

HEADY TIMES

SIERRA NEVADA

LEND A
HELPING
HAND

AMOSKEAG BEVERAGES
Winter/Spring 2025 | V.51

ALLAGASH
CELEBRATES
30 SUCCESSFUL YEARS

WHY YOU SHOULD
BE SELLING
STOUTS



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As many of you may know, we recently lost one of the best of the best with the sudden passing of our friend and colleague, Jeremy Amazeen – leaving us all brokenhearted.

For the past 30 years, Jeremy was an integral part of our company; his dedication not only earned the respect and admiration of his co-workers, customers and the beverage industry as a whole, but also inspired and motivated us all. His warmth and unwavering commitment to excellence left an indelible mark on everyone who had the privilege of knowing him. The following is Jeremy's obituary, prepared by his family.

Jeremy T. Amazeen, 49, of Nashua, NH passed away unexpectedly on Sunday, December 15 at his home. He was born on February 14, 1975 to Stephen and Paula Amazeen and grew up in Deerfield, NH.

Jeremy was a graduate of Central High School in Manchester, and enjoyed playing soccer, always working hard to improve his game. He spent endless hours in the mountains enjoying his passion for snowboarding. Later on in years, he played golf, enjoying the game and participating in many tournaments. While pursuing his career and figuring out life, he worked his way up to a supervisory position at Capital Beverages in Concord, NH. From there he landed his final job at Amoskeag Beverages LLC. where he was in a management position and loved by all. He enjoyed his job, the trips, the challenges, the accomplishments, meeting many friends along the way, especially those in Nashua. He spent many weekends walking Ordiorne Point with his mother, enjoying the ocean while calling his dad just to chit chat and spent time poolside. He enjoyed many BBQs and gatherings with his family. He is survived by his parents Paula Amazeen of Rye, NH, Stephen Amazeen and his wife Elaine of Auburn, NH, his sister Amy Parent and her partner Robert Gibson of Bedford, NH, his half brothers Father Ryan Amazeen of Littleton, NH, Dylan Amazeen and wife Brielle of Manchester NH, his nephews Alex Parent of Derry, NH, Luca Amazeen of Manchester, NH and niece Erica Parent of Knightdale, NC. He also leaves behind his aunt, uncles, cousins and many friends. He was loved and adored by all that knew him and will be dearly missed. Such a great loss to the world.

In closing, we would like to dedicate this issue to our friend Jeremy, whose absence will be profoundly felt. With that in mind, we'd ask you to honor him by taking a small piece of how Jeremy lived, and savor all of life's moments. Care about everyone, leave everything on the field, bring people together and always let them know how important they are to you.

Sincerely,

Ed & Scott

Ed Murphy
President

Scott Proulx
VP of Sales

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Amoskeag Beverages



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

first draught *getting you ahead of the curve*

JANUARY

- 1/24 Beer Can Appreciation Day
- 1/29 Chinese New Year
- 1/31-2/2 New England Pond Hockey Classic, Meredith, NH

FEBRUARY

- 2/2 Groundhog Day
- 2/9 Super Bowl Sunday
- 2/14 Valentine's Day
- 2/17 President's Day
- 2/25 National Clam Chowder Day

MARCH

- 3/4 Mardi Gras
- 3/8 Chill on the Hill, Wolfeboro
- 3/9 Daylight Savings Time
- 3/17 St. Patrick's Day
- 3/18 March Madness begins
- 3/20 First day of Spring & National Bock Beer Day



EMERGING TRENDS

2025

PREMIUMIZATION WITH PURPOSE

Consumers are prioritizing quality beverages that deliver memorable experiences and align with their values. **Allagash Brewing's** superior beers are impressive, but their commitment to their efforts as a certified B-Corp is truly what sets them apart. Read all about it in *The Sip* on page 6.

FLAVOR EXPLORATION IN FULL SWING

Brewers and beverage makers are introducing bold and unique flavor profiles to captivate adventurous consumers. *Heady Times* contributor Jerard Fagerberg delves into how **Mark Anthony Brands** is leading the flavor category beginning on page 8.



LOW AND NO-ALCOHOL BEVERAGES RISE

The industry is expanding its offerings to cater to the growing demand for mindful drinking options.

New products like **Samuel Adams American Light**, **Dogfish Head 30 Minute Light IPA**, **Allagash Hop Water**, and **Pabst Light** are catering to drinkers looking for low and no-alcohol refreshment.



Good time for an IRISH PINT

HAPPY ST. PATRICK'S DAY



DID YOU KNOW?

Beer Can Appreciation Day is January 24th. The first beer can was sold in 1935, revolutionizing the way we enjoy beer.

Over 13 million pints of Guinness are consumed worldwide on St. Patrick's Day.

Beer sales during March Madness increase by nearly 25% compared to the regular season.

325.5 MILLION

The number of gallons of beer consumed in the US during the Super Bowl, which equates to 50 million cases!

A Helping Hand

Through its charitable, environmental, and philanthropic efforts, Sierra Nevada Brewing is bettering the world.

By: Joshua M. Bernstein



Sierra Nevada Brewing Company's Mills River, North Carolina facility is LEED Platinum certified, making it the first production brewery in the United States to earn this distinction.

Since 1980, Sierra Nevada Brewing Co. has set a high bar for great-tasting beers, introducing drinkers to the bitter, piney pleasures of hops and creating hazy IPAs for everyone. But the brewery's accomplishments extend beyond the brew kettle.

Over the last 44 years, Sierra Nevada has made benevolence central to its business philosophy, championing ecological causes, sustainability, and philanthropy, rising to the occasion when disasters befall communities surrounding its breweries in Chico, California, and Mills River, North Carolina.

"Our philanthropic and environmental efforts have been part of our operating ethos from day one," says Sierra Grossman, Vice President and second-generation brewery owner at Sierra

Nevada. "In the early days of the brewery, our approach to philanthropic and environmental efforts was created through the lens of what was right for our company, our community, and our family."

Here's how buying and selling Sierra Nevada's great-tasting beers is bettering the world.

Sustainability and Proactive Philanthropy Are Focal Points

Sierra Nevada's story starts with recycling. In the late 1970s, Founder of Sierra Nevada Brewing Co. Ken Grossman Ken Grossman cobbled together some used dairy equipment to build a brewing system that created the landmark Pale Ale. **In the ensuing decades, that startup became one of America's**

biggest brewing success stories, balancing growth with environmental stewardship at its bicoastal breweries. Both locations offset electricity needs with solar arrays, capture and reuse carbon dioxide, and operate wastewater-treatment facilities. "When we built our North Carolina facility, we were able to showcase our ethos and approach to business on the biggest scale yet, building a platinum LEED (Leadership in Energy and Environmental Design) facility," Sierra Grossman says of the Mills River brewery that opened in 2014.

Maximizing resources and minimizing waste is paramount. She emphasizes that **"offsetting our environmental footprint has been at the heart of almost all our sustainability initiatives. We do recognize that we rely heavily**



After the devastating 2018 Camp Fire in Northern California, Sierra Nevada Brewing Co. stepped up to support its community, from emergency aid to long-term recovery efforts, including launching the Resilience IPA to fund relief initiatives.

on water, healthy soil, and clean air to get the best ingredients for our beer. It is our duty to ensure that we are doing what we can to support our partners both upstream and downstream from us. It will take all of us recognizing that we need to continuously look at our operations and seek better, more sustainable ways of existing."

Sierra Nevada also impacts the world beyond its brewhouse walls through proactive philanthropic efforts. **The brewery supports the JMT Wilderness Conservancy, which preserves and protects wildlife, waterways, and wilderness along the 211-mile John Muir Trail that cuts through the Sierra Nevada Mountain range. In 2024, the brewery extended its partnership with Trust for Public Land, committing \$150,000 annually over the next three years to support conservation efforts that encompass building trail systems, expanding local and national parks, and safeguarding forests.** "We've chosen to focus on areas that mirror our core company tenets," Grossman says.

How Sierra Nevada Responds to Disaster

Over the last decade, Sierra Nevada has seen catastrophes impact the communities surrounding its breweries. **In 2018, the destructive Camp Fire**

devoured more than 150,000 acres of Northern California's Butte County, which is home to Sierra Nevada.

"We had around 40 employees that lost their homes," says Mandi McKay, Sierra Nevada's Chief Sustainability Officer.

Sierra Nevada looked to address its wider community's immediate needs through reactive disaster response.

"Right away we mobilized and helped get people sweatshirts and T-shirts," Product Manager and Brewery Ambassador Terence Sullivan told *Outside* in 2018. "So many people had to evacuate in just their pajamas. They didn't have anything." The brewery served a Thanksgiving meal for Camp Fire evacuees and survivors, created a makeshift RV park, and set up the Camp Fire Relief Fund with an initial \$100,000 contribution. **Sierra Nevada then created the charitable Resilience Butte County Proud IPA, enlisting more than 1,400 breweries nationwide to make versions of the IPA that channeled proceeds to Camp Fire relief funds.**

"We've been heavily involved in the long-term recovery process since the initial fire," McKay explains. "There are people with unmet needs who are still rebuilding and recovering."

In late September 2024, **Hurricane Helene tore across the Southeast, causing catastrophic flooding in western North Carolina.** Sierra Nevada's brewery escaped major flooding, but the storm devastated the community at large and reduced some area breweries to rubble. **The brewery responded by donating food to the Food Connection, which distributes food to those in need, and provided Asheville's MANNA FoodBank with \$50,000 to assist its recovery and support efforts.**

In 2025, Sierra Nevada's iconic Pale Ale will celebrate its pioneering spirit with limited-edition packaging honoring America's national parks, supporting conservation and reigniting appreciation for these natural treasures.



Additionally, Sierra Nevada hosted a charity concert that raised more than \$18,000 for Food Connection and donated \$1 of every barrel brewed of Celebration IPA from the 2024 holiday season to the newly established NC Craft Brewers Foundation nonprofit.

"We committed \$40,000 to that effort, and then asked distributors to match that," McKay says, adding that the brewery recognizes where and how it can help.

Sierra Nevada is not an arm of FEMA, nor is it staffed with a dedicated disaster-relief team. "Rather than characterize it as us setting ourselves up to respond to disasters, it is instead about us supporting our local communities," Grossman says. "The primary focus is to find ways to support our employees and their families, and then the community."

Pale Ale National Parks Collection

Pale Ale debuted in 1981 with a bucolic illustrated label that featured the brewery's namesake Sierra Nevada mountains. "Sierra Nevada was named after one of the most beautiful places in California, so of course we have always wanted to do right by her," Grossman says.

America has 63 national parks (the Sierra Nevada range contains three), and it's easy to take them for granted. "National parks are pretty universally loved, but they're also often forgotten in terms of how unique and important they are for environmental impact, biodiversity protection, land conservation, and climate mitigation," McKay says.

This April, Sierra Nevada will partner with the National Park Foundation (NPF), the official charity of the National Park Service, to elevate national parks through new Pale Ale

carton packaging on 6-packs and 12-packs. Four limited-edition Pale Ale cartons will feature the Big Bend, Yellowstone, Great Smoky Mountain, and Yosemite national parks. “The campaign ties our philanthropic and social impact work to our flagship product, which we’ve never historically done,” McKay says. (Pale Ale’s recipe remains unchanged, and the packaging will be in market through July.)

The initiative will support NPF’s wildlife and habitat conservation efforts, funding efforts to safeguard threatened species and delicate ecosystems. In the market, the packaging ties a tighter knot connecting Sierra Nevada to its environmental and philanthropic core, aiming to reignite people’s excitement and appreciation for national parks and our Pale Ale, McKay says. It’s easy to overlook longstanding landmarks on a landscape, be it a national park or a beer that trailblazed a pleasantly bitter path. “We’re reminding people of how our Pale Ale was a pioneer of the craft beer movement in the United States,” McKay says.

In spring 2025, Sierra Nevada also plans to announce its environmental and social-impact strategy and commitments that it will work on through 2030, both formalizing and amplifying key tenets. “It’s intended for consumers, distributors, and employees,” McKay says, adding that the brewery’s values are a draw for workers. “The whole point is to be very clear about what we stand for and what we’re working on, and then we’re going to track what we’re doing and be very transparent about it.”

Sierra Nevada’s cumulative efforts aren’t lip service to convince more customers to bring cans to lips. Doing good is enmeshed in the company’s DNA. “Of course it’s nice to have folks see how a business can contribute to a healthy community, but if you are doing it just for notoriety, you’re probably not doing it right,” Grossman says. “Our philanthropic efforts have always been about doing what we believe to be the right thing.”



Big Plans for Little Things

In late 2017, Sierra Nevada released Hazy Little Thing, a cashmere-soft hazy IPA that balances sweetness and bitterness, popping with ripe pineapple and orange zest. Hazy Little Thing democratized the style, turning a line-culture beer into a grocery-store staple. “Sierra Nevada Hazy Little Thing has become one of Amoskeag’s top selling IPAs especially in the single serve category. I think the success of it has to do with it being a very consistent and approachable IPA for all beer lovers – it also doesn’t hurt the wallet,” says Bret Pollock, Craft Beer Manager for Amoskeag. Sierra Nevada continues to build on Hazy Little Thing’s success with smart extensions that include IPAs that are brawny (Big Little Thing) and fruity (Juicy Little Thing), complemented by limited-edition releases like this winter’s Rad Little Thing, a West Coast-style hazy IPA. Expanding the family is keeping customers engaged.

About the Author:

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

On The Job With...



Ben Mooney

Ben Mooney

Inventory Specialist

What does your job entail? What do you enjoy most about it? Because I'm still pretty new, I'm continually learning what the position of Inventory Specialist involves. Primarily my job is to ensure that the physical inventory of the warehouse is accurate. This allows the other departments to make decisions with as much information as possible. Additionally, I slot new items onto the pick floor of the warehouse, I process receiving damage claims with suppliers, assist with invoicing, as well as, a multitude of other tasks. I think my most enjoyable part of the job is the varying amount of tasks I perform. Every day is a different set of tasks to address.

What did you do before coming to Amoskeag? I was a retail store manager for the New Hampshire Liquor Commission.

What do you like to do when you are not working? I love spending time with my family. I also enjoy hiking, golfing and traveling.

If you could go anywhere in the world on a dream vacation, where would it be and what Amoskeag product would you have in your hand? Probably Spain

or Portugal, somewhere near the ocean. As for the product, I love dark beer, so a Guinness or Woodstock Pig's Ear are always top choices.

Would you rather have a maid or a personal chef? Maid, hands down. I love to cook, so I don't need any help there. But not having to clean definitely appeals to me.

Guilty pleasure...playing video games.

The last TV show you binged was...*The Bear*. It has awesome writing and acting, and I'm already looking forward to the new season.

Your favorite movie of all time is...*The Shawshank Redemption*. I can never pass up watching it whenever I see it on TV.

Your biggest pet peeve is...when people don't take accountability for their actions.

What is the best advice you ever received? One of my first managers at the Liquor Commission once said to me, "We are here to do a job, why not do it to the best of our abilities?" That always stuck with me.



John Valliere

John Valliere

Sales Representative

What does your job entail? What do you enjoy most about it? I am a sales representative for the Laconia and Gilford area. Each day brings different experiences. I appreciate my customers and look forward to seeing them every week. I also enjoy the competitiveness with other beer distributors.

What do you like to do when you are not working? In my free time, I like going to the ocean and the mountains. It's always great to get away and enjoy nature.

If you could go anywhere in the world on a dream vacation, where would it be and what Amoskeag product would you have in your hand? My dream vacation would be a trip to Thailand with a cold Coors Banquet in my hand.

Would you rather have a maid or a personal chef? I would prefer a maid. I'm not a fan of cleaning, but I love having a clean house. I enjoy cooking, so I would be fine handling that myself.

Can you share a fun fact about yourself? I saw Johnny Cash in concert when I was in the 8th grade and I instantly became a huge fan.

Guilty pleasure...Jäger.

Last TV show you binged was...*Yellowjackets* on Netflix.

Your favorite movie of all time is...it's a tie, *Stand by Me* and *The Breakfast Club*.

Biggest pet peeve is...laziness & lying.

What is the best advice you have ever received? The best advice I've ever been given is the Golden Rule, *do unto others as you want done to you*.

The House That Witbier Built

Allagash celebrates 30 successful years.

By: Courtney Iseman

In 1995, Rob Tod set out to give American beer drinkers a new experience. And he succeeded with **Allagash White**.

This beer was (and still is) a satisfyingly bready wheat beer punched up with signature Belgian touches of spicy coriander and bright Curaçao orange peel. Tod hit it out of the park with Allagash White and the beer became the foundation of his new brewery.

Allagash Brewing Company turns 30 this year. Its staying power is in large part thanks to Allagash White – and a few significant Allagash core decisions – from a smart portfolio of signature beers, well-timed new products, and a commitment to sustainability as evidenced by the brewery’s B-Corp designation.

Even as other trends have come and gone, Allagash stands out among the thousands of breweries in the US with its unwavering dedication to Belgian styles and insistence on quality. That willingness to bet on its own unique path started on day one when Tod tasted a rare American-made Belgian witbier, Celis White, and decided to launch a business on the style.

“I knew I’d be spending a year building the brewery, and hoped I’d spend my career running it if things worked out, and I didn’t see the point of doing all that to give people something they could already get,” says Tod. “I didn’t want to limit myself to the beer styles that were popular at the time, which were largely pale ales, IPAs, English and German styles.” The original goal was simply to get witbier into American hands. “I never expected we’d be making over 100,000 barrels of beer a year as we are now,” he says.

Allagash White remained the brewery’s only beer for three years, at which point more Belgian styles joined the roster: **Tripel** in 1998; **Curieux**, a blend of fresh Tripel and Tripel that’s been bourbon barrel-aged, in 2002; and later, more additions like **Dubbel**.

“No one knew what witbier was,” Brett Willis, Senior Communication Specialist for Allagash, explains. “Then the craft beer boom took off, and so did Allagash.” The brewery grew to meet the increasing demand of beer-curious consumers. **By the late aughts, Allagash was distributed to over 30 states. That footprint left the team feeling it was stretched too thin. In an unusual move, they decided to pull back and limit distribution based on where they wanted to be and knew Allagash beers were resonating,** resisting the common urge which proved to be the downfall of many breweries during the 2010s’ craft boom: growth for the sake of growth. With a commitment to Belgian-inspired beer, restraint, and strategic growth, Allagash became a national treasure.

Obviously, that commitment paid off – Willis says White accounts for 85% of Allagash’s sales. But that hasn’t discouraged Tod, Allagash head brewer Jason Perkins, or the rest of the staff to innovate. The Maine brewery leaned even further into Belgian farmhouse brewing traditions with a coolship program and spontaneous ales often only available at the taproom, making a pilgrimage to Allagash a must for wild ale enthusiasts. More styles were created via collaboration. Anyone who works at the brewery is welcome to submit ideas for new beers; those chosen to be brewed are served on tap at the brewery, and those that do well join what Perkins calls a bench of beers they can return to. **“Instead of looking at prevailing trends, we’re looking at what people are liking, what we’d be excited to brew, and where the connections are between those,”** Willis explains.

Still anchored by White and Belgian styles, Allagash’s current repertoire includes barrel-aged and Belgian-inspired stouts and seasonals like a summer lemon and sea salt blonde ale and an autumn hoppy dark ale. **The newest additions are its non-alcoholic sparkling hop**



“2025 is the year of Allagash White. It’s more relevant than ever. It’s a profitable beer for our retail customers, and in a very cluttered world, it’s a place of comfort for consumers.” – Rob Tod, Allagash Founder

water, Hazy IPA, and Allagash’s first year-round lager, made in response to consumers’ interest in the style – Willis says they want to meet people where they are with the flavors and experiences they’re looking for, while simultaneously redoubling their Allagash White focus.

Another way Allagash meets changing consumer preferences now is by canning more of its beers. While bottles remain an important package to communicate the exceptionality of something like a coolship ale, cans allow the brewery to reach more consumers for more occasions. Accordingly, **Allagash will release a year-round variety pack of cans showcasing their versatility, and in addition to Hazy IPA and Lager, a canned Tripel will be included, creating a convenient format for that complex Belgian-beer style.**

“Prior to 2020, it was a different landscape for beer,” Willis says. “750 ml cork-and-cage bottles were what people wanted; now they’re gone from shelves. The biggest advantage of [canned beer] is the ability for



The World's Most Award-Winning Wheat Beer

While Allagash's sales and fan base are proof enough of Allagash White's successful formula, some of the world's most respected awards have repeatedly recognized that quality. In 2023, Allagash crunched the numbers to confirm White is the world's most award-winning wheat beer, with 18 medals from the Great American Beer Festival, World Beer Cup, and Euro Beer Star throughout its run. In 2024, it took home gold at GABF yet again. Tod cites Allagash White's "very sessionable, drinkable, unique" nature for its consistent crowd-pleasing, as well as its complexity. "I'll still drink the beer 30 years later and get subtle flavor notes I hadn't discovered before," he says, adding White pairs well with a diverse range of food and is a place of comfort for drinkers, especially in a market increasingly crowded with unfamiliar options. "There isn't a lot out there like it," Tod says. "For a retailer focused on efficiency and profitability, Allagash White delivers that."



The Allagash Brewery in Maine is a place where patrons can try some of their renowned wild ales, as well as beers still in development.



New from Allagash for 2025 include a Variety Pack, Hazy IPA, Lager, and Hop Water.



people to enjoy White and other beers in more places, for more occasions, whether it's 12-packs, 6-packs, or 19.2 oz. cans for concerts or convenience store buys."

In 2025, Allagash has much to celebrate and be proud of.

For over 30 years, Allagash has had a commitment to excellence in all of their beers. The beers continue to get better, with their commitment to quality and top-notch ingredients. Willis says fans can stay tuned for announcements of events and brewery-only releases to celebrate the anniversary year, but one thing is certain: That commitment to excellence isn't going anywhere. That, and we can all expect a continued reign of the beer that built Allagash.

"2025 is the year of Allagash White," Tod says. "It's more relevant than ever. It's a profitable beer for our retail customers, and in a very cluttered world, it's a place of comfort for consumers. We continue to see a ton of opportunity for Allagash White despite [today's] headwinds... I can confidently say gone are the days of double-digit growth in this industry... but we're confident we'll continue to grow, and White is going to be a driver in that growth."

About the Author: *Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.*



The Allagash Ethos

In addition to their belief in witbier, the company's B-Corp designation is tangible proof of Allagash's commitment to social responsibility. In 2023, the company garnered 20 points more than its initial score to maintain this coveted designation, which Tod and Willis say stems from the brewery's 25.9% increase in the use of Maine-grown grain, lower carbon footprint, and stimulation of the local economy; their reduction in water usage down to 3.1 gallons per gallon of beer, half the industry average; and their donation of \$600,000 in 2023 to different community causes.

Flavor Is the Future, and the Future Is Now

With their lean and ever-evolving portfolio of seltzers, RTDs, and FMBs, Mark Anthony Brands is keeping stride with consumer preferences — riding the highs and adapting to the lows.

By: Jerard Fagerberg

Flavor isn't merely an aspect of a beverage... It's not just an adjective on the label... Flavor is now an entire category.

This transformation was spearheaded by decades of research and experimentation conducted by Mark Anthony Brands (MAB), the family-owned beverage company responsible for **Mike's Hard Lemonade**, **Cayman Jack**, and most notably, **White Claw**. **In 2018, MAB analyzed consumer drinking trends and discovered that flavor is a driving factor in beverage selection.**

"We are very bullish that flavor is not only here to stay, but it's the future," said Dan Wandel, Senior Director of Insights for MAB, during a 2023 conference. "That's where the consumer has been going for many years."

The flavor "category" consists of hard seltzers, FMBs, spirits-based RTDs, and wine-based RTDs. As experienced by consumers, it is the kaleidoscope of taste sensations they may choose from.

Flavor now accounts for 12.8% of bev-alc offerings and \$13.8 billion in sales, according to Nielsen IQ. **Wandel expects the category to reach 500 million cases and \$30 billion in value over the next two years, outpacing the growth of traditional beer, wine, and spirits**, which is why MAB became a leader in flavor. For Kevin Brady, MAB's VP of Marketing, the future Wandel speaks of is here — and it's where MAB thrives.

"Flavor is the no. 1 purchase driver," Brady says. "By 2028, we believe flavor will surpass mainstream beer to hold the #1 spot in U.S. beverages, with a \$22 billion valuation."

Moving Away from "Home" Base

On the beverage-alcohol insight podcast *Sightlines*, hosts Bryan Roth and Kate Bernot have a joke that "no one cares about your base fermentable."



At 8% ABV, White Claw Surge embodies MAB's commitment to building White Claw into a brand that meets consumers' evolving tastes.

Though said in jest, the hosts have hit on a truth that resonates with consumers. There is so much to drink on the shelves that the average drinker can't be bothered to differentiate between FMBs, whether they be malt, wine, or spirit based. **What motivates shoppers is innovation.**

"People are becoming more aware and trying to be more proactive in the way they think about alcohol consumption," Roth says. "And flavor provides drinkers a new level of excitement."

MAB has been stoking that excitement via a program they dub "Taste the Difference." More than a marketing slogan, this brand ethos brings what Brady calls "a unique combination of foresight and insight" to elevate their products beyond the competition. MAB has over 100 years of combined experience on their innovation team, and while it's not accurate to say that they don't care about base fermentables, they prioritize how

the foundation of their products can delight consumers.

"You can't always expect consumers to tell you what's missing in their lives," Brady says. **"Our innovation team draws flavor inspiration from a wide range of sources: what's hot on culinary and bar menus locally and globally, cuisines and ingredients that are trending on social media, as well as what's happening in other categories in food and beverage."**

MAB's Cayman Jack brand has been a proving ground for "taste the difference." While the brand's margaritas are selling well, MAB has crafted cocktail-inspired **Paloma**, **Cuban Mojito**, and **Moscow Mule** varieties that lets these products play in new, but familiar territory. The **Sweet Heat Variety Pack** adds a savory layer of grilled pineapple and spicy lime to the standard margarita, making it feel more like something ordered at a high-end bar. **The bump in flavor was driving**



MAB's VP of Marketing Kevin Brady says that drinks like Mike's HARDER give consumers a high-ABV beverage that's "accessible wherever they may shop."

Cayman Jack towards 11.5 million cases in 2024, the strongest velocity rate of any top 10 FMB.

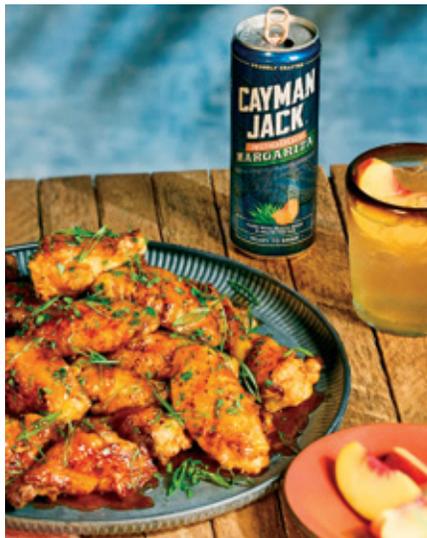
"That is responding to consumers," Roth says. "It adds a layer of sophistication that just makes it feel more special."

Big ABV, Big Sales

Consumers want premium, and they want cocktail influences, and that's led the flavor category towards larger servings of booze. White Claw Surge was a big bet when MAB launched the 8% ABV line in 2021, but now, the high-ABV malt beverage segment has surpassed the entire hard seltzer segment in value, achieving \$218 million in growth. MAB has a 21% share in this category, with Surge leading the way.

"People are becoming more aware and trying to be more proactive in the way they think about alcohol consumption," Roth says. "Consumers know you can drink one thing now, and that helps you not feel bloated, and you've moderated the amount of alcohol that you're drinking."

Beyond Surge, MAB has expanded to truly own the high-ABV C-store shopper. **MAB recently switched Mike's HARDER Half & Half to a non-carbonated formula.**



Cayman Jack has embraced cuisine and mixology as sources of inspiration for its growing portfolio of flavors.

"Our innovation team is hyper-focused on bringing new depth of flavor to every beverage we make, whether it's a higher-ABV drink for amped up or more sophisticated occasions, or bringing complex taste and flavor to non-alcoholic drinks," Brady says. "It's why we have found sustained success in C-stores and small formats, because consumers know and trust our portfolio."

White Claw Stays Sharp

A half-decade after its heyday, hard seltzer hardly feels like an innovation anymore. The hard seltzer market has contracted 11% in the past year, and competitors have churned into and out of the space every year. But **White Claw has continued to find white space in the category, which racked up \$3.6 billion in retail sales in the last year. White Claw accounted for 65% of those sales.**

"An industry talks about moving past hard seltzer," Roth wrote recently, "but consumers don't."

Today, seltzers sell as much as spirit-based and wine-based RTDs combined. Seltzer – White Claw specifically – has come a long way since its pre-pandemic heights. Gone are the halcyon days of standard-issue flavors like cherry and mango. Seltzer has branched off into

“We are very bullish that flavor is not only here to stay, but it is the future.”

— DAN WANDEL,
Senior Director of Insights for
Mark Anthony Brands

hard lemonade, hard tea, FMBs, and canned cocktails, and drinkers now expect more differentiation than ever.

White Claws' adventures away from malt-based seltzer have been quite successful. The company first branched out in 2021, launching hard teas, then years later, lemonade and the beachy Surf line. But, it all came full circle in January with **White Claw 0% Alcohol.**

This is MAB's winning gambit played out with its most prominent brand. A full spectrum of offerings for every kind of drinker, all under one brand umbrella. If flavor is truly ready to become a top-selling category, it will be with brands that consumers trust, and no brand is better positioned to prove the staying power of flavor than White Claw.

"White Claw's willingness to let flavor lead the way is important," Roth says. "The willingness to play in new spaces or retire brands is what's really capturing attention – and incremental sales."

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.*

Sapporo Year of the Snake: A Fusion of Art, Tradition, and Innovation

Tokyo Hiro brings the Year of the Snake to life on Sapporo Premium's limited-edition cans and packaging.

What happens when centuries of Japanese tradition meet cutting-edge artistry on a sleek aluminum canvas? Magic. Sapporo's Year of the Snake artwork is more than just packaging, it's a celebration of culture, design, and craft. Following the success of 2024's Year of the Dragon cans, Sapporo has once again teamed up with the acclaimed Japanese designer and tattoo artist Tokyo Hiro to create another visual masterpiece that brings together iconic art and premium beer for the Year of the Snake.

Now through March, Sapporo Premium cans and packaging once again feature original artwork created by Hiro to celebrate the Year of the Snake. This year, the artist created visually arresting snake and peony art in his distinct east-meets-west style. The Year of the Snake art covers all Sapporo Premium package types, including the brand's iconic 22 oz. cans. It features two snakes, one with an open mouth – traditionally used in art to ward off evil spirits – and one with a closed mouth – traditionally used to keep in good spirits. The two together are representative of the end and beginning of the new year. Because of its significance as a lucky number, eight peonies surround the snake. The background is inspired by a traditional kimono pattern: The Seigaiha pattern symbolizes a peaceful sea, quiet strength, and good fortune. Every detail was carefully curated for a package as artistic as the beer itself.

"Sapporo has given me such an amazing opportunity to show my work and honor Japan," Tokyo Hiro said. "East-meets-west has always been my tattoo style and that's a guiding principle of Sapporo's brand too."

Commenting on Hiro's decision to include peonies in his design, Sapporo-Stone Senior Vice President of Marketing Erin Smith said, "It was Hiro's idea to bring some softness to the design to balance the aggressiveness that snakes can put off and there are eight peonies because that is the good luck number of the wood snake." Peonies, specifically in Japanese



Renowned artist Tokyo Hiro brings his signature east-meets-west style to Sapporo's Year of the Snake design. "It's an honor to showcase my work and pay tribute to Japan," says Hiro of this vibrant collaboration.



Available through March, Sapporo Premium's stunning limited-edition design celebrates the Year of the Snake, featuring symbolic snakes, eight lucky peonies, and a Seigaiha-inspired backdrop, blending tradition and artistry.

culture, stand for wealth, honor, and good fortune.

The color choices are equally captivating. Leaning into color for this year's design differs from the previous Year of the Dragon. The color red has ties to the new year and good luck and also works with Sapporo's branding. On the 22 oz. cans, these crimson tones stand out against the sleek metallic finish, creating a layered effect that feels both vibrant and refined.

The Year of the Snake design offers a visual and cultural experience that pairs beautifully with the premium beer inside the can. It's a celebration of art, tradition, and innovation. By collaborating with Hiro, Sapporo has transformed simple packaging into a canvas that blends cultural heritage with contemporary design. The intricate details, rich symbolism, and stunning aesthetics really make this packaging stand out.

A Stout for Any Season

As stouts gain more market prominence, a greater variety of flavors and substyles have emerged to enjoy all year long.

By: Louis Livingston-Garcia

International Stout Day may have come and gone on November 7, but every season is stout season! Sales of the style are increasing, and dark beer is no longer considered just a winter treat (even if their seasonality does lend itself to a sales bump in the winter months).

Research from *Good Beer Hunting* and The Business Research Company proves **stouts and porters garner higher sales in September, October, November and December. But both styles are steadily growing in market size each year over every month.** The Business Research Company reported **continued growth of the stout and porter market size from \$9.65 billion in 2023 to \$10.45 billion in 2024.** It estimates the stout and porter market to grow to \$14.26 billion in 2028. Technavio reports that **from 2024 to 2028, the global stout and porter market size could grow by \$14.8 billion.**

People are drinking a lot of dark beer, a lot more often.

Stouts aren't just full of roasted flavors invoking feelings of warmth. A variety of sub styles are on the market – some taste like dessert and some have lower ABVs or no alcohol, and many are available year-round to satiate the market's palate for cocoa, roast, and coffee flavors not only as the snow falls, but during the summer too. After all, people don't stop drinking hot coffee because summer has arrived!

A Bevy of Stout Flavors

There's never been a greater variety of stout flavors for consumers to explore.

Stone Xocoveza mildly fuses an array of adjuncts – coffee, pasilla peppers, vanilla, cinnamon, nutmeg, and chocolate – for a perfect sipper for fans of lattes that's warming and filling.

Even with all of these options, a traditional **Guinness Draught Stout**, however, remains extremely popular. **Last year,**

this Irish stout was named the “most popular” beer in the U.S., and its non-alcoholic version, Guinness 0.0, is also making waves, especially with the Gen Z crowd looking for low to no alcoholic beverages that are big on flavor.

Pairing with Food

While wine often gets the glory of pairing with food, beer complements food dishes just as well, if not better. Guinness is filled with coffee and bittersweet cocoa flavor with a dry finish, perfect for pairing with meat, salty dishes, and even ice cream.

You can find a stout that pairs well with sweet foods, meaty dishes, and more. Thanks to the sweet adjuncts used in many.

A Dark Beer Cocktail?

Beer cocktails might not come to mind as a stout selling point, but a quick Google search shows a variety of them. From a Guinness Martini to an Irish coffee stout cocktail, the style works well to enhance rum, bourbon, and more. A vanilla ice cream Guinness float is a longtime favorite.

Other popular cocktails include Black Velvet, combining stout with champagne; the ever-present Black and Tan, a combo of stout and pale ale; and chocolate stout martinis (any sweet stout with vodka and coffee liquor or instant coffee will do).

With a wide variety of flavors and ways to pair them, as well as the creativity of beer cocktails, stouts are an excellent choice for any beer fridge – no matter the season.

About the Author:

Louis Livingston-Garcia helms the Tulip and Schooner beer and spirit newsletter for Heavy Table. If he isn't traveling around the world with his wife to photograph wild bears, he is most likely playing soccer, watching soccer, playing video games, or reading with a pint of hazy IPA in hand.

Delightfully Dark Brews

Time to give one of these stouts a try!

Great North Black Bear

Go easy – this Imperial Stout packs a punch! Dark, rich, boozy, yet smooth.



Guinness Draught

A longtime favorite, Guinness is full of bitter & sweet chocolate and roasted flavor.



Guinness 0 Non-Alc Draught

Brewed at St. James's Gate in Dublin, Guinness 0 is packed with the same quality Irish malt and roasted barley as the Guinness Draught Stout you know and love, without the alcohol.



Allagash North Sky

A Belgian-inspired stout, expect roasted malt flavor with subtle pear and apple notes.



New Holland Dragon's Milk Bourbon Barrel-Aged Stout

Roasted malt delivers notes of coffee and chocolate, married with sweet undertones of vanilla and oak from a three-month stay in bourbon barrels.



Night Shift Teddie Beer Super Chunky Peanut Butter Stout

Brewed with peanut butter and cacao nibs, this beer is big, bold, and (dare we say) super chunky.



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.

NEW SUPPLIERS



The fastest growing domestic lager in the country has come to New Hampshire! This light, crisp, and refreshing super premium domestic lager is made with the highest quality ingredients, available in Garage Original Lager or Garage

Lime with a subtle dose of fresh lime peel.

Garage Beer has been around since 2023 but rapidly grew in popularity when sports icons joined the team. Backed by athletes like the Kelce Brothers & Paige Spiranac along with car enthusiast Richard Rawlings, Garage Beer is perfect for the tailgate, on the course, or for keeping your thirst quenched as you work on that project car of yours. *Garage Beer- beer flavored beer. We are beer for you.*



Garage Classic Light Beer

Classic Light Beer is a small batch, American owned brew. With only 3g carbs, 95 calories and 4% ABV, it's the perfect go-to when you want beer flavored beer. **ABV:** 4% **Packages:** 12 oz. and draught (24 oz. cans coming soon). **Availability:** Now, year-round



Garage Classic Lime Beer

Classic Lime Beer is a small batch, American owned brew. With only 3g carbs, 95 calories and 4% ABV, it's the perfect go-to when you want beer flavored beer. **ABV:** 4% **Packages:** 12 oz. and draught (24 oz. cans coming soon). **Availability:** Now, year-round



Rhythm Cider's story begins at Windy Ridge Orchard in North Haverhill, NH, during the summer of 2010. A serendipitous moment the year before led to the founding of Seven Birches Winery at this renowned New England apple orchard, nestled high in the White Mountains of New Hampshire. Initially, the winery focused on apple wines, which were soon followed by grape and other fruit wines. However, their roots remained firmly planted in New Hampshire's apple orchard soil as the winery later moved to Lincoln, NH. Owner Mark LaClair began to explore his creativity by fermenting ciders, and in 2020, he launched a new venture called Rhythm Cider. The production team is now embracing their creative side, experimenting without rules or preconceived notions about what their products should taste or look like. They are dedicated to crafting New England-style ciders made exclusively from apples farmed in New England and other locally sourced ingredients.

Rhythm Cider

Rhythm Cider is their original, flagship cider, handcrafted in NH's White Mountains from locally sourced, New England apples.

ABV: 5.7% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



Rhythm Strawberry Cider

Locally sourced apples and strawberries were fermented naturally in NH's White Mountains and then blended to bring you Rhythm Strawberry, a seasonal cider. **ABV:** 5.7%

Package: 16 oz. cans only **Availability:** Now!



Rhythm Blueberry Cider

Rhythm Blueberry Cider is a seasonal cider that is made with locally sourced blueberries that were fermented naturally in NH's White Mountains and then blended to bring you Rhythm Blueberry Cider. **ABV:** 5.7%

Package: 16 oz. cans only **Availability:** Now!





Best Day Brewing Premium Non-Alcoholic Craft Beer

Finally, a full-flavor, full-body, full-aroma craft beer, without the alcohol to slow you down. Because life is chock-full of moments that deserve a great beer, but not the booze. Best Day was born in Northern California and crafted for doers everywhere. For those who rise before the sun, blaze trails, build things and appreciate what it means to crack open a great beer and savor life's special moments.

Best Day celebrates these kindred spirits with their own dedicated pursuit: to make the world's best-tasting craft beer, without the alcohol. It's beer for the fun-loving, hard-charging, adventure-seeking thirsty souls for whom good is just not good enough.



Best Day Kölsch Style

Best Day Kölsch is light, crisp and easy drinking with a nice toasty malt character and lighter hopping. Best Day's combination of malts and hops create a refreshingly complex Kölsch-style ale. The crisp and clean finish leaves you wanting another sip. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Best Day Hazy IPA

Best Day Hazy IPA has rich, fruity aromas that are followed by round and juicy tropical hop flavors that fill the palate leading to a subtle bitterness on the finish. Its luscious medium body has a smooth, complex citrus flavor with a full and lively mouthfeel and a dry finish. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Best Day Electro-Lime Cerca de Cerveza

Best Day Electro-Lime Cerca de Cerveza is a refreshing Mexican-style lager crafted with fresh lime purée and sea salt which has naturally occurring key electrolytes including magnesium, potassium, calcium and sodium. The addition of Motueka hops, add a unique flavor and aroma of tropical limes. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Best Day Brewing Variety Pack

Enjoy all three of Best Day brews in their variety twelve-pack. There are 4 cans each of **Kölsch**, **West Coast IPA** and **Hazy IPA**. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Montucky Cold Snacks was established in 2012 by two young Montanans who were eager to leave their day jobs and create a business and product they were passionate about. Their American-style 'Cold Snacks' Lager is a light, effervescent, sessionable beer designed to be crisp, clean and refreshing, reminiscent of a gurgling mountain stream. Additionally, as a brand rooted in the outdoors, Montucky Cold Snacks is proud to donate to local nonprofits in the communities where their products are sold. While they support a variety of worthy causes, their primary focus is on organizations that promote outdoor activities.

Montucky Cold Snacks Lager

Montucky Cold Snacks Lager is a light, effervescent, sessionable beer, designed to be crisp, clean, and refreshing like a gurgling mountain stream. With an ABV of 4.1% and 102 calories per 12oz can, no rice fillers, and a vegan friendly recipe Montucky Cold Snacks Lager has a charmingly simple snackability and is perfect for the river, ski hill, taking rover to the park, or really any other adventures you have! **ABV:** 4.1% **Packages:** 12 oz. cans and 16 oz. cans **Availability:** Now, year-round



Go Brewing Non-Alcoholic Craft Beer



When you're out relaxing after a long workday or celebrating (because there's always something to celebrate), you want to grab drinks with friends – but you don't want to wake up feeling like crap. And the two shouldn't be mutually exclusive. If you've tried

to cut back but always end up with a drink in hand, you might have wondered if there's an alternative that lets you enjoy the moment without regretting it the next day. At Go Brewing, they get it. That's why, since 2022, they've been crafting an entire lineup of beers to help people like you enjoy brews that taste great and are better for you. Less alcohol, fewer calories and more productive tomorrows.

Go Brewing New School Sour Berry



This isn't your average sour – it's a flavor revolution. Bursting with juicy, fruit-forward notes that are perfectly balanced by a zippy tang, it's the ultimate mashup of sweet and tart. Imagine the boldness of ripe citrus colliding with the smooth sweetness of stone fruit, all tied together with a crisp, clean finish that'll leave your taste buds begging for an encore. Crafted as an ode to the creators – the

new school who see blank walls as opportunities and rough sketches as blueprints for greatness – this beer is alive with flavor as vibrant as their work. It's more than a drink; it's a masterpiece in every sip. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Go Brewing Sunshine State Tropical IPA



Sunshine State Tropical IPA is celebrated for its bold tropical flavors, featuring juicy mango and ripe peach notes, complemented by the floral, fruity aroma of BRU-1 and Zamba hops. Its balanced bitterness and full-bodied profile are often compared to traditional craft IPAs, delivering a satisfying and refreshing experience. Recognized with a Silver Medal at the 2023 Best of Craft Beer Awards, it's a

standout choice for beer lovers seeking exceptional flavor. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Go Brewing Sunbeam Pils

There are thousands, maybe millions of pilsners, but this pilsner-style light brew invites you to look again - to take in everything that can exist all at once in a single beverage (or moment). A Gold Medal Winner made with authentic German ingredients. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Go Brewing The Story Double IPA

Bold. Complex. Unforgettable. When Go Brewing's Head Brewer, James, set out to create "The Story," he wanted it to be more than just a Double IPA – it had to redefine what's possible. Crafted with Simcoe, Mosaic and Citra hops, this brew bursts with vibrant grapefruit, tropical papaya and a subtle malty sweetness. Built on a foundation of robust barley malts, it pours golden with a perfect head and a clean, satisfying finish. Proof that bold flavor doesn't need alcohol – just exceptional vision and craftsmanship. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



NEW PRODUCTS

Vizzy Cream Pop Variety Pack



Vizzy is introducing a new variety pack with three Cream Pop flavors, in one 12-pack of 12 oz. slim cans. With a 5% ABV and a sweet, nostalgic taste of cream pop, this new release is perfect for those who want to enjoy a smooth, dessert-like hard seltzer. Available in the mix are: **Raspberry, Orange and Strawberry Cream Pop** flavors. **Availability:** Year-round, beginning in March





Simply Spiked Bold Lemonade and Cherry Limeade

Simply Spiked Bold is bringing new flavors to the party – refreshing **Lemonade** and **Cherry Limeade** flavors, both with an 8% ABV. Simply Spiked Bold is the perfect drink for

those who crave a punchy, flavorful kick. **ABV:** 8% **Packages/Availability:** 24 oz. cans now, year-round and 16 oz. cans beginning in April

ZOA Mango Splash and Green Apple

ZOA is launching two exciting new flavors in the New Year: Mango Splash and Green Apple. Available in 12-packs of 12 oz. cans, these refreshing options are for those seeking a bold, fruity taste with zero sugar. **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round



Blue Moon EXTRA

Blue Moon Brewing Company is introducing Blue Moon EXTRA, a bold Belgian White Belgian-style brew with an 8% ABV and vibrant notes of Valencia orange peel and coriander. It's perfect for those who love a citrus-forward, full-flavored beer. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in March



Happy Thursday Raspberry Dragonfruit

Happy Thursday is launching a vibrant new flavor, Raspberry Dragonfruit! With a 4.4% ABV, this refreshing beverage highlights the tropical taste of dragonfruit, offering a unique twist for those looking for something new to try. **ABV:** 4.4% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March



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. It's clean, refreshing, 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. bottles, 12 and 24 oz. cans and draught **Availability:** Now, year-round



Dogfish Head 30 Minute Light IPA

This beer has all the flavor and tropical aromas of a world class IPA but with only 95 calories and 3.6g carbs. It's continually hopped for 30 minutes for a less bitter, more aromatic and easier drinking, light IPA. It's hoppy, crisp, and crushable! 30 Minute Light IPA is replacing Slightly Mighty. The liquid will be similar, but with a slight modification to the brewing process to accommodate continual hopping and the removal of monk fruit. This will give this style a more contextualized home within the Dogfish Head portfolio and as a member of the continually-hopped Minute IPA Series. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in February

Dogfish Head Tropical Squall



Tropical Squall brings the bold, juicy flavors of pineapple and mango with an unexpected twist, like a storm rolling in on a sunny beach day. The bright sweetness of ripe pineapple pairs with the rich, lush flavor of mango, delivering a wave of tropical taste that's both vibrant and refreshing. Just as a sudden squall brings a fresh burst of intensity, a hint of citrusy hops cuts through the sweetness, adding balance and a crisp finish. **ABV:** 9% **Packages:** 12 and 19.2 oz. cans and draught **Availability:** Year-round, beginning in March

Truly Unruly Tropical Twist

Truly's new 8% Unruly hard seltzers are for drinkers who want a bigger punch without a compromise on taste. A high ABV seltzer that actually tastes good – Truly Unruly is redefining the rules. Tropical Twist is a high ABV seltzer with fresh, tart and fruity flavors. **ABV:** 8% **Package:** 24 oz. slim cans only **Availability:** Now, year-round



NEW PRODUCTS

Hard Mtn Dew Code Red

Code Red has been the #1 most requested flavor since the launch of Hard Mtn Dew.

It brings the bold punch of cherry with a cranked up 5% ABV and no sugar!

ABV: 5% **Package:** 24 oz. cans only

Availability: Year-round, beginning in February



Sierra Nevada Hazy IPA Pack

In addition to **Hazy Little Thing**, the 2nd edition of Sierra Nevada's 2/12 can, Hazy IPA Pack will include a few new brands:

Cosmic Little Thing, **Hoppy Little Thing IPA** and exclusive to the pack, **Tropical IPA**. Packed with flavor and hops, this hazy variety pack is sure to be a hit with hazy beer lovers.

Availability: Year-round, beginning in February



Corona Sunbrew 6-Pack & 12-Pack Bottles and 24 oz. Cans

After an initial launch across northeastern markets last summer, Corona Sunbrew Citrus Cerveza is launching nationwide in March and coming to New Hampshire! Brewed with real orange and lime peels and an added splash of orange and lime juice, Corona Sunbrew is a flavorful take on the beloved Mexican lager.

The national launch will include 12 oz. 6-pack & 12-pack bottles and 24 oz. single serve cans.

ABV: 4.5% **Availability:** Year-round, beginning in March



Allagash Hop Water

By brewing with sweet orange peel and hops – then carbonating – this bubbly refresher is filled with citrus spritz and light hop flavor. Heck yeah, water! **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round



Allagash Hazy IPA

Like a vibrant Maine sunset, this hazy IPA's panorama of juicy and tropical hop notes are brewed to help you take a moment, and take it all in. **ABV:** 6.7% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Allagash Lager

Allagash's take on a classic pilsner, this lager is brewed for both depth and drinkability, making use of New England-grown malt for its signature balance and refreshment.

ABV: 5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Allagash Variety Pack

Allagash's new 2/12 can variety pack has a little something for everyone: their citrusy, hazy, and award-winning wheat beer **Allagash White**; the crisp and refreshing **Allagash Lager**; juicy, vibrant, and tropical **Hazy IPA**; and a celebratory Abbey-style favorite, **Allagash Tripel**. **Availability:** Now, year-round



Pabst Light

Pabst Light was made with premium ingredients and designed for those who want more than basic light beers. It cuts the calories but not the quality and flavor, showcasing the North American malted barley and premium El Dorado hops. It's a light beer that's never watery and tastes like first place.

ABV: 4.2% **Packages:** 12 and 16 oz. cans

Availability: Year-round, beginning in March





Mike's HARDER Original Tea

Mike's lifelong quest for epic refreshment led him to create a new twist on another classic: real brewed tea with his bold lemons. Known for relentlessly perfect new tastes, Mike worked even harder to give this one an extra kick. Because when you work harder, you deserve to go harder, too. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



Mike's HARDER Tea Half & Half

HARDER Half & Half has rich notes of tea and lemonade. It's non-carbonated for maximum refreshment with an ABV of 8% for maximum enjoyment. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round

Mike's Hard Zero Sugar Classic Collection

Consumers are more health conscious than ever, and Mike's is here to oblige with their Zero Sugar Variety Pack, offering consumers the same great taste of Mike's with 0 sugar! The mix includes **Lemonade, Strawberry, Mango, and Watermelon** flavors. **Availability:** Year-round, beginning in March



Cayman Jack Zero Sugar Margarita Pack



Featuring the top four margarita flavors in the US – **Original Margarita, Mango, Strawberry, and Passion Fruit** – this 2/12 can variety pack provides consumers with their favorites without any sugar! **Availability:** Year-round, beginning in March



Cayman Jack Adventure Pack

Margaritas may be Cayman Jack's specialty, but they can make other mean cocktails, and the Cayman Jack Adventure Pack is here to prove it, featuring **Margarita,**

Paloma, Agave Mule and **Mexican Sunrise** flavors. **Availability:** Year-round, beginning in March

White Claw Hard Seltzer Grape

The category leader does it again, White Claw Grape is here! The most requested flavor amongst millennials, White Claw Grape is crisp, clean, and refreshing with the Concord grapes shining through without overwhelming. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March



White Claw Hard Seltzer Surge Blueberry

White Claw Surge is a stronger wave of refreshment crafted using the unique BREWPURE process and the finest flavors to deliver a bold wave of pure refreshment. Experience the new crisp blueberry flavor with the perfect balance of sweetness and tartness. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



Claw Tails by White Claw

Ready-to- drink cocktails have proven to resonate with consumers. For those looking for familiar flavors in a convenient serving option, RTDs check all the boxes. Consumers are also looking for authenticity, something they know and trust. Claw Tails by White Claw check that box. These malt-based offerings feature natural flavors and real fruit juice in two delicious stand-alone flavors –



Mango Margarita and **Strawberry Cosmo**, each weighing in at 7% ABV and 150 calories. They'll have you asking yourself, is it a cocktail? No, it's a Claw Tail! **ABV:** 7% **Packages:** 19.2 oz. cans (and 12 oz. cans in the Claw Tails Variety Pack) **Availability:** Year-round, beginning in March

Claw Tails by White Claw Variety Pack

The Claw Tails 2/12 can Variety Pack includes four malt-based offerings featuring natural flavors and real fruit juice:

Mango Margarita, Strawberry Cosmo, Blackberry Mojito and **Tropical Mai Tai**. **Availability:** Year-round, beginning in March



NEW PRODUCTS



Notch NON-ALCOHOLIC Craft Pils

Notch NON-ALCOHOLIC Craft Pils is a bright pilsner with a crisp refreshing flavor. This easy to drink, non-alc has only 62.5 calories.

ABV: <0.05% **Package:** 12 oz. cans only

Availability: Now, year-round



Notch NON-ALCOHOLIC Hazy IPA

Notch NON-ALCOHOLIC Hazy IPA is an IPA with a tropical aroma and soft juicy flavor. Notch NON-ALCOHOLIC Hazy IPA is full of character and flavor and only 79 calories. **ABV:** <0.05% **Package:** 12 oz. cans only **Availability:** Now, year-round



Smirnoff Ice Sunny Days Variety Pack

The newest year-round variety pack from Smirnoff Ice will make any day a sunny one.

Included in the 2/12 can mix are: **Cosmic Snow Cone, Red, White & Berry, Orange Cream Pop** and **Lemon Shaved Ice.** **Availability:** Year-round, beginning in February

Smirnoff Ice Orange Cream Pop

With rich aromas of candied orange and vanilla ice cream, Smirnoff Ice Orange Cream Pop is a delicious adult twist to the classic frozen treat! **ABV:** 4.5% **Package:** 11.2 oz. bottles only **Availability:** Year-round, beginning in February



Lone Pine Dry Goods Non-Alcoholic Brew

Lone Pine Brewing Company is thrilled to offer a non-alcoholic beer option that is reminiscent of their flagship, Portland Pale ale. Clear dark yellow in color. Lightly sweet aroma with a slightly bitter taste. Light body with a subtle carbonation. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Switchback N.A.

In 2002, Switchback created their vision for a new type of beer that was unfiltered, hazy and 100% naturally carbonated. Today, their flagship Switchback Ale stands as a Vermont icon, renowned for its quality, consistency and exceptional taste. Perfectly balanced with a smooth and satisfying complexity, Switchback Ale has become the go-to beer for legions of fans. Now, with a continuing dedication to excellence, they've created Switchback N.A. for those times that call for the same elevated craft experience, without the alcohol. We're thrilled that Switchback Ale is now truly available for any occasion!

ABV: <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Stone Pilsner

It takes a skilled brewer to make a great pilsner, and Stone brewers have been honing their skills for more than a quarter of a century. Originally brought to America by German immigrants, pilsners here have evolved through the creativity of American brewers and ingredient growers. Classic, crisp, and crushable with a light touch of Cashmere and Vista hops for good measure – this is a pilsner for the people. **ABV:** 4.7% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Long Trail Riverside Lager

Inspired by Vermont's spirit, this crisp, clean, refreshing lager is crafted for long days with good company. As caretakers of Vermont Craft Long Trail is proud to release this Helles Lager crafted with Vermont-grown ingredients. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in March



Harpoon Day Drifter IPA

Crushability redefined! Crafted with a dose of nitrogen smoothness to create a flavorful, less-filling and sessionable IPA beer-drinking experience like no other. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in March



Sun Cruiser Classic Iced Tea & Lemonade + Iced Tea Now in 8-Packs

Sun Cruiser Classic Iced Tea is real iced tea and real vodka with lemon juice and a perfect hint of sweetness. And Sun Cruiser Lemonade + Iced Tea is real Iced Tea and Lemonade plus real vodka makes this drink the perfect combo. No bubbles, 100 calories and gluten-free and now Available in 8-packs. **ABV:** 4.5% **Package:** 12 oz. slim cans **Availability:** Now, year-round



Sun Cruiser Peach Now in 4-Packs

Real iced tea and real vodka with peach flavor and a perfect hint of sweetness. No bubbles, 100 calories and gluten-free. **ABV:** 4.5% **Package:** 12 oz. slim cans **Availability:** Now, year-round

Sun Cruiser 24 oz. Resealable Cans Classic Iced Tea & Lemonade + Iced Tea

Sun Cruiser Classic Iced Tea is real iced tea and real vodka with lemon juice and a perfect hint of sweetness. And Sun Cruiser Lemonade + Iced Tea is real iced tea and lemonade plus real vodka makes this drink the perfect combo. Now in resealable cans. No bubbles, 100 calories and gluten-free. **ABV:** 4.5% **Package:** 24 oz. cans **Availability:** Now, year-round



Coors Banquet Limited-Edition Heritage Cans Return



Coors Banquet is bringing back limited-edition Heritage Cans for a truly collectible experience. Featuring three unique designs, the legacy collection



packaging celebrates the brand's iconic history, with designs released in waves. All packs will be featured, including 16 oz. and 24 oz. singles. **Availability:** Mid-March

Corona Non-Alcoholic 12 oz. Cans



Launching nationally in March, Corona Non-Alcoholic is expanding its offerings to include 12 oz. 12-pack cans. In the expanding NA beer category, consumers are looking

for convenience and increased consumption solutions providing an opportunity to launch a can package. The 12-pack can expansion will enable Corona Non-Alcoholic to build presence on the shelf. **Availability:** Year-round, beginning in March



Modelo Oro 12 oz. Bottles



With only 90 calories and 3g carbs, Modelo Oro is a time-crafted sessionable cerveza that seals in Modelo's golden flavor, to deliver an exceptionally smooth, elevated

light beer with a clean finish. Modelo Oro will be available in 12 oz. bottle 12-packs this spring! The new 12 oz. bottle provides a sleek frame while preserving Modelo equities such as its iconic gold foil and bottle neck shape. **ABV:** 4% **Availability:** Year-round, beginning in March



NEW PACKAGES

Lipton Hard Iced Tea Citrus Green Tea Now in 12-Packs



A refreshing twist on a familiar taste with real Lipton green tea, Citrus Green Tea will soon be available in 12-pack cans! **ABV:** 5%

Package: 12 oz. cans
Availability: February

Lipton Hard Iced Tea Lemon Now in 12-Packs



Real Lipton tea meets tart lemon flavor for an ultra-smooth take on classic iced tea, coming soon, this classic tea will be available in 12-pack

cans. **ABV:** 5% **Package:** 12 oz. cans **Availability:** March

Seagram's Escapes Variety Pack



All Seagram's Escapes most popular flavors in one pack is now updated with sleek, slim cans. The Variety Pack includes: **Jamaican Me Happy, Blueberry Acai Lemonade, Peach Bellini and Black Cherry Fizz.** Bring it home or take it to a

party. Either way, you'll be a little more popular. **ABV:** 3.2%
Package: 12 oz. slim cans **Availability:** February

Seagram's Escapes Jamaican Me Happiness Variety Pack

Love Jamaican Me Happy? Grab this variety pack, now in sleek, slim cans, starring the OG fan fave plus three new, Jamaican Me Happy-inspired flavors that bring the good

vibes. The updated variety pack includes: **Jamaican Me Happy, Jamaican Me Glow, Jamaican Me Smile and Jamaican Me Sunny.**

ABV: 3.2% **Package:** 12 oz. slim cans **Availability:** February



NOW
IN SLIM
CANS!

NOW
IN SLIM
CANS!

Hobbs Black Sheep German-Style Pilsner



Hobbs Brewing Company's flagship German pilsner has a new look! Crisp and malt balanced,

this German pilsner is clean, dry and snappy from the addition of select German Noble hops. Check out Black Sheep in her new gold can! Same great beer, now with even more style. **ABV:** 5.4% **Packages:** 16 oz. cans and draught
Availability: Now, year-round



Switchback Mansfield IPA Now Available Year-Round

Named after Vermont's tallest peak, this rugged and refreshing IPA layers a hazy, juicy body with a sharp piney aroma. A mountain-style IPA which blends the best of both West Coast and New England style IPAs. **ABV:** 5.9%
Packages: 12 oz. cans, 16 oz. cans and draught
Availability: Year-round, 16 oz. cans available now, 12 oz. cans and draught beginning in February



White Claw Peach 19.2 oz. Cans and 12-Packs



Expanding on a successful 6-pack launch, White Claw Peach will soon be available in 19.2 oz. cans, with 12 oz. 12-packs to follow! White Claw Peach unleashes a wave of fresh peach flavor. It's juicy and sweet with a crisp finish that brings you back for more. **ABV:** 5% **Packages:** 12 oz. cans and 19.2 oz. cans **Availability:** Year-round, 19.2 oz. cans available now, 12 oz. 12-packs beginning in March



NEW PACKAGES



Sierra Nevada Torpedo Extra IPA 19.2 oz. Can

Now available in 19.2 oz. cans, Torpedo has intense notes of citrus, Tropical fruit, and pine. Sierra's custom dry-hop device called the "Hop Torpedo" cranks aroma and flavor full blast. Torpedo touts a legion of fans who trust it to deliver a direct hit of hops every time. **ABV:** 7.2% **Availability:** Now, year-round

Sierra Nevada Torpedo IPA Can Pack

Now available in cans, the Torpedo IPA Pack delivers a direct hit of intense hop flavor. Launch into this iconic IPA pack – including **Torpedo Extra IPA, Electric Torpedo West Coast IPA, Atomic Torpedo Imperial IPA, and Phantom Torpedo American IPA** – and hold on tight. Damn the Torpedoes, full hops ahead! **Availability:** Year-round, beginning in February



Shed Mountain Ale Now in 12-Pack Cans

Shed Mountain Ale, everyone's favorite Rugged brown ale is now available in 12 pack cans! **ABV:** 7.4% **Package:** 12 oz. cans **Availability:** March



SEASONAL SELECTIONS & PROGRAMS

Dogfish Head's "Art-Series" Releases are Now Called "Season-Ales"

These SKUs will all be under the same rotating UPCs, just with a new name. This change aims to create more of a seasonal tie-in for drinkers. For Dogfish's 2025 Season-Ales, they asked Drew Millward to flex his creative muscles and design their four seasonals. Drew likes to draw 'the old-fashioned way' using pencils & pens and has a love of the craft of illustration, but is also increasingly reliant on digital methods to create his work. He has exhibited throughout the US, UK, Europe and beyond, as well as having the pleasure of creating work for an ever-growing international client base.

Dogfish Head Super Doppio



Super Doppio is the first execution of Dogfish Head's "Season-Ales" portfolio. Robustly hoppy and doubly smooth, Super Doppio is a leveled-up Italian Imperial pilsner brewed with malted spelt for crispness and dry-hopped with gusto. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Now!

NEW!

Dogfish Head Spring Variety Pack



Enjoy the start of spring with Dogfish Head's new 2/12 can Variety Pack offering a unique assortment of brews that celebrate the season: **60 Minute IPA, Slightly Mighty, Blue Hen Pilsner,** and new **Midnight Cascade**, a black

NEW VARIETY PACK!

IPA that comes from the dark depths of Milton, Delaware. Recreated from vintage mid-2000s manuscripts, it's brimming with notes of dank pine, bright citrus and just a hint of roast. **Availability:** Now!

Dogfish Head Grateful Dead Juicy Pale Ale

The fourth beer Dogfish Head has made in collaboration with the Dead is a juicy pale ale that took Dogfish on an exploration of goodness, starting with a generous dose of Kernza grains and granola for a beer loaded with good karma. Bursting with tropical notes of pineapple, mango and passionfruit, it delivers a lightly sweet and tart flavor with a dry, crisp finish. Light-bodied and refreshing, this pale ale is crafted to spread good vibes in every sip. **ABV:** 5.3% **Packages:** 12 oz. cans and draught **Availability:** Mid-March

NEW!





It's Sam Season

Spring is calling and things are heating up – Bowl games, NFL Playoffs, Super Bowl, March Madness, and Spring Training. So, this spring, whether you're watching, betting, winning, or losing – sports watching season is definitely Sam Season!

Samuel Adams Primetime Beers Variety Pack

Sam Adams' spring 2/12-pack can variety includes: **Cold Snap**, **Breakaway Blonde**, **American Light**, and *exclusive to this pack*, **Postseason IPA**. **Availability:** Now!

NEW
VARIETY
PACK!



Samuel Adams Cold Snap

Nothing says spring is coming like this unfiltered white ale with an exotic blend of ten fruits, spices, and florals. Bright orange notes give a zesty flavor while touches of vanilla and plum add a smooth, subtle sweetness. Complex and full of character, yet refreshing and easy-drinking, Cold Snap tastes like brighter days ahead. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



Samuel Adams Breakaway Blonde

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



Big Flavor Big Win with Twisted Tea

Twisted Tea is gearing up for Super Bowl 2025 with Draft Kings and Bussin' with the Boys!



Truly Hard Seltzer Getaway Pack

Experience the world through flavors inspired by tropical paradise, Arctic tundra, desert heat, and fresh mountain tops. Each sip is a passport to an extraordinary new taste adventure, offering a light and refreshing escape from reality. This brand-new 2/12 slim can variety pack features four flavors: **Tropic Like It's Hot**, **Arctic Berry**, **Mountain Pear-adise** and **Rainforest Retreat**, which will all take your palate to places it's never dreamed of. **Availability:** Now!

NEW VARIETY PACK!



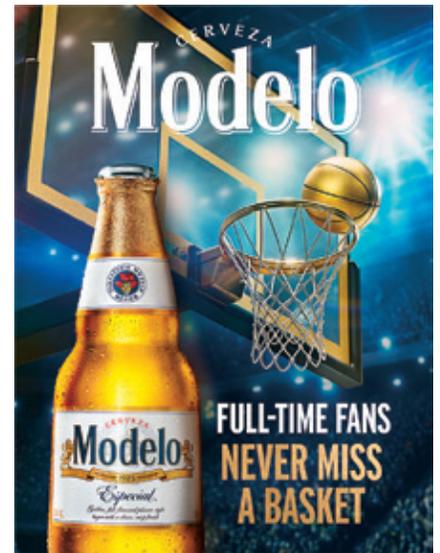
Truly X Barstool Sports

This February, Truly is teaming up with the following Barstool Properties: Pardon My Take, Chicks in the Office, and Fore Play. Truly will leverage the awareness and relevance of key Barstool properties to drive new distribution, display activity, and subsequent growth for the brand, moving the needle by leaning into the momentum of Truly Unruly.



Celebrate March Madness with Modelo

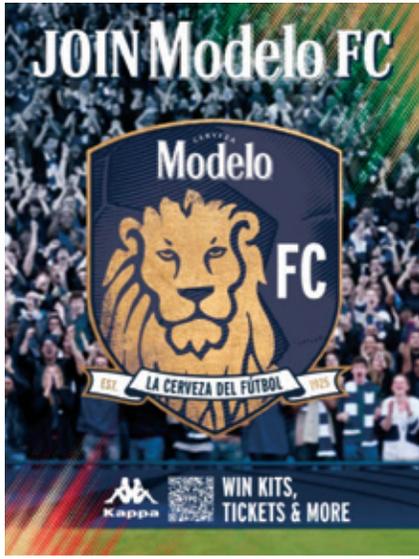
College sports fans are the ultimate Full Time Fans. At their core, Full-Time Fans are fighters. They show up earlier, cheer louder, travel farther, and stay longer. They fight to show their support no matter what because it's in their DNA. Modelo is the reward for those who treat being a fan of their team like a way of life. In 2025, Modelo is launching an all-new, bigger than ever basketball program to engage college sports fans throughout one of the biggest moments



in all of college sports – March Madness! With Modelo's new partnership with DraftKings, from March 1st through April 8th, the brand will captivate and reward fans who never miss a basket with daily contests throughout the tournament. Fans will be able to watch the prize pool rack up with \$10 added for every basket scored during the tournament! In addition to cash prizes, consumers will have a chance to win custom Modelo & SLAM apparel, which will provide opportunities for customization for local teams and national accounts!

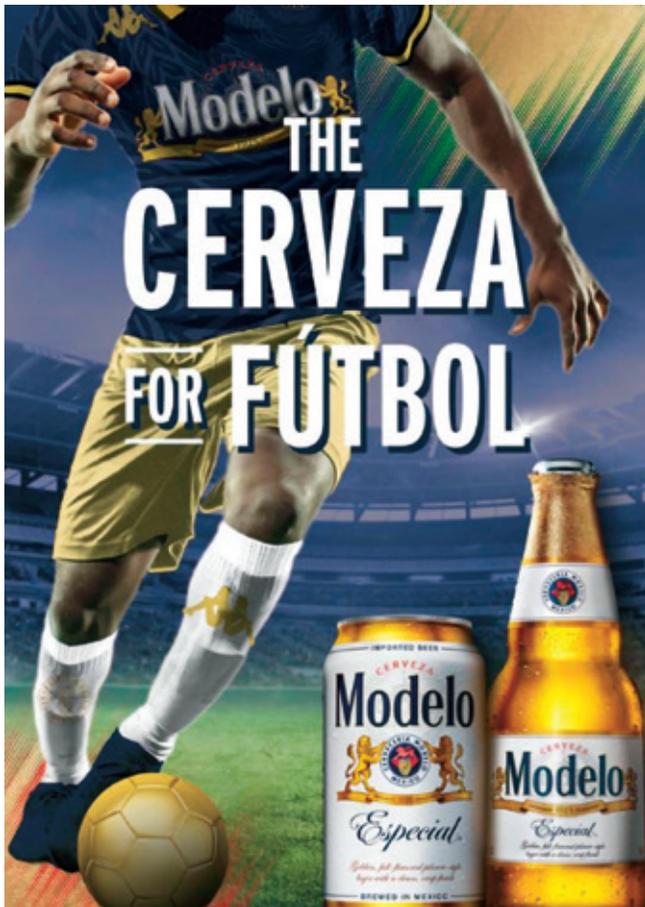


Modelo: The Cerveza for Soccer



As the Cerveza for Fútbol, Modelo will ignite soccer fans' love of the game with a new "Modelo Fútbol Club" platform. Beginning March 1st, year-round, engaging retail tools will include a Kappa partnership, Brand Ambassador Edson Álvarez, and the return as the Official Beer of the Concacaf Gold Cup. Modelo's year-round sweeps will keep fans engaged all year long for all major soccer moments with chances to win a

Kappa collection and tickets to matches each month! Local team POS will also feature a QR code that takes consumers to the sweepstakes to drive relevance at all touchpoints. Modelo fans are the ones who will stay until the end of a match, even if their team is losing 5-0. The ones who are united by the same passion, even if they root for different teams. It's the reward for those who drink cerveza and love this beautiful sport we call soccer.



Corona Non-Alcoholic: New Year, Same Great Taste

To take advantage of Dry January and drinking in moderation, Corona Non-Alcoholic has created a sweepstakes program to drive display and purchase. From December 13th through January 31st, when consumers visit their microsite, they will interact with the Corona Non-Alcoholic brand and can enter to win a Corona Non-Alcoholic prize pack that includes a co-branded water bottle, tote, koozie and speed opener.

Coors Light, Miller Lite, Blue Moon, Coors Banquet & Coca-Cola Shine During the Big Game 2025

Coors Light, Miller Lite, Blue Moon, Coors Banquet and Coca-Cola are teaming up for an exciting Big Game offer. From January 1st to February 28th, shoppers can save up to \$10 after rebate on the purchase of two 15-packs or larger of Coors Light, Miller Lite or select Coca-Cola products. Available in participating regions, this limited-time deal is the perfect way to stock up for the big game.





Takis & Light Beer: A Winning Combo

Takis and light beer make the perfect pairing. As one of the top salty snack brands for football season, Takis will be front and center, driving sales alongside premium light beers like Coors Light and Miller Lite. Look for exclusive in-store displays, including Takis shippers and simple case stackers, plus double-sided toppers to make it easy to stock up for the big game.



Peroni Takes on Dry January with 0.0%

Peroni is kicking off the new year with Peroni 0.0%, an alcohol-free lager perfect for Dry January. Available exclusively in 6-packs of 12 oz. bottles, Peroni 0.0% delivers the crisp, refreshing taste of Peroni without the alcohol.

Sierra Nevada Hop Tropical IPA

Escape to flavor paradise with Hop Tropical IPA. Featuring hops grown in the Southern Hemisphere, the lush hop aromas of mango and passionfruit beckon you to bold, fruity bliss – but only for a limited time. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Find Your Hoppy Place

When you can't get away to the sunny destination of your dreams, the best thing to do is bring a touch of the tropics home with new Hop Tropical IPA. Consumers can enjoy an everyday escape and a chance to win a dream tropical vacation curated in collaboration with Pack Up & Go.

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. cans and draught **Availability:** March



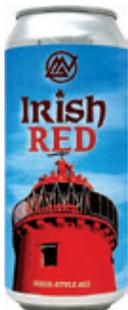
Long Trail Survival Pack

The perfect survival pack for those spring days! Contains: **Long Trail Ale, (new) Riverside Lager, VT IPA & Blackbeary Wheat. Package:** 12 oz. bottles **Availability:** February



Great North Cave Bear

First brewed to commemorate the winners of the New England Regional Homebrew Competition, Cave Bear is Great North's tribute to their homebrewing roots. This barleywine-style ale is rich, malty and complex. Join Great North in raising a glass to homebrewers everywhere. **ABV:** 11.3% **Packages:** 16 oz. cans only **Availability:** Now!



Great North Irish Red Ale

New for 2025, Great North Irish Red is the perfect beer to toast St Patrick's Day or any day! A blend of specialty malts gives Irish Red its deep reddish color and smooth flavorful taste. **ABV:** 4.9% **Packages:** 16 oz. cans and draught **Availability:** February

HOPWTR is Making Waves This Winter with Their Biggest Giveaway Ever

As the leading hoppy water brand, HOPWTR is celebrating the biggest sober-curious month of the year in style with prizes that can't be missed. One lucky winner will drive off in a brand-new 2024 Jeep Wrangler, while five runners-up will pedal away with a Pedal Electric Core E-Bike – plus, all winners will receive a year's supply of HOPWTR! This massive program is backed by vibrant in-store displays featuring custom point of sale and a full 360-degree digital and social media campaign to drive excitement. No purchase necessary to enter, but the more HOPWTR you buy, the more chances you get! The program runs from the week of December 30, 2024 through the week of February 24, 2025. Contact your HOPWTR Sales Representative to learn more and join in for the most exciting Dry January yet!



Mike's Hard Celebration Pack

Just in time for the warmer months ahead, Mike's Hard 2/12-pack can Celebration Pack exclusively dawns the USO endorsement and features red, white, and blue flavors in **Hard Cherry Lime**, **White Peach**, and **Blueberry Lime** – the perfect companion for summer holiday cookouts.

Availability: March



NEW VARIETY PACK!

Cushnoc Abominable Snow Pants

Brewed especially for hitting the mountains in the New England winter, this Double IPA brings fresh flavors from the Southern Hemisphere with bold New Zealand and Australia hops. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodstock Cannon Ale

Cannon Ale is a New England IPA with low bitterness and it's amazingly aromatic and easy to drink. Brewed in honor of Woodstock's friends at Cannon Mountain. **ABV:** 5.5%

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



Woodstock Kanc Country Maple Porter

This is a big, rich, robust porter with roasty notes balanced out with real NH maple syrup sweetness. Maple syrup made right next door to Woodstock Inn

Brewery at Fadden's Sugar House. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now!



Greater Good Bigg Thaw

Bigg Thaw is Greater Good's spring seasonal Imperial Cold IPA. It is fermented at a lower temperature to create its light and crisp body, and is hop-forward with Citra and El Dorado hops. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** February



Kit NA Dry January

Kit Non-Alc's Under Your Own Influence Dry January campaign empowers consumers to take on Dry January with confidence by offering them a chance to win an exclusive tool kit packed with everything they need to crush Dry January and beyond. Kit Non-Alc encourages the community to join us in embracing a mindful approach to the New Year. This program runs through January 31, 2025.

'GANSETT MADNESS GIVEAWAY

SCAN TO WIN Scan for your chance to win the **Narragansett Madness Giveaway**

GIVEAWAY RUNS 1/1-2/28



Narragansett Madness Giveaway

Consumers can enter Narragansett's Madness Giveaway for a chance to win 2 tickets to the first and second round games, 3-night hotel accommodations, spending money, and a VIP brewery experience. Fans can enter to win by scanning the QR code on corresponding POS.

Allagash Surf House



Like a little home by the water, this lager is built for easygoing relaxation. Brewed to be super-crisp and drinkable, it's dry-hopped for subtle tropical notes. Take a break with Surf House.

ABV: 5.5% **Packages:** 12 oz. cans and draught **Availability:** March



Rupee Brewed for Flavor & Spice

When you think of beverage pairings for international cuisine, what comes to mind? Is there a beer on the market that can even complement the robust flavor profile Indian, Asian or Middle Eastern cuisine is known for? Look no further because Rupee, Named Best Beer For World Food is popping up in more and more food & beverage outlets across the country.

Brewed specially to pair with Indian, spicy and global cuisine, Rupee's award-winning recipes are brewed light, smooth, with less carbonation and easy to drink which allow diners to pair its Basmati Rice Lager with all their favorite foods from around the world.

Next time you're at your local international restaurant or getting pad thai, chicken tikka masala, lamb kebabs, or a green curry, be sure to pair it with Rupee. Available at select national chains and numerous restaurants in New Hampshire.



Hobbs Lodge Life Baltic-Style Porter

A smooth and creamy dark lager with notes of milk chocolate and caramel, Lodge Life is best enjoyed alongside your favorite cold-weather activity – whether you'd rather brave the elements or bundle up! **ABV:** 8.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



Notch Black Lager

This Czech-Style Cerne Pivo is a cold weather cult classic that has toasty and slightly roasted malt character. Notes of dark chocolate and coffee make this beer perfect for a chilly evening. Double decocted, open fermented, naturally carbonated, lagered forever. **ABV:** 4.3% **Packages:** 16 oz. cans and draught **Availability:** Now!



Notch French Disko

Inspired by French Pils from the Alsace region of France. French pils malt and corn, single decoction, hopped with French Strisselspalt, lagered forever. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** March

Northwoods Tall, Tall Trees Volume 4 NEIPA

A hazy, golden, straw colored beer with a fluffy, persistent, white head. This is the fourth in the series. A reinvention of Northwoods' long-running Hoppy Kveik Collaboration with Mainiacal Yeast Labs and Sidereal Farm Brewery, this time including wildflower honey, Citra, Rakau and Azacca. Dankness blends with fresh papaya, key lime, honeydew melon, and tropical fruit candy on the nose. Guava, pineapple and a spicy hop finish roll around with the medium body and zesty carbonation on the palate. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



Northwoods Lucky Cast Irish Red

A light bodied but full of flavor amber ale. A fruity aroma of cherry, berry and bubblegum leads into a sweet and spicy malt flavor with a slight spearmint, pine hop flavor. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** February



Guinness St. Patrick's Day

St. Patrick's Day is a good time for a Guinness. To get consumers excited for the holiday, Guinness is giving away 40 prizes in 40 days, plus a grand prize trip to the brand-new Open Gate Brewery in London.



Mindful January – Make the Bold Choice

Capitalize on the incredible momentum of Guinness 0 during January, a time when more consumers are choosing to embrace alcohol-free options. With its signature rich flavor and smooth finish, Guinness 0 offers the perfect alternative for those looking to enjoy a premium beverage experience without compromise. As the trend of mindful drinking continues to grow, Guinness 0 stands out as an ideal choice for this increasingly popular occasion.

Guinness Premier League Sweepstakes

Guinness is enhancing the excitement for soccer fans throughout the season with an exclusive new sweepstakes. Consumers can scan a QR code on point-of-sale materials for a chance to win a VIP trip to a Premier League match in England during the 2025-2026 season.





510 Hall Street
Bow, NH 03304-3105

Montucky Cold Snacks Comes to New Hampshire

Montucky Cold Snacks was established in 2012 by two young Montanans who were eager to leave their day jobs and create a business and product they were passionate about. Their American-style 'Cold Snacks' Lager is a light, effervescent, sessionable beer designed to be crisp, clean and refreshing, reminiscent of a gurgling mountain stream.

Amoskeag is thrilled to add Montucky 12 oz. and 16 oz. cans to their impressive portfolio of products. With an ABV of 4.1% and only 102 calories per 12 oz. can, Montucky Cold Snacks Lager contains no rice fillers and features a vegan-friendly recipe. Its charmingly simple drinkability makes it perfect for enjoying at the river, on the ski hill, taking your dog to the park, or any other adventure you embark on!

Additionally, as a brand rooted in the outdoors, Montucky Cold Snacks is proud to donate to local nonprofits in the communities where their products are sold. While they support a variety of worthy causes, their primary focus is on organizations that promote outdoor activities.

MONTUCKY COLD SNACKS® LAGER

AVAILABLE NOW

