshing citrusy tartness and a crisp, dry finish...like a sip of summer. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!

NEW Packaging!



Stone Enjoy By 07.04.24 Tangerine & Pineapple IPA

Fruitfully fresh, this is an ultra-smooth double IPA. The addition of tangerine and pineapple give intense juice character, layered depth and monster citrus notes with a lingering finish. **ABV:** 9% **Packages:** 12 oz. cans and draught **Availability:** May



Stone Double Bastard

Double Bastard is not to be wasted on the tentative or weak. Only the worthy are invited and then only at your own risk. This is liquid arrogance. **ABV:** 10.5% **Package:** 12 oz. cans only **Availability:** May



Long Trail Blackbeary Wheat



Back from hibernation for another season of spring and summer sipping, Blackbeary Wheat is Long Trail's classic American wheat ale brewed with a whole bunch of blackberries to impart a pie-on-the-windowsill sweetness. **ABV:** 4.2% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Long Trail Survival Pack



This variety pack features Long Trail's flagship, **Long Trail Ale** (5% ABV), hazy, juicy **VT IPA** (6%), crowd favorite **Blackbeary Wheat** (4.2%) and their summer seasonal, **Summer Ale** (5.4%). **Package:** 12 oz. bottles only **Availability:** Now!

Long Trail Summer Ale

Summer Ale is a palate-pleasing, hazy golden ale featuring waves of juicy, fruit-filled hop flavors from Cashmere, Mandarin Bavaria and Amarillo.

ABV: 5.4% **Package:** 12 oz. bottles only **Availability:** Now!



Sierra Nevada Hoptimum 2024 Edition

Sierra Nevada brewers selected the finest, most flavorful hops, pushed them beyond their limits and forged them into this all-new triple IPA. This reimagined Hoptimum is Sierra's hoppiest beer yet, providing a blend of tropical and citrus hop aroma and delivers a refined yet aggressive character. **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** Now!



Sierra Nevada Summerfest

It's time to soak up the sun, and this refreshing lager is the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead into a dry finish, and the sessionable 5% ABV invites another round on those endless summer days. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Great North Snow Cone Lemon Shandy

Snow Cone is a wheat ale blended with fresh squeezed lemon juice. For the juice, Great North partnered with Fabrizia Spirits, a family business like theirs, that produces high quality, all natural, small batch Limoncello and ready-to-drink cocktails. Fabrizia is located in Salem, NH only 20 miles from Great North's brewery. This juicy beer is reminiscent of a lemon snow cone at the beach. What's more refreshing than that? **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Northwoods Bumbleberry IPA

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



Hobbs Salinity Now! Raspberry Fruited Gose-Style Ale

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



Hobbs Lake Life American Pale Ale

This crowd pleaser is brewed to be the ideal lake beer! Lake Life is a classic American pale ale with notes of citrus and pine and a slightly sweet, smooth malt backbone. **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** Now!



SEASONAL SELECTIONS



Stormalong POG Punch

POG Punch is a tropical cider made from freshly pressed apples, passionfruit, blood orange, tangerine and guava. All of Stormalong's ciders are naturally gluten-free and made from 100% fresh pressed local apples. Never from concentrate. No added sugars. No preservatives. 100% real.

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

Smuttynose El Smutty Mexican Lager with Lime



Bringing the dead to life with Smuttynose's newest spring/ summer seasonal! This is one beer that will help quench your thirst for adventure with a crisp, clean taste and just a squeeze of moist lime juice, ready to swim laps around your taste buds. **ABV:** 5.2% **Package:** 12 oz. cans only **Availability:** Now!



Smuttynose Big A DIPA

Re-entering the ring after a long hiatus, Big A DIPA! This heavy hitter hits all the right notes with heavy hop notes layered on top of a solid malt backbone.

ABV: 8.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Baxter Blueberry



Best enjoyed off the beaten path, this is a refreshing light-bodied blueberry ale made with natural flavors. Celebrating summer, the adventures it brings and the memories that follow. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Baxter Lagerita



This crispy lager is brewed with Wakatu from New Zealand and fresh lime juice. A favorite among Baxter's team, they felt compelled to get it into a can and into your hands! Lagerita has refreshing lime, floral and citrus notes to quench your thirst. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!

Woodstock Honey Lemon Blonde Ale

Honey Lemon Blonde Ale is crisp, clean and refreshing. Brewed with real New Hampshire made honey and Lemon Drop hops. This invigorating brew keeps the bees swarming back to the hive!

ABV: 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodstock Lemon Blueberry Pale Ale

A light and thirst-quenching beer with light lemon and blueberry flavor in the finish. **ABV:** 4.4% **Packages:** 12 oz. cans, 16 oz. cans and draught

Availability: Now!



Woodstock Burst of Green Double India Pale Ale

Rotating IPA Series Vol. 2
NEW RELEASE! 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. **ABV:** 8.4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Moat Cali 1 IPA



Moat's West Coast-style IPA, popping with dank citrus notes and resinous pine flavors, finished with a hint of malt. **ABV:** 6.8% **Packages:** 16 oz. cans and draught **Availability:** Now!

Moat Jimosa Brut IPA



Jimosa is an IPA brewed with champagne yeast, Cara Cara Orange and rounded out with some Mandarin Bavaria, Citra and Cascade hops.

ABV: 6% **Packages:** 16 oz. cans and *limited* draught **Availability:** May

SEASONAL SELECTIONS

Two Roads Summer Heaven Tropical IPA

An easy drinking IPA with plenty of hop character underscored by notes of tropical fruits including passion fruit, guava and mango.

ABV: 5.6% **Packages:** 12 oz. cans and draught **Availability:** Now!



Saco River Munich Style Helles

Saco River Munich Style Helles is a light lager with soft honey-like grain flavor with restrained floral hop aroma and flavor. Super drinkable and refreshing.

ABV: 4.8% **Packages:** 16 oz. cans and draught **Availability:** May



Night Shift Pool Party Goodie Box



Thought you'd like a goodie bag? Well, this is a goodie box! Inside are 12 goodies that bring the party to you! Pool Party includes these four crushable beers: **Whirlpool**, **Wild Blue**, **Mangoverse** and **Shandy Beach**. **Package:** 12 oz. cans only **Availability:** May

Night Shift Wild Blue

Embark on a refreshing journey into the Wild Blue! Brewed with Wyman's Wild Blueberries, this beer bursts with juicy, fruity flavors of everything blue. It's the quintessential blueberry getaway. **ABV:** 4.3%

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



Night Shift Shandy Beach

Welcome to Shandy Beach, where summer sips meet ocean dips. Infused with zesty lemonade, this refreshing summer shandy is a crisp escape to sunny shores in every sip.

ABV: 4.6% **Packages:** 16 oz. cans and draught **Availability:** May



PROGRAMS

Coors Light and Lainey Wilson Make Summer Chill

Consumers will be turning up the volume and raising up the Coors Light this summer with the help of country star Lainey Wilson. New thematic packaging swaps Coors Light's iconic blue mountains for an equalizer pattern and includes a QR code to enter for a chance to win tickets to Wilson's June 15th concert. Plus, they'll get their shot at VIP access, merch and more. Grab new packs, POS and full retail theatre displays in time for spring!



Soccer Fans Kick It with Coors Light



Our Blue Mountained friends are refreshing the game with an exciting opportunity to win branded soccer merch, Leagues Cup tickets and more.

Consumers will scan POS to get a "Blue Card" that unlocks their prize, plus they'll be able to grab soccer thematic packs throughout the summer. Coors Light has partnered with standout players to bring the program to life through three-sided pop-up displays, cooler door takeovers and more. Goooooooallll!

The Coors Banquet Legacy Continues

Brewed since 1873, Coors Banquet is built on years of tradition and a legacy of using 100% Rocky Mountain water. Now, they're celebrating that history with limited-edition "Start Your Legacy" packaging and POS. The eye-catching creative will be available on pole toppers, heroic pop-up displays and more.





TASTES LIKE SUMMERTIME

Miller Lite's Americana Summer

The original Lite beer is painting the season red, white and blue with thematic primary and secondary packaging. Packs will celebrate the summer holidays with stars and stripes, while POS cues the cookout occasion with imagery of iconic Miller Lite cans transformed into grills.



12 | 16 OZ. CANS

Miller
Lite

LUKE COMBS
BEER NEVER BROKE MY HEART

Miller Lite and Luke Combs Are Back for a Summer of Music

Miller Lite is extending their partnership with the country star, bringing a whole new set of POS and Graphic Library tools, co-branded merch, limited-edition packaging and an exciting consumer promotion. Entrants will scan POS for the chance to win a flyaway trip for them and a friend to attend one of Combs's concerts.



GREAT TASTE **LESS FILLING**

Miller Lite All Stars

TASTES LIKE Miller TIME

Miller Lite Drafts an All-Star Team

Miller Lite is teaming up with all-stars David Ortiz, Mia Hamm and JJ Watt to bring shoppers a one-of-a-kind experience. Consumers can scan thematic alliance and national POS for the chance to win a flyaway trip to MLB All-Star Week in Arlington, TX, autographed merch and more.



Have Your Zest Summer Ever with Blue Moon

The craft beer brand is helping consumers squeeze more out of summer with the chance to win up to \$500 for beer, food and fun. New summer illustrations will catch shoppers' eyes and encourage them to scan for a chance to elevate their own seasonal occasions. Add some zest to summer with a lineup of bright, exciting tools!



Topo Chico Hard Seltzer Scores with Soccer Fans

As the official hard seltzer of Leagues Cup 2024, Topo Chico is turning up the hype with a bright new look and feel. Partnership POS will drop this spring, encouraging shoppers everywhere to grab a seltzer and tune in to the action.

**» HAPPY «
CINCO DE MAYO**

Topo Chico
HARD SELTZER

STRAWBERRY GUAVA

Topo Chico Hard Seltzer Celebrates Cinco de Mayo

This Cinco de Mayo, Topo Chico Hard Seltzer is making it easier than ever for shoppers to celebrate authentically. New thematic point of sale pays homage to Mexican heritage while drawing in consumers all month long.

WHEN SUMMER CALLS FOR A
**REFRESHING
GETAWAY**

HELLO
Topo Chico
HARD SELTZER

Topo Chico Hard Seltzer Sends Shoppers on a Refreshing Getaway

The seltzer brand is taking lucky winners on a one-of-a-kind summer adventure via branded Airstream camper. By scanning POS, they'll get the chance to hit the road in style or win other Topo Chico Hard Seltzer branded merch, including the custom TCHS x Airstream cooler! Supporting the giveaway is a full retail lineup of displays and display enhancers featuring the Airstream design.

**GIVE A
SMOOTH SALUTE**

KEYSTONE LIGHT

**SUPPORT SERVICE MEMBERS
AND ENTER FOR A CHANCE TO WIN
A NASHVILLE CONCERT GETAWAY**

PROUD SUPPORTER OF THE
USO

Give a Smooth Salute with Keystone Light

Keystone is giving back this summer in partnership with the United Service Organizations. When shoppers scan limited-edition Americana POS, they can support service members and enter for a chance to go to Nashville for an exclusive concert. The 360-degree program offers unique retail theatre to appeal to the rural consumer, along with localized tools like pop-ups, as well as social and e-commerce assets. Join them in a smooth salute and get your hands on the lineup!



Simply Spiked Makes Summer Juicy

Sports fans everywhere will be getting geared up for their most flavorful summer yet with the chance to view the juiciest moments in sports both at home and IRL. This summer, shoppers can scan limited-time POS to enter to win three months of ESPN+ plus a VIP experience at the ESPYs.

Planters® Brand and Miller High Life Make the Perfect Match

The iconic duo is back for its nuttiest summer yet, bringing shoppers the chance to win a dual-branded, vintage-inspired cooler and other "Match Made in The High Life" swag. To enter, consumers can scan thematic packaging or point of sale – including tools like coasters, large format displays and national paid media. Go nuts and order the whole lineup!



Go to Adult Summer Camp with Leinenkugel's

Leinie's is awakening 21+ shoppers' thirst for fun this summer with the chance to visit Camp Halcyon – Wisconsin's premier adult summer camp. Consumers can scan POS or go to CampLeinies.com to enter for a chance to win airfare and camp tickets, plus secondary prizes like Camp Leinie's merch and apparel. Thematic packaging will make every Leinie's consumer feel like they're part of the fun with an eye-catching lemon pattern that will have them reaching for refreshment all summer long.



Vizzy Hard Seltzer Takes it to the Court

As partners of the Professional Pickleball Association, Vizzy is bringing the sport to shoppers everywhere while showcasing their dual flavors with new “Flavors That Play Well Together” POS. This spring, consumers can scan for a chance to win branded pickleball merch like sweatbands, paddles and more and vote for a local court to win a “revibe.” Plus, the eye-catching tools and cooler chair display enhancer will have fans vibing all summer long.



Peroni 0.0% Becomes Official Beer of Formula 1 Team

Start your engines because Peroni 0.0% is bringing its superior Italian taste to Formula 1’s 2024 season. The beer brand is partnering with the most-popular and talked about F1 team in history while leveraging a number of marketing tools to drive excitement and purchase, including a consumer sweeps, localized market assets for U.S. races, key influencers, retail tools, digital and social extensions, out-of-home and more.



Taste a Simpler Summer with Peroni

The Italian beer brand is bringing shoppers a taste of European simplicity all season long with a 360-degree program. From off-premise retail theatre to e-commerce and PR support, they’re bringing Italian style straight to consumers’ mouths. Ciao, summer!



Cinco Auténtico with Modelo

Modelo is once again inviting consumers to Cinco Auténtico. Modelo will bring the fiesta to retail through high-impact POS, including cross-merch displays featuring Mission. The partnership will be supported through shoppable media activation and exclusive recipes. In the on-premise, Modelo will host Cinco-themed custom shop activations where consumers can grab custom Modelo Cinco gear.



Say Sí to Cinco with Corona

This spring, Corona is helping consumers Say Sí to Cinco! By texting "SI" to CINCO (24626), consumers will have the chance to win digital gift cards to Uber, Instacart and Cash app – everything to start the fiesta off right! With bold, festive retail POS, consumers will know every Cinco starts with Corona. Both POS & social channels will drive consumers to the Cinco Hub, where consumers will be able to enter to win!



It's Corona Season

All summer long, Corona is giving consumers the opportunity to heighten their favorite summer occasions: concerts, grilling, ballgames and travel. This summer, it's Corona Season. All-new POS and a new QR code on primary packaging will drive consumers to the Corona Season site where they can enter to win prizes including exclusive merch, baseball tickets, concert experiences or a getaway with friends.



Pacifico is La Cerveza del Cinco

The Pacifico Cinco de Mayo campaign is back, partnering once again with artist Daniel Diosdado to feature new high-energy displays and showcasing its roots as La Cerveza del Cinco.



Samuel Adams Sips of Summer

In Summer 2024, Sam Adams will push back against anything heavy, stuffy and not wholly carefree. Summer is our most precious resource – so don't waste a drop! Savor every sweet sip of the season. Savor every sip of summer!



America Parties with Tea

Summer is synonymous with Twisted Tea. Twisted drinkers love partying for the summer holidays, celebrating America and cracking open ice-cold teas. It's only right that as America's favorite hard iced tea, Twisted brings back the America Parties with Tea program in 2024.



Beer Geeks with a Music Problem

This year, Dogfish Head is dedicating the whole month of April to showcase how important music is to them! As the official craft beer partner of Record Store Day, they'll be activating cities around the country to celebrate with drinkers. Dogfish will also be sending the winner of their sweepstakes program to a concert of their choice anywhere in the US!

Smirnoff Ice will bring the spirit of travel to life with a sweepstakes tailored to meet consumer needs. Consumers can enter to win one of these three exciting getaway experiences!



Smirnoff Ice Music Fest Getaway

Smirnoff Ice consumers love travel and live music, so Smirnoff is giving them the chance to win both! Consumers can enter to win a grand prize trip for four to the Live Nation music festival of their choice OR a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Ice Beach House Getaway

Smirnoff Ice fans can enter to win a grand prize trip for four to an exclusive beach resort/house OR a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Ice Lake Life Getaway

This summer, consumers will be able to enter to win a grand prize trip for four to an exclusive lakeside resort/house OR a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Smash Golden Tee Sweepstakes

To celebrate the launch of Smirnoff Smash Teas, consumers can enter to win their own Golden Tee Machine!



Guinness Partners With Jason Momoa

Guinness has partnered with global superstar Jason Momoa, who will help to widen the tent of Guinness adores and occasions by showing that Guinness is a brand for ALL those who share the Irish spirit of goodness and communion.

WIN A YEAR'S SUPPLY OF



DUNKIN' SPIKED



ENTER TO WIN 1,000s OF PRIZES!

RANGING FROM DUNKIN' GIFT CARDS TO A YEAR'S SUPPLY OF DUNKIN' SPIKED! *MUST BE 21+ TO ENTER

Dunkin' Spiked Sweepstakes

To celebrate a whole new occasion to enjoy Dunkin', Dunkin' Spiked is offering the ultimate sweepstakes program, giving out 1,000's of prizes ranging from \$7 Dunkin' gift cards to a year's supply of Dunkin' Spiked and \$1,000 for a couple lucky grand-prize winners! There will also be dozens of chances to win Dunkin' Spiked Collection swag packs which include Dunkin' Spiked tumblers, koozies, custom ice cube molds, hats and more! No purchase necessary and must be 21+ to enter. To enter and view official rules visit www.windunkinspiked.com.

STONE BREWING
CINCO FOR CINCO

SCAN TO LEARN MORE

\$5 OFF THE PURCHASE OF STONE 12PK CANS: BUENAWEZA/VARIETY

SIERRA NEVADA
GEAR UP FOR SUMMER

SCAN TO WIN

WIN THE WILD: Scan for your chance to gear up with YETI for an adventure!

JAZZABLE THING PALE ALE

Gear Up for Summer with Sierra Nevada

It is time to Gear Up for Summer! SNBC and Yeti has everything you need to live your most authentic summer. Rooted in shared values, they are expanding beyond dual branded merchandise to include experiential activations, ambassador content and philanthropic opportunities to protect the wild places where we play.

TUNED IN TO MENTAL HEALTH

kit x SOUND MIND

Join us in supporting mental health awareness month. Scan to donate to mental health.

Stone Brewing Cinco for Cinco

Consumers can cash in and get \$5 off, Stone IPA 12 Variety Pack or Stone Buenaaveza Salt & Lime Lager 12 Pack...now through Cinco de Mayo!



Rupee Premium Lager Wins Best Global Can Design

Rupee Premium Lager's commitment to innovation is reflected not only in its exceptional taste but also in its thoughtfully designed packaging, which has garnered recognition on a global scale. Rupee Premium Lager won, Best Global Can Design at The Craft Beer Marketing Awards (CBMA), which celebrate creativity and excellence in the marketing of craft beer. With its winning combination of flavor, quality and aesthetics, Rupee Premium Lager stands as a testament to the brand's dedication to delivering an outstanding and memorable product to beer enthusiasts worldwide.

Kit NA's TUNED IN for Mental Health

TUNED IN for Mental Health is a transformative program which aims to inspire consumers to raise awareness and prioritize mental health. Consumers can donate to Kit's mental health organization partner, Sound Mind Live, fostering a collective effort to amplify resources and awareness, and create a brighter future. Tuned In to Mental Health will run from April through May, with various events and donations to their partner, Sound Mind Live running all year long.

ESCAPE TO YOUR HAPPY PLACE!



Escape to Your Happy Place

From now through April 30, consumers will be eligible for a \$5 rebate when they try the new Jamaican Me Happiness Collection Variety Pack! Packaging with QR codes will give drinkers the details they need to claim their rebate.

TRY THE NEW JAMAICAN ME HAPPINESS COLLECTION VARIETY PACK WITH A \$5 REBATE!



TEXT



CASH



Or visit seagramsescapes.com/springbreakrebate

new Seagram's escapes REFRESHERS

TROPICAL FLAVORS MADE WITH CANE SUGAR & REAL JUICE

Refreshers are the Perfect Reward

Seagram's Escapes is supporting the launch of the new Seagram's Escapes Refreshers by giving consumers a rebate opportunity when they purchase two 6-packs or one 12-pack from now through April 30.

GET \$5 BACK

When you purchase one 12pk of Seagram's Escapes Refreshers

SCAN



TEXT



CASH



Or visit seagramsescapes.com/springbreakrebate



510 Hall Street
Bow, NH 03304-3105

GREAT TASTE IS CALLING
MAY 24-MAY 26

BOSTON CALLING
• MUSIC FESTIVAL •

Miller Lite Brings Great Taste to Boston Calling Music Festival

Great Taste is calling and the original Lite beer is bringing refreshment to the fest with a thematic POS lineup and merch. Shoppers can check it out in-store or at the shows. Boston Calling Music Festival is a 3 day, 4 stage, outdoor festival featuring the biggest and best acts in live music. With visual arts and a 100 foot ferris wheel - there's so much to explore and see at Boston Calling. Memorial Day weekend, May 24-26.

TUNE IN TO THE HIGH LIFE

TouchTunes

Miller High Life Turns Up the Music

The Champagne of Beers is partnering with TouchTunes in the ultimate dive bar collab. New "Tune In to the High Life" tools will drive on-premise purchase while song credit giveaways, themed playlists and more, get 21+ drinkers on the dance floor all year long.