

# HEADY TIMES

AMOSKEAG BEVERAGES  
Summer 2024 | V.48

MOLSON  
COORS  
LEGACY  
IN THE  
VANGUARD

SUN  
CRUISER  
ICED TEA & VODKA

SMUTTYNOSE  
BREWING CO.

BLAZE  
BREWING CO.





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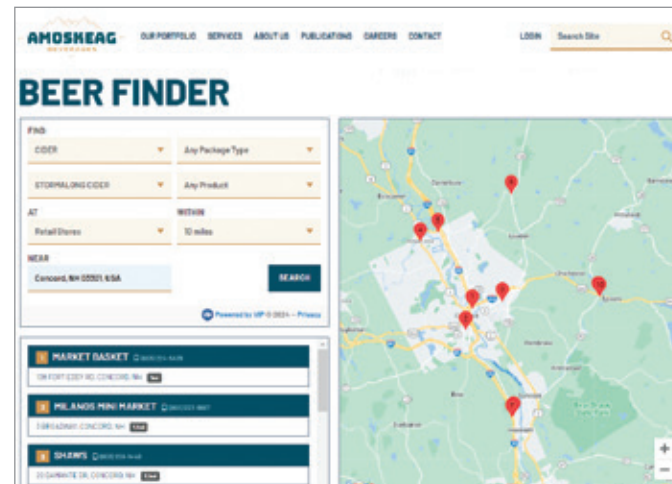
1. Go to Amoskeag Beverages' website, [www.amoskeagbeverages.com](http://www.amoskeagbeverages.com), click "Our Portfolio" and choose "Beer Finder".
2. Choose the information for the brand/item you're looking for and your zip code.
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
Now that you know how to search for our products using our new Beer Finder, you can also browse through this latest issue of *Heady Times* to see what's new! The magazine is filled with exciting features that we're sure you'll love. We take you behind the scenes at Blaze Brewing Co. and introduce you to Connor Crowell of Smuttynose Brewing Co. Additionally, we delve into the latest innovations from Molson Coors and Mark Anthony.

Whether you're into flavor-forward, refreshing, single-serve, high ABV, sessionable brews or a tasty non-alc option, we've got you covered. But that's not all, we're also happy to introduce some new brands we're carrying, including Deschutes, Howie's Spiked Alc A Chino, Hard Mtn Dew and Sun Cruiser. These are not just new additions to our portfolio, but unique experiences waiting to be discovered.

As always, please feel free to contact your Amoskeag Sales Rep for any additional information or sales data to assist you in making the best decisions for your customers. Thank you for your continued partnership and have a fantastic summer!

We receive many phone calls and emails at Amoskeag, and you'd be surprised at how often they are simply about locating one of our products at a retail store or restaurant. You've probably come across beer finders on brewery websites, which help customers find their beer. Well, we are thrilled to announce that Amoskeag now offers this service on our website. We're excited to make it easier for your customers to find our products in your businesses!



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Ed Murphy  
President

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VP of Sales

# Mark Your Calendars



## JULY

- 7/4** Independence Day
- 7/7** National Dive Bar Day
- 7/8** National Blueberry Day
- 7/11** National Mojito Day
- 7/13** 9th Annual  
A Brew with a View –  
Steele Hill Resort,  
Sanbornton
- 7/24** National Tequila Day
- 7/25** National  
Refreshment Day

## AUGUST

- 8/1** National  
India Pale Ale Day
- 8/2** International Beer Day
- 8/3** 10th Annual Wyman  
Tavern Brew Fest – Keene
- 8/7** National  
Purple Heart Day
- 8/18** National Fajita Day
- 8/25** Whiskey Sour Day
- 8/26** Dog Appreciation Day
- 8/31** Eat Outside Day



The April beer purchasers' index shot up to 62 from 53 in March, marking the highest reading since December 2021. Anything above 50 indicates expansion.



Molson Coors Q1 depletions up nearly 6%, led by "core power brands" Coors Light & Coors Banquet (with 23% growth).

## TRENDS THAT WILL DOMINATE THE SUMMER SELLING SEASON

**Tequila-adjacent beverages**

**FMBs/Hard Seltzers**

**Low and non-alc**

**More spice**

**Beach RTDs**

**Flat liquid**

Source: *Ad Age*





# Legacy in the Vanguard

After Years of Innovation, Molson Coors Has the Right Brands, Right Now

By: Jerard Fagerberg



Northeast Region Vice President Chris Gick says, "Molson Coors has the right brands and plans in place, and with the industry's best distributor network on our side, we're continuing our strong sales in 2024 and beyond."

Despite industry headwinds, Molson Coors is posting gains while others strive to be flat. Last year Molson Coors held 25.3% of the domestic beer market. *Heady Times* reviews the insights, innovations, and opportunities inspired by CEO Gavin Hattersley's team which made 2024 a banner year for this storied brand.

Recent headlines haven't been kind to big beer.

As millennials mature and Generations Z and Alpha attain LDA status, traditional alcoholic drinks have lost cachet and share of stomach. Unusual flavors and beverages completely new to the beer aisle now battle with legacy brands for their share of limited shelf space.

Something has changed.

And yet, Molson Coors continues to grow, a trend that's lasted six years now. Molson Coors has gained the most shelf space at retail, with **Coors Banquet** up 20%, according to the company. That growth is across the board: in every region, every channel, and with every major customer group.

How did the country's second largest beer company flourish? What has taken Molson Coors from quaint legacy brewer to one in the vanguard of consumer taste and flavor innovation?

Chris Gick, Molson Coors Northeast Region Vice President, traces the success back to a 2019 "pivot" championed by CEO Hattersley known within the company as "the revitalization plan." Gick has witnessed firsthand success after success since Hattersley changed the company's direction. He recognizes that it's been "a year of structural change," but from his perspective, this is precisely what Molson Coors has prepared for.

Gick explains, "Molson Coors has been on a steady upward trajectory over the past

several years following the launch of our revitalization plan. We've premiumized our portfolio and expanded beyond beer. The results speak for themselves."

## Purpose Drives Purchase

Molson Coors calls this new strategy "Purpose Drives Purchase." It's an evolution of classic marketing, where you focus on simple-but-universal concepts to leverage the right product at the right moment. It's about precision, but without the compromise of mass appeal.

Molson Coors' Purpose Drives Purchase approach is based on four key insights: (1) choice is driven by occasion, (2) all segments play a role, (3) the core matters, and (4) the right innovation attracts customers.

Investing more money behind these insights has propelled products like **Coors Light**, **Coors Banquet**, **Miller Lite**, and **Blue Moon** into consumers' hands. And success has been most pronounced where Molson Coors plays up the nostalgia factor, reminding consumers that these brands – as dependable as ever – are still relevant and delicious.



"They're iconic brands with huge badge value, boosted by marketing campaigns that resonate across generations for their nostalgia and humor," Gick says. "The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they're making more room for Molson Coors brands on the floor and in the cooler."

Coors Light returned to Super Bowl advertising after three decades by revitalizing their iconic early-aughts "Chill Train" ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality. Miller Lite brought back their more recent "All-Stars" campaign, putting their beer in the hands of former professional athletes like J.J. Watt, Mia Hamm, David Ortiz, Jorge Posada, and Reggie Miller. Meanwhile, Coors Banquet is still coasting off its inextricable association with hit show *Yellowstone*, en route to a projected 20% increase in distribution this year.

All these campaigns have been translated into eye-catching displays in grocery and convenience stores, where Molson Coors has gained both sales and shelf space.

Premium beer sales are improving in off-premise channels as well, so it made sense for Molson Coors to double down and make sure their beer stays top of mind with highly visible displays. **Coors Light is now the number one brand in grocery by volume.** And Miller Lite now outsells Bud Light, according to Russell Fowler, Senior Manager of Customer Solutions at Molson Coors.

"The right displays play an important role in driving category growth," Fowler said in early April. "They create awareness for

the category and that can drive real-time purchasing decisions, and that generates incremental revenue."

## A New Beginning for Blue Moon

Gick is optimistic that **Blue Moon** can follow the trajectory of Molson Coors' core brands by capitalizing on Americans' desire for light, easy-drinking beer like Blue Moon. He called the brand "an on-premise powerhouse," which is remarkable since the off-premise has not been legacy beers best channel. **Blue Moon Belgian White is still the number one craft in Circana-tracked channels** and what you see now is a revitalized Molson Coors.

The company updated the brands packaging and renamed Blue Moon LightSky to Blue Moon Light, while also addressing consumer demand for flavorful non-alcoholic beer with Blue Moon's zero-proof take on Belgian White, which was released in December. The company expects to see a Blue Moon renaissance this summer.

## Generational Demand

While beer sales have been flat across the board, beyond beer sales are soaring. In 2023, spirits-based RTD sales increased 26.8% to \$2.8 billion, led by High Noon and BuzzBallz. At the same time, flavored malt beverage sales are up 20.6% in NIQ-tracked channels, driven by hard teas and lemonades. The success is not only driving consumers away from beer, but it's also creating scads of new drinks to try to capitalize on the trend.

When Molson Coors Brewing Company changed their name to Molson Coors Beverage Company during that 2019 shakeup, it signaled the brand's readiness



Miller Lite has brought back their "All-Stars" campaign, putting their beer in the hands of former professional athletes.

to meet the diversified palates of rising legal drinking age (LDA) drinkers. Molson Coors has benefited from releasing spiked versions of well-known beverages like **Arnold Palmer Iced Tea** and **Topo Chico**, but it's the **Simply Spiked Lemonade** line that's been the star of the beyond beer portfolio.

One of the main gainers of shelf space for Molson Coors, Simply Spiked continues to meet consumers at the intersection of nostalgia and innovation. Growing sales of Spiked Lemonade and Peach led to the release of Spiked Limeade in January. Speaking at the 2024 Beer, Wine & Spirits Summit in January, Molson Coors Chief Marketing Officer Sofia Colucci summarized how Molson Coors is using products like Simply Spiked to attract new LDA drinkers while also giving core beer fans the rich, diverse flavor experience they expect.

"Consumers are entering the beer category through flavor, and younger legal-age consumers are twice as likely to buy a flavored-alc beverage than other generations," Colucci said.

While Simply Spiked has been a proven performer, it's Molson Coors entry into the nascent refresher category that represents the most exciting innovation from the brand in years: **Happy Thursday**. A fruit-flavored, bubble-free, low-ABV beverage formulated for Gen Z drinkers, Happy Thursday feels completely new to both Molson Coors and the larger beer market. It's not a hard seltzer, it's not a soft drink line extension, it's not a hard tea, and it's definitely not a beer. It's something entirely its own, and early indications suggest the brand is resonating with its target audience.



Coors Light returned to Super Bowl advertising after three decades with a revitalized "Chill Train" ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality.





Eye-grabbing displays in grocery and convenience have been a huge boon to shelf space gains and upward trending sales for Molson Coors.

**“We realized that if we wanted to find the future of flavor, we needed a brand inspired by the same people we want to buy it,”** explained Liz Cramton, Marketing Director for Happy Thursday, when the brand launched in April. “What’s worked in the past doesn’t necessarily work for this younger generation of legal-age drinkers,” Cramton said. “Instead, we built our media plan around them.”

Gick credits the success of Molson Coors’ beyond beer portfolio to *listening*. Yes, they have centuries of beer-making and selling experience, but that doesn’t mean the brewery doesn’t have something to learn. They’ve created a customer insights team dedicated to listening to target consumers. And a newly-created Gen Z Culture Panel ensures they don’t lose touch with what these new shoppers want. Without those direct channels to LDA drinkers, Happy Thursday would not be the drink it is today.

“We wanted to hear from them about what they wanted, what they didn’t, and what they felt was missing from the market,” Gick says. “That’s how we landed



Molson Coors is the number one gainer in retail, with the Coors Banquet brand up 20% according to internal estimates.

on the name, the packaging, the zero-carbonation and the flavors.”

The Molson Coors of today barely resembles the company it was before the 2019 pivot. The beverage industry has transformed, and Molson Coors has changed thanks to the two-way communication that has helped get their products – both new and old – onto shelves and into the hands of the next generation.

Gick isn’t ignorant about the challenges that lie ahead of Molson Coors nor the existential threats that beer and RTDs are facing. But the company has systems in place to not only weather the headwinds, but to turn them into a propelling force.

“For Molson Coors, it’s all about acceleration,” Gick says. “We have the right brands and plans in place. And with the industry’s best distributor network at our side, we’re focused on continuing our strong sales in 2024 and beyond.”

**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.

“The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they’re making more room for Molson Coors brands on the floor and in the cooler.”

— CHRIS GICK, Molson Coors Northeast Region Vice President

## Introducing Happy Thursday

When Molson Coors’ market researchers noticed Gen Z drinkers on TikTok using whisks and milk frothers to remove carbonation from their drinks, the seed was planted for **Happy Thursday**. Unlike seltzers or flavored malt beverages, Happy Thursday is bubble-free and smooth from the first sip.

Happy Thursday is a major innovation for Molson Coors and the alcohol business, as the rising generation of drinkers migrate to new flavors and sensations. Meet the debut lineup of this paradigm-shifting refresher.

### HAPPY THURSDAY STRAWBERRY

Strawberry is so often an auxiliary flavor in beverages, but Happy Thursday puts the punchy berry in the spotlight with this daiquiri-adjacent sipper. Lightly sweet and crisp, it’s like a cider made from a bushel of fresh strawberries. ABV: 4.4%



### HAPPY THURSDAY PINEAPPLE STARFRUIT

Ripe and lush, Pineapple Starfruit is an island vacation in a can. If you’re a fan of Painkillers, Jungle Birds, or other tropical fare, this ready-to-go tiki drink will be one you want to keep in your fridge door for an instant getaway. ABV: 4.4%



### HAPPY THURSDAY VARIETY PACK

The Happy Thursday Variety Pack includes four delicious Spiked Refreshers: **Pineapple Starfruit, Black Cherry, Mango Passionfruit** and **Strawberry**.





# Sun Cruiser Iced Tea & Vodka

Sun Cruiser Iced Tea & Vodka is a brand-new spirits-based hard iced tea innovation from Boston Beer Company. It's made with real iced tea, real vodka with incredibly delicious flavor for a sip that's so smooth you can't help but go back for more.

**S**un Cruiser is refreshing and easy to drink with 4.5% ABV, just 100 calories and 1 gram of sugar per 12oz. serving. Even better, Sun Cruiser has no bubbles, making it the perfect drink for sipping all day long. Available in **Classic Iced Tea, Lemonade + Iced Tea, Raspberry** and **Peach**, Sun Cruiser's got a flavor for the whole crew.

Sun Cruiser is available across New England, New York, New Jersey, Maryland, Delaware, Virginia (including Washington, D.C.), Michigan, Ohio, Florida, Arizona, Atlanta and Southern California – with additional availability rolling out this summer across on- and off-premise and plans to be available nationwide by the end of this year.

Here in New Hampshire, Sun Cruiser is off to a fast start. In under 60 days, Sun Cruiser is already a top 10 RTD brand family in NH, and the brand is just getting started. "Samplings have been very effective as new drinkers are discovering Sun Cruiser every day and feedback from these drinkers has been incredible," says Scott Proulx, VP of Sales at Amoskeag. "Drinkers and retailers have been telling us it will be the drink of the summer. If you haven't had a chance to try it yet, now is a great time as the weather is warming up!"

Perfect for outdoor hanging with friends, Sun Cruiser fits within two alcohol categories that are on fire: hard iced teas (+32% YTD) and the ready-to-drink space (+77% YTD). A great option for those seeking a vodka-based iced tea with just a hint of sweetness and no bubbles, Sun Cruiser is crazy crushable,



smooth and delicious – fit for drinking in the backyard, at the beach, at the bar and everywhere in between.

With plenty of momentum out of the gate, Sun Cruiser is eager to continue to expand distribution across the off-premise and push into on-premise, especially during the key



summertime drinking season. Backed by a full-scale marketing plan to drive awareness around the new brand, Boston Beer is investing across paid social, influencers, a suite of POS, sampling, giveaways and more. Are you ready to make this summer the summer of Sun Cruiser?



# Clawed to the Top

Buoyed by Innovation and Smart Brand Management, Mark Anthony is Poised for Continued Success

By Joshua M. Bernstein

**D**oomsayers have often reported the demise of hard seltzer. Death certainly makes for good headlines, whether it's true, or not. But the hard seltzer category has hardly flatlined thanks to the folks who make White Claw.

There's no denying that hard seltzer sales are down from their original meteoric trajectory, but let's be real, **the category remains a more than \$ 3 billion sector in America.** While the initial liquid gold rush has ebbed, there is one clear winner: White Claw, which impressively commands more than a 60 share of volume.

Putting that number into a more human perspective, **around three of every five hard seltzers sold in America is a White Claw.** What is true for the category is *not* true for White Claw. The brand's dollar growth actually increased 2 percent last year. "Our message continues to be that leading brands grow categories," says David Barnett, Chief Commercial Officer for White Claw, a major brand in the Mark Anthony portfolio. "White Claw is proving that theory."

Mark Anthony is on a massive winning streak. The family-owned company, which entered the American market in 1999 with **Mike's Hard Lemonade**, cultivates ahead-of-the-curve brands that create and define categories. From White Claw to **Cayman Jack**, a margarita-inspired FMB, **Mark Anthony greets drinkers in most every cooler door.**

"Few companies have the ability to be first and meet consumers' demands before they even know that they want it," Barnett says. "At the end of the day, that is one of the last competitive advantages."

## Expanding White Claw Occasions

Hard seltzer is a relatively recent phenomenon. Mark Anthony released White Claw in 2016, meaning the brand isn't even a decade old. **"We must remember that the category went from zero to 200 million cases in just six years,"** Barnett says. The category's peak saw more than 300 suppliers, he



White Claw now boasts more than 60 share of volume in the hard seltzer category.

adds, offering thousands of SKUs that created consumer confusion. "Product differentiation and quality suffered."

Despite the emerging category's volatility, hard seltzer, as a refreshing, low-calorie alternative to beer, spirits and wine, remained rock solid. And **after experimenting with competing hard seltzers and ready-to-drink cocktails, many consumers are returning to White Claw.**

**The wholesaler's top-selling White Claw flavor is Black Cherry,** one of the original four flavors. **In a crowded market, customers are turning to trusted brands.** "White Claw consumers see our core flavors as iconic," Barnett says.

**Mark Anthony is prioritizing the health and growth of core SKUs by refreshing packaging and tweaking flavor mixes, adding a pineapple variant to its flagship variety pack. Additionally, the company is adding a new variety pack and single-serve flavors for White Claw Surge,** its higher-ABV offering that's drawing younger consumers. "There is a very long runway for growth," Barnett says, adding that **White Claw Surge sells nearly 7 million cases annually and is growing 10%.**

In addition to the spirit-based White Claw RTDs featuring vodka or tequila, **Mark Anthony is betting that the brand can play in the non-alcoholic category.** And so **White Claw 0%** was released in December. On the surface, a non-alcoholic



White Claw seems a little redundant. After all, plenty of NA seltzers are sold at supermarkets that offer low-priced house brands.

#### **White Claw 0% is designed for more than fizzy hydration.**

Non-alcoholic White Claw, sold in slim cans with familiar flavors like Black Cherry and Mango, slots seamlessly into drinking occasions when, for whatever reason, someone is abstaining from alcohol. **“People don’t want to lose the celebratory nature and social connectivity that comes along with having a drink,”** Barnett says. “This is where White Claw 0% comes in.”



### **Cayman Jack Capitalizes on the Massive Appeal of Margaritas**

White Claw’s stratospheric success has somewhat obscured the sleeper hit that is **Cayman Jack**. In 2012, Mark Anthony created the margarita-inspired FMB brand flavored with lime juice and blue agave nectar, nixing a massive marketing spend in favor of a steadily building discovery model. **Cayman Jack sales are now approaching 10 million cases annually, and the brand is growing 20 to 30% monthly, making it the country’s fourth biggest FMB brand.**

“My philosophy is consistent double-digit growth over time,” Barnett says, adding that the company’s Cayman Jack focus is expanding the lineup through targeted innovation and growing distribution and retail presence. The brand family now includes



**Cayman Jack is now the country’s fourth biggest FMB brand, growing 20 to 30% monthly.**

the **Sweet Heat Margarita Variety Pack** of piquant flavors including Grilled Pineapple and Spicy Lime. **Cayman Jack’s appeal is as both a finished product and easy cocktail base.** Pour a can over ice in a salted-rim glass, add a shot of tequila and a squeeze of lime, and that’s a pretty solid margarita.

“The **Mike’s Hard Lemonade** and stronger **HARDER Lemonade** brands are also continuing to dominate the hard lemonade category,” Barnett says, “accounting for a 75% share.” Mark Anthony also plans to support its **Zero Sugar Mike’s** that, at 100 calories per 12-ounce serving, is tailored toward better-for-you consumer shifts. **Mark Anthony brands are engineered to meet any occasion, malleable enough to bring in new flavors, calorie counts and ABVs to meet drinkers’ ever-evolving needs.**



**Mike’s HARDER Cocktails are a line of drinks that include three cocktail-inspired flavors: Piña Colada, Hurricane Punch, and Screwdriver.**

After a quarter-century in the American market, Mark Anthony isn’t resting on its innovative laurels. The company is testing 2 Hoots, a hard tea, and is entering a partnership with international soccer star Lionel Messi to create a new, non-alcoholic hydration drink, set for release in select test markets this summer. “We are still a David amongst Goliaths, and we certainly take that underdog mindset seriously,” Barnett says. “Considering our competitors, we are a young company and we’ve only just begun.”

**About the Author:** Award-winning beer journalist Joshua M. Bernstein is the author of six books, including *The Complete Beer Course*.

“Mark Anthony’s focus on continuous innovation and an unwavering commitment to quality and taste has resulted in a collection of enduring and iconic brands that have significance and meaning for consumers and are the best tasting in the flavor category.”

— JIM WILLIAMS, Amoskeag VP of National Accounts

# Blaze Brewing Co.

**B**laze Brewing Co., out of Biddeford, Maine, is focused on world-class beer. The brewery began at their Camden restaurant with a 4-barrel brewhouse. As demand grew, they expanded to Biddeford where they opened a brewery tasting room and kitchen right on the Saco Falls. Blaze's beers are crafted with care and are meant to be enjoyed by veteran beer drinkers and first-timers alike. *Heady Times* caught up with Head Brewer, Shaun McNaulty and the Blaze's Sales Director, Chris Paradis to learn more about Blaze Brewing Co.

**Heady Times (HT): What is your background? How did you get into the beer brewing biz?**

**Shaun McNaulty (SM):** In 2015, I started my brewing journey as a homebrewer. After that, I took a job with Geary Brewing in Portland, Maine, starting out in packaging. I moved on with a brewing position at Funky Bow in Lyman, Maine where I learned a lot about the industry and what it takes to be an efficient brewer. In the fall of 2017, a good friend asked me if I'd be interested in starting a brewery with him under the Blaze name to go along with the current restaurants he had established. In late summer of 2018, after about 6 months of planning and setting up our brewhouse in Camden, we brewed our first few batches, and I've been with Blaze since.

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

**SM:** Some of the things I like most about brewing are the constant challenges of bettering my techniques and processes while being creative. The joy of watching someone enjoy something I've made is also a plus.

**HT: Why should folks pick up Blaze Brewing products?**

**SM:** If you're seeking a wide variety of styles and approachable, easy-to-drink beers, look no further than Blaze. We likely have or have created the specific style you're looking for. My aim is to ensure that all of our beers are well-balanced and enjoyable for everyone, regardless of their



Head Brewer, Shaun McNaulty & Sales Director, Chris Paradis

palate. It's always rewarding to see someone's opinion of a particular style change after trying some of our offerings.

**HT: Chris, how did you get into the beer biz?**

**Chris Paradis (CP):** I'm originally from a small town in Maine called Skowhegan. I worked all my summers at Lakewood Inn Restaurant in Madison, which sparked my love for the food and beverage industry. I carried this passion through my undergrad at U Maine and eventually pursued an MBA at Thomas College. While living in Pennsylvania and working as a Table Games Dealer, I developed a love for craft beer, particularly Funk and Evil Genius Brewing Companies. Blaze gave me my first opportunity in the craft beer industry and has allowed me to progress from Bartender to Sales Director over the past 3 years, where I am today.

**HT: What are some things about Blaze Brewing our readers should know?**

**CP:** Blaze is a vast organization with five restaurant locations in Maine: Biddeford, Blue Hill, Bar Harbor and two in Bangor. We also have our own meat farms, an orchard and a brewery at the Biddeford location. We prioritize sourcing our own products to ensure quality and are



continuously expanding to deepen our understanding of the products we serve.

**HT: What is your favorite Blaze beer and what would you pair it with?**

**CP:** My favorite beer would have to be Saltello. It's a crisp, light, Italian-style pilsner that has become a consistent offering of

ours. I love its versatility, as the clean profile allows me to pair it with just about anything. It is my go-to beer when I cook more extravagant dinners at home and don't want my drink to overwhelm the flavors of the dish.

**HT: Any events or happenings this summer at the brewery?**

**CP:** We attend an array of events throughout Maine, Massachusetts and New Hampshire for our brewery. Additionally, we host Monday night trivia every week. This year, we will be participating in several larger community events, such as AWS's Woofstock (an annual beer garden and dog festival), Biddeford's Beach Bash (which we co-host with the Chamber of Commerce), Biddeford's River Jam and Biddeford's Oktoberfest. We love participating in these events and supporting our local non-profit partners.



# From Funky To Fruity

## The Diverse Flavors of Sour Beer

By: John Holl

### Night Shift Granita Sour 7% ABV



This sour ale is made with blood orange, guava and pineapple. Granita Sour is part of Night Shift's Sour Series. These beers are tart and fruit-forward, with an abundance of real fruit in every can. Night Shift releases four Sour Series beers per year, each on a seasonal basis.

### Smuttynose Blackberry Smash Imperial Sour 9% ABV



Smuttynose Brewing Co. has cranked up the octane with Blackberry Smash Imperial Sour. Crack one open and your taste buds will be smashed with sweet blackberry flavor and a refreshing tartness that will leave you wanting more. This is what a Smuttynose sour on full send looks like, with years of kettle-sour

brewing expertise dialed to the max. So pucker up and treat yourself to a tall one today.

### Great Rhythm Lemonberry Squish 4.5% ABV



This double-fruited sour ale is made with blackberries, blueberries, lemons and milk sugar. As a brewery, Great Rhythm strives to create exceptional beer using the best ingredients possible. As an independent brewer, they are constantly pushing the sustainability of their brewing operation, putting their employees first and working to be a positive member of Portsmouth and the seacoast community.

**There was a time in beer's more recent history where it seemed like every brewery had a sour program. Barrels were stacked in corners and to the rafters while brewers experimented with mixed fermentation ales, lambics and gueuze, and found ways to bring Brettanomyces, lactobacillus, and pediococcus into recipes.**

"Sours" became a catchall term, although some brewers used "wild" and much like how earlier craft beer fans had flocked to IPAs, there seemed to be a demand for these beers. Glass bottles topped with cages and corks would be purchased, traded, and consumed. Larger brewers installed sour production facilities; brewers would have taproom lists of clean beers versus wild ones.

Then, the category dropped off. Sour, as a word, can be polarizing, as many humans prefer sweet tastes. A critical look at some of the beers of the time revealed that these sours were too acidic or harsh.

The sour ales that thrive on shelves and taps today are the ones with nuance, a deft and patient brewer's touch, that celebrate not only the microbes, but other ingredients that increase the overall experience.

### Greater Good Blueberry Lemonade Sour Ale 8% ABV



Built upon the base recipe of Greater Good's Great American Beer Festival award-winning brew, Funk Daddy, this is a spin on a summer favorite, Blueberry Lemonade! It has a perfect blend of crisp, tart lemons and juicy blueberries. Greater Good Imperial Brewing Co; out of Worcester MA; is proud to be America's first and only all imperial brewing company. They brew exclusively high ABV beers, 8% and over across a variety of styles.

### Great North It's Raining Peaches 5.9% ABV



It's Raining Peaches is a part of Great North's rotating fruited sour ale series. The Manchester brewery adds 100% real fruit to their sour ale base during the fermentation process. This allows Great North to capture as much true peach aroma and flavor as possible. There are over 1/2 pound of peach in every 4-pack! It's Raining Peaches is slightly tart, flavorful and refreshing!



### Blaze Brewing Blazing Love Blueberry Cobbler Pastry Sour 7% ABV

Blazing Love is Blaze's collaboration with Branch and Blade Brewing conditioned on blueberry, vanilla, cinnamon and marshmallows. The Biddeford, Maine brewery had an absolute blast brewing this with these guys and are incredibly excited to drop their version. Blazing Love smells and tastes like blueberry cobbler. Seriously!

# Get to Know Connor Crowell from Smuttynose Brewing Co.

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

**Connor Crowell (CC):** I got into the industry back in 2013 after I graduated from high school. I moved back to New Hampshire from Colorado to work full-time at Bayside Distributing as a merchandiser. After working for Bayside for about 5 years, I got my own sales route covering the Dover/Durham area. While working in sales, I enjoyed building new relationships and meeting new people within this industry. During my time at Bayside, I became very familiar with the Smuttynose brand and grew to love their beers, so when a position opened with them, I thought it would be a good next step for me. I'm currently the NH and ME Territory Manager.

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

**CC:** My favorite part about my job is that it allows me to be out in the field while taking care of business. I love meeting new people who share my love for beer and quality customer service.

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

**CC:** The Amoskeag team is very professional and passionate about their brands, which makes my job easy. Their dedicated employees work with me to get **Smuttynose, Island District,** and **Wachusett** products out to their retailers. I started my career working in a Molson Coors house like Amoskeag, which is great because I've always stood behind the brands that were in-house and enjoyed the competition with Bud wholesalers, so for me, it feels close to home working with this team.

**HT: What do you like to do in your free time?**

**CC:** When I'm not working, I enjoy being outdoors! I like to get out on the snow in the wintertime to ski and snowmobile. In the warmer months, it's great to be on the water fishing and boating and of course, enjoying a Finestkind while doing so.

**HT: Do you have a favorite Smuttynose product?**

**CC:** My new favorite beer at Smuttynose is our El Smutty Mexican Lager. It's a refreshing beverage to enjoy on a hot summer day.

**HT: What are some exciting things happening at Smuttynose you would like readers to know about?**

**CC:** Personally, I'm most excited about our Heritage Series launches. We are bringing back four "retired" beers to celebrate our brewery turning 30 years old this year.



*Smuttynose*  
BREWING CO.





# On The Job With...



## Stacey Medina *IT Manager*

**What does your job entail?** As an IT Manager, I am responsible for ensuring the cohesion of our team and the smooth operation of our systems. This involves staying updated on the latest technology to prevent any lag or outdated practices. Ultimately, my priority is to ensure our users are consistently satisfied with the support we provide.

**What are some of your hobbies?** I like to travel with my family. I have five kids and we love going on adventures throughout New England, DC and Florida.

**What's one thing on your bucket list you'd like to do?** I want to visit Japan; I have always wanted to see the sights, enjoy the amazing food and experience the culture and history.

**What was the first concert you went to?** The first concert I ever attended was

The Jets in 1985. It was so much fun! My dad was working with the band's promoter, so I was able to meet them and sit in the front row. It is such a great memory!

**If you could meet any living person for dinner, who would you pick and what Amoskeag product would you drink?** I would want to have dinner with Stephen King; because I love his writing and it would be great to have a Leinenkugel's Summer Shandy with him as we chat about my favorite books he has written.

**What's the best piece of advice you've ever been given?** The most impactful advice I have ever heard was from the late, great Patrick Swayze in *Road House* – "I want you to be nice until it's time not to be nice." It has stuck with me for a long time and allows me to understand that you don't have to grin and bear everything.

## Jacob Wert *Purchasing Specialist*



**What does your job entail?** I'm a buyer-planner. I analyze what is going on sale and plan out how much to buy to match! That way stores and breweries can get the most out of their sales.

**What did you for work before coming to Amoskeag?** I worked at a medical device start-up in shipping and receiving. It was tough work, but you couldn't ask for a cleaner place to work at during the lockdowns.

**What are some of your hobbies outside of work?** I'm a big fan of making ceramics. I even teach part-time when I have free time.

**What's one thing on your bucket list you'd like to do?** I'd love to make an overseas trip to Japan to visit the shrines and see ceramic techniques in Seito. My spouse knows the language and would be a great tour guide!

**If you could meet any living person for dinner, who would you pick and**

**what Amoskeag product would you drink?** I would love sit down with John Carpenter, share some Harpoon IPA and talk about music and video games. Maybe some of his many classic movies too.

**What sport would you like to do if you could be in the Olympics?** Swimming is my favorite sport, though I'm a bit out of practice these days.

**What's your guilty pleasure?** Cooking is my favorite guilty pleasure. It may not sound like one, but I get carried away and cook in bulk.

**What's the last great TV show or movie you watched?** I'm enjoying the *Fallout* series on Prime Video more than I thought. It's campy and violent with the same tone the games have.

**What's the best piece of advice you've ever been given?** Learn Excel. It makes crunching numbers for my job and balancing a budget so much easier.

# Dogfish Head's Package Refresh: Crafting a Consistent Story

Founder Sam Calagione discusses his efforts to align brand image with craft spirit.

Sam Calagione, founder of the award-winning, and still "Off-Centered" Dogfish Head Brewery has a lot in common with British rock legend Rod Stewart. Both men know (almost on a cellular level) that "Every Picture Tells a Story." This title track of Stewart's breakthrough 1971 album was one of eight songs that revealed his distinctive vocal style described on the website dcsaudio.com as "a mixture of folk, rock and blues, with flashes of London art school cool and American country."

Artists are rarely one dimensional. Each one has at their disposal an arsenal of talents they bring together to deliver something unique.

Which brings us back to Dogfish Head's artistic, musical and multi-talented founder, Mr. Calagione. After 20+ years, he realized that a new generation of craft beer aficionados were missing out on the stories behind his off-centered, award-winning beers. The problem was the lack of visual consistency across the portfolio.

Calagione explained to Heady Times why change was needed.

"Today's consumers don't walk into a store knowing what beer they are going to buy. The decision is usually made on the spot. And you only have about three seconds to catch the eye of a shopper. That's it. I realized that our amazing labels (which I absolutely LOVE) are all different. That lack of consistency made sense when we first started. It was central to the "off-centered" discovery experience that made hunting for a new craft [beer] really fun. And it worked when there weren't so many choices on the shelf. Now it's confusing, or worse... the message is lost. The essence of our beers and the world of music & clothing collaborations, record releases, discussion forums, books we created over the years... This

body of work is a big part of the DFH experience, but our labels weren't communicating that anymore. When the picture doesn't tell the story, it's time to create one that does. We are still the same gritty, passionate, story-telling company we have always been. You know, same as it ever was. Now with our new look, I'm confident that more people will discover what Dogfish Head is all about."



The revised Dogfish Head "Shark & Shield" logo is a crisp, dynamic, black & white illustration that pops off the shelf. The culinary ingredients are featured in a way that says, "the beer you are about to enjoy has amazing flavor." All consumers drink first with their eyes. DFH's new look is an invitation to discover and experience beer to the nth degree.



Dogfish Head's revamped packaging conveys a cohesive brand strategy in hopes that more people will discover what the brewery is all about.





Mtn Dew lovers of legal drinking age can experience the bold, citrus flavors of the soft drink they know and love, now with 5% ABV. It contains zero caffeine, no added sugar, 2.2g of carbs and is only 100 calories per 12 oz. serving.

## Hard Mtn Dew Original



The iconic, refreshing, green citrus soda flavor kicks it up a notch with 5% ABV. **ABV:** 5%

**Package:** 24 oz. cans only **Availability:** Now, year-round

## Hard Mtn Dew Mix Pack



The iconic flavors you know and love are now available with 5% alcohol. This variety pack includes: **Mtn Dew Original**, the iconic, refreshing green citrus soda flavor kicks it up a notch; **Baja Blast**, taking the tropical fan-favorite to the next level; **Livewire**, mouthwatering

orange citrus soda flavor and **Watermelon**, ridiculously refreshing watermelon flavor gets jacked up with 5% ABV.

**Availability:** Now, year-round

## Hard Mtn Dew Baja Blast



The cult-favorite consumers know and love now has 5% ABV and zero sugar! **ABV:** 5%

**Package:** 24 oz. cans only **Availability:** Now, year-round

## Hard Mtn Dew Baja Blast Mix Pack



The Hard Mtn Dew Baja Blast Mix Pack contains four unique flavors at 5% ABV: **Original** **Baja Blast**, taking the tropical fan-favorite to the next level; **Pineapple**, this tropical citrus treat gets a ridiculously refreshing jolt of pineapple; **Punch**, take the one-of-a-kind

taste of Baja Blast and kick it up with the refreshing addition of tropical punch and **Mango**, the iconic hard soda gets a perfect hit of the tropics with the addition of gold mango flavor. **Availability:** Now, year-round

## Howie's Spiked Alc A Chino Hard Coffee

# HOWIE'S SPIKED® ALC A CHINO



Alc A Chino set out to create the perfect non-dairy hard latte free from artificial flavors, colors and preservatives. Their secret? Simple, natural ingredients

blended with oat milk and spiked with premium sugar brew. The result is a rich, smooth, dairy-free, gluten-free hard latte that you can enjoy straight from the can, over ice, or served up like an espresso martini! The evolution of your coffee continues!

## Alc A Chino Oat Milk Original Hard Latte

Original Hard Latte is made with natural ingredients blended with oat milk and spiked with premium sugar brew. The result is a rich, smooth, dairy-free, gluten-free hard latte that you can enjoy straight from the can, over ice, or served up like an espresso martini! **ABV:** 6% **Package:** 11.5 oz. cans only **Availability:** Now, year-round



## Alc A Chino Oat Milk Vanilla Hard Latte

Vanilla Hard Latte is made with natural ingredients blended with oat milk and spiked with premium sugar brew. The result is a rich, smooth, dairy-free, gluten-free hard latte that you can enjoy straight from the can, over ice, or served up like an espresso martini! **ABV:** 6% **Package:** 11.5 oz. cans only **Availability:** Now, year-round



## Deschutes Brewery



In 1988, Gary Fish established a small brewpub in downtown Bend, Oregon and named it after the iconic waterway flowing through town, the Deschutes River (pronounced da shootz). With a belief that good beer brings people together, Gary founded Deschutes Brewery & Public House as just that – a home for the public. A community gathering place, where friends, family and strangers could

come together over some great food and a house-brewed pint of beer.

In its first year, the public house sold 310 barrels of beer. Today, the brewery sells more than 225,000 barrels of beer each year and Deschutes can be found across most of the US and even a few countries. Over the years, Deschutes Brewery expanded beyond the original pub with a brewery and tasting room less than a mile across town on the banks of the Deschutes River in Bend and a second pub in downtown Portland. Amoskeag is excited to welcome Deschutes to New Hampshire!

## Deschutes Black Butte Porter



Brewer Grant Scavinsky updates you on his favorite beer from Deschutes Brewery, Black Butte Porter. This is the beer that started it all. Named for iconic Black Butte, towering high above Central Oregon and seen for miles, this surprisingly balanced porter has notes of rich chocolate and coffee, a luscious creaminess and roasted finish. No wonder it's America's favorite. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

## Deschutes Black Butte Non-Alcoholic



Behold: all the delicious richness of a porter without the buzz. This malt brew tastes so similar to the original Black Butte Porter that you'll be doing a double-take. Just right for winning trivia night, enjoying after dinner, making it to Wednesday...or really anytime. The recipient of 8 international non-alcoholic awards, including a 2022 World Beer Cup silver medal, Black Butte Non-Alcoholic is

Deschutes's newest classic. **ABV:** < 0.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

*Non-Alcoholic!*

## Deschutes Fresh Squeezed IPA

Fresh Squeezed IPA has juicy sweet hop aromas of grapefruit and passionfruit. Hops carry through a muffin-like malt character rounding out this full flavored IPA into a thing of beauty like no other. **ABV:** 6.4% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Deschutes Fresh Squeezed Non-Alcoholic IPA

Forget everything you thought you knew about non-alcoholic beer.

Deschutes Fresh Squeezed Non-Alcoholic IPA retains the same bright citrus and tropical flavor notes as the original IPA...

but leaves the alcohol behind (trust us, you'll be checking the can). Fresh Squeezed Non-Alcoholic IPA is the result of more than five years of research, development and investment, a journey that was worth every twist and turn. Because now more people can enjoy the memorable flavors of Fresh Squeezed whenever they're gathering together, going on adventures, or just hanging at home. **ABV:** < 0.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

*Non-Alcoholic!*



## NEW PRODUCTS

## High Noon Vodka Iced Tea Variety Pack



Here's the tea – High Noon Vodka Iced Tea has arrived! This variety 8-pack features four flavors: **Original, Lemon, Raspberry** and **Peach** and has the perfect combination of real vodka and real iced tea in every sip. High Noon Vodka Iced Tea is also non-carbonated and contains no added sugar. Perfection indeed!

**ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round





## Samuel Adams American Light



Distinctly American, this light craft lager features pleasant floral hop notes balanced by a light sweetness for the perfect combo of flavor and easy drinking. Clean, refreshing and made with all-American ingredients, this beer is ready for tailgates, beach days, backyard BBQs and every day in between. An American classic so smooth, you'll want to crack open

another one! **ABV:** 4.2% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



NORTHWOODS LIFE  
GOLDEN ALE

## Northwoods Life Golden Ale

Exclusively brewed with grain grown and malted in New England and hopped with Vermont Crystal and German Saphir hops; creating a well-balanced, local-centric brew. **ABV:** 4.5%

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



## Great Rhythm Great Life American Lager

New, from Portsmouth-based brewers, Great Rhythm comes Great Life American Lager. Golden, full-flavored premium lager with a clean, crisp finish. The perfect year-round brew.

**ABV:** 4.6% **Package:** 16 oz. cans only **Availability:** Now, year-round

## Surfside Lemonade Pack

Surfside's new, Lemonade Pack will be the new drink of the summer. The flavors include: **Lemonade, Strawberry, Black Cherry** and **Raspberry**. Surfside is made with premium vodka, real juice, has only 100 calories, 2 grams of sugar & 0 bubbles. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## NEW PACKAGES

## Miller 64 Extra Light New Design



Miller 64 Extra Light is hitting the market with an exciting new brand presence this summer.

The beloved 64-calorie lager will feature all-new packaging that borrows from current equities while delivering on sessionability delivered by 2.8% ABV – along with a phased approach to naming that enables the brand to strategically maintain consumer loyalty as they become more familiar with the new design. **ABV:** 2.8% **Package:** 12 oz. cans only **Availability:** August

## Truly Wild Berry 24 oz. Cans X US Soccer

Truly saw a significant lift on singles in 2023, especially their Wild Berry 24 oz. cans with US Soccer marks. As a result, they are bringing it back for year two to celebrate the Summer Olympics and Copa Cup! **Availability:** Now!



## Guinness 0 8-Packs

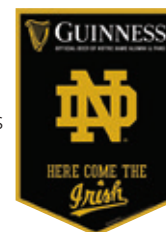
The fastest-growing non-alcoholic beer will soon be available in a new, larger format. NA imports are growing faster than the overall category and Guinness 0 is leading the way!

**Availability:** Year-round, beginning in August



## Guinness Draught Notre Dame Pack

Guinness Draught is back as an official beer of Notre Dame alumni and fans. This year, Guinness invites consumers to "Celebrate The Win" with their 2024 collector's edition Guinness Draught Notre Dame pack. **Availability:** August



## Northwoods IPA

NOW IN  
12 PACKS!

A hazy golden IPA with an extra pillow mouthfeel thanks to a hearty percentage of oats and wheat in the Grist.

Idaho 7 and Amarillo hops. **ABV:** 6

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



## NEW PACKAGES



### Switchback Citra Vista

Switchback Citra Vista is now available in 16 oz. cans. This bright lager with sunny notes of lemon & citrus is a perfect year-round beverage. **ABV:** 5.1% **Packages:** 16 oz. cans and 12 oz. cans coming in July **Availability:** Now, year-round

### Fabrizia Spiked Lemonade Variety Pack



Fabrizia Spiked Lemonade Variety Pack has three amazing flavors. For those who prefer vodka over tequila, **Lemonade** uses all-natural Fabrizia Limoncello, freshly squeezed lemonade from Sicilian lemons and premium vodka to bring you "summer in a can." Maine produces some

of the world's most delicious blueberries. That's exactly why Fabrizia chose this amazing fruit when hand crafting their **Blueberry Lemonade!** And Fabrizia Italian **Lemonade + Tea** is handcrafted in the USA with Sicilian lemon juice, premium cold brew tea, Fabrizia Limoncello, and vodka! Fresh squeezed lemon juice from sweet Sicilian lemons makes all of the difference in this refreshing ready-to-drink cocktail! 100% all natural. No added preservatives. **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



### Notch Salem Lager

As with the classic Munich Helles, Salem Lager delivers on all the things that make helles unique. Aromas of bread, grape and honey, with a full bodied maltiness in a modest ABV beer. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

**NOW IN 12 PACKS!**



### Notch Pils

Notch Session Pils salutes the session pale lagers of the Czech Republic: crisp, herbal and hoppy. The Czech culture is a beer culture and their beer of choice is this low gravity pale lager known as Světlé Výčepní. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round

**NOW IN 12 PACKS!**



### Notch Left of the Dial

Celebrating the modest ABV of British IPAs, yet with the passion and stone fruit aromas of US hop varieties, Left of the Dial uses British malt, hard water and a new wave hop profile. **ABV:** 4.3% **Package:** 12 oz. cans only **Availability:** Now, year-round

**NOW IN 12 PACKS!**

## SEASONAL SELECTIONS

### When Demand Exceeds Supply

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

### Mike's Hard Tropical Punch

A melody of tropical fruit flavors blends into a refreshing tasting and sessionable punch for a perfect balance of sweetness and tartness. **ABV:** 5% **Package:** 11.2 oz. bottles only **Availability:** June

**NEW!**



### Stone Zumology IPA



Zumo is a new hop from Segal Ranch, named after a Spanish term for citrus zest. Its vibrant lime characteristic hooked Stone immediately. Mosaic hops, taking a backseat in the recipe for once, truly elevates Zumo's flavor to monstrous levels of refreshing zestiness. **ABV:** 7.6% **Packages:** 12 oz. cans and draught **Availability:** July

### Great North It's Raining Peaches



It's Raining Peaches is a part of Great North's rotating fruited sour ale series. They add 100% real fruit to their sour ale base during the fermentation process. This allows Great North to capture as much true peach aroma and flavor as possible. There are over 1/2 pound of peach in every 4-pack! It's Raining Peaches is slightly tart, flavorful, and refreshing! **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** Now!





## Greater Good BIGG Summer NEIPA

BIGG Summer is a New England India Pale Ale best paired with sandy toes, or campfires by the lake. The Galaxy and Sabro hops provide clean citrus, coconut, and stone fruit aromas matched perfectly with bountiful amounts of fresh pineapple and citrus. This juice-bomb is the perfect summer sipper! **ABV:** 8%

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

## Greater Good Blueberry Lemonade Sour Ale



Part of the 55 Funk Series, Blueberry Lemonade is built upon the base recipe of Greater Good's Great American Beer Festival award-winning brew, Funk Daddy, this 8% ABV is a spin on a summer favorite: Blueberry Lemonade! It has a perfect blend of crisp, tart lemons and juicy blueberries.

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



## Notch German Afternoons

Brewed with 100% Bavarian heirloom Pils malt, Perle and Spalter Select hops and fermented with a classic Bavarian yeast strain. German Afternoons has an upfront malt fullness that quickly leads to a pleasant drying balanced bitterness.

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



## Notch Who Loves the Sun?

A light, refreshing blonde ale with mix of kiwi fruit, fresh strawberries and citrus flavors. Fermented and conditioned cold with a Kölsch yeast and dry-hopped with Styrian Dragon hops.

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

## Allagash Surf House Summer Lager

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!



## Smuttynose Shoals Pale Ale

The return of Smuttynose's very first beer! Shoals Pale Ale! In the summer of 1994, Smuttynose poured their first beer, Shoals Pale Ale. Little did they know it would become an award-winning craft beer staple until they retired it in 2018 as the IPA craze dominated the shelves. It's time to bring it back in honor of Smuttynose's 30<sup>th</sup> anniversary! Shoals is their interpretation of a classic English beer style. Copper-colored, medium-bodied and pleasantly hopped with a delightfully complex flavor, tangy fruit at the start with an assertive hop crispness and a long malty palate that has been compared to the flavor of freshly baked bread. This is one legendary beer worth bringing home night after night. **ABV:** 5.4% **Packages:** 16 oz. cans and *limited* draught **Availability:** July



## Smuttynose Orange Creamsicle Sour

You hear the jingle even before you see that glorious truck round the corner – and you take off running hoping you have enough loose change in your pocket. This sour has intense orange notes over a creamy vanilla base. Will you have time to eat that creamy, juicy Orange Creamsicle before the summer heat starts it sliding down the stick onto your hands? **ABV:** 6% **Packages:** 16 oz. cans and *limited* draught **Availability:** July



## Moat Hoffman Weiss

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



## Lithermans Lil' Peach of My Heart

The aroma of a sweet juicy peach greets you at the first sip. Brewed with an enormous amount of peaches, it's a sour ale perfect for any time of year. This beer is refreshingly tart and the taste of peaches lingers long after every sip. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** June



## SEASONAL SELECTIONS



### Hobbs Toucan Mango Hefeweizen

Brewed in collaboration with Hobbs' sister brewery in Placencia, Belize, it's their take on a Hefeweizen which features mango to create the ultimate easy-drinking crusher. This one will have you dreaming of the beach until you visit Belize! For more information about Hobbs's Belize brewery resort and Brew Barge, follow Hobbs at @hobbsbrewbelize **ABV:** 5%

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



### Hobbs River Drifter American Lager

Light, crisp and refreshing, this incredibly crushable pale lager is brewed for a float down the river, but it's the perfect beer for any occasion. Brewed in collaboration with New Hampshire Trout Unlimited. **ABV:** 4.5%

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



### Hobbs Salinity Now! Blueberry Fruited Gose-Style Ale

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

### Brooklyn Summer Ale



Summer Ale is a light and zesty beer brewed with warm weather adventures in mind. It's the perfect companion for long summer days by the pool, in the yard, or anywhere else people unwind.

**ABV:** 5% **Package:** 12oz. cans only  
**Availability:** Now!



### Woodstock Blueberry Lemon 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!

## PROGRAMS

**GET A SMOOTH ROOMIE**

**KEYSTONE LIGHT**

**YOU COULD WIN SMOOTH LIVING ESSENTIALS FOR YOUR PLACE**

### Keystone Light Serves Up the Smoothness Near Campus

Keystone Light is giving consumers the chance to earn exclusive merch via the Keystone Light Near Campus Sweepstakes. This refreshingly light-bodied beer is known for staying smooth, and now select college-area winners age 21+ can do the same. From branded apparel to refrigerators, Keystone is giving consumers yet another way to get the most out of their near-campus experiences and always stay smooth.

**HUNT THE BLAZE ORANGE CAN**

**KEYSTONE LIGHT**

**SCAN AND ENTER FOR A CHANCE TO WIN REALTREE GEAR AND OTHER EPIC OUTDOOR PRIZES**

### Keystone Light's Hunt Continues

Keystone Light's special "The Hunt" beer cases are coming back – offering shoppers two easy ways to win some ultra-smooth merch along with other epic outdoorsy rewards. The rules are simple – find the blaze orange can and instantly win merch or scan The Hunt cases for a QR code for a chance to win exciting Realtree apparel, gear and more.





## Miller Lite Is Helping Fans Score an Easy W

Miller Lite is giving football fans the opportunity to earn cool prizes all season long. Scan limited-edition packaging and you could score anything from \$2,000 toward a TV/sound system, Char-Broil® grills, a virtual meet-and-greet with JJ Watt, \$500 to host the ultimate tailgate party, or daily instant wins of \$25 in football merch! It's never been easier to grab the W on game day, with Miller Lite.



## Coors Banquet Continues to Back the Brave

When consumers buy Coors Banquet, they aren't just enjoying a delicious and iconic lager made from 100% Rocky Mountain water – they're also supporting the heroic efforts of wildland firefighters. And as wildfires continue to spread and increase in intensity, Coors Banquet knows that every little bit of support counts. That's why Coors Banquet is proud to support the Wildland Firefighter Foundation with every Coors Banquet enjoyed, every donation made and every purchase from the Coors x Seager line of apparel.



## Happy Thursday is Keeping Consumers Happy Every Day

Molson Coors' latest innovation, Happy Thursday, brings consumers a delicious, new spiked refresher, along with a chance to unlock some exciting prizes and merch. The bubble-free beverage is giving consumers a chance to win eye-catching on and off-premise items that range from buckets to beverage wraps and more – along with a chance to drive engagement and grow the 21+ fan base with plenty of on-site sampling opportunities.



## Kick Off Game Day with Vizzy

On top of offering a variety of delicious, vibrantly flavored hard seltzers, Vizzy is also offering football fans a chance to score some extra Venmo cash for all their game day needs. Just scan the QR code and enter the promotion to see if you won your first game-day drink on Vizzy!



**TRULY** | 

- SUN, SONGS, AND A -  
**WHOLE LOTTA SELTZER**

Three cans of Truly Seltzer are shown: Citrus Squeeze, Pineapple, and Wild Berry. The Wild Berry can is tilted, showing the liquid inside. The background is a bright blue sky with confetti and a splash of liquid.

**ENTER FOR YOUR CHANCE TO WIN A ONE-YEAR SPOTIFY PREMIUM MEMBERSHIP**



By scanning the QR code, you agree to the terms and conditions of the promotion. The promotion is open to legal residents of the United States who are at least 18 years old at the time of registration. The promotion ends on 8/31/24. The prize is a one-year Spotify Premium membership. The odds of winning are 1 in 10,000. The promotion is sponsored by Amoskeag Beverage Co. LLC. © 2024 Amoskeag Beverage Co. LLC. All rights reserved.

This summer, Truly's music program is all about Keeping It Light with sun, songs and seltzer. When the sun is shining and the boom box is bumping, the Truly will be flowing. Truly is celebrating with music-themed giveaways all summer long!





**AMERICA PARTIES WITH TEA**

A can of Truly Twisted Tea Original Hard Iced Tea is shown next to a glass of iced tea with a lemon wedge. The background is a bright blue sky with clouds.

**KEEP IT TWISTED**  **KEEP IT TWISTED**

Summer is synonymous with Twisted Tea. Their 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, they bring back the America Parties with Tea program in 2024. The red, white, yellow & blue thematics on POS and limited-edition packs drive buzz and display activity for wholesalers during the peak season.





**TRULY WILD BERRY**



**OFFICIAL HARD SELTZER OF U.S. SOCCER**

**5% ALC/VOL**

**Truly and US Soccer**

Truly and US Soccer are teaming up to bring the flavor. Truly will leverage the power of the crest in North America, ultimately positioning Truly at the center of sport, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, Truly will execute a 360 fully-integrated campaign including Soccer IP on packaging, patriotic retail programming, experiential and media!





## Sam Summer Fridays

In 2024, Sam Adams will celebrate Sam Summer Fridays by crowning Sam Summer Beer Champions across the US! This June, July and August, when consumers hit their local bar on Friday, they'll be encouraged to grab a Sam Adams in celebration of Summer Fridays and the summer athletic festivities!



## Dogfish Head Shark Attack

This summer, Dogfish Head will debut a multi-touch campaign to drive displays and features at retail while inviting consumers into the Dogfish world with off-centered coastal-inspired POS.



## The World's Oldest Motorcycle Rally is Racing into a New Century



Come enjoy the 101<sup>st</sup> Laconia Motorcycle Week, taking place June 8-16. Experience an exciting week of activities and events, along with unmatched scenic riding throughout the beautiful state of New Hampshire. Laconia Motorcycle Week is an event that draws in hundreds of thousands of enthusiasts and spectators for bike shows, live music, manufacturers, gypsy tours, beach cruising, bike build-offs, displays, bikini contests, the Loudon classic and much, much more! Truly Hard Seltzer is the Official Rally Hard Seltzer and Twisted Tea is the Official Hard Iced Tea of

Laconia Motorcycle Week. Twisted Tea is partnering with Cycle Source magazine for a one of a kind custom motorcycle sweepstakes. This year's bike is a bad little lane splitter they call the Tea Hopper – check out the bike and enter for a chance to win, plus a VIP experience at the H-D Museum @ keepyourridetwistedsweeps.com







## Cayman Jack Summer Adventure

This summer, Cayman Jack is tapping into drinkers' adventurous spirit and love for travel by giving them a chance to win one of three curated summer adventures via Atlas Obscura. Through a very exciting AR experience, shoppers will scan a QR code to enter for an opportunity to win a trip. Support around this activation includes in-store POS and media.



## Mike's Sponsors the American Cornhole League

Mike's Hard Lemonade is back as a key sponsor of the 2024 American Cornhole League! To amplify this partnership at retail, consumers will be able to enter for a chance to win a Mike's Hard Lemonade ACL cornhole set.



**SEND A MESSAGE & WE'LL DONATE MORE**  
EVERY MESSAGE SENT = \$1 FOR THE USO\*



## Raise a Mike's to All Our Heroes

Mike's is partnering with the USO to highlight and honor hard-working vets all summer long. Mike's will donate \$200,000 to the USO, plus another \$1 for every message sent to service members (up to an additional \$50,000). Scanning the on-pack QR code will allow for further engagement with veteran stories.





## It's Corona Season

All summer long, Corona is giving consumers the opportunity to heighten their favorite summer occasions – concerts, grilling, ballgames and travel. All-new POS and primary packaging will drive consumers to the sweepstakes microsite where they can enter to win a trip to Bonnaroo, Peso Pluma tickets, MLB All-Star Weekend tickets or a beach vacation. It's safe to say, this summer, It's Corona Season!



## Modelo Soccer Flow

This summer, Modelo is coming in with an assist! In order to kick off the electric soccer season, Modelo is welcoming new ambassador Edson Alvarez to the team! The new program will give consumers the chance to win a cobranded soccer kit – inclusive of a Kappa soccer jersey, gold Modelo cooler and more. Edson will be featured on new Spanish language graphic templates, which will be available soon. In the meantime, you can use the current soccer flow templates to start leveraging the program at retail.



*Salud to Summer*



## Modelo's Champions of Summer

This summer, Modelo is recognizing and rewarding the consumers that make summer happen, the Champions of Summer. Through new and existing partnerships, the brand will elevate their Salud to Summer program to own the country's most popular beer-selling season! Modelo will launch curated drops around key summer moments highlighting music, sports and entertainment. Weekly prizeing will include surprises from Uber, Rolling Loud, Bumpboxx and more. At retail, Modelo is partnering with consumer favorite Takis, to expand features and displays, delivering an unbeatable combo for consumers.



## Summer: Chase It, Live It

Pacífico is inviting consumers to Chase It, Live It. The brand is launching a bold tastemaker's program, featuring like-minded talent across the US, to generate exclusive content and ways to engage with Pacífico's core consumers. At retail, Pacífico will be rewarding loyal drinkers with chances to win a summer go-bag packed with the special edition items that Pacífico's multicultural LDA Zillennials love.





## High Noon Partners with PGA

The PGA of America and Spirit of Gallo's High Noon, the #1 spirits brand by volume, announced a multi-year partnership that makes High Noon the "Official Spirits-Based Hard Seltzer" of the PGA of America and the PGA Championship. Crafted with real spirits and real juice, High Noon Vodka Seltzer and High Noon Tequila Seltzer will be served at general concessions for spectators to enjoy throughout the PGA Championship.



## Canobie Lake Park, Just 4 Fun!

A classic New England amusement park in Salem, New Hampshire, Canobie Lake Park has been delighting both adults and children since 1902. With more than 85 great attractions including family and kid's rides, exciting thrill rides, water rides, Castaway Island Water Park and games, Canobie delivers the ultimate fun experience for all ages! From food to live entertainment to rides, Canobie Lake Park has it all. The 21+ crowd can enjoy a cold Miller Lite, Coors Light, Blue Moon, Sam Summer, Sam Lager, Sam Wicked Hazy, Truly, High Noon, Corona, Modelo and Frabrizia. Don't forget, Canobie Lake Park is the perfect place to host a company event, family reunion or any other festive occasions. For more info visit: [canobie.com](http://canobie.com)



## Lone River Gather Round Sweepstakes

This summer, consumers can enter for a chance to win The Ultimate Ranch Trip and more! Lone River is teaming up with Miranda Lambert to give consumers the ultimate gather round experiences including: A trip to see Miranda in concert in Houston, TX (Aug), a trip to Diamond Cross Ranch in Jackson Hole, WY (Sep), and a Solo Stove x Lone River prize pack. Fans are encouraged to gather round with their friends and tag #LoneRiverGatherRoundGiveAway on Instagram to enter!

### GET \$5 OFF

*The Finnish Long Drink*

**PURCHASE ANY TWO 6PKS OR ONE 8PK/12PK**

### Scan to Get \$5 Off The Finnish Long Drink

Consumers can scan the QR code after purchasing any two 6 PKs or one 8 PK/12 PK of any flavor of The Finnish Long Drink to save \$5 off their purchase. This program runs from now until July, 31, 2024.

SCAN TO SAVE NOW







## Notch Brewing Biergartens Now Open for the Season

Notch Brewing has opened their New Hampshire Biergartens near Lake Winnepesaukee at Gusto Taphouse in Center Harbor and next to Beans and Greens Farm in Gilford. Notch Biergartens feature a full list of Notch beers, including some tap-room exclusives and non-alcoholic! Each location will offer an array of live entertainment and high-quality food to pair with all of Notch's amazing beers!

**NORTHLANDS**  
MUSIC & ARTS FESTIVAL  
JUNE 14-15, 2024 SWANZEY, NH

**GOOSE**  
**GREENSKY BLUEGRASS + MOE.**  
**PIGEONS PLAYING PING PONG**  
ERIC KRASNO & FRIENDS + MIHALI + SIERRA HULL  
DOPAPOD + SPAFFORD + BIG SOMETHING + TAU  
SUPER SONIC SHORTIES + COOL COOL COOL  
GIANT PANDA GUERRILLA DUB SQUAD  
KANIKA MOORE + MAGIC BEANS + THE PSYCODELICS  
SPECIAL GUESTS: JENNIFER HARTSWICK + NATALIE CRESSMAN + MIKKI GLASPIE  
ANNIE IN THE WATER · BEARLY DEAD · BRASS QUEENS · COYOTE ISLAND  
DIZGO · DOEY JOEY · ESCAPER · HAYLEY JANE · IATOPA · JELLY  
KENDALL STREET COMPANY · LEON TROUT · SPACE BACON · TAND

## Northlands Music & Arts Festival, June 14 & 15

Northlands is a boutique-sized, independently-owned music & art festival in Swanze, New Hampshire with a reputation for being as authentic as it gets while offering good vibes, cozy camping and top-notch amenities. Going into their 3<sup>rd</sup> year, Northlands has two days of carefully curated live music over three stages, art installations, local food and beverages from Moat Mountain, Sun Cruiser, Truly, Allagash, Hobbs, Switchback and Woodchuck as well as, artisan crafts, and more! Festival goers can count on magical memories and a premier festival experience full of good-vibes. ENJOY LIFE. DO GOOD Visit: [www.northlandslive.com](http://www.northlandslive.com) for more information.



## HOP WTR Aloha Summer

Get ready for an incredible summer with HOP WTR's Aloha Summer retail giveaway program! The brand is going all out to make this summer unforgettable by sending two lucky fans on a dream trip to Hawaii! HOP WTR is bringing the summer vibes to retailers nationwide with their biggest in-store display program yet. Expect all-new point of sale materials, a custom HOP WTR branded YETI cooler as a dealer loader and end-cap worthy display pieces. The brand will support this epic giveaway with best-in-class displays, in-retail coupons, retailer digital media and more to amp up the excitement and drive velocity off the shelf. Get ready to dive into Aloha Summer with HOP WTR from May through July.





510 Hall Street  
Bow, NH 03304-3105



# WIN A REAL LIQUID DEATH L-39 AERO JET.



**TWO SEATER | 470 MPH TOP SPEED | HELMET INCLUDED**

NO PURCHASE NECESSARY. Open only to legal residents of the 50 U.S. states or D.C., ages 18+. Sweepstakes begins May 21, 2024 and ends September 4, 2024. Jet prize is an Aero L-39c Albatros aircraft (pre-owned) or substantially equivalent. To enter either: (1) scan the QR code to upload a qualifying itemized physical receipt from your in-store purchase of a Liquid Death beverage, OR (2) see Official Rules for a free alternate method of entry. Maximum 400 entries per person. IN ORDER TO CLAIM THE JET AS A PRIZE, WINNER MUST (1) MEET THE ELIGIBILITY REQUIREMENTS SET FORTH IN THE OFFICIAL RULES, & (2) RETRIEVE THE JET WITHIN SIX (6) MONTHS OF THE JET DELIVERY DATE (AS DEFINED IN THE OFFICIAL RULES).

For Official Rules, visit [www.liquiddeath.com/jet](http://www.liquiddeath.com/jet) or scan QR code.

## Win a Real Liquid Death L-39 Aero Jet

This summer, Liquid Death is doing something no other beverage company has done in the history of the human race: giving away an actual 2-seater L-39C Albatros aircraft that goes almost 470 mph with nearly 3,800 lbs of thrust. Yes, this is a real jet that will come with a valid and effective FAA special certification of airworthiness. (Pilot not included.) The winner will also get 6 months free hangar space, a Liquid Death flight helmet, cup holder and a year's supply of Liquid Death. If the winner decides they don't want their own personal L-39 Aero Jet, they'll have the option to take a briefcase with \$250,000 instead. (They'll let you keep the helmet and year's supply of Liquid Death though.) Consumers can enter up to 400 times. Each can you buy is an entry. So buy an 8-pack, get 8 entries. Buy a 24-pack, get 24 entries, etc. Max 400 entries per person. Submit your entry starting May 21, 2024 to September 4, 2024. Consumers must go into a physical store and text Liquid Death a picture of the receipt from the register. Register your mobile phone number first, and then follow the instructions. If you already registered, text your receipts to 29036. Any receipt texted without registering will not be accepted.

