HEADY TIMES

AMOSKEAG BEVERAGES
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FOLLOW THE TRAIL

Non-Alcs Are Going Places

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Senior Editor
Kelly Kirkpatrick

@AmoskeagBev

@AmoskeagBev

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



As we head into the holiday season, we want to thank you for your continued partnership and for the role you play in making Amoskeag Beverages successful. The holidays are one of the most important times of the year for our industry, bringing people together over great food, good company, and the beverages they love. From seasonal favorites to new and exciting offerings, we're here to help you make the most of every sales opportunity.

This time of year is all about variety, and today's consumers are looking for more choices than ever. **Our cover story, *Follow the Trail, Non-Alcs Are Going Places,* explores the continued growth of non-alcoholic beverages and the opportunities they present for your business**. With more consumers seeking flavorful options for every occasion, non-alcoholic beer, sparkling water, and other alcohol-free alternatives deserve a place on your shelves and in your coolers. From trusted national brands to innovative craft offerings, Amoskeag has a selection to help you meet this growing demand throughout the holidays and into the new year.

We're also excited to introduce **Gym Soda** (see page 8), a new supplier bringing another fresh option to our portfolio. New brands and innovative products give you more ways to engage shoppers, create interest, and keep your beverage selection current.

Of course, the season wouldn't be complete without the products consumers look forward to every year. From festive seasonal beers and winter warmers to holiday ready-to-drink cocktails, seltzers, ciders, and flavorful non-alcoholic options, Amoskeag has plenty to help you build displays, encourage trial, and make your beverage department a destination. With so many occasions to celebrate, thoughtful merchandising and a well-rounded selection can make a real difference.

As you prepare for the weeks ahead, **connect with your Amoskeag sales representative to explore seasonal opportunities, discover new products, and ensure you're ready for holiday demand**. We're proud to work alongside you and remain committed to bringing you the brands, service, and support you need to succeed.

From all of us at Amoskeag Beverages, we wish you a happy, healthy, and prosperous holiday season. Thank you for your business, and cheers to a strong finish to the year and an exciting start to the next!

Ed Murphy
President

Scott Proulx
VP of Sales

first draft *getting you ahead of the curve*



Mark Your Calendars

NOVEMBER

11/1 Daylight Saving Time ends
11/1 – 11/2 Día de los Muertos
11/3 Election Day
11/5 International Stout Day
11/8 Diwali
11/11 Veterans Day
11/26 Thanksgiving
11/28 Small Business Saturday
11/29 Small Brewery Sunday

DECEMBER

12/4 National Bartender Day
12/4 – 12/12 Hanukkah
12/5 Repeal Day
12/10 National Lager Day
12/25 Christmas Day
12/26/26 – 1/1/27 Kwanzaa
12/31 New Year's Eve

JANUARY

1/1/27 New Year's Day

State of Beer 2026

The beer industry continues to face headwinds, but there are signs the market may be stabilizing. The Brewers Association estimates craft beer production declined 4% during the first half of 2026, while the number of operating breweries fell 1.8% to 9,344. Still, **54% of breweries surveyed reported growth** – up from 49% last year – and **monthly consumption among craft drinkers reached its highest level since 2019–2020**. The takeaway? Today's beer market remains challenging, but consumers are still engaged, giving breweries and retailers opportunities to win with the right brands, occasions, and execution.



Draft Keeps Gaining Ground

Draft is emerging as one of beer's brightest spots. According to NIQ and Draftline Technologies, draft now accounts for 53.1% of U.S. on-premise beer volume, up two percentage points in just two years. Its share of beer dollars has climbed to 49.9%, putting draft on the verge of overtaking packaged beer by value in bars and restaurants. A well-chosen, well-maintained tap lineup can help turn that momentum into sales.



Mark Anthony Group's acquisition of The Finnish Long Drink expands its RTD portfolio with a fast-growing, spirits-based brand already gaining traction in the U.S. Long Drink continues to grow with its refreshing, citrus-forward taste, convenient ready-to-drink format, and distinctive heritage, appealing to consumers seeking flavorful alternatives to traditional beer and seltzers.

Follow the Trail: Non-Alcs Are Going Places

A growing lineup of NA beers, sparkling waters, and mixers opens new paths to sales.

As the holidays approach, calendars fill with festive gatherings, and friends and families come together over good food, great company, and celebratory drinks. For hosts, that means making room at the bar for everyone – including guests who prefer not to drink alcohol.

For beverage retailers, this shift creates an opportunity to grow the category and build lasting customer loyalty. As more consumers look to moderate without missing out on social occasions, a strong selection of non-alcoholic options can expand the beverage set and encourage additional purchases.

Once associated primarily with Dry January, non-alcoholic beverages have moved well beyond a seasonal trend. Today's lineup extends far beyond soda and juice, with NA beers, sparkling beverages, and premium mixers offering flavorful, sophisticated choices for holiday entertaining and everyday enjoyment.

For retailers, the path to growth starts with variety, familiar brands, and new options that invite consumers to explore.



Switchback Krush N.A. IPA delivers the hop-forward character IPA fans love without the alcohol. Bursting with citrus and tropical notes, this refreshing brew offers a flavorful, satisfying alternative for craft beer drinkers looking to moderate.

Familiar Beer, New Choices

For retailers, the holidays are an ideal time to put NA beers in the spotlight through in-store displays, dedicated sections, mixed packs, and prominent placement alongside traditional beer. Making these options easy to find can help shoppers discover something new while shopping for familiar favorites.

Recognizable brands can make that first step easier. **Corona Non-Alcoholic** brings the familiar Corona experience to consumers looking for a zero-alcohol option during holiday gatherings, designated-driver occasions, or simply when they want to moderate. **Blue Moon Non-Alcoholic** adds the trusted recognition of a national brand to the growing category, with familiar Belgian-style wheat beer character and smooth, citrusy notes that offer an approachable alternative to traditional beer. **Guinness 0** delivers the iconic smooth, creamy character and rich roasted notes of Guinness Draught without the alcohol. From festive gatherings and holiday meals to Dry January and everyday occasions, it gives stout fans a familiar taste to enjoy whenever they choose to skip the alcohol.

Craft beer drinkers have plenty of paths to explore, too. **Switchback Krush N.A. IPA** offers a hop-forward choice for consumers who enjoy the character of an IPA, while **Go Brewing The Story Double IPA** brings a bigger, more assertive profile to the NA category.

Other offerings extend the journey beyond traditional beer styles. **Baxter Blueberry Non-Alcoholic** adds a fruit-forward option, while **Best Day Kölsch** delivers a crisp, refreshing choice for consumers who prefer a lighter, traditional beer style. **Liquid Death Dead Billionaire** brings distinctive personality and irreverent branding to the beverage set, offering crisp, refreshing sparkling water made with mountain water and a bold attitude. **HOPWTR Dry Hopped** provides another alcohol-free option, with hoppy aroma, bold hop character, and a crisp, bubbly finish. Its craft-beer-inspired flavor appeals to consumers looking for something different, whether they're participating in Dry January or simply mixing up their usual routine.

This expanding lineup matters because consumers aren't necessarily looking for a direct substitute for their favorite alcoholic beverage. They're looking for something that fits the occasion, flavor profile, and experience they want. The more choices they discover, the more likely they are to find an NA option worth adding to their regular rotation.

Elevating the NA Experience

Non-alcoholic cocktails and premium mixers offer another route to holiday sales.

A well-stocked home bar doesn't have to revolve entirely around spirits. Premium mixers give hosts an easy way to create sophisticated mocktails, making them especially versatile during the holidays, when guests' preferences can vary widely.

Fever-Tree is particularly well positioned for the occasion, offering a range of premium mixers and sparkling beverages that can be enjoyed on their own or combined with spirits. Its lineup gives retailers an opportunity to merchandise mixers not simply as cocktail ingredients, but as versatile beverages that can stand on their own.

Fever-Tree's premium mixers can transform a simple glass into something celebratory without requiring alcohol. A chilled tonic over ice with a citrus garnish, for example, gives non-drinkers a more sophisticated alternative to soda. Other Fever-Tree flavors can be paired with fruit, herbs, or garnishes to create simple, attractive drinks for holiday entertaining.



Blue Moon Belgian White Non-Alcoholic brings humor to moderation with its "Answer's on the Can" packaging, featuring cheeky responses to the familiar question, "Why aren't you drinking?"



HOPWTR combines sparkling water with hop-forward flavor to give consumers a refreshing option for moderating, hydrating, or alternating between alcoholic and non-alcoholic drinks throughout holiday celebrations.

That versatility extends well beyond the party itself. Consumers can enjoy premium mixers at lunch, while cooking dinner, during an afternoon gathering, or as an evening refreshment. For retailers, that means mixers can generate sales across multiple occasions rather than being limited to traditional cocktail consumption.

"Premium mixers like Fever-Tree can complement a variety of drinking occasions and reflect consumers' growing interest in more intentional, elevated beverage experiences," says Jaime Rotniki, Vice President of Innovation and Beyond Beer for Molson Coors.

For holiday hosts, the appeal is simple: Put a few premium mixers, fresh citrus, herbs, and plenty of ice on the counter, and guests can customize their drinks whether they want alcohol or not. For retailers, these products offer another way to broaden the beverage selection and help shoppers discover new favorites.



Premium mixers from Fever-Tree make it easy to serve something special to every guest this holiday season, with or without alcohol. For retailers, Fever-Tree offers an easy way to help shoppers elevate their holiday beverage selections and keep the celebration going well beyond the season.

Moderation Is a Social Occasion

The stretch between Thanksgiving and New Year's Eve is a marathon, and smart drinkers are finding ways to pace themselves along the way.

Consumers may be moderating, alternating between alcoholic and non-alcoholic drinks, or simply looking for an option that lets them enjoy a longer evening. "It goes in the cart alongside beer and wine, not instead of it," says Jordan Bass, co-founder and CEO of HOPWTR. "For a retailer, that is a bigger basket."

That distinction matters. Moderation doesn't necessarily mean fewer beverage purchases when accounts give consumers appealing options to alternate with. A shopper who buys NA beverages alongside traditional beer or wine may add variety to the cart rather than replace one purchase with another.

The opportunity extends to both on- and off-premise accounts. For restaurants and bars, a thoughtful NA menu can keep guests engaged in the occasion even after they've decided to stop drinking alcohol. At home, a selection of NA beers and premium mixers gives hosts something more interesting than soda to offer guests while keeping everyone included in the festivities.

By making moderation part of the social experience, accounts can help move NA beverages from the sidelines to a more visible place in the beverage set.

NA Beers Are Holiday Essentials

For retailers, the holidays are prime time to showcase NA beers through in-store displays and strategic merchandising. This year, Diageo is reviving its "beer train" displays stocked with limited-edition Guinness Draught and **Guinness 0**, 14.9 oz. cans.

"The holidays are when the off-premise shines," says Ryan Wagner, National Ambassador for Guinness. Expect Guinness 0 to shine brighter this season. Upgrades at the Dublin brewery will help the non-alcoholic stout maximize stout season and celebratory moments. "We're ready for Guinness 0 to have a massive year," Wagner says.



Go Brewing The Story Double IPA brings bold, hop-forward character to the non-alcoholic beer category. Hopped with Simcoe, Citra and Mosaic, this flavorful brew delivers the full-bodied IPA experience craft beer fans crave without the alcohol.

NA versions of beloved beers can turn brand awareness into holiday sales. They also give retailers an accessible entry point for shoppers who are curious about the category but unsure where to begin.

Consider the familiar holiday shopping trip: Your uncle usually drinks Coors or Corona, but he's driving to the gift swap. **Coors 0.0%** or **Corona Non-Alcoholic** gives him a recognizable option to enjoy along the way.

Molson Coors Beverage Company is also helping consumers follow their preferences across a range of occasions with its Blue Moon lineup. "From Blue Moon Belgian White Non-Alcoholic (<0.5%) and Blue Moon Light (4% ABV) to Blue Moon Belgian White (5.4%) and Blue Moon Extra (8%), there's a Blue Moon for every occasion," says Elizabeth Hitch, Vice President of Marketing for Above Premium Beer at Molson Coors, which also produces **Peroni 0.0%** and recently released Coors 0.0%.

"Whether someone just doesn't drink alcohol, or they're moderating over the course of all their celebrations, we offer a variety of familiar and great tasting NA options," Hitch says.

Adding a little holiday humor, Molson Coors will bring back Blue Moon Non-Alc's popular "Answer's on the Can" packaging, featuring cheeky responses to a common question: Why aren't you drinking?

These familiar brands and engaging packages can help shoppers take the first step into the NA category. And that discovery doesn't have to end when the holiday decorations come down.

The holidays are the perfect time to introduce shoppers to new options, while Dry January offers another opportunity to turn trial into repeat purchases.

Follow the trail from holiday discovery to year-round demand. With more choices and occasions than ever, NA beverages are going places – and retailers can help lead the way.

On The Job With...


Scott White with his daughters


Marissa Lavery

Scott White

Mid-Shift Associate

Describe a typical day at Amoskeag for you. I start my shift by sorting the pallets from deposit and non-deposit, along with sorting the kegs. It keeps me busy and the day moving!

How long have you been at Amoskeag and what do you like about working here? I've been working at Amoskeag for over 17 years. I really enjoy being able to work independently and at my own pace.

What do you like to do when you are not working? Spending time with my family is my favorite thing to do. I also love sorting through and organizing my collection of sports cards.

If you could teleport anywhere in the world right now, where would you go and what Amoskeag product would you have in your hand? I've always been fascinated by the idea of visiting Loch Ness in Scotland. Maybe I'd even get lucky and see the monster! I'd bring a Liquid Death Scream Soda along to enjoy while I'm searching for Nessie.

What's your guilty pleasure? Gummy snacks. I can never say no!

Do you have any holiday traditions? Every year, it's so special to decorate the Christmas tree with my girls. I also love hosting Thanksgiving and Christmas dinner at my house. There's nothing better than having the whole family together for the holidays.

Your favorite holiday movie is... Hands down, it has to be *A Christmas Story*. Poor Ralphie desperately wants that Red Ryder BB gun, but everyone keeps telling him, "You'll shoot your eye out!" We watch it every year!

If you had to eat only one food for the rest of your life, what would it be? Tacos loaded with hot sauce, yum!

Marissa Lavery

Graphic Designer

What do you like to do when you are not working? I still enjoy the same activities I did as a kid: reading, coloring, doing puzzles and being outside.

If you could teleport anywhere in the world right now, where would you go and what Amoskeag product would you have in your hand? I'd be in a cozy cabin in the mountains, enjoying some good music & good food with a refreshing can of Liquid Death.

Do you have any holiday traditions? I have family in Long Island, so I grew up going to visit them every year for Christmas. It's a tradition that's very special to me and has given me some of my most treasured memories.

The last TV show you binged was... I just finished a rewatch of Schitt's Creek. The comedic brilliance and chemistry of the cast cannot be beat.

Your favorite holiday movie is... *Home Alone*. It's the perfect mix of heart, humor, and holiday hi-jinks!

What does your ideal weekend look like? I love getting the chance to kayak early in the morning, it's my favorite way to start the day. After that, the weekend would probably include some time with close friends around a campfire; a couple good movies sprinkled in; diving into some sort of organizational project to feel productive; and if I'm lucky – maybe a nap!

What is the best advice you've ever been given? "Notice the people who bring out your favorite version of yourself."

Pony Beers

Smaller packages meet modern moderation habits while creating fresh merchandising, pricing, and occasion-based opportunities for retailers.

In a beer market shaped by moderation, value concerns, and changing drinking occasions, smaller may be the category's next big opportunity. 7 to 9 oz. "pony" beers give consumers the familiar taste and social ritual of a full-strength beer without requiring them to commit to a standard 12 or 16 oz. serving. **Although the format has existed for generations, renewed supplier investment suggests that pony beers are moving beyond nostalgia and becoming a relevant answer to how people want to drink today.**

Moderation is a major reason for the comeback. NIQ's review of the 2025 beverage alcohol market identified increased moderation, flexibility, and intentional consumption as defining shifts in consumer behavior. **Pony beers fit naturally into that mindset: They provide a smaller portion while allowing drinkers to remain part of the occasion and enjoy the brands and styles they already know.** They also appeal to consumers who want one drink with dinner, a lighter commitment during a longer gathering, or a small indulgence that fits the broader "little treat" culture. Major brewers are taking notice. According to *The Wall Street Journal*, Constellation Brands and other large suppliers are investing in smaller 7- to 9-ounce packages. Coronita and Modelito are currently the two leading 7-ounce beer brands in the United States.

Temperature is another selling point. A smaller beer is more likely to be finished before it becomes warm, making pony packages especially attractive for patios, golf outings, and tailgates. The format also creates a lower entry point for trial and gives shoppers an approachable alternative when a full-size beer feels like too much.

Small packages can provide accounts with additional pricing and pack-architecture flexibility, too. Rather than simply discounting a traditional package, retailers can establish an accessible opening price point while maintaining the product's premium positioning. Multiple pack sizes also give shoppers a choice based on occasion, budget, and desired portion.



Corona's iconic 7 oz. Coronita bottles offer the full Corona experience in a smaller serving, giving consumers a convenient option for moderation, casual gatherings, and keeping every sip cold and refreshing.

In the market, success will depend on treating ponies as more than miniature novelty packages. Place them cold and at eye level, use checkout or grab-and-go displays, and merchandise them around specific occasions. Clear signage should explain the benefits – smaller servings, cold to the last sip, and convenient for casual occasions – while pricing should make the value easy to understand. Mix-and-match packs can encourage exploration, and on-premise accounts can use ponies in buckets, flights, beer-and-shot pairings, or beer-based cocktails.

Pony beers will not replace traditional packages, but they can expand the number of occasions in which beer feels like the right choice. At a time when asking consumers to drink more is neither realistic nor responsible, offering them less beer per serving may help retailers sell more effectively.



Constellation identifies Modelito as one of the leading 7 oz. beer brands in the U.S.



Miller High Life's classic pony bottle delivers the familiar "Champagne of Beers" experience in a smaller serving, offering consumers a convenient, approachable option that stays cold and fits today's more moderate drinking occasions.



Redd's Wicked Apple Bites delivers the crisp, refreshing taste of apple with a bigger bite. These flavorful mini cans pack plenty of punch in a convenient 7.5 oz. format. Perfect for parties, get-togethers, and weekend celebrations.

A Cider Built for the Mountains: Stormalong's White Mountain Magic

Five years of awards and a devoted seasonal following have made **White Mountain Magic** one of Stormalong's most anticipated winter releases.

When ski season arrives in northern New England, so does White Mountain Magic, Stormalong Cider's award-winning winter seasonal.

Made with freshly pressed apples, New Hampshire maple syrup, cinnamon, vanilla bean, chicory root, and dandelion root, White Mountain Magic delivers layers of warm spice over a crisp apple base. The result is reminiscent of something fresh from the oven, but balanced and refreshing rather than overly sweet.

That balance has earned White Mountain Magic an impressive track record. The cider has received awards five years running, including Silver medals at GLINTCAP in 2025 and 2026, Silver at the 2024 International Cider Awards, and earlier GLINTCAP honors dating back to 2022. It also earned Gold in the Untappd Community Awards in both 2025 and 2026 and has accumulated more than 1,400 Untappd ratings.

White Mountain Magic is built around one of New England's strongest winter occasions: ski season. From mountain lodges and après-ski bars to neighborhood restaurants looking for a distinctive seasonal offering, its combination of apple, maple, and warming botanicals gives accounts something different from the typical winter beer lineup.

For on-premise accounts, that makes White Mountain Magic an especially compelling seasonal tap. It has an established following, recognizable New England character, a proven award history, and a flavor profile that fits naturally alongside winter menus and cold-weather occasions.

Available for a limited time during the heart of the season, White Mountain Magic gives your customers a special taste of New England they won't find year-round. Don't miss the opportunity to make it part of your seasonal lineup. **Connect with your Amoskeag sales rep today to stock up while it lasts!**



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.

Gym Soda

Gym Soda Sparkling Protein Soda is a Benicia, California-based functional beverage brand founded in 2022. It positions itself as a refreshing, carbonated alternative to traditional protein shakes, offering clear whey protein soda with 15 grams of protein and a fitness-forward "Soda's Athletic Era" identity.

Gym Soda Classic Cola



Gym Soda Classic Cola is a refreshing cola-flavored protein drink with 15g of clear whey protein, 3g of sugar from agave, and 45mg of caffeine from green tea for a clean, energizing lift. It also features lion's mane and L-theanine to support focus and a natural brain boost – all in a crisp, refreshing cola. Welcome to soda's athletic era! **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Gym Soda Grape



Gym Soda Grape delivers a refreshing burst of grape flavor with 15g of clear whey protein and just 3g of sugar from agave. With zero caffeine, it's a crisp, protein-packed option you can enjoy anytime – without the buzz. Welcome to soda's athletic era! **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Gym Soda Grapefruit Citrus



Gym Soda Grapefruit Citrus delivers a bright, refreshing citrus flavor with 15g of clear whey protein and just 3g of sugar from agave. With zero caffeine, it's a crisp, protein-packed choice for anytime refreshment. Welcome to soda's athletic era! **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round

High Noon 8-Packs Are Here



Good news for High Noon fans! High Noon 8-packs are now available in three refreshing flavors: **Vodka Seltzer Peach**, **Vodka Seltzer Pineapple**, and **Tequila Seltzer Lime**. With more cans in every pack, these popular favorites are perfect for stocking up, sharing with friends and enjoying any occasion. Make room on your shelves and let your customers know their favorite High Noon flavors are now available in a convenient 8-pack! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Harpoon Ripe Vibes IPA



Harpoon's new Ripe Vibes IPA is packed-to-the-rim with a mojo medley of lush tropical fruit notes and a juicy jamboree of hoppiness. This beer is dialed in to vibe out. Now quit readin' & start vibin'. **ABV:** 7.5% **Packages:** 16 oz. cans and draft **Availability:** Now, year-round

Saco Lazy River IPA



A soft, juicy IPA that flows with bright citrus and dank tropical fruit flavors. Brewed with pilsner malt and flaked oats for a smooth, hazy body, and hopped with Citra and Mosaic for a vibrant burst of tropical and citrus character. An IPA built for adventure. **ABV:** 6% **Packages:** 16 oz. cans and draft **Availability:** Now, year-round

Super Lyte Lemon Lime Vodka + Ade 19.2 Cans



Super Lyte's take on the deliciously tried-and-true lemon lime flavor delivers the perfect balance of sweet and tart. 0 sugar, 90 calories, 0 bubbles and gluten-free. **ABV:** 4.5% **Package:** 19.2 oz. cans only **Availability:** Now, year-round

Fabrizia's Spritz Variety Pack



Fabrizia brings together three refreshing flavors - **Limoncello, Blueberry** and **Blood Orange**, crafted with real Fabrizia liqueurs made from vibrant Sicilian lemons, juicy blood oranges and wild Maine blueberries. Blended with imported Italian sparkling wine and bubbly soda water, each spritz delivers a crisp, light and perfectly balanced taste of Italy, ready to enjoy straight from the can. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, year-round



Blue Moon Brings a Festive Finish to the Holidays

Holiday hosts are always looking for that little something extra, and Blue Moon is here to help. Shoppable creator content, holiday recipes, garnish inspiration, and a QR code-powered Content Hub give shoppers fresh ways to ramp up their festivities. It's an easy way to bring more discovery to the aisle and more Blue Moon to holiday celebrations.

Coors Light Brings a Shiver to Halloween

The long-standing partnership between Coors Light and St. Jude Children's Research Hospital continues this Halloween with the brand hoping to make another monstrous difference. Since 1992, Molson Coors has raised more than $90 million for St. Jude kids. This Halloween, raising a Coors Light can help raise support for a truly meaningful cause. Look for bone-chilling retail tools and spooky glow-in-the-dark merch to help shoppers embrace ice-cold refreshment on Halloween.





Coors Beers Deliver Holiday Cheers

Coors Banquet and Coors Light are bringing extra cheer to the holiday season. Festive displays, eye-catching retail tools, and winter-inspired creative help these iconic beers stand out when shoppers are stocking up for gatherings big and small. And with illuminated on-premise elements like LED displays, this program is ready to light up the holidays from barstool to beer aisle.

Coors Light Ices Up for the Bruins



Coors Light is bringing Bruins pride this November to retail with team-inspired POS and fan-focused creative built to keep the excitement rolling from opening faceoff to final horn. Because hockey season deserves a beer that brings mountain-cold to every goal.

Celebrate the Holidays Italiano-style with Peroni



Great food, great company, and a little Italian flair... Peroni is helping shoppers elevate holiday entertaining with recipes from Giada De Laurentiis, hosting inspiration, plus retail and pre-shop tools designed to bolster the pairing and spark meal ideas from aperitivo through dessert for holiday revelers.



Miller Time Is Celtics Time

Whether it's a regular season matchup or a playoff push, Celtics fans know every game matters. Starting November, Miller Lite is bringing team pride to retail with Celtics-inspired POS and fan-first creative designed to turn every watch party, bar visit and game-night gathering into a slam dunk.

Miller Lite Helps Fans Get Home for the Holidays

The holidays are about being together, and Miller Lite wants to help make that happen. Shoppers can scan a QR code on themed POS for a chance to win a $500 travel gift card, while instant-win holiday wearables keep the festive spirit going. Alliance markets can even opt in for NFL team co-branded materials and prizes. A house surrounded by packs turns the large format display into cart-stopping retail theater. Consumers can turn every beer run into a chance to make someone's season a little brighter.





Spread Cheer with the Champagne of Beers

Miller High Life is making the holidays a little more toast worthy. With refreshed holiday packaging and festive retail support, the Champagne of Beers is showing up ready for everything from Friendsgiving to New Year's Eve. Because if you're going to raise a glass this season, you might as well raise the Champagne of Beers.

Mix UP Your Holidays with Fever-Tree

The star of the holiday party might just be a really good cocktail. Fever-Tree is helping shoppers shake, stir and pour their way through the season with a festive cocktail eBook and retail tools like display enhancers and recipe neck-hangers featuring everything from Espresso Martinis to Margaritas and more. For a contagiously delicious holiday, help your shoppers mix with the best.



Miller High Life Celebrates the Season with Spanish-first Program





Miller High Life is bringing extra cheer to the season with a Spanish-first holiday program built around sharing what matters most. Featuring festive bottle scarves and the iconic 32 oz. bottle, this holiday-ready package stands out at shelf and feels right at home at family celebrations. Popular among many Hispanic shoppers, the larger bottle can easily be poured into two or three glasses, making it perfect for sharing with a friend, a cousin or anyone who pulls up a chair. Combined with Spanish-language retail support, the Champagne of Beers is helping make every holiday gathering feel a little more special.

A Taste of Summer All Winter Long with Leinenkugel's

Winter doesn't mean saying goodbye to summer flavors. Leinenkugel's brews Summer Shandy year-round, and they're bringing a bright splash of sunshine to the holiday season with displays, summer-themed winter seasonal on-premise décor, and fresh knitwear merch. It's the perfect reminder that warm-weather flavor never gets old.





'Tis the Season to Get Angry

The holidays sparkle with snowflakes, sleigh bells, and joy, but let's be honest, they also bring chaos, stress, and more than a few reasons to get ANGRY. That's where Angry Orchard comes in – the hard cider sidekick for embracing the madness, not fighting it. When the wrapping paper runs out, the lights tangle, and the family drama hits a high note, Angry Orchard will be there as an accomplice to indulge. 'Tis the season to get angry!

Angry Orchard Mad Chill Pack



Introducing the Angry Orchard Mad Chill Pack, a new winter variety pack that brings together a refreshing mix of bold fruit flavors inspired by vintage winter weekends and laid-back nights with friends. The mix includes: **Baked Apple Pie**, **Stoked Sangria Style**, **Angry Old Fashioned Style**, and **Rad Plum**. Whether drinkers are bundled up by a bonfire, heading to a cabin getaway, or embracing the chill from the comfort of their couches, this 2/12 can mix pack is made for kicking back and keeping things easy.

Availability: November

NEW VARIETY PACK!



Samuel Adams Crafted for the Season

The holidays live in the in-between, where chaos meets tradition, and every moment carries a little more meaning. From the ritual of untangling lights to the first pour at a crowded gathering, the season is built on the details we return to year after year. The flavors, the scents, the small pauses that make it feel like winter again. Sam Adams Winter White Ale is brewed with bright citrus and subtle spice to match the energy, the flavor, and the feeling of the holidays. It's crisp enough to keep up and refreshing enough to bring drinkers back for another. This is the beer crafted for the moments that define the season.



Samuel Adams Winter White Ale

Winter may be chilly, but this festive ale balances bright orange peel with holiday spices like cinnamon and nutmeg to warm up even the coldest temperatures and help drinkers celebrate the season. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans, and draft **Availability:** Now!

Samuel Adams Winter Lager



For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations. **ABV:** 5.6% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** November

Samuel Adams Old Fezziwig



Like the character that inspired it, this spiced ale is warm, festive, and worthy of a celebration all its own. Its full body accompanies a deep malt character, with notes of sweet toffee and rich, dark caramel. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Now!

Samuel Adams Winter Break Variety Pack



This year's winter 2/12 can variety pack features Sam Adams' primary seasonal, **Winter White Ale**, alongside a delicious collection of seasonal beers including: **Winter Lager**, **Old Fezziwig**, and *new* **Cherry Chocolate Stout**. The pack name and design deliver on festive vibes while allowing the package to extend beyond the holidays into January. Whether it's a holiday gathering or a cozy evening spent by a fire, Sam has a beer for every cherished moment, because Sam Adams is crafted for the season. **Availability:** Now!

NEW VARIETY PACK!

Make Your Holiday Dreams Come Truly

The holidays are filled with reasons to get together, and Truly is here for all of them. From spontaneous get-togethers to New Year's countdowns, the Truly holiday program brings a fresh, colorful take to the season, reminding shoppers that celebration doesn't stop when summer ends. It's an invitation to keep the good times going all winter long!



Truly Astrology Pack

NEW VARIETY PACK!



Meet the Truly Astrology Pack – a 2/12 slim can cosmic collection of four celestial flavors inspired by the elements that rule the zodiac: **Blackberry Rosemary** (Earth), **Lemon Elderflower** (Air), **Watermelon Cucumber** (Water), and **Mango Chili** (Fire). Each can showcases the three zodiac signs tied to its astrological element, so no matter your sign, there's a Truly written in the stars just for you. Crack open the Truly Astrology Pack, channel your element, and let the universe guide your next sip! **Availability:** November

Dogfish Head Gift Pack

NEW VARIETY PACK!



There's no better holiday gift than a Dogfish Head Gift Pack! Celebrate the holiday season with this brand-new 2/12 can variety pack featuring a to and from gift tag and four Dogfish Head beers, perfect for the season: **Covered in Nuggs**, **The Steady Glow of Tended Embers**, **Shelter Pale Ale**, and **Chicory Stout**. **Availability:** November

'Twas a Night to Get Twisted

This winter, Twisted Tea is reimagining how the holidays come to life through a 'Twisted' lens. Forget the picture-perfect holidays – Twisted Tea is going to break the rules and turn average celebrating into twisted holiday moments that live on in legend.





Corona Celebrates Día de los Muertos

Corona believes that Día de los Muertos is a holiday to "Celebrate Life," viewing life through a positive lens and making the most of each and every moment.

Enjoy the Holidays with Corona

Corona's Feliz Navidad campaign transcends time and occasions, and makes you feel the positivity of the holidays. This year, from November 3 – December 31, Corona is bringing the holiday spirit directly to consumers as they'll have the chance to win their very own Corona palm tree!





Modelo Día de los Muertos

This Día de los Muertos, Modelo is celebrating those that came before us through food, family, and traditions. Modelo has partnered with artist Rodolfo Baquier to create vibrant new designs that bring the authentic traditions of the holiday to life.

It's Merry with Modelo

To wrap up the year, Modelo is reminding consumers it's Merry with Modelo. Celebrate the holidays the Modelo way: full of friends, family, laughter, and cerveza for all!



Pacifico Snow League

From October 31, 2026 – January 30, 2027 Pacifico is giving consumers the chance to experience an unforgettable trip for one lucky winner and a friend to Aspen or Park City for the ultimate Snow League weekend! The winner will also have the opportunity to participate in the exclusive Founder's Box experience, where they'll be able to hang with Shaun White and/or a Snow League Athlete.



Guinness Premier League Festive Fixtures

Festive Fixtures is a Premier League midseason tradition where teams play four weeks' worth of matches in just over two! This season, Guinness is rallying fans with bold POS. Tap into fan excitement, fuel the football occasion, and make Guinness the go-to for every Festive Fixture this holiday season. And fans will have the chance to win weekly gameday prizes via the Guinness season-long sweepstakes!





Guinness and Kerrygold Partnership

Two Irish favorites. One holiday table. Guinness is partnering with Kerrygold this holiday season to unlock delicious holiday-inspired recipes, adding even more flavor to seasonal celebrations.

Guinness Holiday Pack

NEW LOOK!

The Guinness holiday 14.9 oz. can 8-pack is back with a new look featuring a "Guinness Express" design that will be supported by a full suite of visual tools to light up shelves and retail floors. The Most Wonderful Pint of the Year: Holiday Time is Guinness Time. **Availability:** November





Smirnoff Ice Summon Your Squad

This October, Smirnoff's original flavors are bringing Halloween to life through roadshow parties, cultural partnerships, and standout retail impact. Smirnoff Ice bottle costume crawls around top Halloween celebrations in the on-premise, along with spooky-themed social media content and POS, will highlight the season of Smirnoff! The program comes full circle with a consumer sweeps, offering a chance to win a Smirnoff Ice Halloween costume via QR code scan on POS!

Snowed In with Smirnoff Ice

Get Snowed In with Smirnoff Ice this holiday season! Smirnoff's partnership with influencer Brittany Broski will be amplified across streaming and social media, plus custom holiday podcast segments and shareworthy content. Smirnoff will also be popping up all season long at major shopping locations with limited-edition merch and gift-wrapping opportunities to celebrate.





Amp Up Your Tailgate with White Claw Surge

Piggybacking off the Pre-Game Day Palooza, Surge is extending the retail excitement through the "Amp Up Your Tailgate" sweepstakes, where consumers can enter for a chance to win the ultimate tailgating truck, built for legendary game days with their crew.

Through live music, fan experiences, culturally relevant content, and retail engagement, Pre-Game Day Palooza will put White Claw Surge at the center of game day celebrations all season long.

Mike's HARDER Fantasy Life



Now in its third year, Mike's HARDER's partnership with Fantasy Life's Guillotine Leagues connects the brand with one of fantasy football's most engaging and competitive formats. Running from August 17 through December 31, the fully integrated program drives visibility throughout football season with a national shopper promotion featuring the "Sit on the Bench" sweepstakes, weekly prizes, and a $10,000 grand prize. Consumers can also compete in the Mike's HARDER Guillotine League for a chance to win $25,000, creating up to $35,000 in total prize opportunities while keeping the brand at the center of the fantasy football conversation all season long.

Escape in Style with Cayman Jack

Cayman Jack knows the end of summer blues are real. So the brand is here to help you Escape in style. Designed to drive extra engagement through eye-catching in-store displays, shoppers can simply scan a QR code for a chance to win a Cayman Jack-branded carry-on suitcase and a $300 e-gift card, creating a compelling reason to stop, shop, and purchase. Everyone loves a vacation, let Cayman Jack show how to do it in style.



Sierra Nevada Celebration



The start of Celebration season is a festive event. Sierra can't start brewing until the first fresh hops have arrived, but once they have, the season is officially under way! First brewed in 1981, Celebration Fresh Hop IPA is one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial, and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draft **Availability:** Now!



Sierra Nevada Bigfoot



Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic beer brewed in a barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of a wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. Each new release of "expedition" is vintage dated. Drinkers can collect their own and see the flavors develop and progress. **ABV:** 9.6% **Package:** 12 oz. bottles only **Availability:** Late December

Sierra Nevada Ruthless Rye IPA

Rye has been a staple grain for millennia – sought after for its stubborn resilience in the field and revered for its unique flavor. Ruthless Rye IPA combines the peppery spice of rye and bright, citrusy hops for complex flavors at once rustic and refined. **ABV:** 6.6% **Package:** 12 oz. cans only **Availability:** November



Sierra Nevada Taste Worth Sharing

The holidays are the time of year when people have a little more patience. They tip a little more. They smile at a stranger. Because this time of year, giving feels like the whole point. And beer brewed with real craft, real ingredients, real care – that's something worth sharing. People bring it to the table. They hand one to a friend at a party. They even give the last one to someone else.

This season, Sierra Nevada is turning in-store into a place where great taste is already wrapped, ready, and waiting to be given. Included in the Taste Worth Sharing Program are:

- A national campaign activation
- A paid social media campaign
- A national consumer sweepstakes
- A national rebate offer
- Revamped Sierra Celebration/PILS display suite
- A dedicated digital experience to expand engagement



Surfside X Boston Bruins Co-Branded Lemonade Pack



Bring the Boston Bruins spirit to every occasion with the Surfside Lemonade Pack, featuring four refreshing flavors: **Lemonade**, **Raspberry**, **Strawberry** and **Blueberry**. Perfect for game day, gatherings or anytime you're looking for a refreshing, easy-drinking option. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Scores Big with Boston Bruins Sweepstakes

As an Official Partner of the Boston Bruins, Surfside is giving fans the chance to score big! Consumers can enter for an opportunity to win two rinkside tickets to a Boston Bruins game. Don't miss out – this exciting sweepstakes runs October 1 through December 14, 2026!

Long Trail Hibernator



A Vermont classic, built to take the bite from a cold winter night with the rich malt base highlighted by warming notes of caramel and toffee. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** Now!



Long Trail Après IPA

Hop off the lift and into a well-deserved IPA as piney and resiny as the well-trodden trails. But fair warning, this beer is not for beginners. It's a great day to Après. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now!

Long Trail Survival Pack



When the snow piles up and the trails call, reach for the Long Trail Winter Survival Pack. Inside you'll find a hand-picked mix of Vermont classics – from the malty warmth of **Hibernator** to the crisp, easy flow of **Riverside Lager**, **VT IPA** and tasty **Long Trail Ale**. Built for firesides, ski lodges, and everything in between. **Package:** 12 oz. bottles only **Availability:** Now!

Long Trail Ski The East Hazy Mountain IPA



Long Trail hopped in the lift line with Ski The East to create this mountain-inspired hazy IPA with a knee-deep dose of citrus, pine and tropical fruit hops to deliver a brew for those who want to keep the shred alive. **ABV:** 6.8% **Packages:** 16 oz. cans and draft **Availability:** Now!

Long Trail IPA Quad Pack Ski The East Edition



A ski season mix of Long Trail's most trail-worthy IPA's, loaded to the brim with juicy hop flavors. Featuring their tried-and-true **VT IPA**, citrusy and resiny **Green Blaze IPA**, tropical and piney **Ski The East IPA**, and bold and bitter **Après IPA**. **Package:** 12 oz. cans only **Availability:** November

Harpoon Wintery Mix Pack



The weather outside may be frightful, but it's always a good time with this Wintry Mix! Featuring a festive lineup that's perfect for the holidays**:** **Harpoon IPA** and **Winter Warmer** (two New England originals), Harpoon's smoothest IPA yet, **Day Drifter** and a collab with friends at Dunkin, and their tasty **Dunkin Brown Sugar Shakin' Espresso Stout**. Cheers! **Package:** 12 oz. cans only **Availability:** Now!

Harpoon Winter Warmer



By perfectly melding the subtle sweetness of caramel malt with a pinch of cinnamon and nutmeg Harpoon has created a surprisingly easy-drinking "cozy up" beer. A classic since 1988. **ABV:** 6% **Packages:** 12 oz. bottles, 12 oz. cans and draft **Availability:** Now!



Smuttynose Magic Beans Coffee Porter

Brewed with a deep, dark-roast coffee blend with over 1lb. of beans for every barrel to give the beer a rich mouthfeel with subtle notes of chocolate and fruit. The result is a flavor that is pure magic! **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!

Smuttynose Finest Times Variety Pack

If you ask Smuttynose, life is best surrounded by those you love somewhere inspiring in the great outdoors. That could be a snowshoe hike with family, a ski weekend with your friends, or even just relaxing by the fireplace. That's why they created the Smuttynose Finest Times Variety Pack, perfect for our finest times! The winter variety pack includes, **Old Brown Dog**, **Finest Kind IPA**, **Magic Beans Coffee Porter** and **Whole Lotta Haze IPA**. **Package:** 12 oz. cans only **Availability:** Now!



Wachusett Winter Mix Pack



When winter hits, you need options in order to Catch a Good Time! Wachusett Winter Mix Pack has got your back with four flavorful options to perfectly pair with any activity. The mix pack includes, **Country Pale Ale**, **Frosty Day IPA**, **Westy IPA** and **Coffee Porter**. **Package:** 12 oz. cans only **Availability:** Now!

Wachusett Frosty Day IPA



With the colder temperatures, comes all sorts of new ways to Catch a Good Time! Here in Wachusett country, you may find them prepping their bobhouses and sleds for the good times to be had on their favorite frozen lakes. Wachusett will be keeping an eye out for a flipping flag with a cold Wachusett Frosty Day IPA. **ABV:** 5.1% **Packages:** 12 oz. cans and draft **Availability:** Now!

Clown Shoes Snow on the Maple Tree



Inspired by the quiet serenity of water, Clown Shoes envisioned this imperial stout through the image of a Japanese maple standing gracefully against the stillness of a winter snowstorm. Looking closer, you see frolicking Manchurian cranes in Clown Shoes. Weird. Yes! But nice! **ABV:** 11% **Package:** 12 oz. cans only **Availability:** November

Greater Good Powder Season



A meticulously constructed winter ale that delivers a smooth, full-bodied mouthfeel and a sublime balance of German wheat, the finest hops, and real cherries. A perfect complement to gathering at a warm fire with friends and family. As hearty snow-loving New Englanders, Greater Good knows that you will enjoy this festive and flavorful winter brew as much as they do. **ABV:** 8% **Packages:** 16 oz. cans and draft **Availability:** Now!

Brewery Ommegang Everything Nice

NOW IN 16 OZ. CANS!



Lightly dusted with spices of the season, Everything Nice is a warming, wintry Belgian-style blonde ale. This supremely cozy confection pairs perfectly with any traditional holiday treat. Note the flavors of cinnamon, ginger, nutmeg, cloves, and white pepper as you sip next to the fireplace. Brewery Ommegang hopes this fresh-baked offering brings warmth and light to you and yours. **ABV:** 9% **Packages:** 16 oz. cans and draft **Availability:** Now!



Great North Black Bear Imperial Stout

Go easy – this Imperial Stout packs a punch! Dark, rich, boozy, yet smooth. This one's a sipper! When you can only have one beer – this is it! **ABV:** 10% **Packages:** 16 oz. cans and draft **Availability:** November

Go Brewing Winter Variety Pack

Non-Alc!

Go Brewing Winter Variety Pack brings together a lineup of flavorful non-alcoholic brews perfect for the season. Featuring fan favorites **Tasty AF**, a spiced winter brew and **Chester's Fresh**, a dark brew with coffee. This variety pack offers refreshing, full-flavored options for every winter occasion – from cozy nights in to holiday gatherings. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now!





Woodstock Frosty Goggles Shred Pale Ale

Sweet and piney, Frosty Goggles Shred Pale Ale is a crisp and refreshing red pale ale with notes of sweet citrus. **ABV:** 5% **Packages:** 12 oz. cans, 16 oz. cans and draft **Availability:** November

Night Shift Teddie Beer Peanut Butter Porter



If you've got an affinity for peanut butter, you'll need to get your paws on Teddie Beer. This peanut butter porter sips with aromas of nutty toffee and peanut butter candy, with rich flavors of dark chocolate, cocoa, and roasted peanut butter from Night Shift's Everett neighbor, Teddie. The mouthfeel is smooth and medium-bodied, making it the perfect, easy-to-drink treat. Even better, a portion of the proceeds from all Teddie Beer sales will be donated to the Greater Boston Food Bank, so you can do good while enjoying good beer! **ABV:** 5.8% **Packages:** 16 oz. cans and draft **Availability:** Now!



Night Shift Belgian Waffles

This Belgian blonde ale with maple syrup and cinnamon is breakfast in a can! One sip of this Belgian blonde serves up the sweet comfort of a piping hot stack of fresh waffles, even better than your neighborhood diner. Sweet maple syrup and cinnamon mingle with the smooth, bready notes of a classic Belgian ale. It's the best part of brunch – now in beer form! 5.2% **Packages:** 16 oz. cans and draft **Availability:** Now!



Hobbs Yule Lager



This spicy and warming brew is a unique take on a holiday classic. Brewed with molasses, cinnamon, ginger, nutmeg and allspice and backed up by a deliciously toasty and caramel malt character. This beer is then fermented cold and lagered, resulting in a clean and crisp profile that allows the rich gingerbread character to shine through.
ABV: 7.4% **Packages:** 16 oz. cans and draft
Availability: Now!



Hobbs Wizard of Hobbs

Courage, heart, and brains. Lions and tigers and bears. One good witch. One bad witch. A bunch of flying monkeys. Some ruby slippers. Put 'em together in a bourbon barrel for six months, and you have a sweet, smooth, chocolaty stout. There's no place like Hobbs.
ABV: 11% **Package:** 16 oz. cans only **Availability:** November



Northwoods On Track IPA

Pale, bright, and delightfully hop forward, this new school take on the West Coast classic is bursting with tropical and citrus hop aromatics. Dry, and loaded with Cryo hop intensity, this beer is meant to be a drinkable hop lover's favorite.
ABV: 7% **Packages:** 16 oz. cans and draft
Availability: Now!



Northwoods Dirty Chai Porter

Everything you love about Northwood's Cold Brew Porter, but with a tasteful addition of Chai spice and flavoring.
ABV: 4.7% **Packages:** 16 oz. cans and draft
Availability: Now!

Garage Beer Named Coolest New Beer Brand in 2026 by Rolling Stone Magazine



Allagash Ski House

Cozy up – or let the festivities commence – with the notes of citrus, spice, and hint of fresh ginger you'll find in Ski House. This full-bodied wheat beer is brewed to bring you the cheer of a snowy haven, no matter where you happen to enjoy it.
ABV: 7.5% **Packages:** 12 oz. cans and draft **Availability:** Now!



AMOSKEAG
BEVERAGES

510 Hall Street
Bow, NH 03304-3105

Kick Off the Holidays with LaBelle Lights – Opening November 18!

Experience the magic of **LaBelle Lights**, one of New England's most enchanting outdoor holiday and winter-themed light displays! Explore millions of twinkling lights and whimsical displays at LaBelle Winery in Derry, NH, and make it a new holiday tradition for family and friends. With festive bites, holiday music, and plenty of seasonal cheer, it's the perfect way to celebrate the season and create lasting memories.

Enjoy the festivities with support from beverage sponsors: **Miller Lite, Coors Light, Blue Moon, Sam Adams, Sun Cruiser, Angry Orchard, Corona Extra, Modelo, Great North Aleworks, and High Noon.**

Tickets are on sale now at labellewinery.com/lights



