

HEADY TIMES

AMOSKEAG BEVERAGES
Summer 2025 | V.52



CHEERS TO
30 YEARS

BLUE MOON | DOGFISH HEAD | ALLAGASH

IN THIS ISSUE

First Draught	1
Employee Spotlights.....	2
Cover Story	3
The Sip.....	6
Feature	8
Brewery Highlight.....	10
Why You Should be Selling	11
New Brands	12
New Products	12
New Packages	14
Seasonal Selections & Programs	16



For decades, Amoskeag has proudly supported the Boys & Girls Clubs of Greater Manchester – a life-changing organization committed to empowering all youth, especially those who need us most. Their mission to help kids grow into productive, caring, and responsible individuals is one we deeply believe in, and one our entire community benefits from.

Amoskeag was honored to attend the Club's 23rd Annual *Foundation of Friends Breakfast* on Wednesday, April 23 – an event that reminded us all why this work matters. This year's theme, *Better, Bigger, Bolder*, perfectly captured the Club's growing impact on the lives of local youth and families.

The morning was filled with powerful moments – heartfelt stories from Club members and their families, inspiring words from community leaders, a look into the Club's exciting future, and a performance by the kids that left us all inspired and hopeful.


Supporting organizations like the Boys & Girls Clubs of Greater Manchester isn't just a donation – it's an investment in our future. If you've ever wondered how you can make a real, lasting difference right here in our community, this is it. Get involved. Give. Volunteer. Spread the word. Together, we can build a stronger, brighter future for the next generation.




BOYS & GIRLS CLUBS OF GREATER MANCHESTER

Ed Murphy
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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*

Mark Your Calendars

APRIL

4/17 Saison Day

4/20 Easter Sunday

4/22 Earth Day

MAY

5/1 National Rotate Your Beer Day

5/3 Kentucky Derby

5/5 Cinco de Mayo

5/11 Mother's Day

5/16-18 Wake the Lake at Weirs Beach

5/26 Memorial Day

6/13-15 Northlands Music & Arts Festival in Swanzey

6/15 Father's Day

6/19 Juneteenth

6/20 Summer Solstice

6/20-22 Phish at SNHU Arena, Manchester

JULY

7/4 Independence Day

7/7 National Dive Bar Day

7/12 Michelada Day

7/14 Bastille Day

JUNE

6/14-22 Laconia Motorcycle Week

ON-PREMISE CONTINUES TO GROW IN 2025

CGA's On Premise Impact Report details consumer behaviors in the hospitality industry

High Visitation Rates: Over 75% of consumers dined out in January, with 50% visiting bars, indicating that on-premise venues continue to play a significant role in consumer lifestyles.

Premiumization Trend: Approximately 20% of consumers intend to select higher-quality food and beverages, reflecting a preference for superior experiences.

Value Importance: While there's a willingness to pay for premium experiences, nearly 50% of on-premise visitors still prioritize value for money, and 30% seek deals and promotions.

Appeal of Food Pairings: Offering unique food and drink pairings presents a strong opportunity to engage consumers during their regular visits.



Nothing says summer like the refreshing taste of a red, white, and blue popsicle on a scorching day. Nostalgic flavors like these are topping consumer beverage trends, and brewers are taking note – adding a grown-up twist to the classic favorite. Explore our selection of patriotic, popsicle-inspired beverages, crafted to keep you cool and satisfied all summer long.

• **Smirnoff Ice Red, White & Berry**

• **Truly Red, White & TRU** (available in the Truly Pool Party Variety Pack)

• **Twisted Tea Rocket Pop**
(available in the Twisted Tea Americana Party Pack)

• **Twisted Tea Light Rocket Pop** (available in the Twisted Tea Light Americana Party Pack)

• **Right Coast Italian Ice**

• **Woodstock Hyperpopsicle**



Great Events Happening in June



On The Job With...



PJ LaJeunesse



Eric Bissonnette

PJ LaJeunesse

Chain Sales Manager

My first job was... My first job was at a local Mom & Pop store in town when I was 15. I was very interested in music and played in bands, so I often hung out there because they sold guitars, drums, and other instruments, and also offered lessons. Eventually, an opening came up, and I was offered a position, marking the beginning of my first commissioned sales job.

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? If I could go anywhere in the world on a dream vacation, it would be Alaska, a place I've always loved and continue to visit whenever the opportunity arises. The beverage I would bring along is a Modelo Especial.

Would you rather have a maid or a personal chef? I love to cook so I'd have to say a maid.

My biggest guilty pleasure is... Probably cigars. I outfitted my home office

with a smoke eater and air purification system so I can enjoy them regardless of the weather.

My biggest phobia is... I'm not big on flying, don't get me wrong, I'll do it, but I'm not looking forward to it!

My favorite birthday cake flavor is... Ice cream cake.

The last TV show you binged was... *Ancient Apocalypse* with Graham Hancock

My favorite movie of all time is... Choosing my favorite movie is difficult, but I love a good slapstick comedy.

First concert was... Kid Rock with Powerman 5000 and Bolt Upright at University of Central Florida in 1999.

My biggest pet peeve is... A lack of common sense and/or logic.

What is the best advice you ever received? It can't hurt to listen, but it can hurt not to.

Eric Bissonnette

Merchandising Supervisor

What did you do for work before coming to Amoskeag? I have had a diverse career path. After leaving Shaws, I ventured into radio, where I did on-air hosting and served as the Director of the Promotions Department at WLKZ in Gilford NH, known as 104.9 the Wolf. I then returned to Shaws for a 12-year stint before joining Amoskeag.

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? We are planning a trip to Italy next year, where the beer in my hand would be a Peroni. I would also like to see Normandy and many places in the UK.

Would you rather have a maid or a personal chef? I would definitely choose a maid, as I enjoy cooking great meals at home and having someone to help with the cleaning would be fantastic.

My biggest guilty pleasure is... DR Pepper and gummy bears.

My biggest phobia is... What I cannot see under me while swimming in the ocean.

The last TV show you binged was... *Bad Monkey* on Apple TV.

My favorite movie of all time is... *So I Married an Axe Murderer* with Mike Myers and Nancy Travis.

First concert was... Deep Purple 'Perfect Strangers Tour' in 1986 at the Worcester Centrum.

Your biggest pet peeve is... When a new line opens at a store and the people at the end of the line race to the open register without asking the people ahead of them to go first.

What is the best advice you ever received? Work hard.

Cheers to 30 Years

How three iconic beer brands have stood the test of time — and prepared themselves for a bright future.

By: Kate Bernot



Celebrating 30 years of brewing this year are Dogfish Head, Blue Moon and Allagash (Allagash Limited Edition cans only available at the brewery).

Dog years have nothing on brewery years. In craft beer, where companies are considered firmly established at the 10-year mark, reaching a three-decade milestone puts them in rarefied air. This is particularly true for three breweries celebrating 30th anniversaries this year: **Blue Moon, Dogfish Head and Allagash**. They were all founded in 1995, in the midst of the mid-90s craft beer boom. That explosion of what were then called microbreweries swiftly fizzled, shuttering many among these breweries' cohort. Yet these four persisted and continue to win new fans in today's even more competitive landscape.

While all three breweries are different, there are common threads to explain their longevity: They've successfully balanced innovation with staying true to their core identities. They've invested in people, both their employees and communities. They've diversified their operations, making sometimes difficult decisions to right-size their businesses to meet the current moment. And most of all, they continue to create beers — and other beverages — that are meaningful to drinkers.

What is starkly different today than it was in 1995, though, is the number of other breweries trying to make their own mark. Thirty years ago, just 858 breweries operated in the U.S. (though that was still the highest number of breweries that had been operating since the early 20th century). Today, that number is close to 9,700. It's a remarkable proliferation, and a testament to the trail blazed by the industry's early leaders.



Blue Moon Brewing Co. Denver, CO

Blue Moon is one of modern America's foundational craft beers. Created in 1995 by Brewmaster Keith Villa, this Belgian-style wheat beer helped bring approachable and flavorful craft beer to the mainstream. Drinkers instantly recognize its signature orange slice garnish that accents the beer's citrus aroma and flavor, a product of the Valencia orange peel used in its recipe.



Senior Director of Marketing for
Blue Moon Chris Steele

Anniversary Plans: Blue Moon has launched a major national program called the "Orange Standard," celebrating its unique serving ritual. Early parts of this program are already in market, and it is further supported by a TV spot that launched in mid-March during the NCAA March Madness basketball tournament.

Key Changes: Villa created Blue Moon when he was a brewer at the Sandlot Brewery at Coors Field, home of the Colorado Rockies baseball team. It's been a part of the Molson Coors portfolio since its birth, and has since spurred numerous sibling beers including **Blue Moon Light**, **Mango Wheat**, and **Blue Moon Non-Alcoholic**. Some, such as Harvest Pumpkin and Summer Honey Wheat, have been retired to make way for new flavors.

Why They Succeeded: Chris Steele, Senior Director of Marketing for Blue Moon, says the brand's success lies in its ability to balance consistency with innovation. "Together with our distributor partners, we have established a strong, recognizable brand with Blue Moon Belgian White, while always looking for new ways to engage consumers with other new, high-quality offerings," Steele says. Today, Blue Moon brews more than 1 million barrels per year.

Looking Ahead: The number of U.S. breweries has grown 9x since Blue Moon launched in 1995, yet the beer remains a stalwart of bars and beer stores nationwide. Steele says the brand will continue to be flexible and adaptive to consumer trends, while also staying true to what drinkers expect from Blue Moon. In particular, the brand is tracking and responding to drinkers' demand for non-alcoholic but highly flavorful beers.



Dogfish Head Craft Brewery Milton, DE

Milton, DE

Founder Sam Calagione had a vision for Dogfish Head to introduce culinary ingredients to the brewing world – a principle that still holds true. Today, despite changes external and internal to the company, the majority of tanks at the brewery's production facility are still filled with beers containing culinary ingredients like sea salt, granola, and peaches.



Dogfish Head Co-founders Sam and
Mariah Calagione

Anniversary Plans: The brewery turns 30 in June and is celebrating all year long with a series of events, monthly clothing and merchandise releases, and beer collaborations. Look ahead to a collaboration beer brewed with celebrated San Diego-based brewery North Park to drop in June, complete with a party featuring a tattoo booth at the Delaware brewery. (Calagione will pay for the ink for any Dogfish Head employee who wants a brewery tattoo.)

Key Changes: Calagione and his wife Mariah have co-led the brewery for its entire history, but much else has changed. The company officially launched a spirits line in 2015 after tinkering with small-scale distilling at its brewpub since 2002; today, Dogfish Head canned cocktails are growing faster than its beer portfolio. The brewery grew its sales to near-national distribution before a 2019 merger with Boston Beer Company.

Why They Succeeded: "We've always thought of Dogfish Head as a lifestyle brand, not just a beer brand," Calagione says. What it stands for – flavorful beverages, coastal living, and a love for nature – has helped it maintain relevance despite consumer changes and category headwinds. Calagione also credits Mariah's brand-building acumen, Boston Beer and Dogfish Head's combined 2,800 employees, and the brewery's distributor partners for its longevity.

Looking Ahead: Calagione believes that despite top-line headwinds, craft beverages are still highly desirable to consumers. "Younger drinkers, while they're not drinking the volume, their curiosity is there," he says. The challenge, and opportunity, for the industry is to meet those consumers with a range of beverages – maybe not just beer – that showcase broad creativity and excitement.



Allagash Brewing Company

Portland, ME

Allagash is a Certified B Corp in Portland, Maine, founded in 1995 by James Beard Award winner, Rob Tod. Since then, Tod has been dedicated to crafting a wide array of award-winning beers – all while working to reduce the brewery's impact and giving back to the community that has supported them along the way.



Allagash Founder/Brewer
Rob Tod

Anniversary Plans: Our first celebration happened in March, we held a true throwback beer release party at the brewery – featuring free coffee and doughnuts, plus live music – to celebrate the release of some limited-edition 30th anniversary Allagash White cans. These cans will only be available at the brewery. And we have a lot of other fun events and surprises planned throughout the year. Rather than doing one big party, we wanted to spread our festivities out over the entire year. So we'd say, mainly, check out our website, join our newsletter, or follow us on social media to take part in the festivities this year!

Key Changes: The craft beer industry has changed monumentally since I started. In the early days, craft beer in general was just a completely underdeveloped category. The beer we were making, a citrusy, hazy, wheat beer, was unheard of to basically the entire American public. Today, there's almost literally a brewery on every corner, and craft beer of every style you can imagine, available everywhere. It has been a stunning transformation to be a part of.

Why They Succeeded: In a word: focus. Since day one, we've focused on Allagash White, our flagship beer. In particular, we've constantly worked to push the quality of that beer, so that we could make it taste more consistent, and hold its flavor for longer on the shelf. And, with Allagash White still consisting of over 80% of our sales, that focus has absolutely paid off.

Looking Ahead: More change, that's the only thing I can guarantee. And to meet that change, I'm more excited than ever about our pilot program. Every single person at the brewery, no matter their tenure or department, can submit new beer/beverage ideas to our pilot beer team. This program has resulted in a deep bench of really stellar beers that we can pick and choose from as the winds of customer sentiment change. Lately, we've been seeing a lot of interest in lagers. And, thanks to our pilot system, we've been able to release two excellent examples: our new year-round Allagash Lager, and our newest summer seasonal Surf House.

Brewery Leaders Spill the Beans

What's a beer from another brewery that you think is superb?

Chris Steele, Blue Moon: Lime + Sea Salt Chelada from Cruz Blanca. It's a refreshing twist on traditional Mexican cheladas and is a perfect beer for the warm weather that is coming! Enjoy it at their West Loop brewpub if you come and visit Chicago.

Rob Tod, Allagash Brewing: For me, it's Sierra Nevada Pale Ale. It's just such a pure representation of that style, and no matter where or when you have it, the quality is perfect.

What's your favorite seasonal beer that you make?

Sam Calagione, Dogfish Head: I would have to say Punkin Ale. By volume, it's our biggest seasonal – it's the only seasonal beer we've made for 30 years.

Which of your beers is always stocked in your fridge?

Rob Tod, Allagash Brewing: Allagash White. When I'm working at the brewery and head down to the tasting room for a post-work beer, the crew there doesn't even have to ask me what I want, they just pour up an Allagash White.

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

Garage Beer

Fueled by the power of investor/owners Jason and Travis Kelce, Garage Beer is on a path to being a top 10 brand by year end 2025.

Originally founded in Ohio in 2018, Garage Beer was acquired by Andy Sauer and a team of investors in 2023. When NFL stars Jason and Travis Kelce came on board as majority owners in 2024, the brand skyrocketed to a whole new level of fame. Though Garage Beer was already successful and available in a dozen states at the time, they've since been methodically expanding distribution with the goal of making the light lager available nationally. Amoskeag Beverages began carrying Garage Beer Classic Light Beer and Classic Lime Beer this past December. This accessible, not fussy, classic German-style lager is branded to attract something other than the stereotypical craft beer audience – and the idea seems to be catching on.

Beer-Flavored Beer

The premise is simple: Garage Beer tastes like beer. "People crave quality and simplicity, and Garage Beer nails both," says Jason Kelce. Noting that Garage Beer is also all about hanging out, brother Travis adds "There is nothing better to bring people together than an ice-cold beer, and for Jason and me that is what beer is all about – friends, family and fun."

With only 95 calories, 3g carbs and an ABV of 4%, this light, refreshing brew is not just sessionable, it's also raising the bar for light beer quality. Garage Beer is made using nearly 60% more grain than its competition, making it a more traditional German style. No bitterness. No bloated tummy or crazy ABV. For those who crave a little more adventure than a typical light beer, Lime offers a citrus twist on the Classic recipe that promises to be "exotic".

Perfectly positioned as an accessible, above premium, "beer-flavored beer", Garage Beer is the fastest-growing super premium beer brand in the



In June 2024, pro football stars Jason Kelce (pictured) and brother Travis were announced as "significant investors, partners, owners and operators" in Garage Beer

country and is driving growth in domestic light beer.

Building A Brand

The first step towards building a successful national beer brand is raising brand awareness. Enter Jason and Travis Kelce, former and current NFL superstars and hosts of *New Heights*, the second-

most popular sports podcast (88th most popular podcast overall, according to Spotify). They joined the team in June 2024 as "significant investors, partners, owners and operators", allowing Garage Beer to make an immediate national impact.

The Kelce brothers' involvement sped up the early brand building steps of awareness, trial, adoption and loyalty on a national scale, which is why chief



marketing officer Kevin George opts to focus Garage's official marketing efforts primarily on local and social campaigns. George, a 30-year veteran of the consumer and beverage industries, spent six years as the global chief marketing officer at Beam Suntory, over 13 years in executive roles at Unilever, and as a previous board director of the New Belgium Brewing Company. When it comes to Garage, he looks for opportunities in what he calls "the zeitgeist around dad culture" and in small-scale sports activations: "We'd rather sponsor an adult men's hockey league than buy a sign on AT&T Stadium".

Jason Kelce is behind much of Garage Beer's creative, including a recent digital ad that gained industry attention by flipping the script on the exploitative beer marketing you'd recognize from the '90s. George explains they're trying to be what they call "smart-dumb. Clever, but a little fun." The brand has also enlisted the help of a roster of celebrity partners including Richard Rawlings of Gas Monkey Garage fame, golf media icon Paige Spiranac, and a slew of other influencers that add massive awareness.

Winning At Retail

Making consumers aware of the brand is one thing. Ensuring it's on the shelf when they go looking for it is another. That's why Garage Beer assembled a highly experienced and knowledgeable sales leadership team committed to

building a winning brand. **Building on their best-in-class marketing, Garage Beer comes to the table with a robust retail activation calendar that covers the full year with unique consumer promotions and special edition holiday packaging.**

CMO Kevin George sums up his team's optimism on the future of Garage Beer: "I love everything about the Garage Beer brand and where it is going. The distinctiveness of the brand, the simplicity of the offering...has really struck a chord with drinkers looking to have a quality craft light beer with friends and family."

The premise is simple: Garage Beer tastes like beer. It's a hangout beer – an excuse to get the neighbors together. It's for guys and gals who just want to share some laughs and good times. Softball after work. A couple of beers on the back nine. Thursday night on your buddy's patio.

As their website says, The Garage is Always Open.



Garage Beer is a 4% ABV, 95 calories and 3g carbohydrates light lager beer served in two varieties: Classic Light and Classic Lime



Garage Beer has summer covered with engaging consumer promotions and special edition packaging, starting with the chance for consumers to win a trip to Lake Tahoe to caddy for the Kelce brothers on a golf outing.

Upcoming scan-to-win programs give drinkers the opportunity to win a custom vintage Ford F-150 restored & designed by Gas Monkey Garage's Richard Rawlings, complete with built-in Garage Beer cooler and keg holder OR a zero-turn riding lawnmower, courtesy of Jason Kelce.

Time-Tested Refreshers: Shandies and Radlers Are Re-emerging in 2025

Shandies and radlers are finding new relevance with a younger generation of drinkers looking for flavor, refreshment, and above all else, authenticity.

By: Jerard Fagerberg

Whatever the country of origin, whatever the moniker given, shandies and radlers are built with an undeniable purpose. It's no wonder they're popping up again a decade after their last peak – there's still so much left to explore.

In 2006, the Jacob Leinenkugel Brewing Co. was looking to launch a new summer seasonal to replace Berry Weiss in its brew schedule and accidentally created a brand new category in beer.

Summer Shandy debuted in summer 2007, and in three years, it became the brewery's new flagship. As the weiss-and-lemonade beer started taking over taplines and cold boxes across the country, hundreds of breweries joined the fray: Sam Adams with **Porch Rocker** in 2012, and Narragansett Beer with **Del's Shandy**, also in 2014.

Whether it was marketed as "shandy" or "radler," beer blended with fruit juices and sodas became the sensation of the 2010s. Industry publications dubbed almost every year that decade as the "Year of the Shandy," lauding the novel mixes of beer and lemonade or grapefruit soda or peach juice as "the ideal thing to drink in summer."

The hype sustained until the pandemic, when shandy and radler fell out of favor and IPA ascended. But now, as younger drinkers are demanding a full flavor experience, they're returning to beer, and shandies and radlers having another renaissance in 2025.

Modern Shandies and Radlers

Shandy, originally known as "shandygaff," was a Victorian invention. First conceived in the 1850s as a mix of ale and ginger beer, shandy was prized for its low ABV and extreme refreshment. Radler was created in 1922 by a German innkeeper who infamously cut the lager at his tavern with lemon-lime soda to serve exhausted cyclists, giving birth to radlermaß, or "cyclist beer."

As both styles were exported worldwide, they began to transform. "Shandygaff"



Narragansett CEO Mark Hellendrung set the beer world on fire when the brewery released Del's Shandy in 2014.



Del's Shandy is timeless and authentic – a true icon among shandies and radlers.

became "shandy," and publicans traded ginger beer for sweeter options like lemonade or even orange juice. "Radlermaß" became "radler," and tart, citrus-forward soda became the preferred mixer.

Today, shandy and radlers are considered very much the same in the contemporary



Shandies are often associated with warm-weather drinking. It's right there in the name of Leinenkugel's Summer Shandy.

drink market. Even German-born breweries like Leinekuigel don't adhere to strict definitions. Shandies might be sweeter, and radlers might be more effervescent, but there are no firm rules anymore. All that matters is they're refreshing.

One thing that is consistent is the association with summer. These beers have, since the beginning, been highly correlated with warm-weather drinking, and that has not abated. At Great North Aleworks, they relish the seasonality. It's not a limitation, but an opportunity – Great North gets to signal the coming of every summer with shelves lined with cans of **Snow Cone Lemon Shandy**, a wheat ale blended with fresh squeezed lemon juice.

For the juice, Great North has partnered with Fabrizio Spirits, a family business like theirs, that produces high quality, all natural, small batch Limoncello's and Ready-to-Drink Cocktails. They're located in Salem, NH only 20 miles from Great North's brewery. This juicy beer reminds us of a lemon snow cone at the beach. What's more refreshing than that?

Summer is an extremely competitive time for beverage-alcohol. Drinkers have hundreds of options, and beer has to compete with seltzer, FMBs, RTDs, and other refreshers for those

long-session, warm weather occasions. According to Mark Hellendrung, CEO of Narragansett Beer, drinkers come to shandies and radler like Del's Shandy for full-flavor, low-ABV options that hold up to that competition.

"With today's consumer, there's consumption across all categories," Hellendrung says. "Drinks like High Noon, Surfside, Sun Cruiser, and Del's Shandy provide those bridges between more traditional, defined categories. All those brands define flavor and refreshment and day drinking."

'Gansett has introduced watermelon and black cherry variants to help grow their iconic Del's Shandy brand, but Hellendrung says they don't plan on taking the summer seasonal year-round, like Leinenkugel did. It's more important for 'Gansett to stay true to the "boardwalk in a can" appeal they get from partnering with Del's Frozen Lemonade, an iconic Rhode Island concession that only appears when the temperatures climb.

"With a brand, you've always got to be telling a story, and our brand is grounded in heritage," Hellendrung says. "The way we approach the shandy itself is authentic. It really has its own persona."

And isn't that the point? Whatever the country of origin, whatever the moniker given, shandies and radlers are built with

an undeniable purpose. It's no wonder they're popping up again a decade after their last peak – there's still so much left to explore.

People have been doing this for hundreds of years, and they're wanting it more and more.

Shandies and Radlers Pair Well with Summer Vibes

Think grilled food, pool floats, and sunburned cheeks – shandies and radlers just fit. They go with burgers, tacos, seafood, or just a bowl of chips. They're refreshing as heck! With their mix of beer and citrus soda or lemonade, shandies and radlers are super light and crisp. That little hit of sweetness and carbonation makes them perfect for hot days when a heavy beer feels like too much. With the temps starting to rise, it's time to pick up one of these ultimate summer drinks today!



Snow Cone Lemon Shandy is a wheat ale blended with fresh squeezed lemon juice.

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.*

Barrel One Collective

Two Originals of New England Brewing Merge to Form Region's Leading Craft Beer Producer

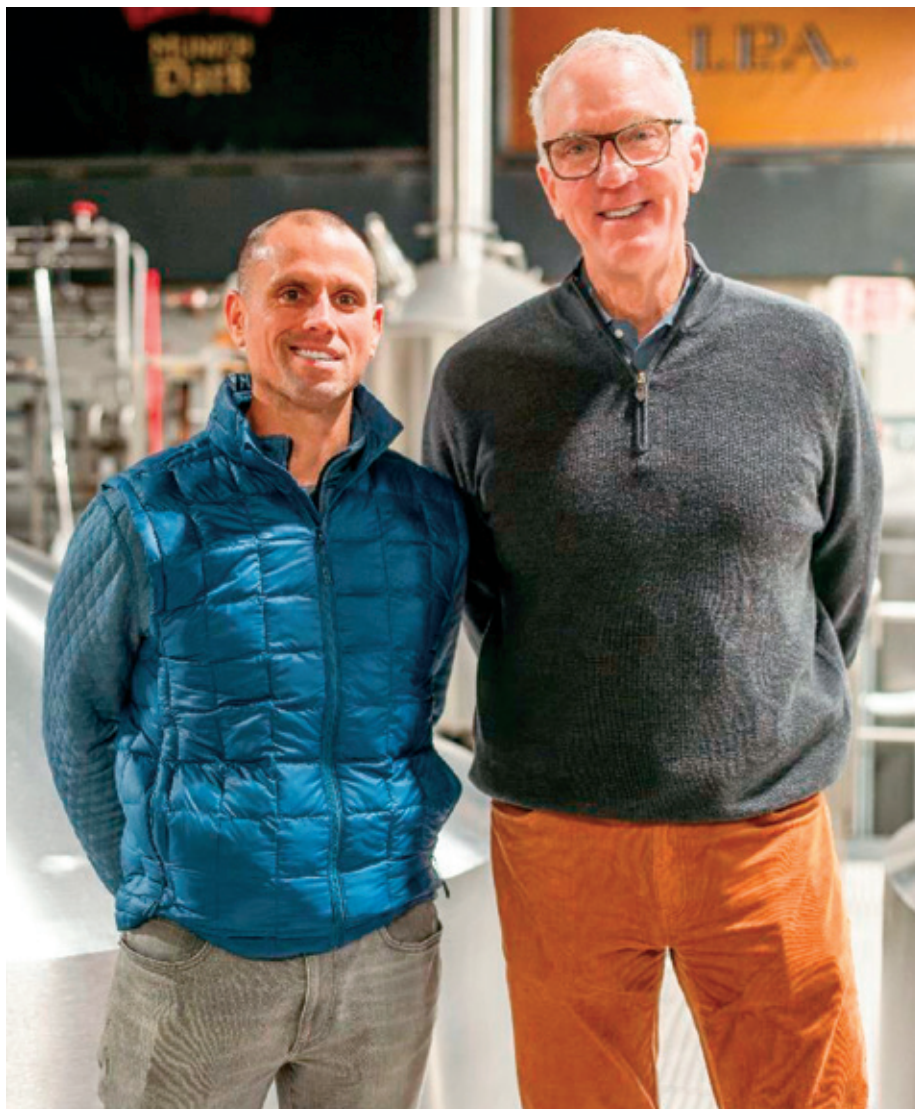
In a landmark merger between two pioneers of New England's craft beer industry, Mass. Bay Brewing Company and FinestKind Brewing LLC proudly announce the formation of **Barrel One Collective**. The Collective will house 14 total brands, operate eight brewery – taprooms across four states (MA, NH, NY, VT), and have a combined production volume of nearly 165,000 barrels, positioning it as the largest craft producer in New England and 14th largest in the country according to Brewer's Association 2023 Production Data.

"FinestKind Brewing is a fellow Northeast craft trailblazer that shares our passion for brewing excellence, innovation, and creating quality brews our communities can be proud of," said Dan Kenary, Co-Founder and CEO of Mass Bay Brewing Company. "With a combined 75 years of craft brewing expertise, this merger represents our commitment to setting these companies on an exciting growth trajectory and continuing to bring the very best products to our fervent customer base."

Mass. Bay Brewing, holder of Brewing Permit #001 in Massachusetts, brings to Barrel One Collective its rich heritage of **Harpoon, UFO, Long Trail, Clown Shoes, Otter Creek, Catamount** and **The Shed**. FinestKind Brewing adds the legacy and passion of **Smuttynose, Wachusett**, and **Five Boroughs**. Together, they form a collective of Northeast originals, as no other companies have been brewing craft beer longer in Massachusetts, Vermont, and New Hampshire than Harpoon, Long Trail, and Smuttynose.

"Our mutual drive for excellence, love of legacy, and combined assets will allow us to stay true to our roots while also pushing the boundaries of brewing innovation and inspiring the next generation of craft beer drinkers and makers," said Steve Kierstead, CEO of FinestKind Brewing.

This merger reflects a national trend of bringing craft brands together under unified platforms to best compete in the



Dan Kenary – CEO (right) and Steve Kierstead – CCO (left) discuss the formation of Barrel One Collective, one of the largest mergers in craft beer, 2025 innovation plans and more.

current market. "This merger is about much more than just growth," confirmed Dan Kenary, who will

also serve as Chief Executive Officer of the new company. "It's about honoring our legacy while writing an exciting next chapter for our companies and the Northeast craft beer industry at large."

"This year is all about focus while strengthening and rounding out our core beer portfolios. Although we are home to a variety of legacy craft beer brands, we also realize the importance of meeting the



needs of today's consumer, with preferences shifting significantly toward lighter,

less-filling, and approachable styles of beverages, all while being much more 'value-minded' than in years past." Dan went on to add.

Barrel One Collective will be more poised than ever to serve its retail customers and beer fans in the Northeast. This new entity is a testament to the region's strength, resilience, legacy, and innovation of craft beer.

Kit Non-Alc

Under Your Own Influence: Chill the Beer, Not the Vibe

Picture this: You're out on the lake, the sun's blazing, the cooler's stocked. Everyone's cracking open a cold one, but you've got a long day ahead, and maybe you're not looking for a buzz. Or maybe your customers aren't. That's where non-alcoholic beer comes in – not as a replacement, but as a choice.

If you're in the business of selling beer, summer is peak season. But it's also peak opportunity to rethink what's in that cooler. Non-alcoholic beer isn't just for Dry January anymore – it's showing up at BBQs, beach days, boat trips, and post-work hangs. And for beer sellers and distributors, that means a growing audience looking for options that fit the moment without slowing them down.

The NA Category is Heating Up

We get it. A few years ago, Non-Alc beer was an afterthought, a dusty six-pack in the corner of the shelf. But times have changed. The category has exploded, with a **25-30% growth year-over-year**, and it's not slowing down. Consumers aren't ditching alcohol altogether – they just want balance. Whether they're driving home from a backyard cookout or pacing themselves at an all-day music festival, today's drinkers want choices that keep them in the moment.

Why NA Beer Belongs in Your Summer Lineup

Summer is all about **variety**. Think about how customers shop for beer in warm weather – lighter, crushable options fly off the shelves. Non-alcoholic beers fit right in with that mindset. Whether they're cooling down after a run or keeping things sharp at an afternoon tailgate, people are reaching for NA beers more than ever. And the best part? They're **buying them alongside** their regular beer purchases.

From a sales perspective, this means **it's time to move NA out of the margins**. Retailers who give non-alcoholic options a **dedicated spot in their summer displays** see stronger movement. And



bars that list NA beers *on the menu* (rather than making people ask) sell more of them. Simple shifts, big results.

The Art of the Summer Pairing

Great beer deserves great food, and non-alcoholic options are no different. Here are a few easy pairings to suggest to your customers:

Crisp & Clean Lagers (like KIT's BLONDE) – Perfect with grilled seafood or a fresh caprese salad.

Hoppy & Bold IPAs (like KIT's HAZY IPA) – Made for smoky BBQ or spicy tacos.

Wheat & Citrus-Forward Brews (like KIT's GOLDEN) – Ideal with summer salads, sushi, or even a beachside brunch.

The Takeaway? Stock Smart. Sell Confidently.

Summer is about drinking differently, not drinking less. The best-selling NA beers aren't just passable alternatives; they're **full-flavored, well-crafted, and intentionally brewed for beer drinkers**. And whether it's KIT NON-ALC or another premium option, customers will gravitate toward quality. The key is giving them **real choice** – without making them hunt for it.

So as you prep for the season, ask yourself: Are your NA beers **easy to find**? Are they **part of the conversation**? If not, there's no better time to change that. Because when the sun's out and the coolers are open, customers are ready to crack into something bold – whether it's alcoholic or not.

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 BRANDS

GIN&JUICE BY DRE AND SNOOP

Dr. Dre And Snoop Dogg's spirits company launched to instant success with its debut product: Gin & Juice By Dre And Snoop. This premium gin-based hard seltzer –inspired by Snoop Dogg's iconic, Dr. Dre-produced hit "Gin & Juice" – has gone on to win numerous industry awards since hitting shelves in February 2024. Amoskeag is excited to welcome Gin & Juice By Dre And Snoop to New Hampshire.



Gin & Juice By Dre And Snoop Passionfruit

Tropical Gin & Juice Passionfruit is heightened by bright, refreshing pineapple and ginger, making this premium gin crafted cocktail perfect for sipping year-round.

ABV: 5% **Package:** 12 oz. slim cans only
Availability: Now, year-round



Gin & Juice By Dre And Snoop Melon

This premium gin crafted cocktail has a smooth melon taste, with complexity evoked via crisp citrus and lush hibiscus.

ABV: 5% **Package:** 12 oz. slim cans only
Availability: Now, year-round

Gin & Juice By Dre And Snoop Variety Pack

Can't pick your favorite? Gin & Juice By Dre And Snoop's got you. The Variety Pack features two cans of each flavor: **Apricot, Melon, Citrus** and **Passionfruit**, all crafted to perfection with premium gin, real fruit juice and botanicals. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



NEW PRODUCTS

Simply Spiked Tropical Variety Pack

Introducing Simply Spiked Tropical, a new variety pack of spiked beverages from the makers of Simply – the juice experts. New **Signature Pineapple** and **Signature Mango** flavors taste like a vacay, using 5% real fruit juice to bring a burst of tropical and sweet notes to shoppers everywhere. **Availability:** Now, year-round



Topo Chico Hard Margarita Variety Pack

Introducing Topo Chico Margarita, a flavorful spiked beverage inspired by classic margaritas. This delicious beverage combines lime and tequila flavors, with added minerals for a crisp, refreshing finish. Topo Chico Hard Margaritas are now available in a 2/12 can Variety Pack including: **Prickly Pear, Tropical Pineapple, Strawberry Hibiscus** and **Signature Margarita** flavors all at 6% ABV. **Availability:** Now, year-round



Smuttynose Whole Lotta Haze IPA

Smuttynose has never really cared about being trendy, but if there's one trend they can agree on – it's that they



love a tasty, hazy NEIPA, so Smuttynose went and brewed one that we'd all love. Whole Lotta Haze NEIPA is a punch-you-in-the-face tropical NEIPA. **ABV:** 6.5% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now, year-round



Smuttynose Imperial Whole Lotta Haze IPA

This majestic DIPA clocks in at a noble 9% ABV but drinks much more smoothly than one would expect- with intense citrus flavors and a soft, pillowy finish. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** Now, year-round

Crystal Light Vodka Refreshers



Crystal Light Vodka Refreshers are made with triple-filtered vodka and lightly carbonated with two of Crystal Lights best-selling flavors, **Sparkling Wild Strawberry** and **Sparkling Lemonade**. 0g of sugar, 0 carbs and gluten free...these sparkling refreshers are going to be this year's new go-to drink. **ABV:** 3.8% **Package:** 12 oz. cans only **Availability:** Now, year-round

Right Coast Italian Ice

Right Coast Italian Ice comes in three irresistible flavors: **Cherry Vodka Chill**, sweet and tart cherry flavors create the classic Italian cherry taste; **Lemon Vodka Freeze**, which is slightly tart with a hint of real Meyer lemon sweetness, and **Blue Raspberry Vodka Frost**, the nostalgic blue raspberry flavor provides a slightly tart and sweet flavor profile, Right Coast Italian Ice is your go-to beverage for chill vibes any time. **ABV:** 7.5% **Package:** 12 oz. bottles only **Availability:** Now, year-round



Surfside Green Tea Pack

A perfect way to sample the four delicious flavors of Surfside Green Tea. The variety pack includes: **Surfside Green Tea + Vodka**, which delivers a fresh brewed taste with hints of honey and ginseng. **Surfside Mango Green Tea + Vodka**, serving up a tropical flavor-forward taste for enjoyment all season long. **Surfside Peach Green Tea + Vodka**, a quintessentially summer combination of natural peach flavor and real green tea and **Surfside Half & Half Green Tea + Vodka**, a delicious modern twist on the classic half and half. **ABV:** 4.5% **Availability:** Now, year-round



The Long Drink Zero Sugar Variety Pack

The Finnish Long Drink's first 12pk is launching with the Zero Sugar Variety Pack. This pack features zero sugar versions of the iconic Long Drink **Citrus**, **Peach** and **Pineapple**. Zero sugar, gluten free and only 99 calories. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Sebago Stratified IPA

This bold West Coast IPA is hopped heavily with Strata at 3 pounds per barrel. The wide range of aromas and flavors that Strata contributes makes this single hop IPA full of character without having a whole cast of hops. **ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Woodstock Summit Daze IPA

Woodstock Summit Daze is a hazy, sessionable IPA that's as smooth as it is satisfying – perfect for wherever the day takes you. With its juicy hop character and easy-drinking vibe, it's a crushable, go-to brew for any season, any adventure. **ABV:** 5%



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

NEW PRODUCTS



Lone Pine New Age White Ale

New Age White Ale is a lightly carbonated, 5.1% ABV beer from Lone Pine Brewing Company in Portland, Maine. Lightly carbonated, gently sweet and lightly bitter, with notes of banana and pine. **ABV:** 5.1% **Packages:** 12 oz. cans and

draught **Availability:** Now, year-round

Lone Pine Beer Tower

Lone Pine Brewing Company's Beer Tower is a Triple IPA with a strong malt flavor and lots of hops. It has a decant malt structure with a deluge of hops. **ABV:** 11% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



Fabrizia Limoncello Spritz

Fabrizia Limoncello Spritz delivers a refreshing blend of Italian sparkling wine, award-winning Limoncello, and bubbly soda water – now in convenient cans. Just chill, pop and enjoy a taste of the Italian Coast anywhere! **ABV:** 7% **Package:** 12 oz. cans **Availability:** Now, year-round

Labatt Max Ice

Labatt Max Ice is the “big brother” of Labatt Ice, the perfect year-round beverage. **ABV:** 8% **Package:** 24 oz. cans **Availability:** Now, year-round



Switchback N.A.



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, Switchback has 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

NEW PACKAGES

A New Mix for Simply Spiked Variety Pack

It's getting juicy this summer with **Raspberry Lemonade** replacing **Watermelon** in Simply Spiked's Variety Pack lineup. These ready-to-drink spiked lemonades deliver the refreshing taste of 5% real fruit juice that you can expect from Simply Spiked. And with Raspberry in the mix, shoppers will enjoy the sweet and tart flavors of Simply Spiked all summer long. **Availability:** Now, year-round



White Claw 0% Variety

Always staying on trend, White Claw is combining the two hottest things in the beverage industry, non-alc and non-carbonated. White Claw 0% is reformulating to flavored still water. The White Claw 0% Variety Pack features the top selling flavors: **Black Cherry**, **Mango**, **Lime**, and **Peach** all include three types of hydrating electrolytes and only 15 calories per serving! **Availability:** Now, year-round



Mike's Hard Lemonade Classic Collection Refresh

Everyone's favorite hard lemonade is getting a new look! Mike's Hard Lemonade 2/12 can Classic Collection features a fresh package update and a tasty lineup of **Lemonade**, **Black Cherry Lemonade**, **Mango Lemonade** and **Strawberry Lemonade**. Cold. Hard. Refreshing. Mike's. **Availability:** Now, year-round





Corona Lime Friendly Cans

Launching nationally this summer, Corona is releasing the first ever lime friendly can. These cans, replacing all 12 and 16 oz. Corona cans, will have a 15% larger opening to allow consumers to easily add a lime wedge into the opening. The can will have a wider



lime opening callout on the back of primary packaging and a lime-shaped indentation to cue lime incorporation. These lime friendly cans will be released in all pack sizes just in time for Cinco de Mayo!

Availability: Now, year-round

Surfside Now in 24 oz. Cans



Surfside Iced Tea + Vodka, the OG offering that launched the Surfside brand is now available in 24 oz. cans along with, **Surfside Lemonade + Vodka**, a delicious year-round classic with natural lemon flavors and premium vodka and **Surfside Iced Tea &**

Lemonade + Vodka, a perfect summer staple, half iced tea and half lemonade. **ABV:** 4.5% **Availability:** Now, year-round

A New Mix for the Stone IPA Variety Pack

This spring, the Stone IPA Variety Pack will include a new beer! Joining **Stone IPA**, **Hazy IPA**, and **///Fear. Movie.Lions Hazy Double IPA** is a new beer, exclusive to this mix: **Dayfest IPA**, a refreshing 4.5% ABV

West Coast-style session IPA packed with tropical hop flavor.

Availability: Now, year-round



Night Shift Nite Lite



Nite Lite is a crisp, easy-drinking lager and the perfect sidekick to your nocturnal adventures. Let's keep it lite. **ABV:** 4.3% **Package:** 12 oz. cans only **Availability:** Now, year-round

NOW!
YEAR-ROUND

Smirnoff Ice Red, White & Berry Refresh

This summer, Smirnoff Ice Red, White & Berry will have a new, vibrant look! The cooling taste of cherry, citrus, and sweet blue raspberry flavors all combine for a refreshingly delicious taste of freedom in this flavored malt beverage, with a new look – coming soon! **Availability:** Year-round, beginning in May



Guinness Lovely Day Limited-Edition 14.9 oz. 4-Pack Cans



Guinness is perfect for any season and occasion and this spring and summer the brand is making sure

consumers know it too with the Lovely Day for a Guinness Program, centered around this dynamic, limited-edition 4-pack designed by LA graphic artist, Sebastian Curi.

Availability: May

Mom Water Variety Packs New Packaging

Mom Water Variety Packs have received a stylish refresh for 2025. The Variety Pack includes: **Sandy (Coconut Mango)**, **Julie (Passion Fruit)**, **Linda (Blackberry Peach)** and **Karen (Lemon Blueberry)**. Fruit Infused. Vodka Water. You heard it right, vodka water. That means no carbonation! Mom Water is light and refreshing with only four all-natural ingredients: vodka, water, natural fruit flavors, and citric acid. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round





Miller High Life and Planters Team Up Again

Shoppers will be living the High Life this summer with new secondary packaging from the Champagne of Beers. In partnership with Planters, their Match Made in the High Life tools will stand out in-store and at the bar, giving shoppers the chance to win a limited-edition bar nut mix. Entrants can also win exclusive Miller High Life x Planters merch to rep this iconic duo. Here's to summer's perfect pair!

Keystone Light Gives a Smooth Salute to Service Members

Following a successful 2024 campaign, Keystone Light is partnering with the USO to tip their hats once again. This new program, beginning May 1, will feature localized POS and updated thematic packaging, as well as Americana retail theatre tools. Above all, they'll give shoppers the chance to win limited-edition prizes like apparel and coolers for their smoothest summer yet.



Leinenkugel's and Johnsonville Are a Midwestern Masterpiece

Get a taste of the lake with this powerhouse team. They're owning the summertime tailgate occasion with a limited-edition Summer Shandy brat, off-premise retail tools, and a national promotion that gives consumers the chance to win a Tailgate N' Go package. The prize will include a Charbroil portable gas grill as well as Johnsonville Brats and beer money. Now that's a lakeside link-up we can get behind!

Log Off, It's Leinie's Friday

Head into the weekend with brand new POS from Leinenkugel's. With a full suite of on-premise tools like pint paddles and bag sets, Leinie's is helping you splash into the weekend the right way.





Simply Spiked Lemonade Brings Shoppers Local Experiences

No matter your region, Simply Spiked is helping consumers squeeze more out of summer with the chance to win swag and other prizes that are perfect for your zip code. Supporting the sweepstakes is a lineup of large and small format POS tools, including a showstopping lemon tree display that flexes by state.

Dinner Parties to Remember with Topo Chico Hard Seltzer

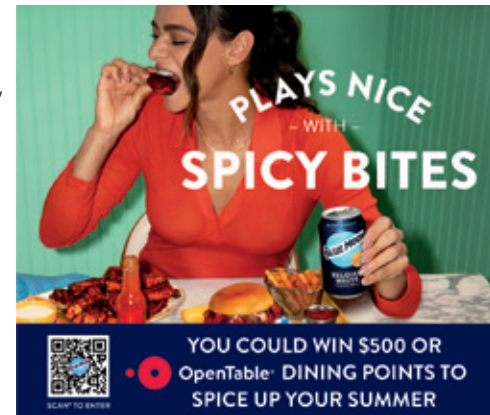
The seltzers are hard, but hosting doesn't have to be with the help of Topo Chico Hard Seltzer. This summer, beginning May 1, Topo Chico will help hosts win everything they need to bring authenticity to the table with the help of Old El Paso. Shoppers can scan the QR code on POS for the chance to win hosting prizes like serving ware and a portable speaker. The partnership will come to life with point-of-sale tools and an iconic display piece that transports shoppers into an immersive outdoor scene. Make your dinner party a one and done with this iconic duo.



Blue Moon Spices Up Summer

The beer that's made brighter is going all-in on spice for the season, bringing shoppers the hot flavors and experiences they crave. A new eye-catching POS lineup will include an interactive large format display with recipe integration, as well as a full suite of tools that deliver

irresistible appetite appeal. Beginning May 1, consumers can scan the QR code on themed POS for a chance to win cash and other prizes to make summer sizzle.



Blue Moon to Launch 'The Orange Standard' Equity Work

Blue Moon's orange wheel made it an icon. Starting May 1, the brand is going big on orange to show shoppers that one-of-a-kind flavor wins every time. With a breakthrough cross-merch display and full lineup of on and off-premise point-of-sale tools, Blue Moon will position themselves as The Orange Standard – owning their unique taste profile even more.



Peroni Delivers a Slice of Italian Summer

Nothing says summer more than a trip to Italia. And thanks to Peroni, shoppers can taste that European getaway right at home. Peroni is teaming up with Graza olive oil and Gozney pizza ovens to transport consumers' taste buds to Italy – giving lucky shoppers the chance to win both when they scan limited-time POS. Standout tools include a pizza oven display, premium pizza board and more. Say ciao to summer!



Dogfish Head Festina Pêche



A refreshing neo-Berliner weisse that is brewed with truckloads of real peaches that get added during fermentation, Festina Pêche is refreshing brew featuring the perfect blend of tangy Berliner



weisse with the luscious sweetness of ripe peaches. Both tart and subtly sweet, this beer makes for the perfect spring and summer sipper. **ABV:** 4.5% **Packages:** 12 oz. cans and draught **Availability:** Now!

Dogfish Head Summer Variety Pack



The Dogfish Head Summer 2/12 can Variety Pack features the crisp **30 Minute Light IPA**, the tropical **Grateful Dead x Dogfish Head Juicy Pale Ale**, the peachy-tart **Festina Pêche**, and the tangy, lime-forward **SeaQuench Ale** for a refreshing summer lineup. **Availability:** Now!

NEW
VARIETY
PACK!

Samuel Adams Summer Ale

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



Samuel Adams Porch Rocker

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



Samuel Adams Beers of Summer Variety Pack

Sam Adams' 2025 Summer 2/12 variety packs features: **Summer Ale, American Light, Porch Rocker, and Blueberry Lager.** **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!



Summer is Better with Sam Adams

With summer classics like Summer Ale, and new everyday classics like American Light, Sam Adams embodies the spirit of a laid-back American summer. Whether you're grilling burgers, playing cornhole, or hitting the beach, key summer occasions are made better with a Sam Adams in hand.





It's Truly Szn

This is the first-ever program collaboration between Truly and Barstool Sports: "It'sTruly Szn!" Sit back and get ready for a summer you won't forget!

Truly Hard Seltzer Pool Party Variety Pack

Celebrate the arrival of summer with the new Truly 2/12 slim can Pool Party Variety Pack! This limited-edition mix pack features four refreshing Truly flavors that are perfect for the pool, the party, and everything in between, including: **Red, White, & TRU, Strawberry Kiwi Splash, Blood Orange Bliss, and Peach Plunge**. There's a flavor for everyone to keep the party going! Wherever your summer takes you, grab a Truly Pool Party Variety Pack and you're ready to have a good time. **Availability:** May



NEW
VARIETY
PACK!

Angry Orchard Summer Party Variety Pack



Angry Orchard's Summer Party Variety Pack is the ultimate summer sidekick for turning up the vibe. Indulge and refresh in four hard cider flavors including: **Piña Coolada, Cherry Limeade, Sour Apple, and Blackberry Lemonade**. Whether you're chilling poolside or hitting the beach, this 2/12 can pack will be as essential as SPF. Indulge and get Angry! **Availability:** Now!

Twisted Tea Americana Party Pack

The Twisted Tea Party Pack gets all-American to celebrate the tentpole summer holidays with fans, featuring a thematic red, white & blue design! The 2/12 slim can mix includes four Twisted Tea flavors: **Original, Half & Half, Peach, and limited-edition Rocket Pop!** **Availability:** Now!



Twisted Tea Light Americana Party Pack

The Twisted Tea Light Party Pack is getting Twisted for summer! For the first time, the Light Party Pack is getting an all-American takeover, featuring a red, white & blue outer wrap to celebrate the summer holidays. The perfect pack to crush in the sun all summer long, this 2/12 slim can mix features four Twisted Tea Light flavors, all at only 110 calories: **Lemon, Peach, Half & Half** and new, limited-edition **Light Rocket Pop!** **Availability:** Now!



NEW
VARIETY
PACK!

America Parties with Tea

Whether it's sunny beach days, backyard BBQs, or 4th of July fireworks, Twisted Tea drinkers know there's no better way to celebrate summer than cracking open ice-cold Twisted Teas. After all, it's America's favorite hard iced tea! Beginning in May, Twisted Tea will show up BIG with their largest investment in media and retail activations that will paint the stores red, white, YELLOW, and blue.





Corona Celebrates the Start of MLB Season

In 2025, Corona is celebrating the start of the MLB season by rewarding refreshing optimists the chance to win the best of baseball. Now through May 30, consumers can scan the QR code on themed POS or primary packaging which will drive them to a microsite where they can enter to win the grand prize: a pair of VIP opening day tickets for the next 10 years or secondary prizing: Lids custom apparel!

Corona de Mayo

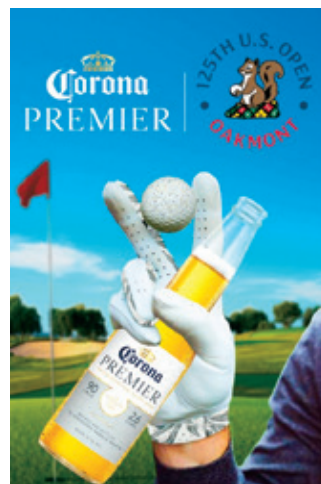
Corona is a beer that not only owns Cinco de Mayo but also does it big by encouraging consumers to make the most of their holiday with a Corona in hand! To continue the celebration, Corona's 2025 Cinco program will be supported with a new thematic colorful look on POS and rebate offers for consumers.



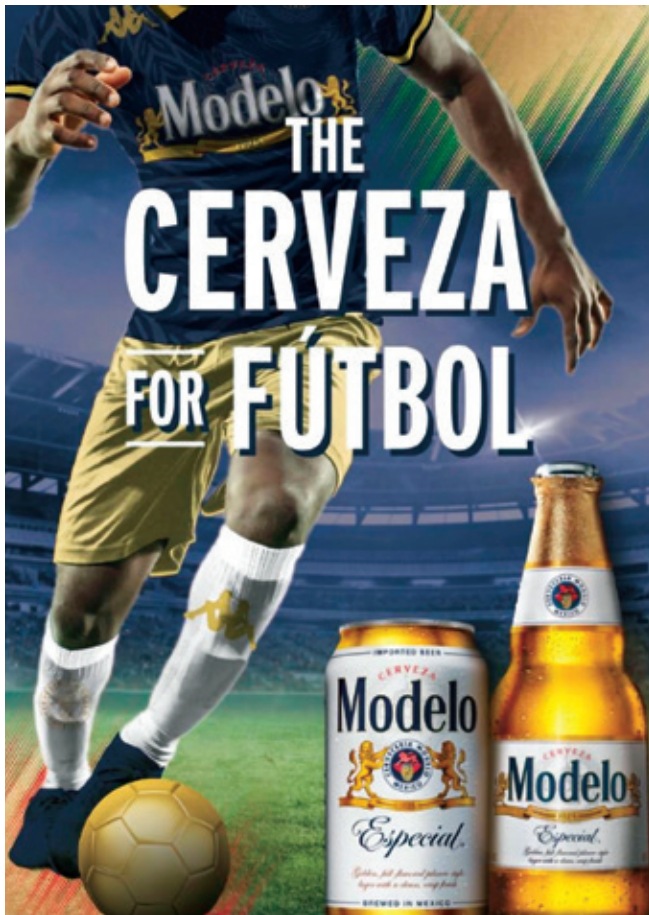
Fly Away to a Festival with Corona

Where there's sunshine, music and good vibes, it's Corona Season. So in 2025, Corona is partnering with Live Nation to send consumers on a flyaway trip to a music festival via QR code scan and experience the best of Corona Season. In addition, Corona is developing a one-of-a-kind Adirondack chair to soak up the sun and the sounds of summer in style.

Corona Premier Experiences



Corona Premier is changing the game this summer by offering Premier experiences to consumers including the U.S. Open and American Century Championship plus decking them out with TravisMathew and Vice swag from the new Premier Pro Shop. Whether they're teeing up on the course or playing Putt-Putt or Golden Tee at their favorite bar, Premier is inviting consumers to submit for a chance win big.



Modelo: The Cerveza for Fútbol

As the Cerveza for Fútbol, Modelo will ignite soccer fans' love of the game with the new "Modelo Fútbol Club" platform. Year-round, engaging retail tools will include a Kappa partnership, brand ambassador Edson Álvarez, and Modelo's return as the Official Beer of the Concacaf Gold Cup. Modelo's year-round sweeps will keep fans engaged for all major soccer moments with chances to win their Kappa collection and tickets to matches each month! Local team POS will also feature a QR code to drive consumers to the sweepstakes. 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.



Salud to Summer with Modelo



Modelo will salud to a summer filled with celebrations that are bigger, louder and bolder! From May 6 through August 15, Modelo is partnering with three titans of summer to offer consumers a chance to win exciting prizes including a new Modelo Bumpbox speaker, an Igloo cooler to keep cervezas cold all summer long and the hottest grill

brand on the market – Blackstone! Dedicated tools will be available for large format, c-stores and on-premise accounts giving all drinkers a reason to Salud to Summer with Modelo. Consumers can win big all summer long with Modelo's bigger, louder, and bolder summer promotion!



Celebrate Cinco with Modelo

This Cinco de Mayo, Modelo is La Cerveza Para La Celebración! The brand will deliver La Celebracion through vibrant point-of-sale to build eye-catching displays along with impactful rebate offers. To top it off, new, dedicated Modelo Chelada tools will bring El Sabor to Cinco!

Pacifico: La Cerveza del Cinco

Pacifico's bold Cinco de Mayo campaign is back, leveraging festive artwork from Spanish artist Daniel Diosdado. This year, Pacifico will offer new impactful POS displays!



Capture Summer with Pacifico

Pacifico is the cerveza for those who get out and chase their passions and pursuits. From May 6 through August 31, Pacifico is inviting consumers to make every day one for the highlight reel and to capture their summer. Consumers can enter to win a custom Polaroid camera & a summer's worth of film when they submit their summer highlight with Pacifico. This limited-edition camera will also be available as a tool to activate on-premise summer and event programming.





Make a Poolside Splash with White Claw

This summer, White Claw is offering consumers the chance to win the perfect pool day! To enter to win the White Claw Pool Pack, including pool floats, a cooler and more, they will simply scan the QR code on in-store POS!



Celebrate Every Flavor of Love with White Claw

To celebrate PRIDE throughout May and June, White Claw will encourage consumers to celebrate every flavor of love.

White Claw Surge Beach Trip Cash Giveaway

White Claw Surge is offering consumers the chance to win cash for a spring vacay beach trip with their crew! Consumers will scan the QR code on themed POS for a chance to win!



Get Ready to Chill & Grill with Mike's

Mike's is offering drinkers the chance to win a Blackstone Griddle for an epic backyard hang! From April through August, consumers will scan the QR code on themed POS to enter!

Mike's Backyard Watch Party Giveaway

From July through October, Mike's is refreshing movie night by giving away a backyard watch party kit! Consumers will scan the QR code on themed POS to enter to win the kit which includes a projector, lawn chairs and more!



Celebrate Cinco with Cayman Jack



This Cinco de Mayo Cayman Jack will remind consumers to celebrate Cinco with the #1 margarita brand! Cayman Jack is crafted with only the finest ingredients including 100% agave nectar, real cane sugar and organic lime juice. It's the world's first-hand crafted margarita! Those fine ingredients are then blended with an ultra-pure malt base. Made from premium beer that has been purified and filtered over 10 times, it's a taste as pure and clean as vodka.

Cayman Jack offers true margarita taste in an easy to hold, great-looking stubby bottle or 12 oz. slim can – no mixing required!

Guinness Lovely Day Sweepstakes

This summer, Guinness is offering consumers a chance to win a trip to an island pub! After scanning the QR code on themed POS, entrants will complete and submit an entry form on a mobile website for a chance to win prizes! One winner and a guest (21+) will win the grand prize: a trip to the Cayman Islands including roundtrip air travel and hotel stay! Other prizes include a Guinness-branded cooler (25 winners), a \$50 Guinness web store gift card (50 winners) and a \$15 credit via mobile payment platform (100 winners).



Smirnoff Ice VIP Concert Experience

Summer like a VIP: Just add ICE! Turn up the summer with the ultimate ticket giveaway! From May 1 through August 31, Smirnoff Ice is offering consumers a chance to win a VIP concert experience and other cool prizes! Via QR code scan, 10 grand prize winners and a guest will receive VIP tickets to a select Live Nation festival or amphitheater concert of their choice with flight and hotel included and 100 first prize winners will receive a \$100 Ticketmaster E-gift card!

Smirnoff Ice Sunny Days Flavor Club

The Sunny Days Flavor Club is a member club for the nostalgic flavor obsessed, where they'll find access to a community of exclusive merch drops, talent content, events, and more. The Sunny Days Flavor Club exists to celebrate the flavors that evoke the best memories of the sunniest of days, no matter what time of year. From April through August, QR codes on the Sunny Days Variety Pack (pictured) and digital media will invite consumers to engage.



Lucky One Vodka Lemonade Variety Pack

Inspired by Dave Portnoy of Barstool's beloved rescue dog, Ms. Peaches, High Noon is bringing a brand new vodka-lemonade. The Lucky One Lemonade Vodka Variety Pack features four flavors:

Original, Peach, Raspberry and Blueberry. This variety pack gives back! Every pack has a purpose! A portion of each pack of Lucky One Lemonade sold from Memorial Day – Labor Day 2025 will go toward saving rescue dogs & their packs. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Notch Zwickel Bier

An unfiltered Bavarian pale lager traditionally served with a slight haze direct from the lagering tank. Hopped with Spalt, this beer displays a nice balance of malt sweetness and hop bite. Notes of lemon and citrus, supported by a bready, light body. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



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. The floral hop aroma comes from Notch's favorite German variety – Spalter Select. Named for the John Prine album, a German

Afternoon is a spontaneous afternoon spent enjoying yourself, with a beer or two, instead of doing the errands or chores you "should" be doing. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** May



Notch Amber Lager

Brewer and Vienna native Anton Dreher has been credited as the founder of the Vienna Lager style. He created what is now known as Vienna malt and used this in the Vienna beer. Austrian's took this style of beer to Mexico in the late 19th century where it has greatly influenced their beers. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** May



Notch Who Loves the Sun?

This is a light, refreshing blonde ale with a melange of kiwi fruit, fresh strawberries, and citrus flavors. Fermented cold with kolsch yeast, conditioned cold for multiple weeks, and dry hopped with styrian dragon hops. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** June



Allagash Surf House Summer Lager

Like a little home by the water, this lager is built for easygoing relaxation. Brewed to be super-crisp and drinkable, dry hopped for subtle tropical notes. Take a break with Surf House. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Brooklyn Summer Ale

The minute the temperature starts to climb, it's time to break out the Summer Ale. This light and zesty beer is 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:** 12 oz. cans only **Availability:** Now!



Greater Good BIGG Summer

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. This juice-bomb is the perfect summer sipper! **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Greater Good Blueberry Lemonade Sour Ale

The summer addition to Greater Good's Funk Daddy Sour Series is a spin on a summer favorite: Blueberry Lemonade! It has a perfect blend of crisp, tart lemons and jammy, juicy blueberries. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** June



Long Trail Summer Ale

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

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



Long Trail Survival Pack

The perfect survival pack for those spring and summer days! This mix pack contains, **Long Trail Ale**, new **Riverside Lager**, **VT IPA** and **Blackbeary Wheat**. **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Summer Style

This year Harpoon has synced this fan favorite seasonal beer up with Life is Good to help spread good vibes all summer long. Celebrate the love of beer, sunny days, and a hoptimistic life with this blonde ale – we hope you enjoy it in good company.

ABV: 5% **Packages:** 12 oz. bottle, 12 oz. cans and draught **Availability:** Now!



Harpoon Summer Vacation Mix Pack



Whether you're throwing bags on the beach, taking in the views on a hike, or headed to the BBQ, Summer Vacation has something for everyone. This pack features **Harpoon IPA**, **Rec. League**, **Summer Style** and the return of the beloved **Camp Wannamango** as a mix pack exclusive.

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

Smuttynose Summer Ale

An easy-to-drink, 5% blonde ale that hits just right with light citrus notes and a thirst quenching finish. Take some along for your next day at the lake and we're pretty sure it will

help you lock in the memory as one of your finest times!

ABV: 5% **Packages:** 12 oz. bottle, 12 oz. cans and draught **Availability:** Now!



Wachusett Summer Ale

There's nothing quite like dropping your tailgate and pulling out your trusty cooler full of chilled snacks for your friends. And with the new Wachusett Summer Ale stacked deep, everyone will have smiles on their faces as they crack into the perfect summer blonde ale crusher. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Wachusett Summer Mix

Catch a good time with Wachusett Summer Mix Pack! All the fun you need this summer with Wachusett's **Blueberry Ale**, **Summer Ale**, **Pilsner** and **Blood Orange Ale**. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Dunkin' Spiked Summertime S'Mores Iced Latte

Seasonal indulgence meets nostalgia in this delightfully decadent limited-time-offering from Dunkin'. Spiked! Real coffee meets a swirl of beautifully balanced chocolate, graham cracker and marshmallow flavors.

ABV: 6% **Package:** 12 oz. cans only **Availability:** May



Dunkin' Spiked Kiwi Watermelon Refresher

Refreshment redefined! Get your summer on with a refreshing twist! Crafted with real green tea and a vibrant fusion of sweet kiwi and juicy watermelon, your summer just got sweeter.

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





Narragansett Crush it Like Quint 50th Anniversary Giveaway

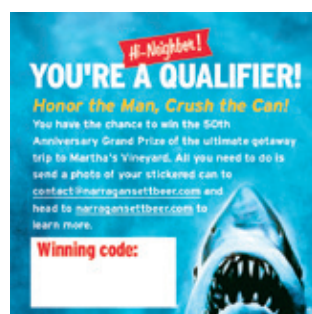
This summer, from mid-May through July, Narragansett is celebrating the 50th Anniversary of JAWS by honoring the man and crushing the can with a sweet summer getaway offer and other cool prizes!

Grand Prize: The ultimate getaway trip to Martha's Vineyard including a three-night stay, VIP private "JAWS" tour, and more!

How to win: There will be specially marked "Shark Cans" in Narragansett's JAWS Anniversary packs this summer. Anyone who finds one of these stickered cans and submits a photo of it to contact@narragansettbeer.com will be automatically entered to win the grand prize!

Secondary Prizes: Narragansett will be giving away a whole bunch of Quint and JAWS-inspired prizes including merch packs, Kanga Coolers, Lego Orca sets, and more!

How to win: Consumers will simply scan the QR code on in-store POS to enter to win one of these prizes. Multiple winners will be selected.



Can Sticker

Woodstock Lemon Blueberry NH Pale Ale

This pale golden ale is brewed with lemon and blueberry for the ultimate warm weather refresher. **ABV:** 4.4%

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



Woodstock Hyperpopsicle

Hyperpopsicle is a kettle sour tart ale brewed with raspberry puree and hibiscus flowers.

Perfect for summer sipping. **ABV:** 4.2%

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



Woodstock Peachy Wheat Ale

Peachy Wheat Ale is a crisp, refreshing unfiltered wheat ale brewed with a subtle touch of juicy white peach. The white peach adds a delicate aroma and a slightly tart finish, making it the perfect companion for warm days and outdoor adventures.

ABV: 5% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** May



Lone Pine Summer Lights

Presenting Lone Pine's refreshing citrus wheat ale. Brewed with lemon and grapefruit zest, Summer Lights is illuminated by flavors of bright citrus and subtle spice. **ABV:** 5.2%

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



Castle Island Beach Blanket Bingo

This easy drinking, hazy IPA flaunts flavors of tropical fruit and a distinct tangerine-coconut finish. And with a restrained bitterness and moderate alcohol content, Beach Blanket Bingo is plenty of fun in the sun. **ABV:** 5.1%

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



Hobbs Salinity Now! Raspberry Fruited Gose-Style Ale

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



Hobbs Lake Life American Pale Ale

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



Hobbs Toucan Mango Hefeweizen

Brewed in collaboration with Hobbs' sister brewery in Placencia, Belize, their take on a Hefeweizen 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' Belize brewery resort and Brew Barge, follow @hobbsbrewbelize **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Woodchuck Deck Days Variety Pack

Woodchuck's newest seasonal variety pack includes three hard cider flavors, perfect for deck days including: the refreshing **OG Woodchuck Amber**, **Blueberry** and **Slice of Sun**, a hazy orange citrus hard cider with coriander and orange notes. **Availability:** Now!



NEW
VARIETY
PACK!



Woodchuck Slice of Sun

Bright and lively, Slice of Sun features orange zest and a touch of coriander to craft a citrus cider that ignites the palate. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

Night Shift Haze Maze Earth

Haze Maze Earth, a double dry hopped DIPA is an ode to bold New Zealand hops. A dynamic trio of Nelson Sauvignon, Motueka and Waimea delivers vibrant notes of gooseberry, zesty citrus, and a touch of tropical intrigue. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!



Night Shift Haze Maze Flora

The third installment in the series, Haze Maze Flora is a blend of Australian hops in full force. Galaxy, Enigma, and Vic Secret create a stellar blend of juicy notes like peach and guava. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** June



Night Shift Summer Sour

Almost like bottling sunshine, Summer Sour is bursting with strawberry, peach and zesty orange for a tart yet refreshing sip. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** Now!



Night Shift Luau Lager

No matter the season, you can indulge in this tropical lager. Sipping with notes of juicy tropical fruit, it's like a vacation in a can! **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!



AS LEGENDARY AS THE '04 COMEBACK

SPARKLING REFRESHMENT. REAL LIQUOR.



The Finnish Long Drink: The Official Long Drink of the Boston Red Sox!

Baseball is finally back, and The Finnish Long Drink is proud to partner with the Boston Red Sox for the 2025 season. As the Official Long Drink of the Boston Red Sox, you can grab an ice cold Long Drink throughout Fenway Park as you take in the game. Go Sox!



THE OFFICIAL LONG DRINK
OF THE BOSTON RED SOX

Saco River Brewing Taphaus Opens in North Conway

Saco River Brewing Taphaus is located in the heart of downtown North Conway at 2696 White Mountain Highway. The Taphaus offers four distinct dining areas, including a cozy bar, a wood-fired pizza kitchen, and an upstairs timber-framed space with a 20-foot bar and views of downtown and Cranmore. Step onto the 1,000-square-foot rooftop deck for stunning sights of Whitehorse Ledge, Moat Mountain, Schuler Park, and the Green Hills. The curated menu features pizzas, sandwiches, wings, nachos, salads, and more – perfectly paired with Saco River Brewing's craft beers. Open daily from 11 AM to 9 PM, and until 10 PM on Fridays and Saturdays, SRBT invites you to enjoy great food, drinks, and mountain vibes seven days a week.





Fifty Years of Great Taste: Miller Lite Celebrates a Legendary Legacy

When Miller Lite launched in 1975, it didn't just introduce a new beer – it pioneered an entirely new category. At the time, “light beer” was unproven and unfamiliar. But with bold innovation and the support of loyal fans, Miller Lite reshaped the beer industry and sparked a revolution.

Now, five decades later, Miller Lite remains one of America's most iconic and beloved beers. And to mark its 50th anniversary, the brand is going all out with a yearlong celebration.

The festivities kick off with a nostalgic and star-studded commercial titled *“Legendary Stories Start With a Lite,”* narrated by none other than Christopher Walken. The spot pays tribute to beer's enduring role in American culture and the unforgettable memories shared over a cold one.

But that's just the beginning. Expect: limited-edition packaging, exclusive merch drops, more creative ad campaigns, celebrity collaborations and surprises throughout the year.

Here's to 50 years of great taste, unforgettable stories, and the beer that started it all. Cheers to Miller Lite!

