

HEADY TIMES

AMOSKEAG BEVERAGES
Fall 2026 | V.57

NARRAGANSETT
*SURVIVING
& THRIVING*



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Jim Williams

professionalism. Just as importantly, Jim was someone people genuinely enjoyed working with. His positive attitude, approachable nature, and ability to build lasting relationships made him a trusted partner and a valued member of the Amoskeag family.

Jim's contributions have left a lasting mark on our company and the beverage industry. We are grateful for his dedication, friendship, and the example he set over four remarkable decades.

Congratulations, Jim, on an outstanding career. We wish you and your family all the best in this exciting new chapter.

Each issue of *Heady Times* celebrates what's new – from exciting fall seasonals and innovative new brands to the people who make our industry so special. In this issue, we're honored to recognize one of those people as he celebrates an extraordinary career and a well-deserved retirement.

After an incredible 43 years in the beer business, Jim Williams, Amoskeag's Vice President of National Accounts, is raising one final toast as he begins his well-earned retirement.

Throughout his career, Jim earned the respect of colleagues, suppliers, and customers alike through his industry knowledge, steady leadership, and unwavering

“We are grateful for Jim’s dedication, friendship, and the example he set over four remarkable decades.”



Ed Murphy
President

Scott Proulx
VP of Sales

first draft *getting you ahead of the curve*



Mark Your Calendars

AUGUST

- 8/6 National IPA Day
- 8/7 International Beer Day
- 8/20 National Hazy IPA Day

SEPTEMBER

- 9/7 Labor Day
- 9/7 National Beer Lover's Day
- 9/11 – 9/13 Mud Bowl, North Conway
- 9/11 – 9/13 Rosh Hashanah
- 9/15 – 10/15 Hispanic Heritage Month
- 9/16 Mexican Independence Day
- 9/19 – 10/4 Oktoberfest
- 9/20 – 9/21 Yom Kippur
- 9/28 National Drink Beer Day

OCTOBER

- 10/2 Barrel-Aged Beer Day
- 10/9 International Beer & Pizza Day
- 10/10 National Black Brewers Day
- 10/27 National American Beer Day
- 10/31 Halloween

Märzen vs. Festbier: Know Before You Prost

Both styles belong at the fall table, but their color, body, and flavor profiles offer very different drinking experiences.

Both are German lagers brewed for fall festivities, but they bring different vibes. **Märzens** are darker, richer, and malt-forward, with amber color and notes of caramel, toasted bread, and a touch of sweetness. **Festbiers** are the modern Oktoberfest favorite: golden, crisp, and refreshing, with clean bread flavors and a lively sparkle that keeps the steins flowing. Drinkers seeking a cozy, malt-forward experience will gravitate toward a Märzen, while those looking for something lighter, brighter, and endlessly drinkable will find a festbier more their speed.

Trending: What the Heck Is Zebra Striping?

Zebra striping is a growing moderation trend where consumers alternate between alcoholic and alcohol-free drinks during the same social occasion. Studies show that 94% of alcohol-free beer drinkers also consume alcohol. That means NA beer should not be treated as a separate or niche category, but as an add-on opportunity that can sit alongside traditional beer and help capture shoppers who are looking to pace themselves without leaving the occasion.

Pumpkins, Prosts & Purchase Power: Fall is Still Prime Time for Beer Sales

- 71% of Gen Z and millennials participate in Halloween.
- Approximately 6.5 million people attended Oktoberfest 2025 and consumed roughly 6.5 million liters of beer.
- Non-alcoholic beer sales at Oktoberfest 2025 increased an estimated 6-10% compared to the previous year.
- Oktoberfest and pumpkin beers remained the leading fall seasonal beer styles at retail in 2025.
- Oktoberfest beers can account for up to 67% of beer sales at some venues during September and October.



Surviving and Thriving

Narragansett Finds Growth and Modern Relevance

By Kate Bernot



Narragansett's iconic "Hi-Neighbor!" can salutes a catchphrase made famous by legendary Red Sox broadcaster Curt Gowdy, whose "Hi-Neighbor! Have a 'Gansett" toast helped cement the beer's place in New England culture.

Narragansett Brewing Company is a survivor. Its fate could easily have mirrored that of many other once-prominent regional breweries from the same era. Some of those brands disappeared altogether, while others survived only as labels, brewed and sold far from their original ownership and hometown roots.

Narragansett is *the* exception. It remains independently owned with an expansive taproom in its home state of Rhode Island, where fans can not only enjoy a pint of "Gansett" but can peruse a museum's worth of history and memorabilia affixed to the building's walls. Its owners, while not the 136-year-old brewery's original founders, are stewards of its legacy, as enthralled with its history as they are

eager for its future. **In an era when lager brands – old and new alike – want to tout their authenticity, provenance, and tradition, Narragansett has always had them in spades.**

"It's a glass of nostalgia for most people," says Andy Thompson, Director of Beer and Wine with Wine & Spirits Retail Marketing Inc. in Rhode Island and Massachusetts. "Narragansett has that heritage about them that people love. They were an old-school brewery that's really evolved into this century, which has been great to see."

Straddling the line between tradition and modernity isn't the brewery's only balancing act. It also benefits from an identity that's equal parts domestic lager brand and craft brewery, with a portfolio and pricing strategy that

reflects both sides of the coin. If the brewery didn't have more than a century of history to back this up, such duality might come off muddled or disingenuous. But whenever a question presents itself to Narragansett leadership, they're able to draw on lessons of the past to inform the path forward.

"We've managed to survive some pretty tough things, like Prohibition and being sold a couple of times," says Jim Crooks, Co-owner and Vice President of Sales at Narragansett. "We're almost like the Forrest Gump of New England."

Just as impressive, the brewery continues to beat the odds. During a year when overall craft production was down 5%, **Narragansett eked out growth in 2025 to become the U.S.'s number 20 craft**



Narragansett's retro can channels the brand's unforgettable *Jaws* legacy, from Captain Quint's famous can-crushing scene to the shark-themed summer displays and promotions that continue to make a splash with fans and retailers alike.

brewery by volume, with sales in 27 states. It did so largely on the back of its flagship product, **Narragansett Lager**, which makes up three quarters of the brewery's output. As Americans reach for easy-drinking, reliable beers with a sense of place and identity, a 136-year-old brand is surprisingly well poised to meet the moment.

As one of the country's oldest breweries, founded in 1890, Narragansett leaned into its long American history this summer by reintroducing a Liberty Bell can design that was originally used for the nation's Bicentennial in 1976. The 2026 edition essentially revives that patriotic artwork 50 years later to mark the Semiquincentennial. Beyond the limited-edition cans, Narragansett released an "America's 250th" collection of merchandise, including T-shirts, glassware, koozies, cornhole boards, and other commemorative items.

"Hi-Neighbor!"

Narragansett is embedded in the cultural fabric of Rhode Island, and coastal New England more broadly, in a way that only comes from decades of partnerships and community outreach. Of course, there's the memorable scene in 1975's *Jaws* in which Captain Quint crushes – literally and figuratively – a can of Narragansett, a pop-culture touchstone that the brewery spotlights every summer. Last year was the film's 50th anniversary, which Narragansett celebrated with a limited-time shark can design, an exclusive line of merchandise, a "Crush It Like Quint" contest, a mechanical shark at the brewery taproom, and special events at bars and movie theaters across the region. Even during non-anniversary summers, the brewery revives its association with the film through specially wrapped packages and retail displays featuring the original movie art. (The artist who designed the

Jaws poster never sold the rights to Universal Studios, so Narragansett is able to pay him a royalty fee for continued use.) Thompson says the *Jaws* displays make for excellent summertime point-of-sale that really grabs attention.

"People love the *Jaws* tie-in," he says. "It demands floor space in the summer." A giant cardboard shark isn't just eye-catching; fans also have an emotional connection to the movie and the beer brand's role in it.

"People come up to me and roll up their pant leg and have a *Jaws* tattoo or a tattoo of a crushed can of Gansett from the movie," Crooks says. "It's hard to top in terms of how excited people get for it."

Another thing fans love to tell Crooks? "Hi-Neighbor!" The catchphrase was the work of Curt Gowdy, a legendary sportscaster and the voice of the Boston Red Sox for 15 seasons. As part of Narragansett's sponsorship of the Red Sox

from 1944 to 1975 – believed to be the first beer partnership with a pro sports team that included radio and TV – Gowdy would toast fans with “Hi-Neighbor! Have a ‘Gansett.” The phrase stuck, and to this day, it’s emblazoned on Narragansett shirts, magnets, bumper stickers, and even doormats.

Whether speaking about baseball or *Jaws* or Dr. Seuss, Crooks is a veritable encyclopedia of Narragansett history. Yes, Dr. Seuss: As it turns out, Theodor Geisel (aka Dr. Seuss) was college roommates with the son of Rudolph Haffenreffer, the owner of Narragansett brewery at the time, at Dartmouth. Hard up for work upon graduation, Geisel – whose family owned a brewery themselves – agreed to do some illustration work for Narragansett. Some old-timers still own those branded coasters or trays.

More Than Memories

A vaguely defined “nostalgia” has been a catch-all explanation for the continued relevance of brands like Narragansett and Coors Banquet, as well as consumers’ affinity for new-but-designed-to-look-retro upstarts.

Yes, Narragansett has a rich and relevant heritage that connects it authentically to Rhode Island. But its deep local roots also make for a tangibly better product and closely aligned business relationships.

“Quality and freshness are second to none because they really cater to this market.



In an era when lager brands – old and new alike – want to tout their authenticity, provenance, and tradition, Narragansett has always had them in spades.

You’re not going to see anything brewed six months ago,” he says. “They have local people who meet me out in the stores and assist with anything we need. It’s the local touch not only in the product but the people who work there as well.”

Despite its ubiquity, the brand has to continually reintroduce itself to a new generation of legal-age drinkers who may not have any personal connection to Narragansett. Patrick McGuire, the brewery’s Director of Marketing, says on-premise activations and memorable events are part of creating those ties for new fans. Last year, the brewery resurrected its tallboy imagery in the form of a mascot-type costume worn by Community Manager Hope Huban. This spring, the tallboy served hot dogs at the Red Sox opening day, danced with runners at the Boston Marathon, and met fans at Washington D.C.’s National Cherry Blossom Festival.

“These bigger events have the feel of a whole city and embody the culture in that city,” McGuire says. “We’re trying to bring a little ‘Hi-Neighbor!’ cheer to those who are partaking in it.”

He says it’s important that Narragansett not just try to tell its own historic story, but make new memories with new drinkers to continue the legacy. To that end, the brewery is making an effort to solicit stories from customers about how they’ve enjoyed Narragansett, and spotlighting those stories in social media and email newsletters.

Building a bridge between its identities as a historic regional beer and a modern, craft-adjacent mainstream brand is no small task, but Narragansett continues to thread the needle. **An accessible price point, disciplined portfolio, and consistent marketing support help keep it top of mind with retailers.** It’s hard to stick to those fundamentals, Crooks says, but it turns out time tested and trusted brands like Narragansett never go out of style.

“We like to say that what your dad did isn’t cool, but what your grandpa did was cool,” Crooks says. “I think a lot of 20-somethings feel that way as they’re coming of age to drink.”

Staying Power

Narragansett is part of a wave of legacy beer brands whose tried-and-true reputations make them low-risk choices for today’s drinkers. Others include:



Coors Banquet, which has highlighted the brand’s 150-year history on “Heritage Collection” cans and in promotional materials.

Guinness, a standout brand over the past few years thanks to its 260-year legacy combined with contemporary appeal, particularly in the on-premise.



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.*

Quick Pours & Quick Answers

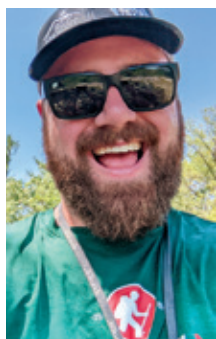
We asked our team to step away from their laptops and sales sheets for a round of rapid-fire Q&A. The result? A fun, behind-the-scenes look at the personalities who keep the beverages moving across New Hampshire from the warehouse floor to the office and the sales & delivery crew out on the road. Grab a cold one and meet some the people behind the distribution.



Melissa Fonseca
Sales Representative

What's more your style: A Saturday bonfire or Sunday football? And what Amoskeag beverage are you enjoying alongside it?

Give me a Saturday night around the campfire every time. There's nothing better than good company, a crackling fire, and a cold **Moat Mountain Hell Yes!** in hand. It's an easy-drinking session beer that's perfect for relaxing and enjoying the moment.



Matt Brunelle
Craft Brand Specialist

What's one beer you wish more people in NH knew about?

I wish more people knew about **Hobbs Happy Camper IPA!** After trying some of the best modern West Coast IPAs at the Great American Beer Fest, I came home disappointed that nothing local compared. Luckily, Hobbs brewer Mike Frothingham had the same experience and created Happy Camper, a bright, clear, crushable IPA with balanced citrus, a classic pine backbone, and a crisp finish.



Tony Fowler
IT Specialist

What's your go-to beverage after a long week and where are you drinking it?

After a long week, nothing beats kicking back with a cold **Samuel Adams Boston Lager**, that's smooth, flavorful, and endlessly drinkable. You'll find me enjoying one on Island Drive in Merrimack, relaxing and taking in the end of the week.



Kayla Parenti
HR Manager

What is a fun fall activity you are looking forward to and what Amoskeag product would you be taking along?

You can't beat a New England fall day spent apple picking, followed by a bonfire with friends and family. My pick for the occasion would be a **North Country Apple Fritter**, it's the perfect fall beverage to enjoy by the fire.



Keith Sutter
Delivery Area Manager

Are you more of a can or bottle guy or do you prefer draft?

Draft beer is always my first choice and I love a cold **Pabst Blue Ribbon**, but honestly, I'm happy with whatever vessel delivers a good beer. I especially enjoy trying new releases, and they're even better when shared with good company.



Rick Hatfield
Area Manager

What's your favorite place to experience New Hampshire's fall foliage, and which Amoskeag product would you bring along for the trip?

My fall beer of choice is **Harpoon Flannel Friday**. I prefer hop-forward beers over malt-driven styles and this hits just right. My favorite place to experience New Hampshire's fall foliage is the Upper Valley. Spending so much time on the road for work gives me a front-row seat to the changing colors!



No Need to Be Mad: Angry Orchard Paves a Promising Growth Path for Hard Cider

Cider education, quality craft, and fresh branding position Angry Orchard as a category leader, year-round, in a typically seasonal category.

By Courtney Iseman

While much of the beverage alcohol industry is facing pressure, cider is stretching its branches. **In 2025, cider volume grew by 1.7% and dollar sales by 2% in off-premise channels**, per the American Cider Association. **In convenience stores, specifically? Those dollar sales were up by 6%.** The segment tends to trend especially strong in the fall, but lately it seems **cider is taking center stage as a year-round, multi-occasion force. One brand has played an especially crucial role in this upward trajectory: Angry Orchard.**

Angry Orchard is Boston Beer Company's cider brand. According to 3 Tier Beverage NIQ data shared by trade publication BevNET, the cider producer turned 2024 dollar sale and volume declines around in 2025 with **5.6% and 5.1% growth figures**, respectively. **This impressive 180 isn't the result of some overhaul, but of careful attention paid to consumer preferences, portfolio refinement, and a long-term confidence in cider.**

When Angry Orchard launched in 2012, "cider was pretty niche," says the brand's Head Cidermaker Joe Gaynor. "But to us, that was the opportunity. We saw this whole untapped audience of people who might love cider if they found one that felt right to them. **Crisp Apple** was our answer to that. It's balanced, not too sweet, made with real fruit, and rooted in real craft."

Over the years, Angry Orchard invested in the agricultural, artisanal nature of quality cider. At the brand's Cider House in Walden, New York, the team works on about 20 different ciders each year, experimenting with various fruits and techniques, barrel aging, and foeder fermenting. "We pull from winemaking, brewing, and the culinary world," Gaynor explains.



Joe Gaynor, Head Cidermaker at Angry Orchard, has helped guide the brand's growth by staying focused on consumer preferences, thoughtful portfolio refinement, and a long-term belief in cider's potential.

They let the fruit guide much of the way, growing over 30 apple varieties on-site. The fruits, individual harvests, flavor inspiration from the worlds of food and beverage, and the team's own expertise and curiosity have manifested in Angry Orchard's evolving lineup. It's a system the team stays true to rather than chasing trends.

"We're always paying attention to what people are looking for, but we interpret it in a way that still feels true to who we are," Gaynor says.

Entering the beverage alcohol market in a time when many consumers were less than well-versed in cider, the brand knew that in order to succeed, they'd have to help the entire cider category succeed. They'd need to help more drinkers understand that good cider isn't just a too-sweet beverage or a subpar gluten-free alternative; it can offer a wide range of flavors, mouthfeel characteristics, and ABV levels across the segment. Gaynor says Angry Orchard has

done this with "industry and community involvement, constantly engaging drinkers, and offering cider-specific training and tours for co-workers and customers..."

From the beginning, we wanted to be a brand you could grow with: Start with Crisp Apple, then get curious and keep learning and exploring the category."

When consumers are indeed engaged and ready to embark on that continued discovery, Angry Orchard has been there with carefully crafted and curated options. In 2024, the brand locked in their core ciders: **Crisp Apple**, 5% ABV and **Crisp Imperial**, 8% ABV. **By branching the steadily popular Crisp Apple into a higher-alcohol option, Angry Orchard has made it an all-occasion cider. Consumers don't have to look to other brands if they want a bolder or more sessionable experience.**

Complementing these core offerings are Angry Orchard's limited and seasonal ciders. **The idea of "seasonal cider" beyond fall is a revelation itself, one Angry Orchard**



Crisp Apple and Crisp Imperial give drinkers two ways to enjoy the brand's signature cider profile: the balanced, real fruit character of Crisp Apple at 5% ABV and a bolder, higher-ABV expression in Crisp Imperial at 8%.

has been able to excite consumers about with variety packs. These packs contain flavors outside of the typical cider wheelhouse and are branded with playful, evocative names – like **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**, all of which consumers may be more used to seeing from RTDs and hard seltzers.

Angry Orchard has covered its bases: Introducing consumers to quality, craft cider with real ingredients; keeping cider education top of mind; and extending the idea of what cider can be with new flavors and seasons. But how do they approach keeping that tried-and-true “cider equals fall” association feeling fresh every year?

According to Angry Orchard Marketing Director John Dorman, the brand keeps its finger on the pulse of overall culture. What do people seem the most fired up about in the fall each year? And how can a cidery connect those dots? Lately, that's led Angry Orchard to spooky season.

“We're really focusing on being a brand people associate with Halloween,” he says. “Last year, Angry Orchard partnered with Jason Universe – a multi-platform brand built around the *Friday the 13th* film franchise character Jason Voorhees – to tap into the horror and entertainment space our fans already love.” This was new territory for the cider producer, Dorman adds, and the response was “incredible, really invigorating excitement around the brand.”



Angry Orchard's “Don't Get Angry. Get Orchard.” platform brings a bolder, more playful personality to the brand, supported by refreshed packaging, real fruit ingredients, and the cidery's long-standing commitment to quality.

For that collaboration, Angry Orchard worked with the Jason Universe to create an original short-form vignette. “It helped us reach new audiences who might not have been thinking about Angry Orchard before, while strengthening the association between the brand and Halloween,” Dorman says. This accompanied the creation of the **Thriller Pack**, which saw triple digit growth in the lead-up to Halloween. This year, Angry Orchard is partnering with the *Scream* franchise and showcasing flavors including **Mystery Caller**, **Headless Pumpkin**, **Blood Orange**, and **Caramel Apple Curse** in the new mix.

Beyond the lead-up to October 31, the brand has also built its own creative platform, “Don't Get Angry. Get Orchard.” as an umbrella for refreshed packaging and assets, all reflecting a bolder, more playful personality. Dorman credits this platform and fresher, more modern branding for much of Angry Orchard's success. **Between the beginning of 2025 and 2026, the brand climbed from the number nine ranked FMB brand to number six.**

“From a production standpoint, we're leaning into what sets us apart,” he says. “Bold flavor, strong personality, and real quality. We start with real fruit. Two apples in every bottle is a real thing, and that gives us a level of authenticity that stands out in the category.”

Angry Orchard: A Year in Cider

Angry Orchard proves cider is a calendar constant. While future innovations are yet to be announced, the brand already has summer, fall, and year-round drinking occasions covered.



SUMMER: The Summer Crush Variety Pack looks beyond the apple orchard for bright, refreshing, and exciting flavors like **Berry Smash**, **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**.



FALL: Angry Orchard's Thriller Pack has included special apple twists like **Caramel Apple Curse**, **Headless Pumpkin**, **Blood Orange**, and **Mystery Caller**.

ALL YEAR: The brand's long-running flagship is **Crisp Apple** at 5% ABV. They've spun that off into another core offering: **Crisp Imperial** at 8% ABV.

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.*

Dogfish Head and Grateful Dead Keep Truckin' On

After more than a decade of partnership, the Delaware brewery and American rock band finally have a hit befitting both iconic brands.

By Jerard Fagerberg

It's a good thing Phil Lesh was a fan of the Discovery Channel.

In 2010, the legendary Grateful Dead bassist was watching *Brew Masters* with his sons when Sam Calagione flashed across his screen. In the series' premiere episode, Dogfish Head cooks up a beer to commemorate the 40th anniversary of Miles Davis's *Bitches Brew*. Lesh was so taken with the charismatic brewer and his utter devotion to the project that he emailed Calagione the next day.

That cold call kicked off a collaboration between Dogfish Head and Grateful Dead that has spawned annual events, co-branded merch, three vinyl records, and four special edition beers. The first of those beers, a pale ale brewed with granola named **American Beauty**, was released in 2013. Phil Lesh and the Terrapin Family Band played the launch party.

"It's cool that it started with authentic outreach from the band itself, not just a bunch of suits," Calagione says. "Since then, it's been a long, strange, wonderful trip."

But like many trips involving Grateful Dead, it took some wandering to find the promised land. **American Beauty** and its 2019 follow-up **Hazy Ripple** were fascinating, eccentric beers befitting both Lesh and The Dead, but the true magic of the band is how they braid counterculture and the mainstream into one unanimous song.

It was the two brands' third effort, **the 2025 year-round release Grateful Dead Juicy Pale Ale**, that finally united beer and band in complete harmony. **The 5.3% ABV pale ale brewed with Kernza and, yes, granola shot out of Calagione's bright tank and to the top of the sales charts for Dogfish Head.**



Grateful Dead allowed Dogfish Head to alter their iconic Steal Your Face logo for their two collaboration beers – a rare honor from the jam band.

Grateful Dead Juicy Pale Ale is now Dogfish Head's fastest-growing beer ever. It's the third highest-selling beer in Dogfish Head's portfolio, behind only **60-Minute IPA** and **90-Minute IPA**. **In April, it became the second highest production beer for the Delaware-headquartered brewery, driving immense growth for the legacy brand.**

"When you have these two community-oriented entities together, that's been the heart of the success," Calagione says. "That's what's so rewarding about it."

Channeling The Dead

Calagione claims that he likes to listen to "at least an hour" of The Dead each day, so he intrinsically understands how to reach other "off-centered" individuals like himself. He's got The Dead's ethos tattooed on his heart.

Central to that ethos is the willingness to change course and let creativity lead the way.

American Beauty and **Hazy Ripple** were a very broad interpretation of what The Dead meant to American beer drinkers. They were focused on the environment and sustainability. They were rare, aligning

with Deadheads who sought out rare recordings. They were experimental, activating that restless hunger for new horizons that Jerry Garcia, Phil Lesh, and Bob Weir espoused.

But the beers lacked a universalism that The Dead, now 60-plus years into their iconography, represent to the average person today. When band archivist David Lemieux came to Calagione in 2024 to revive the collaboration, the Dogfish Head founder wanted to try to do something with the same headliner appeal that brought crowds of thousands out to see The Dead.

"We said, 'Let's make something that's really approachable, not just for hopheads in this niche of super strong, super bitter beers,'" Calagione says. "Let's make this for Deadheads at all levels of drinking interest from coast to coast."

For the liquid, Dogfish Head went with a much more utilitarian pale ale, eschewing high-concept hop descriptors in favor of a basic, easy-drinking beer. They brewed with Kernza, a perennial grain famed for its incredible carbon sequestration, to keep the beer true to the hippie roots while also ensuring it was light and refreshing.



Ed Zeisel is the bassist for Grateful Dead cover band Bloom & Decay, and he loves Dogfish Head beer. (image courtesy of David Avidian)

But what really jumps out about Juicy Pale Ale is the branding. Gone are the lesser-known dancing bears that adorned American Beauty and Hazy Ripple, their fuzzy visages replaced with the unmistakable blue, red, and white *Steal Your Face* skull with the Dogfish Head shark logo resting inside. A rare honor for a Dead collaborator, but one that Lemieux and the band felt was fitting given the new beer's formulation.

"Fans of Grateful Dead are totally engrained in its culture and can easily identify when something doesn't fit seamlessly with the band's ethos," Lemieux said in a press release. **"It's Dogfish and The Dead's shared values of creativity and nonconformity, and their laser focus on remaining true to themselves, that has made this partnership so successful."**

A Book of Songs

Ed Zeisel's friends call him "Shreddy Eddie."

The Maryland-born bassist had been playing Dead tunes for decades by the time he formed Bloom & Decay in 2023. Zeisel grew up drinking Dogfish Head, and his Dead tribute band frequently plays local Pennsylvania breweries, so the tie between craft beer and The Dead has always been natural.

Zeisel, like many Deadhead beer-drinkers, was completely unsurprised when Dogfish Head and Grateful Dead launched another year-round collab beer, **Citrus Daydream Lager**, this past February. **Leaning even more deeply into the**



With the release of Citrus Daydream Lager, Dogfish Head now sells two year-round collabs with Grateful Dead.

light, approachable concept, this beer combines lime, sustainable Fonía grain, and a straight-up lager backbone.

While launching a second year-round band beer might seem like a risk for any other brewery, **Dogfish Head spent 2025 proving that their collaboration with The Dead is far beyond a novelty. It's a shared ethos – one that Calagione and Dogfish Head have been able to harness twice in a single year out of sheer devotion.**

"The music has been taken so far beyond the original band at this point, I feel like it's got legs to stick around for a while," Zeisel says. "Craft beer has had the same progression."

That reach has only grown more remarkable with time. Today, Bill Kreutzmann is the lone surviving founding member of Grateful Dead, but the music itself feels



Dogfish Head founder Sam Calagione has been working with Grateful Dead since 2011.

anything but frozen in history. Countless tribute bands keep Dead songs alive in taprooms, theaters, and festivals across the country, while major touring acts continue to fold the band's catalog into their own sets. In some ways, The Dead have never felt more relevant or more mainstream: less a nostalgia act than a shared language passed from one generation of fans to the next.

The dividends are not in fan service alone. Grateful Dead beers are bringing genuine, sustained growth to a beer brand that, prior to its 2019 merger with the Boston Beer Company, was struggling to match creativity with results. But with the growing collaboration, Dogfish Head is finding those customers that Lesh and Calagione were dreaming about when they started their journey in 2013.

"This collaboration has not just captivated the consumer, but it's become a national success," Calagione says. "Over 75% of the people that are buying Grateful Dead beer have not bought our beer before, so there's an awesome community that's getting a whole group of new consumers into the Dogfish Head tent."

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.*

Woodstock Inn Brewery Invests in the Future with Major Brewing Expansion

For nearly 30 years, **Woodstock Inn Brewery** has been a cornerstone of New Hampshire's craft beer scene. Founded in 1995 as the state's third brewery, it has built a reputation for quality, innovation, and continuous improvement.

That commitment continues with a major brewery expansion, including ten 30-barrel closed fermenters, two 15-barrel closed fermenters, and a state-of-the-art centrifuge, one of the largest investments in the brewery's history.

While the upgrades increase capacity, their primary purpose is to improve beer quality, consistency, and efficiency. The new closed fermenters provide greater temperature control and protection from oxygen exposure, resulting in enhanced flavor stability and aroma retention. The centrifuge improves clarity, increases yields, and speeds production, allowing the brewery to brew a wider variety of styles while maintaining the high standards guests have come to expect.

According to Brewery Sales Manager Garrett Smith, the driving force behind the investment is the brewery's relationship with its customers.

"Everything about this investment comes back to the people who drink our beer," Smith said. "We have incredibly loyal customers who care deeply about what we do and are never shy about sharing their opinions. Their support and honesty are a big part of why we continue to invest in the brewery and in the long-term strength of the brand."

The brewery's leadership views the project as a strategic investment in both the present and future. As the craft beer industry continues to evolve and competition grows, maintaining quality and consistency remains a top priority. The new equipment provides the flexibility needed to adapt to changing consumer preferences while preserving the character and craftsmanship that have defined the brewery since its founding.



Brewery Managers, Sasa Marinkovic and Peter Dodenhoff getting trained on the new equipment.

Rather than pursuing growth for growth's sake, Woodstock Inn Brewery remains focused on doing things the right way – serving customers, supporting employees, and continually improving the brewing process. This latest upgrade reflects that philosophy and reinforces the brewery's commitment to remaining a leader in New Hampshire's craft beer community for years to come.

For visitors touring the facility, the new brewing equipment offers a glimpse into the brewery's ongoing evolution and the investments being made to ensure every beer continues to reflect the quality, innovation, and passion that have been at the heart of Woodstock Inn Brewery since 1995.

Visit woodstockinnbrewery.com for more information.



When Demand Exceeds Supply

Seasonal and specialty releases are produced in limited quantities, and Amoskeag works hard to secure as much as possible. However, since this publication goes to print months before brewery allocations are finalized, variations in availability may occur.

TIDES & VIBES COCKTAILS

Tides & Vibes Cocktails is a Maine-based craft cocktail company specializing in a premium line of ready-to-drink cocktails and refreshing hard iced teas. Rooted in the spirit of the Maine coast, their brand is built for those who appreciate artisanal quality and a laid-back lifestyle. Every drink is Maine-made with high-quality ingredients, designed to bring the perfect balance of craft mixology and coastal energy to your next adventure. Whether you're on the water or in the backyard, Tides & Vibes delivers an authentic taste of Maine in every pour.

Tides & Vibes Espresso Martini



Tides & Vibes will be the first to admit they didn't want to rush this one. It took them over a year and a half of tireless testing and refining to get their Espresso Martini Craft Cocktail with Vodka exactly where it needed to be. It starts with the real stuff: 50mg of smooth, nitrogen-infused cold brew for that signature velvety pour and a frothy head that holds up. Made with all-natural ingredients and no shortcuts, it's a balanced, bar-quality cocktail that's ready whenever you are. It took a while to get right, but Tides &

Vibes think you'll agree it was well worth the wait. **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



RUSH ENERGY DRINK

Founded in 2000, Aroma Joe's is a Maine family owned and operated business. Aroma Joe's is a local destination for handcrafted coffee and espresso drinks, unique flavor infusions, signature AJ's RUSH Energy Drinks and all-day food offerings served with positivity, in a friendly and upbeat environment.

Aroma Joe's RUSH Energy Drink & RUSH Energy Zero Sugar

Aroma Joe's RUSH is Aroma Joe's signature energy drink. Enjoy it on its own, with a signature flavor infusion, or create your own flavor combo! Available in two flavors, Original or Zero Sugar. Contains caffeine, B vitamins and taurine.

ABV: 0% **Package:** 12 oz. cans only **Availability:** Now, year-round



NEW PRODUCTS



Corona Light Draft

Let the good times pour because Corona Light is back on draft! Brewed for easy drinking occasions, Corona Light contains only 99 calories and 4.8 grams of carbs, making it ideal for health-conscious consumers. From sports bars to patios, ask for Corona Light!

Availability: Now, year-round

Re-introducing Keystone Ice

The more flavorful, higher ABV counterpart to “Always Smooth” Keystone Light is coming back to shelves after being gone for a few years! Keystone Ice is a medium-bodied, crisp beer that is lightly hopped with a slightly sweet flavor and medium-to-dry finish with a light gold color. **ABV:** 5.9% **Packages:** 12 and 24 oz. cans **Availability:** Year-round beginning in August



Night Shift Hop Owl Party Pack



The beloved Night Shift Hop Owl Party Pack is back with a new offering, **All The Peels Grapefruit IPA** joins the lineup alongside **Santilli IPA**, **Fluffy Hazy IPA**, and **Double Parked DIP**. This beer dream team defines what it means to be a party pack. Perfect for sharing, sampling, and discovering your next favorite. **Package:** 12 oz. cans only **Availability:** Now, year-round

Exclusive New Flavor!

Fabrizia Limoncello Spritz & Blueberry Spritz Now in Draft



The Fabrizio Limoncello Spritz is made with 3 ingredients: Italian sparkling wine, Fabrizio's award winning Limoncello (crafted with Sicilian lemons) and bubbly soda water. The Blueberry Spritz is made with blueberry liqueur from Maine blueberries, Italian sparkling wine, and bubbly soda water, this refreshing spritz offers a vibrant burst of ripe berry flavor. Now available in kegs making it easier than ever for bars, restaurants and venues to pour perfectly balanced and refreshing cocktails. **Package:** draft **Availability:** Now, year-round

Stormalong Legendary Dry 8-Pack

Legendary Dry is Stormalong's flagship cider – a British-inspired dry cider with an American New England edge. Made with bittersweet cider apples, it has a crisp, tannic finish and a champagne-like character that makes it feel bright, refined, and easy to pair with food. Dry, balanced, and apple-forward, it's a best-selling Stormalong classic for cider drinkers who want something clean, crisp, and not too sweet. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Stormalong Mass Appeal & Massive Appeal Split 8-Pack

Mass Appeal is easy-drinking with a nice balance of semi-sweet and tart apple. Big apple flavor and juiciness from the classic New England MacIntosh variety, while Golden Delicious adds a tropical layer to the finish. And **Massive Appeal** is an imperial cider that has a similar taste profile as Mass Appeal, but with a higher ABV at 8.2%. It's juicy, crisp and apple forward. Get them both in this new 8-pack! **Package:** 12 oz. cans only **Availability:** Now, year-round



Stormalong Variety 8-Pack

Discover four of Stormalong's signature hard ciders in one convenient variety pack. Featuring **Legendary Dry**, **Red Skies at Night**, **Farm Stand Unfiltered**, **Light of the Sun**, this 8-pack offers a balanced mix of crisp, refreshing, fruit-forward, and dry styles – perfect for sharing, sampling, or finding your new favorite. **Package:** 12 oz. cans only **Availability:** Now, year-round





Coors Banquet Salutes the Brave

This summer, beginning July 1, as America celebrates its 250th year, Coors Banquet is honoring the milestone through a charitable partnership with Fisher House Foundation, which provides free comfort homes for military and veteran families during a loved one's hospital care. New point-of-sale materials will spotlight the promotion, and the brand will also appear at local military base events.

GameDay Favorites Bring Cold Where It Counts

This fall, beginning August 1, Coors Light is tapping into the excitement of college football with thematic packaging, a continued partnership with ESPN GameDay, and it's bringing a new player to the table – a limited-edition Beer Cheese flavored Cheez-It. Fans can scan a QR code on packs and POS tools to enter for a chance to win a VIP experience for the first 2027 season College GameDay, which includes a behind-the-scenes tour, tickets to the game, flights and hotel stay for the winner and three friends!



Blue Moon Variety Pack

The Blue Moon 2/12 can Variety Pack brings the flavors its core drinkers love into a new discovery-driven format across three Blue Moon beers: **Belgian White**, **Mango Wheat**, and **Light**. Tap into both lighter and flavor-forward options packed conveniently together.

Availability: September



The Hunt for Smooth Is On

Keystone Light, the Official Beer of Big Buck Hunter, will lean even further into the Hunt occasion beginning August 1. The brand will connect with beer-drinking hunters both indoors and out by sponsoring Big Buck Hunter tournaments at 21+ accounts, offering free-play codes at participating accounts, plus giving away a custom Big Buck Hunter game machine and REALTREE gear through an on-pack and POS promotion

Smoothest Year Ever? Say Less.

This fall, beginning August 1, Keystone Light is looking to become the beer of choice near campus. QR codes on POS tools offer a chance to win cash prizes – and who doesn't need a little extra spending money?? Good times. Good value. Say less.



The Perfect Combo for the Game

Game day just got easier. Grab Topo Chico Hard and Mission Tortilla products for a ready-made watch party pairing that shoppers will love. Beginning August 1, consumers can buy two cans of Topo Chico Hard and Mission Super Soft Tortillas or Tortilla Chips to qualify for a rebate, making this an easy, snack-and-sip solution for tailgates and game-time get-togethers.





Miller Lite Inspires Fans to Make Game Day Legendary

Every fan has a game day rule – lucky jersey, same seat, no jinxes. Beginning September 1, Miller Lite is tapping into those rituals with its pro football program, featuring national, local, and team-sponsored versions where available. With POS showing up across bars, restaurants, and retail, consumers can scan the QR code, share their rule, and enter for a chance to win cash and game tickets.

Celebrate in True German Style with Leinenkugel's

Dust off the steins for Oktoberfest! To help shoppers celebrate like they're under the beer tent, Leinenkugel's Oktoberfest is teaming up with Town House FlipSides pretzel crackers for a festive pairing worthy of a hearty prost. A rebate is available when both are purchased together. Plus, consumers can access a beer cheese recipe built for snacking and second helpings.



Tune in to the High Life

Music has a way of turning ordinary moments into unforgettable experiences and Miller High Life helps fans savor every note. This fall, Miller High Life will be showing up at music occasions and driving in-store sales with retail tools, thematic packaging, a Rolling Stone tour partnership, local music activation support, and a rocking promotion to win a Crosley Record Player.

Mix Up Your Aperitivo with Peroni & Fever-Tree

Peroni and Fever-Tree come together to craft cocktails and aperitivos that celebrate the crisp, vibrant spirit of Italian style. Look for retail-forward tools that highlight both brands and unlock crowd-pleasing cocktail recipes by scanning the QR code on themed POS.





Summer isn't over yet and Corona is owning the season by giving loyal fans the chance to win one of 102 trips to la playa, now through August 15! Grand prize winners will receive a three-day beach trip for four people. Other winners will receive a La Playa Pack – a bundle of beach necessities including a Corona cooler, Sun Ninja tent, Diet Starts Monday merch, and more!

Corona Elevates Every Football Experience

Consumers can score a touchdown by joining their favorite cerveza in the Corona Lime Zone! From August 17 2026 – February 14, 2027, Corona is offering football fans the chance to win a beach game day trip or unique tailgate gear. Corona doesn't just show up, it becomes part of the game day ritual, elevating every aspect of the football experience.



Modelo College Football Sweeps

As the Official Sponsor of the College Football Playoff, Modelo is leaning into the truth that college football isn't something you do, it's something you live for year after year, week after week. The iconic cerveza will be celebrating their biggest fans by turning up the excitement with the Modelo Fan Box. A season-long sweepstakes packed with energy, surprises, and exclusive rewards like tickets to the CFP National Championship. This sweepstakes runs from August 1, 2026 – January 25, 2027.

Salud to the End of Summer with Modelo

Modelo partnered with Blackstone to bring the sizzle to summer "asada occasions" and they're giving consumers the chance to win gear until the season ends, now through August 15. With dedicated retail tools sure to stand out in the market, Modelo drinkers will have a reason to *Salud to Summer!*





Now through September 7, Pacifico is helping consumers Make Summer Happen by giving one lucky winner the ultimate adventure: a Taiga Watercraft to fuel their summer escapes. Additional winners will score exclusive Pacifico Summer Gear Kits, each featuring a portable Pacifico-branded Nomad Grill, a Pacifico Yellow Yeti Backpack Cooler, and a custom Pacifico JBL portable speaker – everything they'll need for unforgettable end of summer moments.

Pacifico: The Official Presenting Partner of the US Open of Surfing

From July 25 – August 2, Pacifico is making a splash during the 50-year anniversary of the World Surf League by returning to Huntington Beach for this year's US Open of Surfing event as the official presenting partner. Grab your board and a Pacifico; you won't want to miss this!



Samuel Adams Raise a Stein to a Legend

Each fall, the leaves change, the temperature drops, and a legend returns. For over 30 years, Sam fans have waited with bated breath for the reappearance of Oktoberfest. In fact, the only thing more renowned than this beer is drinkers' commitment to it. They hoist steins. They don lederhosen. They stock up, stash, and squirrel away for later with legendary devotion. And if you ask us, it's about damn time they got their just due. So Sam Adams is asking consumers to grab their friends, crack a bottle, and raise a stein in recognition. To the beer. The drinkers. The moments. To the 'Legends of the Fall.'

Samuel Adams Oktoberfest

In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Sam Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, 19.2 oz. cans and draft **Availability:** August



Samuel Adams Jack-O



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler

days and nights. **ABV:** 4.4% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** August

Samuel Adams Non-Alcoholic Oktoberfest

Sam Adams' legendary fall brew is back, featuring the same robust, malty flavor without the alcohol. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** August



**NEW
NON-ALC
BEER!**

Samuel Adams Fall Legends Variety Pack



**NEW
VARIETY
PACK!**

This year's fall variety pack celebrates the legendary **Octoberfest** beer and a delicious collection of seasonal beers that accompany it: **Harvest Hells**, **Jack-O**, and new **Apple Spice Ale**. The pack name connects to the "Legends of Fall" retail program and thematic POS that will support the Sam Adams Fall seasonal lineup in market. Whether you're stein hoisting, tailgating, apple picking, or sitting around a bonfire, the Samuel Adams Fall Legends 2/12 can Variety Pack has a perfect beer for every occasion. Prost!

Availability: August

Dogfish Head Punkin Ale

Welcome back Dogfish Head Punkin Ale! This full-bodied brown ale is brewed with real pumpkin, brown sugar, allspice, nutmeg, and cinnamon. Dogfish Head's 2026 SeasonAle artist is Dylan Goldberger. He is a printmaker and illustrator based in Brooklyn, NY, and he's known for his ability to blend traditional relief printmaking, screen printing, and digital drawing. His work often revolves around the captivating world of animals, cleverly infusing humorous social commentary into his anthropomorphized characters. **ABV:** 7% **Packages:** 12 oz. cans and draft **Availability:** August



Truly Sunset Mix

The sun may be setting on summer, but that doesn't mean the party is over! Introducing the new Truly Sunset Mix! The variety pack includes four deliciously dreamy flavors perfect for sending off summer on a high: **Orange Glow**, **Peach Rays**, **Lemon Drops**, and the return of fan-favorite **Cotton Candy**. Whether drinkers are kicking back with their crew after another long and crazy season or keeping the fun going until the clocks turn back, these sunset-inspired flavors were made for porch-rocking, cloud-watching, and everything in between. This 2/12 slim can mix is the perfect fuel for the final days of warm weather. **Availability:** August

**NEW
VARIETY
PACK!**



Twisted Tea X REALTREE

Drive fall momentum for Twisted Tea by leveraging limited-edition REALTREE camo packaging and high-impact, thematic POS to dominate outdoor occasions at retail. The versatile REALTREE camouflage pattern and their legacy Team REALTREE logo will be leveraged across three Twisted Tea Original SKUs to help dominate outdoor occasions and drive display execution at retail. **Availability:** September





Twisted Tea is Ice Cold and Tailgate Ready. Fall is one of the most important times of the year for Twisted Tea and fun-hunting drinkers are getting the party started early. Twisted Tea is meeting them in the parking lot, backyard, or wherever they get ready for the big game with an even more TWISTED program, beginning August 1, that will stand out at retail.

Angry Orchard X SCREAM Thriller Pack

Introducing the 2026 Thriller Pack – a killer combination of seasonal hard ciders that are so good you'll Scream! This Halloween season, Angry Orchard and *Scream* are teaming up to deliver this bold, refreshing (and a little spooky) celebration of the season. The 2/12 can mix includes four spooktacular ciders: **Headless Pumpkin**, **Mystery Caller**, **Caramel Apple Curse**, and **Blood Orange**.

Availability: August



NEW
VARIETY
PACK!

IT'S ALWAYS THE HARD CIDER YOU KNOW...

SO GOOD YOU'LL SCREAM

Celebrate Scream Season with Angry Orchard

Angry Orchard is thrilled to partner with one of the most iconic horror movie franchises in the industry, *Scream*! By tapping into one of horror's most recognizable franchises, they're creating bold, immersive experiences for in-store and on-premise designed to own Halloween. From eye-catching POS and limited-edition packaging to themed giveaways and breakthrough digital, this program is built to stop shoppers in their tracks. Starting September 1, Angry Orchard will make it clear that there's only one way to celebrate the season and that's by letting the screams out with Angry Orchard and *Scream*!

Guinness X Notre Dame Limited-Edition Cans

Guinness and Notre Dame have extended their partnership and are back with LTO 14.9 oz. 8-pack cans for the 2026 season!

The fresh look features the brand-new Notre Dame football logo and will be available across key alumni markets, including New Hampshire, where Guinness will be activating all season long!

Availability: September



Guinness Premier League

After celebrating Arsenal's historic 2025/26 Premier League title triumph, Guinness is raising a glass to a new chapter as the reigning champions kick off their title defense when the Premier League returns in August. Guinness maintains its status as the Official Beer of the Premier League along with three partner clubs: including Arsenal, Newcastle United, and Aston Villa. Beginning August 22, consumers are invited to kick off the season by entering a sweepstakes program where they can win prizes weekly, across the full 38-week season.



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Smirnoff Ice SMASH Full Flavor Fan Tailgate Sweeps

From August 1 through September 30, Smirnoff Ice SMASH is offering consumers the chance to win The Smirnoff Ice SMASH Ultimate Tailgate Wagon via QR code scan on themed POS! There will be 100 winners with prizes including: a tailgate wagon, folding chairs, a cooler, a Bluetooth speaker, and cozies.

Sierra Nevada Narwhal



Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain, and a light hint of smoke, Narwhal is a massive malt-forward monster. Aggressive but

refined with a smooth body and decadent finish,

Narwhal will age in the bottle for years to come. **ABV:** 10.2%

Packages: 12 oz. bottles and draft **Availability:** August

Sierra Nevada Oktoberfest Festbier



Each year, Sierra Nevada partners with a German brewer to create a traditional Oktoberfest, but this modern festbier breaks the mold. A collaboration with innovative Bavarian brewer, Hoppebräu, the 2026 version is lightly dry hopped for a hint of floral character, balanced by a biscuity flavor thanks

to Munich malt. But it won't last long; this seasonal beer will be gone before you can say prost! **ABV:** 6% **Packages:** 12 oz. cans and draft **Availability:** Now!

Sierra Nevada Kellerweis



Sierra Nevada's Bavarian-style wheat beer is complex with flavors reminiscent of banana bread and spicy clove. This hazy-golden beer glows with suspended yeast, creating a velvety texture and refreshing finish.

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

Availability: Now!

Sierra Nevada Northern Hemisphere Harvest



Each fall, hops reach their peak, bursting with complex flavors and aromas that only happen at harvest time. Northern Hemisphere Harvest captures that just-picked experience by using hops before they're dried.

This year, Sierra Nevada plucked

Centennial hops straight from the field, rushed them to their kettles, and brewed within

hours for an IPA bursting with notes of citrus blossoms, rose, and pine. **ABV:** 6.7% **Packages:** 12 oz. cans and draft

Availability: Mid-September

Sierra Nevada Mosaic Little Thing

Some hops are one-note. Then there's the third beer in Sierra's Hazy IPA Rotator Series, Mosaic, a kaleidoscope of flavor. Mosaic hops shine with juicy fruit notes of tangerine, lime, peach, passion fruit, and blueberry. How can one hazy IPA have such a spectrum of flavor? It must be Mosaic Little Thing.

Mosaic Little Thing will replace Mango Little Thing. **ABV:** 7.5%

Packages: 12 oz. cans and draft **Availability:** Mid-September



Embrace the Haze with Sierra Nevada

Bring Sierra's fall program, Embrace the Haze, to life across retail channels to drive incremental feature/display activity, and encourage consumers to confidently choose Hazy Little Thing in store. This campaign, running from July 1 – October 31 includes:

- A national 360 campaign activation
- A national media campaign
- National and regional consumer sweeps
- A national rebate offer (to drive incremental purchase)
- A revamped Embrace the Haze display suite
- A dedicated digital experience to expand engagement



White Claw Louder Than Life



White Claw is bringing its national music platform to life at retail through a program tied to its sponsorship of Louder Than Life, one of the country's premier rock and metal festivals. Running July through mid-August, the promotion gives shoppers a chance to win a VIP festival experience with four-day passes with travel included via QR code scan on

themed POS. Backed by a full suite of in-store displays and merchandising support, the program is sure to turn some heads – offering shoppers a chance to access a bucket list music experience while helping retailers generate incremental sales and excitement.

White Claw X Lost Lands

White Claw is bringing its music-driven brand platform to life at retail through a summer promotion tied to its sponsorship of Lost Lands, one of the country's premier destination EDM (electronic dance music) festivals. From July through mid-August, White Claw is offering shoppers the chance to win an elevated VIP experience, including festival passes, Jurassic-themed glamping accommodations, backstage access, and dining credit via QR code scan on themed POS – creating a highly engaging, lifestyle-driven incentive during peak selling season. Supported by eye-catching in-store displays and merchandising, this program connects retail activation to a nationally recognized cultural event.



Long Trail Harvest Ale



Long Trail's legendary maple brown ale is brewed with a touch of Vermont maple syrup to complement delicious notes of toffee and caramel derived from a toasty, complex malt profile.

ABV: 4.4% **Package:** 12 oz. bottles only **Availability:** August

Long Trail Survival Pack

Featuring long Trail's flagship **Long Trail Ale** (5% ABV), **Riverside Lager** (4.8%), fall seasonal **Harvest Ale** (4.4%) and a brewery pack exclusive, **Pumpkin Ale** (6.7%).

Package: 12 oz. bottles only **Availability:** August



Smuttynose Pumpkin Ale

Brewed with real pumpkin and traditional spices – think cinnamon, nutmeg and clove – it's a hearty, deeply balanced ale with a cornucopia of fall aromas to match a flavor

profile that's robust and complex without being overwhelming.

Packages: 12 oz. cans, 16 oz. cans and draft **ABV:** 5.9%

Availability: Now!

Smuttynose Finest Times Variety Pack



If you ask Smuttynose, the Finest Times aren't always the big banner moments. Sometimes, it's a simple walk in the woods with your dog or a casual firepit with family and friends. Whatever it may be, Smuttynose will always be there for you! The Finest

Times Variety Pack includes, **Old Brown Dog**, **Finest Times IPA**, **Oktoberfest** and **Pumpkin Ale**. **Package:** 12 oz. cans only **Availability:** Now!

Harpoon Cozy Collection Mix Pack



The perfect cozy collection of some of Harpoon's favorite beers! **Harpoon IPA** (6% ABV), **Day Drifter IPA** (4.8% ABV), **Flannel Friday** (5.7%) and their mix pack exclusive, **Octoberfest** (5.3%) **Package:** 12 oz. cans only **Availability:** Now!

Harpoon Flannel Friday



What first started as a favorite fall tradition is back, with a cozy new look from Harpoon's neighbors at L.L.Bean. Brewed in the spirit of friendship, New England craftsmanship, and the idea that being outdoors is better together. Whether

you're a weekend warrior or an urban explorer, this beer was brewed for all of us who strive to "be an outsider." **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans and draft **Availability:** Now!

Harpoon Pumpkin Cider



This seasonal sensation combines the crisp, refreshing taste of locally-sourced apples with the signature taste of fall – pumpkin! Whether you're carving up a jack-o'-lantern, gathered around a bonfire, or basking in the glory of fall foliage, Harpoon's Pumpkin Cider is ready to spice up those crisp New England

days and nights. **ABV:** 5% **Packages:** 16 oz. cans and draft **Availability:** August

UFO Pumpkin



A blend of seasonal spices pairs with a subtle sweetness of real pumpkin puree in this unfiltered ale. Medium-bodied and easy-drinking, this seasonal tradition finishes clean and smooth with lingering notes of cinnamon and nutmeg. **ABV:** 5.9% **Packages:** 12 oz. cans and draught **Availability:** August



Clown Shoes Pumpkin Sombrero

Full-bodied and chock full of luscious dark malt flavor, Pumpkin Sombrero supplements the hallmarks of a classic Mexican-style chocolate stout with seasonal spice and pumpkin puree for a twist of seasonal sweetness. **ABV:** 7%

Package: 16 oz. cans only **Availability:** August

Clown Shoes Pecan Pie Porter



Genghis Pecan rules with an iron fist. He conquers all that he surveys but he is also a strategic genius. Having won a humble pie eating contest for the better part of the last decade he's upped his game and is taking his talents to the intergalactic level. Clown Shoes is going next level this time by tweaking the recipe

of this robust American porter with an addition of bourbon vanilla pecan pie flavor. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** September



Greater Good Giant Pumpkin

Giant Pumpkin is Greater Good's award winning seasonal Imperial pumpkin ale brewed with real pumpkin and just the right balance of premium spices. This handcrafted beverage is incredibly smooth and refreshing.

ABV: 8% **Packages:** 16 oz. can and draft **Availability:** Now!

Greater Good Blueberry Lemonade Sour Ale



Built upon the base recipe of Greater Good's Great American Beer Festival award-winning brew, Funk Daddy, this 8% ABV is a spin on an all-time favorite, Blueberry Lemonade! It has a perfect blend of crisp, tart lemons, and juicy blueberries. **ABV:** 8% **Packages:** 16 oz. can and draft **Availability:** Now!

Wachusett Fall Mix Pack



You'll be sure to catch a good time with Wachusett's Fall Mix Pack. This autumn favorite variety pack includes, **Blueberry Ale, Pumpkin Ale, Octoberfest Lager** and **Brown Ale**. **Package:** 12 oz. cans only **Availability:** Now!



Wachusett Pumpkin Ale

Wachusett Pumpkin Ale has the perfect balance of fresh pumpkin flavor brewed with select variety of spices to help celebrate the glory of the fall season. **ABV:** 5.9%

Packages: 12 oz. cans and draft **Availability:** September



Woodstock Autumn Brew Ale

A light bodied brown ale with hints of apple and cinnamon flavors. **ABV:** 4.3% **Packages:** 12 oz. cans, 16 oz. cans and draft **Availability:** August



Woodstock S'mores Imperial Stout

Brewed with Belgian dark candi syrup, roasted marshmallow, and an array of malts that bring that graham cracker flavor. **ABV:** 9% **Packages:** 16 oz. cans and draft **Availability:** September

Night Shift Pumpkin Piescraper

The anticipation is nearly over, Night Shift's annual favorite Pumpkin Piescraper returns this Fall! Pumpkin Piescraper sips rich and delicious, with notes of toasted marshmallow, fall spices, and maple syrup. It's as comforting as a slice of homemade pumpkin pie and way more fun to drink. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** August



Hobbs Hobbtoberfest



This Märzen-style lager is an annual day-drinking-friendly brew from Hobbs. It's a rich amber lager full of satisfying bread malts and a crisp light finish for the day ahead. Prost! **ABV:** 5.8% **Packages:** 16 oz. cans and draft **Availability:** August

Hobbs Virgil



This autumn ale is packed with the flavors of fall, brewed with pumpkin, graham cracker spices, and vanilla. Full-flavored but with a crisp and clean finish. **ABV:** 6% **Packages:** 16 oz. cans and draft **Availability:** August

Hobbs Lodge Life



A smooth and creamy dark Baltic-style porter with notes of milk chocolate and caramel, Lodge Life is best enjoyed alongside your favorite winter activity, whether you'd rather brave the elements or bundle up! Silver Award Winner in Strong Porter category at 2026 World Beer Cup. **ABV:** 8.2% **Packages:** 16 oz. cans and draft **Availability:** September



Hobbs Back Road

Robust and malt-forward, this American brown ale brims with coffee and caramel flavors and finishes clean from late-addition Cascade hops. **ABV:** 6.3% **Packages:** 16 oz. cans and draft **Availability:** September

North Country Apple Fritter

North Country Apple Fritter is a sweet hard cider inspired by the classic fall pastry, featuring rich maple syrup, warm baking spices, and a touch of vanilla. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** August





Great North Marzen Rover Amber Lager

Perfectly toasted and crisp for warm days and cool nights. Brewed with a blend of malts creating a bready, honey-like flavor. It has a touch of sweetness, followed by a clean dry finish making it easy drinking yet satisfying.

ABV: 5.2% **Packages:** 16 oz. cans and draft **Availability:** August



Baxter Oktoberfest

Baxter's Oktoberfest delivers everything you want in a classic Märzen with layers of rich, toasted malt, a touch of caramel sweetness, and a clean, crisp finish that keeps you coming back for another sip. **ABV:** 5.5% **Packages:** 16 oz. cans and draft **Availability:** August

Baxter Non-Alcoholic Pumpkin

Baxter Non-Alcoholic Pumpkin captures the flavors of fall with layers of pumpkin spice, rich brown sugar, and caramel malt, delivering a smooth, satisfying brew without the alcohol.

ABV: <.5% **Package:** 12 oz. cans only **Availability:** August



Allagash Haunted House

Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Nugget, Cascade, and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt, and a devilish hint of hops. **ABV:** 6.6% **Packages:** 12 oz. cans and draft

Availability: August



Great Rhythm Oktoberfest Märzen

Great Rhythm Oktoberfest is a traditional Märzen-style lager with a rich amber hue, a pronounced bready malt aroma, and a smooth,

balanced finish that celebrates the flavors of fall. **ABV:** 5.4%

Packages: 16 oz. cans and draft **Availability:** August

Brewery Ommegang All Hallows Treat

This Imperial chocolate peanut butter stout has aromas and flavors of dark chocolate, creamy peanut butter and a soft vanilla finish swirl with a smooth body and medium mouthfeel.

Packages: 16 oz. cans and draft

ABV: 7.6% **Availability:** August



Brasserie Chouffe N'ice Chouffe

This dark brown beer has certain herbal and fruity notes thanks to the addition of both thyme and orange peel, with the dark candy sugar being added before main fermentation which takes away some of the bitterness and enhances the taste.

Packages: 11.2 oz. bottles and draft **ABV:** 10% **Availability:** August



Sapporo X Capcom Limited-Edition Onimusha Packaging

Sapporo is partnering with Japanese video game pioneer, Capcom, for their 25th anniversary release of *Onimusha: Way of the Sword* in September. Limited-edition packaging on Sapporo Premium 12 oz. 12-pack cans and 12 oz. 6-pack bottles will feature a QR code for consumers to unlock an exclusive in-game reward! **Availability:** August





Enter for a Chance to Win a Surfside Blackstone Tabletop Griddle!

Surfside is giving away 10 Surfside-branded Blackstone Tabletop Griddles, each valued at \$250, to winners selected nationwide. Perfect for tailgates, camping trips, and backyard cookouts, this is your chance to bring home the ultimate outdoor cooking setup. The sweepstakes is open to residents of all 50 states and runs from August 1 through October 31, 2026.

Notch Festbier

Brewed once a year for Notch's Oktoberfest in Salem, MA. This is a traditional Festbier variant brewed especially for the festival tents in Munich. Pale gold, medium malt, and just a hint of hops. Prost! **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** August



Stormalong Happy Holidays

Happy Holidays is Stormalong's unfiltered winter cider, made with freshly pressed apples and a festive blend of cinnamon, nutmeg, cloves, ginger, allspice, and brown sugar. Bursting with flavors of freshly baked apple pie and mulled cider, it's cozy, crisp, and made for holiday gatherings. Over the years, Happy Holidays has become a New England tradition – a seasonal favorite for fireside nights, celebrations, and sharing with friends and family.

ABV: 5.2% **Package:** 16 oz. cans only **Availability:** September



Moat Mountain Opa's Oktoberfest Lager

Raise a stein to tradition with Moat Mountain Opa's Oktoberfest, a smooth, malt-forward lager brewed in classic German-style. Whether you're celebrating Oktoberfest or simply embracing the flavors of fall, Opa's Oktoberfest delivers authentic character in every sip. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** August



Switchback Märzen Fest Bier

A classic Oktoberfest lager! Wunderbar maltiness with a balanced and crisp hop character. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** August



Narragansett Lager Official Beer of the Clam Cans

This July, Narragansett will be bringing back its limited-edition Official Beer of the Clam Cans. All Narragansett Lager 12 and 16 oz. cans will be imprinted with the Official Beer of the Clam logo, while the back of the cans will include step-by-step directions on how to make a classic New England clam boil. **Packages:** 12 and 16 oz. cans **Availability:** Now!





510 Hall Street
Bow, NH 03304-3105

Mud Bowl Returns to North Conway, September 11-13th



Get ready to get muddy! Sponsored by Miller Lite, the 2026 Mud Bowl returns to Hog Coliseum at the North Conway Community Center, September 11-13, and this year's theme is Muddy Board Games!

Now in its 51st year, this one-of-a-kind 12-team touch football tournament has raised more than \$1 million for local nonprofits, including

the North Conway Community Center, Vaughan Learning Center, Carroll County Retired Senior Volunteer Program, and others throughout the Mt. Washington Valley.

Admission is \$25 for a three-day pass (Friday-Sunday), which also enters you into the daily \$500 raffle on Saturday and Sunday. Day passes are \$10 for adults and \$5 for children ages 6-13.

Don't miss the annual Tournament of Mud Parade on Saturday at 9:30 a.m., traveling down Main Street from Pine Street to Norcross Circle.

Bring a blanket or lawn chair, grab a bite from the NCCC food tent, enjoy a cold Miller Lite and other beverages in the beer garden, and shop official Mud Bowl merchandise. It's a muddy weekend of football, fun, and community you won't want to miss.

