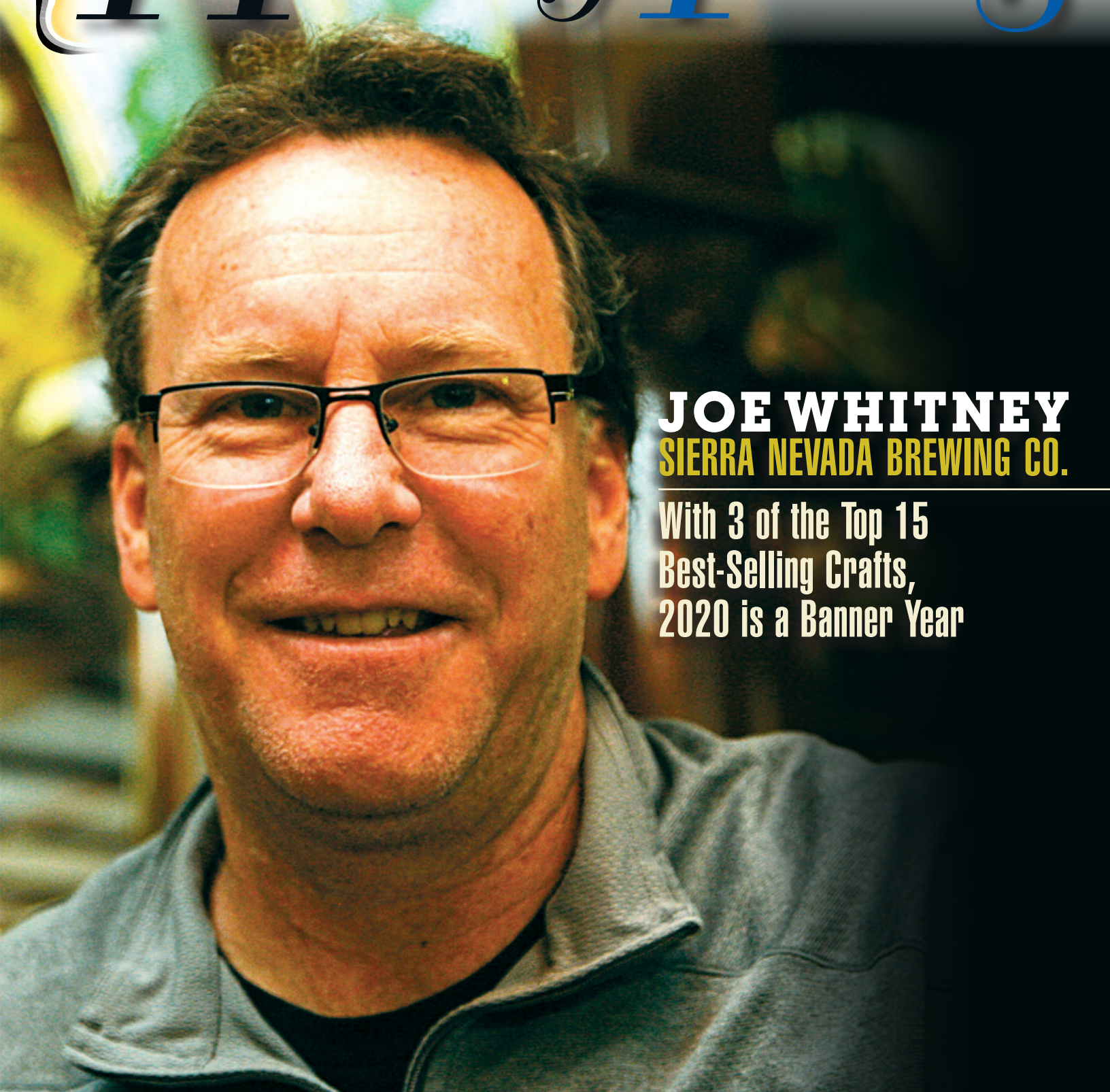


Holiday 2020 | V.36

KRAMER BEVERAGE

Heady Times



JOE WHITNEY
SIERRA NEVADA BREWING CO.

With 3 of the Top 15
Best-Selling Crafts,
2020 is a Banner Year

Delivering Excellence Seasonals Rethinking Retail New Products Programs

DESCHUTES BREWERY | HOLIDAY SELECTIONS | LOCAL BREWERIES AS HOMETOWN HUBS

Letter From *THE PRESIDENT*



2020 IS NOT THE YEAR THAT ANY OF US PLANNED. COVID-19 has had a significant impact on the beer industry, but we worked together to remain essential. This was a major topic discussed during the annual National Beer Wholesaler Association convention, which was recently held virtually instead of Orlando as initially scheduled. Since so much has changed since the pandemic began, I wanted to share some of the key trends NBWA shared with our customers, employees, and suppliers.

Less draft beer

When the on-premise closed, nearly 10% of the national beer volume was in kegs. Removing untapped kegs was a severe logistical challenge, and replenishing the draft beer supply as establishments reopen continues to be complicated.

Higher demand for cans

With the shift from bars to beer-to-go, there is a higher demand for packaged beer. With the long lead times for raw materials, the supply could not keep up with the demand for cans, leading to most of the inventory shortages.

Impact on independent craft breweries

Many craft breweries were very dependent on taproom beer sales, and their shutdown resulted in the closure of many locations across the country. These breweries bring excitement and variety to our industry, and I hope our South Jersey partners will weather this storm.

Consumer trends

- At home, consumption will continue to be higher through the rest of the year
- The consumer is favoring larger pack sizes like 24 and 30 packs to reduce trips to the store
- Experimenting with new beers has given way to long-time, trusted brands
- Hard seltzers have accelerated in growth

Despite the many challenges and hardships we faced, the amount of coordination, determination, and focus has been incredible. Responding to COVID-19 has been like trying to build the plane as you fly it; there is no instruction manual.

I have much gratitude and appreciation for our entire South Jersey beer industry. My coworkers have been working every day to serve you, with a special shout out to the drivers and sales team that never stopped servicing your accounts daily. To our off-premise partners, you continued to provide the products that the consumers were looking for, and were creative if those products were out of stock. To our on-premise partners, the economic pain has been real. You have adapted to new and changing rules to the best of your abilities and continue to offer consumers a needed respite from another yet night at home. Thank you for your continued perseverance.

In the end, we'll find out together what our new normal will be. We continue to adapt, adjust, and provide the products the consumers want, in the location they want them. We find success when we work together, and Kramer Beverage will strive to be your go-to partner. Thank you for your continued support, and we thank you for your business.

Mark Kramer
President

In This ISSUE

<i>Delivering the Taste of Excellence</i>	1
<i>Cover Story</i>	2
<i>Feature</i>	4
<i>Brewer Highlight</i>	6
<i>8-Ball Whiskey</i>	8
<i>Benash Liquors</i>	9
<i>Bookshelf</i>	10
<i>Hop Art</i>	11
<i>New Products</i>	11
<i>New Packages</i>	12
<i>Seasonal Selections</i>	13
<i>Wine</i>	19
<i>Spirits</i>	20
<i>In Demand</i>	22
<i>Programs</i>	24
<i>Rethinking Retail</i>	29



Heady Times is published five times a year, courtesy of Kramer Beverage.



@KramerBeverageDstr



@kramer-beverage-co.



@Cheers.South.Jersey



@cheers_sj

Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done



Joe Devereaux

Sales Execution Manager

How long have you worked for Kramer Beverage? I worked at Hub City for 18 years before starting at Kramer in May 2017.

What does your current position entail? I manage our direct sales department and the merchandising team that handles Burlington and Mercer counties.

What is the best thing about your job? I am surrounded by talented people, including drivers, operations, and sales.

What areas do you service? Kramer's entire eight-county territory.

How do you provide the best service to your customers?

By promptly following through on requests and by communicating clearly to our customers on what's new, thematic programs, sponsorships, industry events, and any vital information that will help grow market share and overall business health.

Where do you live? Tabernacle.

Tell us about your family: My wife, Kathy, is a wonderful wife and mother. We also have two children, Christopher and Paige.

What is your favorite Kramer brand? Sam Adams.

What is something you want people to know about you? I'm a huge history buff and always have my nose in a book.



Emily Rawlins

Retail Account Specialist

How long have you worked for Kramer Beverage? I have worked for Kramer since June 2018.

What does your current position entail? Short or long-term coverage for sales in on-premise accounts, including seasonal accounts, on-premise merchandising, or any other help that may be needed.

What does it take to excel in your position? I need to be flexible and ready to problem solve at any moment.

What is the best thing about your job? I have the opportunity to work with numerous accounts across South Jersey and build strong relationships.

Tell us about your family: We are small but unique. My parents are both professional musicians and college professors.

What do you like to do when you're not at work? I'm typically out having a beer with friends, checking out breweries and wineries, or watching Netflix and knitting.

What is your favorite Kramer brand? Sam Adams, Truly, and Terrapin, but my go-to beer is Yuengling Lager.



Mike Simpson

Driver

How long have you worked for Kramer Beverage? A little over nine years.

What does your current position entail? I deliver pallets loaded with beer and drive the largest truck in the fleet.

What does it take to excel in your position? Mental and physical preparation for unexpected situations.

What has been the best thing about your job? Independence, as well as all the friendships I've developed over the years.

What areas do you service? All eight counties.

How do you provide the best service to your customers?

By being polite, courteous, and accommodating requests to the best of my ability.

Where do you live? Pine Hill.

Tell us about your family: I'm a single dad raising my youngest, who is 16, and I also have two other children that are 24 and 28 years old. I love being a father and spending quality time with my kids.

What is your favorite beer? Corona.

A Celebration for the Holidays

Sierra Nevada Brewing Co. is the fastest-growing, large craft brewery in the Northeast, up 32% in dollar sales. Thanks to Hazy Little Thing, it's the only one in the nation growing share and we're "Dankful" for it.



Sierra, Brian and Ken Grossman, as stewards of a family business, do much more than brew world-class beer. "For our employees, our neighbors in Chico & Asheville, and soon for the communities where we are fortunate to sell Sierra Nevada, our dad, Ken has taught us to look at all the pieces, understand how they all relate and then try to make it more," says Sierra Grossman. See sidebar for details on Sierra Nevada's new foundation, funded from sales of their iconic Pale Ale.

NOT TOO MANY COMPANIES CAN SAY THAT 2020 HAS BEEN A banner year, but Sierra Nevada, with an impressive portfolio of high-margin brands, has done the seemingly impossible. Enjoying its best year since 2015, this company has not only succeeded in reviving its flagship Pale Ale, but it also successfully launched new products and had very few out-of-stock (OOS) situations.



Of course, it's only a coincidence that Celebration is the name of this national craft's winter seasonal. It is not a coincidence that Sierra Nevada is among only a handful of companies whose everyday ethos prepared them to succeed in a time when most others could only scramble to get by. Homegrown ingenuity, a passion for brewing excellence and a long-standing dedication to community are Grossman family values. Having adhered to these principles for more than 40 years, Sierra Nevada, which is owned and operated by the Grossmans, is among only a few companies thriving in a marketplace ravaged by the COVID-19 pandemic.

Offering a different take on holiday beers, which are often spiced and sweet, Celebration is bold and intense, featuring Cascade, Centennial and Chinook hops.

"I can't say we have done anything differently. It's who we are," begins Joe Whitney, Chief Commercial Officer for Sierra Nevada, trying to explain why his company is experiencing the success it has so methodically sought over the years. "All I can say is that we were built for this kind of adversity. Our

founder, Ken Grossman, is at his core a builder and problem-solver with an ability to anticipate what could go wrong. When he saw the demand for seltzers steadily climbing by 200 and 300 percent, Ken instructed

our materials inventory team to 'bird dog' our can suppliers so that our orders didn't end up somewhere else. Except for a few days around Fourth of July when a couple of orders exceeded our supply, we had no significant OOS's due to a lack of cans."

Certainly, Sierra Nevada has had its share of COVID-19 struggles, yet the company improved sales of its flagship brands – **Pale Ale & Torpedo** up in dollar sales 6% and 21% respectively – and recruited new consumers (a full 60% are new to the brand) with its Little Thing series of approachable beers. "The COVID consumer, looking for comfort and a quick exit from the store, has returned to trusted brands," says Noelle Halley, the company's Vice President of Marketing. "We've owned that for years and that's why even though shoppers aren't experimenting, Sierra Nevada could successfully launch new, innovative brands like **Fantastic Haze** and **Wild Little Thing**. Both beers are among the top five new beers for 2020."

"Hazy beers are the fastest growing IPAs and Sierra Nevada's **Hazy Little Thing** has been the biggest craft growth brand for three straight years. It was the first nationally available beer of its kind and it outsells other beers of this style three to one," says Whitney. "Lots of folks in the trade know this, but what they don't know is how it came to be. The backstory illustrates how this family-owned company makes decisions to win in the long run."



Hazy Little Thing IPA and Wild Little Thing Slightly Sour Ale are the #2 best-selling IPA and #3 sour beer in the country due to their sought-after flavors. 95% of beer consumers say flavor is their number one reason for purchasing a beer.

As the consumer changes, so does the portfolio.

A few years ago, Sierra Nevada welcomed wholesalers to their brand-new brewery in Asheville, North Carolina. It was then that CCO Whitney explained how and why his brewery would remain a leader in craft beer. It is another example of how this company anticipates challenges while others can only react. "The enthusiasm for craft beer isn't what it was," says Whitney. "Fewer consumers are interested in beer, a product many have to train themselves to like. Let's face it, a bitter IPA is not for everyone. Sierra Nevada will find small opportunities where we can use our expertise to elevate the drinking experience and bring new consumers to the category." And so they have...

Hazy Little Thing IPA, Wild Little Thing Slightly Sour Ale and the soon to be released **Big Little Thing Imperial IPA** are the

kind of flavor-forward, approachable beers consumers crave. No training required. And 60% of the consumers drinking these beers have never had Sierra Nevada products before. But to be a viable company long-term, the brewery is going beyond beer.



Big Little Thing Imperial IPA (9% ABV), with a rich malt body, is overflowing with tropical hops. It will be available year-round beginning mid-December.

"Strange Beast Kombucha reminds me of La Croix flavored seltzer before brands like White Claw and Truly added alcohol," says Whitney. "It's poised to take off on

a smaller scale and will appeal to those seeking new flavors and those Millennial and Gen Z drinkers who are more conscious of what they're putting in their bodies."

2020 has been the year of established brands, but few have succeeded like Sierra Nevada. The company's reputation as a trusted brand is well deserved and consumers have rewarded the brewery by rediscovering their flagship brands and "taking a chance" on their new products. Currently, 69% of consumers are only purchasing brands they know and trust.

Smart retailers who recognize these new shopping trends will eliminate the long tail of products with low velocity in favor of allocating shelf space to a smaller set of key brands that shoppers are clamoring for... Brands like Sierra Nevada.

Caring About Community: Resilience, Dankful IPA and Sierra Nevada's \$1 Million Commitment

Quietly and without much fanfare, Sierra Nevada and the Grossman family have supported many worthwhile causes. But in 2018, when wildfires destroyed nearly 2 million acres of land and many communities in Northern California near their Chico brewery, the need was so great that the brewery went public and created a beer called **Resilience IPA**. Other breweries were invited to brew their own versions of Resilience and the profits were donated to the Campfire Relief Fund. Breweries as far away as Australia participated.



This year, in the wake of the hardship caused by COVID-19, the company brewed **Dankful IPA** which was released in September. Rather than make donations contingent upon sales, Sierra Nevada committed at least \$1 million, some of which was given to World Central Kitchen. Through its #ChefsForAmerica program, World Central Kitchen has provided 25 million meals to families facing food insecurity during the COVID crisis. The program also creates jobs for restaurant workers, providing support to one of the hardest-hit industries.

Fulltime philanthropy. A new foundation.

"It takes a lot more than bricks to rebuild a community," began Sierra Grossman as she described what she learned following the 2018 fires that burned in the hills above Sierra Nevada's Chico, California Brewery. "And there is no way to quantify the emotional damage, but we have something to contribute. Money is a part of it, **so we are committing one percent from the sales of our Pale Ale to a new foundation.**"

But in true Grossman family style, this foundation isn't just about writing checks to worthy causes. "We want to know their needs What they want to accomplish. It's how we operate and it's how you become a real part of the community. To do this well you almost have to think like an urban or economic planner and have a long-term vision," continued Grossman, who will lead the new foundation.

Sierra Nevada's new philanthropic organization will focus on three key areas vital to a healthy community: social equality, the environment and economic viability. Employees from both the Asheville, NC and Chico, CA. breweries will have a voice in identifying needs and finding solutions. "It's their community, too," Grossman said. "As problems present themselves, we have the opportunity to take a deep dive and make things better than they were before."

Is it Silver or a Touch of Gray?

It's no coincidence that a 25th anniversary happens to be this color

CRAFT BEER OFFICIALLY WENT “BOOM” IN THE MID-’90S, AS visionary brewers began pushing the boundaries of what beer could be. 1995 was perhaps the most storied year as many iconic breweries like Magic Hat, DuClaw, and Heavy Seas (Clipper City Brewing Company) opened their doors for the first time. The same was true for Flying Fish Brewing Company and Dogfish Head, some of our region’s most successful brands. As these breweries prepare to celebrate 25 years of innovation – their silver anniversaries – Heady Times reminisced with the founders of these revolutionary breweries, who now have a few very distinguished gray hairs, and asked what’s coming next.



Flying Fish co-founders Robin Tama and Gene Muller in the 90s

Before the rotation nation days where we seek validation by checking in the latest concoction on the Untappd app on our iPhones, Gene Muller opened the world’s first virtual microbrewery on the World Wide Web. Flying Fish Brewing Company, named after the constellation in the Southern Hemisphere, representing “exploration and adventure.” He viewed the symbol as his inspiration to get people to “drink outside of their usual pond” of limited beer offerings.

Today, the once-small brewery located in Somerdale, NJ, is now one of the most prominent local craft brands in New Jersey. Since 2017, Flying Fish has made some significant changes with the help of President Lou Romano. “We try to take logical steps in terms of our overall portfolio, which is very diverse. We don’t make one style of beer. We try to make a variety of styles of beer very well,” Lou stated.

After years in the brewpub business, Hugh Sisson started Clipper City Brewing Company in Baltimore, MD in 1995. Later, Clipper City would release the Heavy Seas line of beers, which were bold beers meant to challenge the average beer drinker with high alcohol with incredible flavor. Magic Hat Brewing Company has also been producing enchanting brews since 1995. Magic Hat has consistently found new, innovative ways to create their fascinating wizardry craft beers throughout the years.



Sam Calagione, founder and president of Dogfish Head Brewery

Sam Calagione was opening the doors to Delaware’s first brewpub and one of the smallest commercial breweries in America: Dogfish Head in 1995, as well. In those days, Calagione was brewing just 12 gallons of beer per batch, hand-bottling onsite, and selling exclusively within the walls of his Rehoboth brewpub.

“From day one, our focus has been brewing well-differentiated, off-centered ales featuring high-quality culinary ingredients outside the Reinheitsgebot – something pretty unheard of in the mid-’90s, but that was our intention,” remembers Calagione. “We wanted to be pioneers in the industry, showing folks that there is so much more to beer than just water, barley, hops, and yeast.”



DuClaw Brewing Co.

That very same year, avid homebrewer Dave Benefield followed his passion and started a brewpub in Bel Air, MD, DuClaw Brewing Company. He then transitioned the focus of the brewery towards a successful bottling and canning business. Today, Benefield and his Brewmaster, Jim Wagner, have created over 35 beers, as well as countless variations and unique blends of craft beer.

“I am very proud of how far DuClaw has come after 25 years. We have evolved greatly and have never forgotten our ‘Craft Be Cherished. Rules Be Damned.’ roots. It’s this spirit of innovation and care for the craft that continues to drive us into the future,” says Benfield.

Beer That Has A Story to Tell

These early breweries became teachers of sorts, guiding customers through tastings of nearly forgotten beer styles from Germany, England, and Belgium.

Feature

Breweries like Dogfish Head further legitimized craft beer by demonstrating its inherent connection to the culinary world. Their breakthrough beer, **90 Minute Imperial IPA**, is legendary for its continual hopping, a process inspired by a tip Calagione learned from a cooking show. “The chef was simmering a soup, adding peppercorns continuously throughout the boil to ensure an intricate, but well-balanced flavor profile. If it worked for soup, I thought, ‘why not beer?’”

By now, it’s an American craft beer legend. Calagione picked up a retro vibrating football game at the local Salvation Army store and rigged it at an angle above the brew kettle. “When my wort was boiling, I turned on the game, and the vibrations caused the hop pellets to shake and shimmy through the holes in the pickle bucket, down the ‘football field’ and into the brew... Originally released back in 2001, 90 Minute – even now, 19 years later – is one of our best-selling beers!”

The Only Constant in Craft Beer Is Change

Predicting how consumer preferences will change is another reason these breweries have succeeded. “One of the biggest changes I’ve seen in the craft beer industry has taken place in the last five years or so – drinkers are shifting from big, high ABV beers to lighter, more sessionable offerings,” says Calagione, who was well ahead of that trend with the release of his sessionable (4.9%) sour **SeaQuench Ale** in 2016.

“You need to be willing to take risks in this industry. We always try to stay at the forefront of innovation, and I believe where breweries get in trouble is when they become complacent with their styles and brands,” says Romano. Flying Fish’s **Greatest Sips 2** variety pack pays homage to Muller’s signature, limited-release collection, the Exit Series. These fan-favorite craft beers honor a particular exit of the New Jersey Turnpike, focusing on a characteristic or local, innovative ingredients of the area for which it is named. You can find beers like **Exit 1 Bayshore Stout** or **Exit 7 Porkroll Porter** featured in this upcoming fan-requested variety pack.

Iconic Beers That Stand the Test of Time



Flying Fish Hopfish

Originally produced by Gene Muller, HopFish is an English-style IPA featuring a deep golden color with plenty of hop bitterness balanced by malt sweetness. The HopFish IPA is lightly filtered to help maintain the appropriate body. The result is a very drinkable and versatile beer that’s been a mainstay at Flying Fish for over 18 years.



Dogfish Head 90 Minute

With Calagione’s innovative (and dare we say, off-centered?) process of continual hopping, 90 Minute exploded onto the craft beer scene as a beautifully balanced Imperial IPA – a style new to most of the beer-drinking population. Today its legacy is cemented, with Food & Wine recently dubbing it “one of the most important American craft beers ever brewed!”



DuClaw Sweet Baby Jesus!

First brewed in 2011, the Great American Beer Festival Bronze Medal Winner, Sweet Baby Jesus!, has been a leading force for DuClaw Brewing Co. This classic, full-bodied chocolate peanut butter porter has a smooth, dry finish and just enough hops to balance flavors of roasted malt, chocolate, and rich peanut butter.



Magic Hat #9 Not Quite Pale Ale

Magic Hat’s signature craft beer, #9 has been widely successful since its release in 1995. A slightly dry, crisp, and refreshing brew, #9’s mysterious and unusual palate will swirl across your tongue with subtle notes of fruit and floral hop bitterness.



Loose Cannon IPA

Loose Cannon IPA quickly became a fan favorite and was the deciding factor in changing the name of Clipper City Brewing Company to Heavy Seas. It’s since spawned a series of its own known as the Cannon Crew – the newest iteration, Hazy Cannon, will be released in November.



To commemorate their achievement, Dogfish is publishing *The Dogfish Head Book: 25 Years of Off-Centered Adventures*, a new exploration into their hard-earned insights into brewing up a new business.

Deschutes Brewery

BEND, OREGON, IS A SMALL, BEER-LOVING CITY FULL OF SCENIC views, rich traditions, and a deep appreciation for local craft beer. Deschutes Brewery, located on the Deschutes River, has been brewing craft beer for over 30 years. Founder, Gary Fish, started Deschutes as a local brewpub with good food and even better beers. Since 1988, the brewery has installed numerous fermentation tanks and scaled from selling only 300 to over 425,000 barrels of beer annually. Deschutes has expanded to over 32 states, a few countries and has grown to be Oregon's leading craft beer producer.

Deschutes Brewery, known for its diverse beer offerings, from robust **Jubelale** to their mainstay **Black Butte Porter**, they have become a landmark to craft beer fans in the Pacific Northwest. Deschutes is consistently producing innovative beer using their adaptive artificial intelligence, exploring new ways to make sustainability an integral part of their business, and supporting their community.

Heady Times had the opportunity to speak with Brian Faivre, Deschutes' Head Brewmaster, to learn more about this top-performing craft brewery from the West Coast.

Heady Times (HT): Tell us more about your background and how you started with Deschutes.

Brian Faivre (BF): I have always been drawn to computers and enjoyed mathematics. I coincidentally lived across the street from a brewpub and discovered my love for home brewing in college. I was, unfortunately, persuaded away from brewing, so I pursued a career in computer science. I continued to homebrew whenever I could, and after five years working as a software engineer, I decided to take a break. I ventured to San Francisco and found my dream job, combining my love for computers, mathematics, and beer. It was then I discovered an assistant brewer position, and the rest is history.

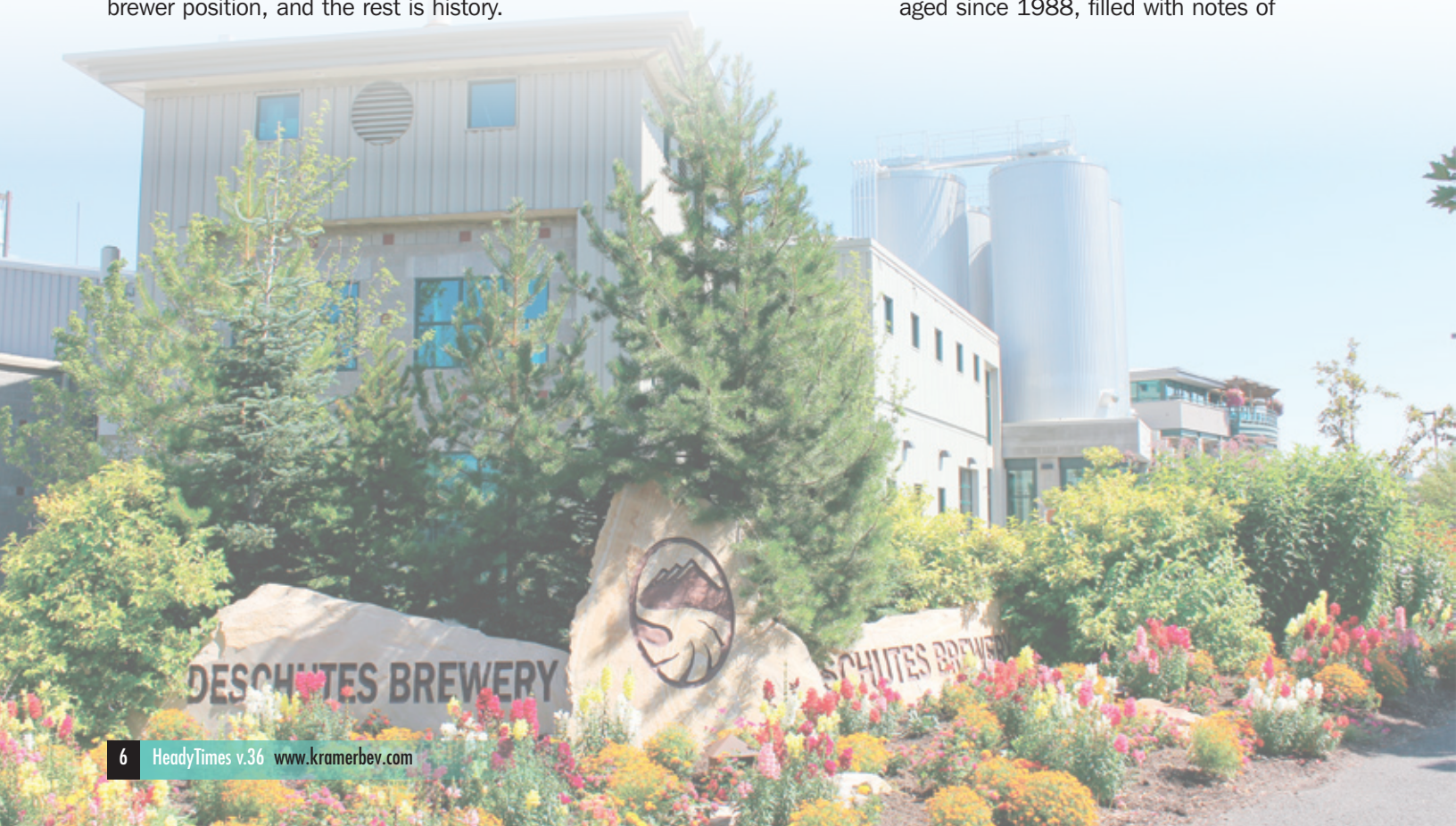


Brian Faivre

After two years, I enrolled in UC Davis Master Brewers Program to gain a formal education in brewing. I took a production brewing job at Deschutes Brewery the summer following the program. I am biased, but almost 16 years later, I can honestly say I love everything about the beer industry. The fact that we get to develop the beer, watch the progression, and taste them daily is extremely rewarding.

HT: Your famous Black Butte Porter has been called "America's Favorite Craft Porter." Can you tell us more about that?

PF: Black Butte Porter is most definitely our flagship beer, and it's the beer that started it all. It's a classic American porter aged since 1988, filled with notes of



BrewerHIGHLIGHT

chocolate and coffee. It's no secret that there are all these misconceptions and stereotypes centered around dark beers, but when consumers get a chance to taste it, and I watch their reactions, they truly fall head-over-heels in love with this porter.

HT: 2020 has been a challenging year for all of us. Due to the COVID-19 pandemic, how did Deschutes operate under such unprecedented circumstances in the Pacific Northwest?

BF: Unfortunately, we had to lay off about 50% of our staff, which was an extremely difficult task to complete. For the most part, we've been able to bring back almost all of the people that we laid off temporarily, but it's been a very challenging and emotional time for everyone. Thankfully, we've seen a rebound, especially in the off-premise, where sales have spiked. We have produced and sold more in the last three months than we did in the previous year. The ability to adapt during these difficult times is key.

HT: Can you tell us more about the innovation behind how your Reserve Series is produced?

BF: Three years ago, we designed a pilot plant at our production facility to help us create limited release beers and to give us more of a creative outlet. One-barrel production permits us to do small testing batches, examine new hop varieties and different types of malts and yeast strains. We have a new series called "Send It Series," which will be released in our tasting room in single-serve offerings. Pilot gives us the ability to do more rapid innovation to see how these beers will do in the market.

HT: We are all very anxious to see what 2021 will bring us. Can you provide a glimpse of what's coming up for Deschutes?

BF: Every year, we have our anniversary beer with Imperial Porter, and the flavor combinations change annually, but we decided to go with a product called Whiskey Butte. We took some of our barrel-aged Anniversary Black Butte Porter and blended them with our regular Black Butte, which creates a beer that's about 7.5% ABV rather than the large 13% from Imperial Porter. I am super excited about for consumers to taste this product.



Black Butte Porter

Rise through dark forests dense with chocolate and coffee notes to reveal a rich landscape of roasted terrain and soft-lit, creamy skies. Black Butte is savory smooth and an unexpectedly complex porter that's stood the test of time.



Fresh Haze IPA

Soak up the soft golden rays of an inviting malt body as the lively hues of citrusy hops linger on the horizon of a cool, refreshing finish.

Fresh Squeezed IPA

Savor every last drop of tropical refreshment with this juicy blend of citrusy hops balanced by a lively malt body. Undeniably refreshing and freshly squeezed. No fruit was harmed in the making of this beer.



Lil' Squeezy IPA

Kick back with this breezy blend of juicy hops and delicate malt character dripping with fresh citrus flavors and zesty aroma.

8-Ball Whiskey

CALLING ALL CHOCOLATE LOVERS! 8-BALL WHISKEY IS ONE OF THE nation's newest and fastest-growing whiskey brands, and the first premium American all-natural chocolate-infused bourbon whiskey.

The versatility of 8-Ball Whiskey is impressive. It can be enjoyed all year round as a shot, chilled, or a mixed cocktail. (Check out some great recipes in the sidebar!) The combination of both chocolate and whiskey will enrich this holiday season; whether enjoyed at a holiday party or a movie marathon on the couch, 8-Ball's chocolate-flavored whiskey will undoubtedly keep consumers cozy all season long.

Heady Times met virtually with Founder and CEO of WolfPack Fine Wine and Craft Spirits, Paul Favale, to discuss 8-Ball Premium Chocolate Whiskey.

Heady Times (HT): What makes 8-Ball stand out amongst its competitors, such as Fireball and Screwball?

Paul Favale (PF): 8-Ball is the first chocolate-infused whiskey in America, and it's made with 100% all-natural ingredients. Due to the recipe's delicate organic chemistry, 8-Ball has the right blend of ingredients to create a product that's very chocolate forward, with subtle hints of spices that do not separate or cloud the liquid. Some say flavored spirits can lead to one note overpowering the rest, but 8-ball has just the right balance.

HT: How has COVID-19 impacted 8-Ball distribution?

PF: The challenge COVID-19 presented is a case of liquid-to-lips, meaning if consumers try the product, they love it. When consumers are walking into their local liquor store, they typically gravitate towards their usual go-to. No one would even consider looking for a chocolate-flavored whiskey. We haven't been able to execute in-store tastings, and mixologists can't do their job with on-premise closures. With all these numerous challenges, we had to shift our focus to educating retailers to get the product on the shelf. With the on-premise reopening, we can now turn our attention to getting consumers to taste the product.

HT: With the holiday season quickly approaching, do you think consumers will be driven to try 8-Ball?

PF: Absolutely. Whether it's Halloween, Christmas, Valentine's Day, Easter, or any holiday for that matter, one thing they all have in common; they're all celebrated with chocolate. We did focus groups on flavor profiles, and chocolate is the most popular flavor globally. I believe the combination of the two will be a big winner this holiday season both on and off-premise.



Paul Favale

The Snickers Martini

- 1 oz. 8-Ball Chocolate Whiskey
- 1 oz. Dogfish Head Roasted Peanut Vodka
- 1 oz. caramel liquor

Pour all ingredients into a cocktail shaker and add ice

Shake hard and serve up in a martini glass

Wake & Shake

- 1 oz. 8-Ball Chocolate Whiskey
- 1 oz. fresh espresso
- 1 oz. vanilla vodka

Pour all ingredients into a cocktail shaker and add ice

Shake hard and serve up in a martini glass

Willy Wonka's Manhattan

- 2 oz. 8-Ball Chocolate Whiskey
- $\frac{3}{4}$ oz. Sweet Vermouth
- 3 dashes of orange bitters

Pour 8 Ball and sweet vermouth into a shaker

Add 3 dashes of orange bitters and stir

Serve up in a martini glass and garnish with a bourbon-soaked cherry

Adult Yoo-hoo

- 1 oz. 8-Ball Chocolate Whiskey
- 1 oz. RumChata

Pour ingredients into a shaker and add ice

Shake hard and serve in a shot glass



Benash Liquors

WHETHER YOU'RE HEADING "DOWN THE SHORE" OR CRUISING into Philadelphia, don't miss Benash Liquors, located on bustling Route 38 in Cherry Hill. Benash Liquors has been family-owned and operated for over 50 years and is known for providing the best beer, wine, and liquor selection. Whether local or traveling from a distance, expect Benash to have the newest and most unique products available. Benash is known for their knowledge of the industry and the products available throughout the store, which gives a more friendly and personal touch to customers.

Heady Times recently zoomed with the owner, Rich Brooks, to learn the secrets of maintaining such a successful, family-owned liquor store.

Heady Times (HT): What sets you apart from other liquor stores in the area?

Rich Brooks (RB): We have three generations of families working here. Several chain stores surround us, so I believe our friendly demeanor and hands-on service certainly help set us apart. Being a small store, we have to stock products in a smaller area, and we have to differentiate ourselves by carrying things that large chain liquor stores do not carry. In the last five years, we've become a destination store where people will travel for 30 miles or from another state just for our wide selection of inventory, whether it's wine, beer, or liquor. We take pride in carrying products that you will not find anywhere else.

HT: What changes have you made to your business due to COVID-19?

RB: We had to expand the items available online and provide curbside pickup for our customers to shop safely. With things starting to return to normal, we see more customers back in the store and less utilizing curbside. We would roughly complete 15 to 25 curbside runs during the height of the pandemic, and now we are down to maybe two to three a day.

HT: Have you seen a change in the way people buy beer as a result of the pandemic?

RB: Alcohol sales across the retail industry have understandably seen increases as bars and restaurants closed, and demand shifted to at-home consumption during the early weeks of the pandemic. Consumers were pantry loading, shopping less often, but buying more each trip. We continue to see more people purchasing beer smarter, not harder since the pandemic, especially with online ordering.



Left to right: Andre Street (Beer Manager), Rich Brooks (Owner), Bill Kohler (Owner)



HT: Did anything positive come out of the pandemic?

RB: We were slammed every day. We were able to form new relationships, and we even picked up many new customers out of the Philadelphia area when they closed down due to COVID-19. They came over the bridge and witnessed our friendly service, wide selection, and now they continue to come even with PA back up and running.

HT: What's your favorite part about the business?

RB: I enjoy talking with people and getting to know the ins and outs of the industry. Within the past 15 years or so, there have been many products to hit the market that I realized it's fun to learn about them. We would rather be in front of the trends than behind them and miss out on an opportunity.

2405 NJ-38, Cherry Hill • benashliquors.com



@benashliquors



@BenashLiquors

Bookshelf

How To Drink Like A Writer: Recipes for the Cocktails and Libations that Inspired 100 Literary Greats

From Apollo Publishers, with Writing by Margaret Kaplan

Some of the most celebrated writers are united by their love of a good drink. Charles Dickens celebrated the early days of the American cocktail scene – including the now extinct “timber doodle” cocktail – in his work and in his life. In his wilder days, F. Scott Fitzgerald was a fan of anything gin-based, while his wife, Zelda (ever the Southern debutante), preferred a vodka lemonade. Hemingway famously indulged in everything from lightly sweetened daiquiris to the dramatically named Death in the Afternoon, a champagne and absinthe cocktail inspired by his time in Paris.

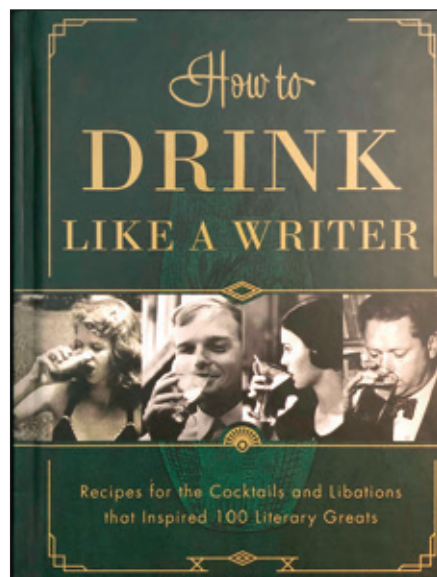
In *How To Drink Like A Writer: Recipes for the Cocktails and Libations that Inspired 100 Literary Greats*, readers can learn how to mix up cocktails favored by their literary heroes, from William Shakespeare to Roxanne Gay. And while some recipes, like James Joyce’s Dublin Coffee or Jack Kerouac’s Margarita, are, at most, inspired by the lives of their namesakes, others are ripped directly from the author’s work or personal writings. The recipe for Ian Fleming’s Vesper Martini, for example, comes directly from the

pages of the 1953 Bond novel *Casino Royale*, and Nora Ephron’s Kir is the same black currant and white wine aperitif that the writer and filmmaker favored (served with a side of ice). And in the sole non-alcoholic entry in the book, readers can learn how to brew the perfect cup of tea with advice directly from George Orwell and his 1946 essay, “A Nice Cup of Tea” (Orwell favored tea or a friendly pub and a pint of mild over the cocktail scene, in true English fashion).

How to Drink Like A Writer offers more than recipes, however. The book provides historical context for the authors and cocktails profiled within, whether in the form of brief biographies or explanations of the cultural zeitgeist in which the writers operated. Famed institutions where these literary movers-and-shakers met and discussed ideas (like the beatnik-beloved Vesuvio Café) receive features alongside recipes for cocktails developed for their patrons. Check out the Algonquin, a rye and vermouth cocktail mixed up for members of The Algonquin Round Table like Dorothy Parker and Robert Benchley, or the Harlem

Cocktail, a refreshing gin and pineapple drink popular during the Harlem Renaissance.

And if, like many literary greats before them, readers find themselves with a dastardly hangover after an evening of experimenting, *How To Drink Like A Writer* helpfully provides a list of literary hangover cures, including the recommendation of P.G. Wodehouse’s consummate butler, Jeeves, who suggests Worcestershire sauce, raw egg and red pepper whisked together. Your results may vary.



HopART

Dogfish Head's Iconic 60 Minute IPA Gets A Brand-New Look



If you ask craft beer geeks about the first IPA they fell in love with, you're probably going to hear a lot about Dogfish Head's continually hopped 60 Minute IPA. Called "the most balanced IPA on the market" by *The Wall Street Journal*, 60 Minute has a long history of converting beer novices into bona fide hop heads.



Originally released by Dogfish Head's fearless leader Sam Calagione in 2003, Dogfish Head's old school flagship IPA recently received a new school facelift. "While we loved our original label designs, we wanted our re-imagined artwork to be as colorful, 'storyful' and off-centered as the liquids within each can or bottle," says Calagione. "Every one of our beers has a story to tell, and with our re-imagined label artwork, we are helping to tell each beer's story in a visual manner."

Brewed using a boatload of Northwest hops and then continually hopped with more than 60 hop additions for a full 60 minutes, this beer delivers a pungently citrusy, grassy hop flavor without being crushingly bitter. The artwork's new, zany clocks help convey the brewing process that makes this beer so unforgettable.

"60 Minute IPA's new look was designed by one of our in-house designers, Ryan Telle," says Calagione. "He has been with us for a handful of years now and he created the design for our Slightly Mighty packaging as well." When they started tossing around ideas, Calagione and Telle kept coming back to their desire to somehow illustrate their unique brewing process. "I wanted our invention of continual hopping – the brewing process used to create 60 Minute IPA – to be the focus."

And so, Telle set to work. "With that story point in mind, Ryan came back with an artfully crafted concept featuring a Rube Goldberg-style contraption with a hand-drawn clock." The resulting design is a beautifully chaotic image that, though abstract, tells you everything you need to know about how Dogfish Head's best-selling beer is made.

Calagione's first thought when he saw Telle's interpretation? "It was perfect!"

In addition to 60 Minute, Calagione and Telle also redesigned their legendary 120 Minute IPA bottle carrier, with a sleek black and gold image that pops. So, is this just the beginning of a larger refresh of Dogfish Head's label artwork? "No other redesigns are planned for this year," Calagione says, "but who knows what 2021 will bring!"

NewPRODUCTS



Sierra Nevada Big Little Thing Imperial IPA

Sierra's new Imperial IPA has a rich malt body, cloaked in lush hoppy flavors of mango, grapefruit, and tangerine. **ABV:** 9% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning mid-December

Labatt Blue Light Seltzer Variety Pack

This new hard seltzer is exceptionally light and refreshing with unique fruit fusions providing something missing in the seltzer segment – flavor. Labatt Blue Light Seltzer boasts 100 calories, 1g of sugar, 1g gram of carbs, and 5% ABV. The 12-pack variety includes **Black Cherry Lime, Tropical Grapefruit, Mango Lemon, and Blood Orange Blackberry** flavors! **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Pabst Cold Brew Coffee

This ready-to-drink hard cold brew coffee has a touch of sweetness with a Pabst Blue Ribbon kick. **ABV:** 4% **Package:** 11 oz. slim cans only **Availability:** Now, year-round

Pabst Stronger Seltzer Variety Pack

Stronger Seltzer is a refreshing, high-quality seltzer, low in calories and sweetened with Stevia. This 12-pack variety includes: **Lime, Wild Berry, and Strawberry Basil.** **Package:** 12 oz. slim cans only **Availability:** Now, year-round



New PRODUCTS

Two Robbers Black Cherry Lemon

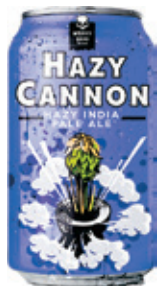


Black Cherry Lemon is Two Robbers' boldest hard seltzer flavor yet. Catch notes of the elegant sweetness of black cherries, balanced perfectly by the mild acidity of fresh lemons. Made with simple and real ingredients including sparkling water, alcohol from cold-fermented cane sugar, black cherry extract, and lemon extract.

ABV: 5.2% **Package:** 12 oz. cans only

Availability: Now!

Heavy Seas Hazy Cannon



Brewed for incredible juiciness, this beer is jam-packed with Citra hops for an insanely fruity aroma. It's your go-to hazy IPA, with citrus spunk.

ABV: 7.25% **Package:** 12 oz. cans only

Availability: Now, year-round (not available in Burlington or Mercer counties)

SweetWater Hazy IPA



SweetWater endowed this straight-up juice bomb with a double dry hop of Mosaic, Citra, El Dorado, and Azacca for a blast of mango, stone fruit, lime, and pine. It's not a mirage but a tasty, refreshing oasis in your pursuit of haziness. **ABV:** 6.2% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in December (not available in Burlington or Mercer counties)

Deschutes Variety Pack

This pack was crafted by the brewers of Deschutes Brewery to accompany the winter's excitement and stays true to Oregon's scenic beauty. This variety pack includes: **Black Butte Porter**, **Fresh Squeezed IPA**, **Fresh Haze IPA**, and **Mirror Pond Pale Ale**. **Package:** 12 oz. bottles only **Availability:** Now!



New PACKAGES

Miller Lite Holiday Packaging

Everyone is decorating for the holidays, and Miller Lite's new packaging is too. Because the holiday season will be unlike any other this year, Miller Lite wanted to highlight the everyday connections that people share during the holidays. Each package will feature a unique, humanizing "Lite Up" scene that will truly make the packaging stand out in a crowded space. Packs that will receive the new holiday packaging are: Aluminum pint 18, 15, and 24-packs, and bottles 12 and 24-packs.

Availability: Now!



Miller High Life Champagne Bottle

The holidays can be an expensive and emotionally taxing time of year, and Miller High Life customers are looking for a less extravagant way to celebrate.

Well, the 750mL champagne bottle is back! And thanks to the "Cheers Start Here" holiday thematic, customers will see that a touch of festive flair is all they need to make a celebration special. The High Life champagne bottle and dual-bottle carrier will anchor the festive feeling, encouraging shoppers to "Take One. Bring Two."

Availability: Now!



Narragansett Lager Ski 12 oz. Cans



For a limited time this winter, Narragansett 12 oz. Lager cans will be decked out with a new ski design to reflect the winter season and draw attention to this crisp and refreshing American Lager. **Availability:** December

New PACKAGES

SweetWater 420 Refresh

SweetWater's newly renovated flagship SweetWater 420 packaging design features updated branding and proposition messages across all SKUs. It's bold, clean, and dialed-up iconic green that will cut through the clutter on the shelf. You can count on this go-to OG pale ale being fresh, flavorful, and well-balanced every time. If you know, you know. **Availability:** Now!



Shiner Bock 2/12-Pack 12 oz. Cans



Lightly hopped with a sweet finish, hints of grain, and a clean flavor make this American-style dark Lager very drinkable and satisfying. It's medium-brown color and tan head brings out the subtle beauty of roasted malts. **ABV:** 4.4% **Availability:** Now!

Terrapin RecreationAle 16 oz. 12-Pack Cans



RecreationAle is specially formulated to accompany you on all of your adventures. Packing in just 99 calories so it won't weigh you down, this full-flavored "LoCal" IPA will keep your feet moving on the trail of life. **ABV:** 4.2% **Package:** 16 oz. cans only **Availability:** Now!

Truly Strawberry Lemonade 12 oz. Slim Cans

Previously available only in 24 oz. cans, Truly Strawberry Lemonade is now available in 12 oz. loose cans as well! Truly Strawberry Lemonade is a delicious mix of refreshing hard seltzer, sweet lemonade, and juicy strawberries. Perfectly balanced with the sweetness of real lemonade and refreshment of seltzer to deliver a crisp, clean finish. **ABV:** 5% **Availability:** Now, year-round



Seasonal SELECTIONS

When Demand Exceeds Supply

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

Kramer Beverage also sends out regular email blasts to inform our customers of pricing, as well as new and seasonal offerings. If you are interested in receiving these emails, please contact info@kramerbev.com.

Blue Moon Iced Coffee Blonde



Blue Moon's top winter performer is back again this holiday season! This blonde-colored wheat ale really shines because of its bright coffee aroma and mild malt sweetness. With a crisp, clean finish that is surprisingly

light, this beer has already proven to be a big hit with its coffee-loving millennial target. **ABV:** 5.4% **Packages:** 12 oz. bottles only **Availability:** Now!



Leinenkugel's Snowdrift Vanilla Porter

Drift into winter with Leinenkugel's festive fuller-bodied brew with hints of cocoa, coffee, and caramel brought out by roasted malts and aged vanilla. The smooth and creamy taste is perfect for warming up winter. It goes perfectly with holiday favorites such as marshmallow sweet potato casserole, savory roasted meats with mole, and any decadent combination of chocolate and cherry. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** Now!



Seasonal SELECTIONS

Samuel Adams Winter Lager



Now crisper and brighter, Winter Lager has been reformulated! For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The new, brighter clementine orange aroma is especially refreshing during holiday meals and celebrations. Hints of spice complement the rich maltiness of light caramel and roasted malt, with a smooth and warming finish. **ABV:** 5.6% **Packages:** 12 oz. bottles and draught (also in the Winter Classics Variety) **Availability:** Now!

Crisper & Brighter



Samuel Adams Holiday White Ale

NEW!

New this year, this pale golden and hazy white ale is the perfect complement for any holiday celebration. Citrusy orange flavors balance spicy cinnamon and earthy nutmeg with Spalt Spalter Noble hops, contributing a subtle

herbal lemon character for a well-rounded seasonal beer. **ABV:** 5.8% **Packages:** 12 oz. bottles and draught (also in the Winter Classics Variety) **Availability:** Now!



Samuel Adams Winter Classics Variety Pack

Sam's Winter Classics 2/12 Variety has a new mix this year! Included in the variety

are: **Sam Adams Winter Lager, Boston Lager, Sam '76, Holiday White Ale, American IPA, and Holiday Porter.** This variety is perfect for any holiday get-together. **Availability:** Now!

Angry Orchard Winter Orchard Explorer Variety Pack

New this winter, Angry Orchard's Orchard Explorer 2/12 Variety Pack offers a mix of fan-favorite hard ciders perfect for cozying up or getting out in the elements, featuring the flagship **Crisp Apple**; hazy and less sweet **Unfiltered**; refreshing **Rosé**, and well-rounded **Pear.** Angry Orchard's Winter Orchard Explorer Pack is full of deliciously complex, real fruit flavor. **Availability:** Now!



Dogfish Head Campfire Amplifier

NEW!

The perfect campfire companion, Campfire Amplifier is a s' mores-inspired milk stout brewed with marshmallows and graham crackers. Part of Dogfish Head's 2020 Off-Centered Art Series, this fall-flavored sipper features artwork by Dan Stiles. **ABV:** 6.5% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Guinness Imperial Stout

Brewed in Baltimore, MD, this bourbon barrel aged Imperial Stout is black as night with a tan head and an aroma of chocolate, bourbon, and candied red apples, with coconut and vanilla hints. It has a sweet, chocolatey, roasty flavor with a velvety mouthfeel, some coconut, and an oak finish. **ABV:** 10.3% **Package:** 11.2 oz. bottles only **Availability:** Now!

NEW!



Guinness Imperial Gingerbread Spiced Stout

Deep brown in color with a white head and an aroma of cinnamon, nutmeg, and ginger, this bourbon barrel aged spiced stout, brewed in Baltimore, MD, is sweet, with flavors of baking spices and warming bourbon. **ABV:** 11% **Package:** 11.2 oz. bottles only **Availability:** Now!

NEW!



Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, brought together Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate to create this deliciously smooth porter with hints of roasted malts and a rich chocolate finish. Last year's draught launch was wildly successful with PR and social media buzz driving explosive demand, delivering over 1 billion impressions! This initial launch showed sales that doubled expectations in just a short time! This year, Yuengling is excited to offer this delicious porter in 12 oz. bottles!

While Supplies Last

ABV: 4.7% **Package:** 12 oz. bottles only **Availability:** Now, in **limited quantities**



Seasonal SELECTIONS

Harpoon Winter Warmer



One of the longest-running seasonal beers in the country, Winter Warmer, has been a winter tradition for New England and beyond since 1988. Deep amber in color with a touch of dark caramel malt, this holiday ale is brewed with cinnamon and nutmeg for a festive warming spice. **ABV: 5.9% Packages: 12 oz. cans and draught Availability: Now!**

Harpoon 'Tis The Seasonal Winter Mix



'Tis the season for cozying up with friends and family over a shared mix-pack of fresh New England beer. Whether you're having a holiday celebration, breaking out the skis, or gathering 'round the fireplace, there's a beer in this 2/12 can mix for every wintery occasion.

Featuring: **IPA, Winter Warmer, Rec. League**, and the debut of **Big League** (like Rec. League but double the strength, haze, and hops). **Availability: Now!**

UFO Winter Blonde

Whether skiing the snowy trails or enjoying a jovial game night, there's nothing like capping off winter adventures with UFO Winter Blonde, a delightfully refreshing unfiltered wheat beer with a touch of vanilla sweetness and a subtle coffee aroma. **ABV: 4.9% Packages: 12 oz. cans and draught Availability: Now!**



UFO Jingle All the Way Winter Mix



Holiday party-goers rejoice! This is the perfect mix of beers for even the pickiest in your friend circle! Included in the 2/12 can mix are: **UFO White, Light Force, Boarding Pass IPA**, and **Winter Blonde**. **Availability: Now!**

Brooklyn Winter Lager

With layers of dark malt flavors leading up to a light and dry finish, Winter Lager is Brooklyn Brewery's easy-drinking answer to the heavy ales and stouts that emerge in wintertime. **ABV: 5.6% Package: 12 oz. bottles only Availability: Now!** (not available in Burlington or Mercer counties)



Rebel Hard Coffee Peppermint Mocha Latte

Rebel's Hard Peppermint Mocha Latte is the perfect mix of cool and refreshing. Dangerously delicious, with a creamy blend of Colombian coffee, chocolatey cocoa, real peppermint, and alcohol, it takes you to the fringes of extraordinary. **ABV: 5% Package: 11 oz. slim cans only Availability: Now!**



Terrapin Moo-Hoo

The Terrapin "Moo-Hoo" Chocolate Milk Stout proudly uses cocoa nibs and shells from Olive and Sinclair Chocolate Company to give this beer its great taste! This tasty cold-weather treat is rich, creamy, and uniquely satisfying. Beer and Chocolate together, they truly make one of life's great indulgences. **ABV: 6% Package: 12 oz. cans only Availability: Now!**



Sierra Nevada Celebration Ale

The start of the 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 underway! First brewed in 1981, Celebration is one of the earliest examples of an American-style IPA and 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. bottles and draught Availability: Now!**



Sierra Nevada Big Foot

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 is vintage-dated, and collectors can see the flavors develop and progress. **ABV: 9.6% Package: 12 oz. bottles only Availability: Now!**



SeasonalSELECTIONS

Shiner Holiday Cheer

Holiday traditions come in all shapes and sizes. Shiner's comes in freshly wrapped bottles. This old-world dunkelweizen is brewed with Texas peaches and roasted pecans – perfect for cracking open in front of a crackling fire. **ABV:** 5.4%

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



Evil Genius Santa!! I Know Him!



Evil Genius' holiday saison is brewed with rose hips, chamomile, black currants, and dark Belgian candi syrup. Deep, complex, and intriguing, this bone-dry, Belgian-style ale is sure to seduce you or the one you're with. Roses, chamomile, and currants have long been considered powerful aphrodisiacs, so Evil Genius combined them with mysterious and beguiling Belgian saison yeast. The result is something very special and sure to help spice up nights spent at home during the cold winter months. Have you been naughty or nice this year? **ABV:** 7.2% **Package:** 12 oz. bottles only **Availability:** Now!



Evil Genius I'll Have What She's Having

I'll Have What She's Having is an Imperial stout made with chocolate and hazelnut. This strong, dark beer is something only Evil Genius could come up with – a rich, creamy, over-the-top stout with layered flavors of roasted barley, molasses, chocolate, caramel, and hazelnut. Not too heavy on the palate, and with a surprisingly dry finish, this sturdy yet drinkable stout is perfect for the chilly months ahead. **ABV:** 9.4% **Package:** 12 oz. bottles only **Availability:** Now!



Ballast Point Victory at Sea

A big porter crafted to weather any storm. Victory at Sea Imperial Ported is a bold, smooth brew with just the right amount of sweetness. Ballast Point infused this robust porter with vanilla and San Diego's own Caffe Calabria coffee beans. The subtle roasted notes and minimal acidity of the cold-brewed coffee balances perfectly with the sweet caramel undertones of the malt, creating a winning combination for your palate. **ABV:** 10% **Package:** 12 oz. bottles only **Availability:** Now!



Heavy Seas 25th Anniversary

This massive tribute to Heavy Seas' 25 years of brewing is a strong ale brewed with English hops and aged, not once, but twice in barrels. The beer was first aged in bourbon barrels and then finished in rye barrels. This double-barrel aging adds significant complexity to this layered, extreme beer. With notes of toffee, caramel, vanilla, and earthy hops, this beer is as ambitious as starting a craft brewery in 1995. **ABV:** 15.5% **Package:** 16 oz. cans only **Availability:** Now! (not available in Burlington or Mercer counties)



New Belgium Accumulation

Stack up a few cases of Accumulation White IPA to keep your long nights glowing blizzard white. IBUs start accumulating like snow in Colorado as a way to salute the white beauty falling from the sky, but a direct revolt to the longstanding tradition of brewing dark beers... at least that's what the rebellious New Belgium brewers claim as they shovel snow and dream about new hop varieties and a bit of wheat. **ABV:** 6.2% **Package:** 12 oz. cans only **Availability:** Now!



New Belgium Oakspire

A limited-edition collaboration between New Belgium and Knob Creek, Oakspire is a unique bourbon-barrel ale aged with bourbon-steeped oak spirals and char from inside the barrel. In addition, an array of malts were used to create this beautiful beer. Smooth notes of toffee, vanilla, and caramel wrap up with a pleasantly warm finish. **ABV:** 9% **Package:** 12 oz. bottles only **Availability:** Now!



Mudhen Yellow Flashing Lights

When the air starts getting crisper, all that's left at the shore are the locals, and the yellow lights start flashing; you know it's time for this rich malty and robust imperial stout. **ABV:** 7.5% **Package:** 16 oz. cans only **Availability:** Now!



Seasonal SELECTIONS

Flying Fish Core Variety Pack



Here's a new mix of Flying Fish flavors for colder months in the variety 15-pack: **Hazy Bones IPA, Hopfish IPA, Abbey Dubbel, Raspberry Beeret, and Salt and Ski.** **Package:** 12 oz. cans only **Availability:** Now!

NEW!

LOCAL

Flying Fish Greatest Sips Variety Pack

For the first time ever, your friends at Fish have brought back the most requested Exit Series brands: **Exit 1 Bayshore Oyster Stout, Exit 16 Double IPA, Exit 7 Pork Roll Porter, and Exit 9 Redfish Hoppy Scarlet Ale.** **Package:** 16 oz. cans only **Availability:** Now!



NEW!

Flying Fish Fried Ice Cream Stout

Imperial stout and fried ice cream flavors together... why not indulge in two great things at once? This rich and complex stout provides ample aromas of roasted malt and vanilla. Then gets paired with real vanilla ice cream, flavors of cinnamon, and dark chocolate to produce a truly unique treat.

ABV: 10.3% **Package:** 16 oz. cans only **Availability:** Now!



Flying Fish Winter Cru

This winter warmer has hints of cinnamon and nutmeg highlighted in the Belgian-style ale that's made for cold weather enjoyment. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Glasstown It's A Wonderful Ale

This signature holiday beer tastes like a Christmas cookie in a glass. Brewed with cinnamon, allspice, vanilla, and nutmeg, this beer is reminiscent of enjoying Christmas cookies in the living room by the tree. It is sweet and spicy! **ABV:** 7.2% **Package:** 16 oz. cans only **Availability:** Now!

LOCAL



DuClaw Hop Tarts

NEW!

Meet Hop Tarts, a golden double IPA with a slight berry essence achieved by adding raspberries, blueberries, and strawberries during fermentation. Hops add to the beer's fruitiness, including Lotus, Mosaic, Fruit Punch, Enigma, Chinook, and Amarillo. It's a wild one! **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, in *limited quantities*



DuClaw Sour Me Strawberry Grape

NEW!

This is a wistful, tart-sweet sour in the iconic strawberry-grape flavor combo, made with real strawberries and grapes, plus lactose. You've seriously got to have it! **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now, in *limited quantities*



DuClaw PastryArch Candy Cane

This beautifully dark imperial Irish stout is made with Tahitian Vanilla Bean, Mint, Vanilla, and Lactose. The tan head is as tasty as it is inviting. Come on in from the cold and slide into the holidays with cool notes of peppermint, roasty malts, and deep chocolate. **ABV:** 8.5% **Package:** 16 oz. cans only **Availability:** Now, in *limited quantities*



NEW!

DuClaw For Pete's Sake

A blissful, full-bodied follow up to Sweet Baby Jesus! For Pete's Sake is a chocolate peanut butter porter with elevated peanut butter cup flavors. **ABV:** 9% **Package:** 12 oz. cans only **Availability:** Now!



DuClaw Sweet Baby Java

DuClaw's medal-winning chocolate peanut butter porter is infused with whole bean espresso to add new depth and complexity to Sweet Baby. Pop the top, take a sip, and you'll wonder... Where has this "bean" all my life? **ABV:** 6.2% **Package:** 12 oz. cans only **Availability:** December



SeasonalSELECTIONS

Double Nickel Friends Giving



Friends Giving is back this holiday season! This brew is a way of turning a little creativity, comradery, community, and collaboration into support for feeding families in need. Double Nickel teamed up with Tonewood Brewing Company, Cape May Brewing Company, Urban Village Brewing Company, and Source Brewing to creatively collaborate on a new brew, a "Potluck IPA," with all the proceeds

going to support local charities. This Thanksgiving, they are excited to be partnering with four awesome local organizations that help feed and educate food-insecure families in the New Jersey and Philadelphia area. In just two years the Friends Giving initiative has already raised over \$200,000 in funds and food product donations for their partner charities. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now! (not available in Burlington or Mercer counties)

2020
Edition!



Double Nickel Below Zero

In frigid temperatures and roaring winds, it's time to light the fire. Brewed with cinnamon and cardamom, this deliciously spiced ale will give a new meaning to surviving Below Zero. **ABV:** 7.8% **Packages:** 12 oz.

cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)

LOCAL

SweetWater Chocolope



The 420 Strain is back in black with a chocolaty stout and a head-turning aroma. The unholy trinity of hops, strain-specific terpenes, and natural hemp-type flavors complement a roasty malt backbone, resulting in a dreamy medley of mouth-watering flavors with tropical fruit on the inhale, coffee on the exhale, gooey chocolate all the way through. **ABV:** 6.4% **Package:** 12 oz.

cans only **Availability:** Now! (not available in Burlington or Mercer counties)

SweetWater Festive Ale

Just in time for the holidays, this strong, cheerfully spiced seasonal ale with big complex flavors will keep you warm and toasted all season long. Brewed only once a year, this high octane brew has a sleigh load of Centennial and Golding hops, and is capped with a dose of cinnamon and mace.

ABV: 8.1% **Package:** 12 oz. bottles only **Availability:** Now, in **limited quantities** (not available in Burlington or Mercer counties)



Fegley's Rude Elf Reserve

The spicy aroma and flavor, sweet malt taste, and high ABV are sure to warm you up during the holiday season. Rude Elf has a dry finish that leaves a lingering gingerbread cookie note in your mouth.

ABV: 10.5% **Package:** 16 oz. cans only

Availability: Now, in **limited quantities**

Fegley's Rainbow Flip Flops

NEW!



2020 has been a crazy year, so Fegley's created an equally crazy beer to match the times. Handpicked malts are added to oats, wheat, and milk sugar, then conditioned on natural vanilla and double the strawberries. It is dry-hopped with Mosaic, Calypso, and Simcoe hops for a blend of juicy fruits and aromas. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** Now, in **limited quantities**

Fegley's Weird Kids on the Block

NEW!



Pilsner and Pale malts are blended with oats and milk sugar, then fermented with a mix of pineapple and mango fruits and dry-hopped with Azzaca, Simcoe, and Mandarina Bavaria hops to create this weird New England Hazy IPA. **ABV:** 6.8% **Package:** 16 oz. cans only **Availability:** Now, in **limited quantities**

Fegley's Psychedelic Astronaut

NEW!



Psychedelic Astronaut is the latest New England IPA juice rocket! Groovy amounts of Munich and Pale malts are blended with rolled oats and a touch of wheat. A harmonic convergence of tangerine and blood oranges are added to blast you to new tastes and otherworldly experiences. This brew is then dry-hopped with Simcoe, Mandarina Bavaria, and Mosaic. Strap in, and enjoy the ride!

ABV: 7.7% **Package:** 16 oz. cans only

Availability: **Limited quantities** in December

Fegley's Insidious

Aged in Kentucky Bourbon barrels for nearly a year, this Imperial Stout has a seductive bourbon aroma with flavors of chocolate and vanilla then finishes warm.

ABV: 9% **Package:** 16 oz. cans only

Availability: Now, in **limited quantities**



Seasonal SELECTIONS

Spring House Squatchfly Pie Porter **NEW!**



Shoo-Fly Pie is a Pennsylvania Dutch delicacy often referred to as “Melassich Riwelboi.” There are two versions of this molasses crumb pie – dry bottom and wet bottom – and heated conversations ensue about the tastier. The brewery is not getting involved in the fight, and quite frankly, prefer to drink our calories. This rich porter features all of the best flavors of a Shoo Fly Pie, particularly molasses and brown sugar.

But don't worry, it's not overly sweet; we like our beer to taste like beer. **ABV:** 6.0% **Package:** 16 oz. cans only **Availability:** Now, in *limited quantities*



Spring House Stack of Flapjacks Pancake Stout

Think of your favorite diner's hotcakes reimagined into a beer. Voila! Smooth, maple-flavored, full-bodied, easy drinking. **ABV:** 8.6% **Package:** 16 oz. cans only **Availability:** *Limited quantities* in December

NEW!



Spring House Transmuter Cranberry Sour

Imagine this cranberry sour being shared at the holiday table with extended family, an “in-law survival juice,” if you will. This beer is sophisticated yet straightforward, featuring a perfectly balanced sour base and tart cranberries. **ABV:** 5.4% **Package:** 16 oz. cans only **Availability:** *Limited quantities* in December

NEW!

Anchor Christmas Ale



Anchor Brewing is proud to introduce the 46th edition of their iconic Christmas Ale. This year's version is a smooth and velvety spiced Ale, with rich flavors of roasted malts, gingerbread, and holiday aromatics. Anchor Christmas Ale pairs perfectly with oysters Rockefeller, roasted

game hen, gingersnaps with chocolate mousse and late night conversation beside the fire. **ABV:** 7% **Packages:** 12 and 50.7 oz. bottles **Availability:** Now!

**2020
Edition!**



Wine

FitVine Holiday Red

Every day is a holiday with FitVine Holiday Red. Celebrate with less sugar and no flavor additives without sacrificing a robust, full-bodied celebration in a glass. This blend doesn't sacrifice flavor, just sugar (along with calories and flavor additives).

ABV: 13.9% **Package:** 750ml bottles only **Availability:** Now! *(not available in Burlington or Mercer counties)*



Southern Ocean Sauvignon Blanc



After crushing, this New Zealand wine is left for maceration for 6 to 8 hours at low temperature to achieve the aroma of juicy tropical fruit and zesty citrus with intense flavors of passionfruit and zippy gooseberry. **ABV:** 12.5% **Package:** 750ml bottles only **Availability:** Now, year-round *(not available in Burlington or Mercer counties)*

Alto Livello Pinot Grigio

The wine is filled with aromas of citrus and tropical fruit that offers hints of fresh citrus and green apple with some softness of dry, white peach, and melon. Very soft acidity rounds out the finish, which is much more approachable for the everyday Pinot Grigio drinker. **ABV:** 12% **Package:** 750ml bottles only **Availability:** Now, year-round *(not available in Burlington or Mercer counties)*



Naonis Prosecco

This dry sparkler from the Friuli region in Italy is fragrant and fruity on the nose, with a palate that doles out green apple, nectarine, and pear flavors with an undertone of fresh earth. It has a crisp acidity and finishes with a creamy texture. **ABV:** 11% **Package:** 750ml bottles only **Availability:** Now, year-round

Wine



Villa M Rosé

A delightfully sweet and refreshing blend of 90% Moscato with 10% Brachetto, this frizzante wine is filled with notes of strawberry and ripe raspberry. Stored at low temperatures until fermentation is complete, the end result is a wine that is incredibly easy to drink with a fruity, smooth finish.

ABV: 6% **Package:** 750ml bottles only

Availability: Now, year-round

Villa M White

A beautifully sweet wine that is 100% Moscato, the grapes are slowly and gently pressed right after harvest to preserve the freshness and pure fruit flavor of the grapes. This was the first Villa M wine produced by the Gagliardo family in 1974 and decades later is still a crowd pleaser with its lovely frizzante and bright peach and nectarine aromas. **ABV:** 5% **Package:** 750ml bottles only **Availability:** Now, year-round



Spirits

Mamitas Lime

Has there ever been a better duo? Simple. Refreshing. A canned cocktail made with real tequila, sparkling water, and a splash of lime. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Mamitas Paloma

Some may call it an icon but all of them call it a classic. A canned cocktail made with real tequila, sparkling water, and a splash of grapefruit. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Mamitas Pineapple

It's fruity, tropical, and pairs well with day drinking. A canned cocktail made with real tequila, sparkling water, and a splash of pineapple. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Mamitas Mango

A burst of bold and juicy flavor. A canned cocktail made with real tequila, sparkling water, and a splash of Mango. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Transfusion

Transfusion is a ready-to-drink, grab-n'-go, take-it anywhere, spirits-based cocktail that offers a quenching alternative to beer. It's made with a blend of Concord grape juice, sparkling ginger ale, and vodka.

ABV: 7% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Ca' Del Sarto Rosato

Produced by family grower-winemakers located in the Province of Friuli just outside the town of Pordenone, which has long been known for wines of superior quality and character. Made from 100% Pinot Grigio, but evolved from the Pinot Nero grape, which departs a natural coppery color with rosy hues. On the nose, it has beautiful fruity notes of red berries with a dry, aromatic finish.

ABV: 12% **Package:** 750ml bottles only

Availability: Now, year-round

Ca' Del Sarto Pinot Grigio

The wine is light with delicate lemon, lime and kiwi on the nose, with fresh melon, honey and fig tones that is the perfect accompaniment for any meal! **ABV:** 12.2% **Package:** 750ml bottles only **Availability:** Now, year-round



Spirits

Cape May Back Bay Bourbon



This two-year-old straight bourbon whiskey will surprise you with its mature characteristics and smooth finish. This product was charred in American Oak Barrels, bringing a crisp, mellow, and distinct taste. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round

Cape May Black I Rye Whiskey

Black I Rye Whiskey is made from 95% rye and 5% malted barley. Aged for one year in traditional white oak barrels make it incredibly smooth and easy to drink with a semi-sweet and peppery mixture as it crossed your palate. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round



Cape May Prohibition Gin

With its Juniper base, it is post infused with a secret blend of botanicals making it an extremely cocktail-friendly gin. Prohibition Gin has a smooth gin taste with a wonderful citrus finish. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round

Cape May Double Barrel Honey

The first of its kind, the honey was fermented, distilled, and aged in barrels. It goes across your lips like a whiskey, with a honey explosion in your throat. It is best served on the rocks or made into a Honey Sour. The product is a yearly special! **ABV:** 40% **Package:** 375ml bottles only **Availability:** Now!



Kiki Vodka

Not all premium vodkas are the same, and Kiki proves it. Vegan, gluten-free, and kosher, this vodka is truly unique with exceptional purity and body, a sensation of richness, followed by a smooth, clean finish. It is best served neat, on the rocks, or in a cocktail. **ABV:** 40% **Packages:** 750ml bottles only **Availability:** Now, year-round

Dogfish Head Straight Whiskey



This whiskey is aged more delicately than your typical American Whiskey. In wine making, the use of toasted and lighter char oak barrels is preferred to allow the liquid to mature and retain the delicate flavors of the grape. Dogfish Head applies the same philosophy in

the barrels they select. The result is a delicately aged whiskey, reliably smooth, capturing the nuances of the malted barley. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round

Basic Vodka

The quality of Basic Vodka comes from refined simplicity. Made with locally sourced corn from the Midwest and distilled six times to create an impeccable, American-made vodka. Basic Vodka's focus is what's inside the bottle, no impurities, no additives, and no artificial flavors to mask the taste. **ABV:** 40% **Packages:** 50ml and 750ml bottles **Availability:** Now, year-round



Soggy Dollar Spiced Rum

Born from Soggy Dollar's smooth and handcrafted Dark Rum, it is infused with a secret blend of native spices. The spices' complex taste has underlying notes of citrus and tropical fruits with hints of pineapple, bitter orange, and nutmeg on the finish. **ABV:** 35% **Package:** 750ml bottles only **Availability:** Now, year-round



Soggy Dollar Dark Rum



A handcrafted, custom blend of the finest aged rums is triple distilled from cane sugar molasses and aged in American old oak casks. It has aromas of light dried fruit, caramelized vanilla to give a smooth finish with a touch of vanilla and oak for exceptional taste. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round

UNCORK UNWIND

ITALIAN RED WINES

Sweater weather is here, which means customers are looking for well-balanced, full-bodied, Italian wines that fill the void of winter's chill and pair amazingly with comfort food. Most of these selections are available year-round, but they make particularly wonderful additions to any holiday table, as well as amazing holiday gifts.

Gran Appasso Rosso



This red blend from Puglia, Italy has huge fruit flavor with intense expressions of wild dark berries, plum, and chocolate. It is full-bodied and tremendously well balanced and ends with a long persistent, truly memorable finish. Gran Appasso has a 14.5% ABV and is available in 750ml bottles. *(Not available in Burlington or Mercer counties.)*

Feudi Del Duca Montepulciano D'Abruzzo



Aromas of black cherry, fig, currant, and berry. A great mouthfeel on the palate with a taste profile that brings out elements of chocolate, jammy flavors of cherry with a hint of spicy vanilla and some soft tannins. A very long-lasting finish. Feudi Del Duca Montepulciano has a 13% ABV and is available in 750ml bottles. *(Not available in Burlington or Mercer counties.)*

Saddlebred Cellars Pinot Noir



This wine is fully unoaked and is very soft with rich flavors of cherry, currant, and freshly picked plum. The finish is very jammy and full of layers of dark fruit with a very long lasting and enjoyable finish. Saddlebred Pinot Noir has a 12% ABV and is available in 750ml bottles. *(Not available in Burlington or Mercer counties.)*



Villa M Red

Made from 100% Brachetto grape, Villa M was created by the Gagliardo family from Piemonte, Italy as a true Italian frizzante – a slightly bubbly, sweet red wine with plum and strawberry flavors that is best served chilled. Villa M Red has a 5% ABV and is available in 750ml bottles.



Ca' Del Sarto Barbera D'Alba

Made by the winery, Grimaldi Luigino, using sustainable agriculture, this wine is wonderfully smooth and slightly tannic; the wine develops a full, well-balanced flavor with age. Received 88 points from *Wine Spectator* and an incredible value for a Barbera D'Alba DOC produced wine. Ca' Del Sarto Barbera D'Alba has a 14.7% ABV and is available in 750ml bottles.



Tenuta Emera QU.ALE

This red blend from Puglia, Italy imparts a fresh and bright ruby red color, with a fruity nose of strawberry, raspberry, black currant, and sweet spices. A 'garage blend' adjusted for each vintage, QU.ALE is a play on Alessandra Quarta's name (QUarta ALEssandra). QU.ALE means "what is it?" in Italian. QU.ALE is eco-friendly, created with 100% organic grapes and recycled materials. QU.ALE a 13.5% ABV and is available in 750ml bottles.



Palladino Barbera D'Alba

100% Barbera d'Alba from three vineyards in different subzones. Aged 6 months in large barrels (botti) of Slovenian oak. Easy to drink and elegant, it has a fruity nose with notes of blackberry, strawberry and cherry. The palate is well balanced, with a fresh dry taste that is easily adaptable to any kind of food. Palladino Barbera has a 13.5% ABV and is available in 750ml bottles.

Programs

Keep Comfy with Coors Light

Get in the spirit of being comfy this holiday season with Coors Light's instant-win holiday sweepstakes. This season's promotion features a quick digital game, allowing participants to see if they've instantly won a Coors Light holiday onesie. After playing the instant-win game, participants will be automatically entered into an additional sweepstake, for a chance to win another Coors Light onesie to gift to a friend. A supporting POS kit will inform people of the holiday sweeps and allow them to keep playing all season long.



Miller Lite Holiday Point of Sale

All year long, Miller Lite has been encouraging people to embrace the unpretentious hangs that make times with friends great, and that momentum is ready to carry over into the holidays. The holiday POS will remind busy holiday-ers to “Get Together and Put Your Lites Up,” showing customers that no matter where or how they holiday, it's always better with Miller Lite. Plus, the famous Miller Lite holiday ugly sweater and knitwear are back for another holiday season to keep the fan-favorite tradition rolling!



Celebrate the Season with Blue Moon

This season, Blue Moon is showing shoppers how adding a special touch can make their holiday extraordinary. The holiday program features a fresh new look that will carry through all thematic tools, occasion-forward assets and Blue Moon's cross-merchandising mixology program. To kick off the program, Blue Moon is introducing a new cocktail, the Brandy Moon, to refresh holiday spirits in an extraordinary way. Limited-edition glassware also adds a holiday twist to the iconic Blue Moon glass this season.



Peroni Holiday

The simply elegant beer masters at Peroni invite shoppers to elevate the season with the “Joy of Aperitivo”. This campaign features a celebrity food partnership, a beautifully inspiring visual and eye-catching displays to immerse the shopper in a full experience with the product. The celebrity partnership will leverage PR support, a cooking contest, and proprietary recipes to engage drinkers in opportunities that live beyond the shelf at retail. The key visual shows off the fact that Peroni is the perfect accessory to your holiday table, supplemented by cross-merch opportunities, pairing and mixology plays, and custom holiday recipes. This work is sure to stand out in stores.



Bring Back the Chill with Coors Light

The constant pressure to be “on” during the holidays can make it feel like the least *Chill* time of year. But Coors Light is going to bring the *Chill* back with a holiday favorite. The Coors Light onesie is making its triumphant return, and this year, it's going nationwide. Eye-catching POS shows the brand with a seasonal twist – featuring Chill script wrapped in holiday string lights! The program will be built out with other holiday essentials, too: branded string lights, cheeky coaster postcards, themed beverage wraps and custom smart glass mittens.

Programs



Give Presence This Holiday Season with Corona

For the 30th year in a row, Corona is bringing the spirit of Feliz Navidad to life. In 2020, through a fully integrated holiday marketing campaign, general market and Hispanic consumers will embrace, share, and celebrate meaningful holiday moments. The iconic “Oh Tannenpalm” spot will be back for its 30th consecutive year, solidifying its place as the longest-running beer ad and 2nd longest-running holiday ad of all time. The program will also be supported with social media and on- and off-premise displays. Corona is here to remind us all that the best gift you can give is being present with the people you are closest to this holiday season.



Celebrate the Season with Gold

Casa Modelo is inviting everyone to celebrate the Year With Gold this holiday season. Leaning into the iconic poinsettias and an authentic Mexican celebration captured through photography, Modelo is capping off the year strong. This holiday's dual-branded, bilingual POS showcases a traditional Hispanic holiday celebration with Modelo and authentic fare.



Guinness Gives Back

This holiday season, Guinness has created five “Guinness Gives Back” packs around the country and they are contributing \$1 from every pack made, up to \$750,000, towards local and national charitable organizations across America to help in recovery efforts and to support those who have long supported them. You can find more information about their commitment to philanthropy at Guinnessgivesback.com. And this year, the Guinness Gives Back donation program has been extended to the on-premise with a coaster program, which donates \$1 for every social post throughout the season! Consumers can celebrate the season knowing they are helping to give back during the holidays. Leverage the GGB pint glasses, Holiday Keep the Pint nights, and giveaways (where legal).



Mingle All the Way with Smirnoff

This holiday season, Smirnoff is bringing consumers the ease and deliciousness of all different Smirnoff ready-to-drink malt beverages. Utilize holiday-themed POS to gain floor space for the Smirnoff portfolio and appeal to consumers' wants and low sugar desires. Smirnoff Ice and Smirnoff Seltzer provide shoppers with easy and delicious solutions to holiday entertaining and drive sales all season long.



Experience the season with two times the holiday cheer with Smirnoff SMASH (8% ABV) or enjoy all of the holiday cheer with no sugar with Smirnoff Ice Zero Sugar or Smirnoff Seltzer with zero sugar, 90 calories, and only 1g of carbs!

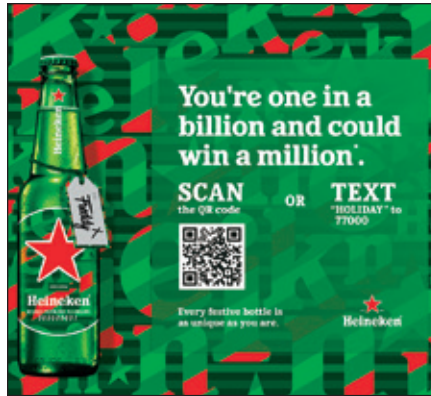
Programs



Tailgate with Dos Equis

For many fans, tailgating is the best part of college football Saturdays. Maybe one of the best parts of fall/winter, period. If any portion of the season is canceled, America will feel a void. With or without football, tailgating is an activity that can be enjoyed at home or almost anywhere one has ice-cold Dos Equis, a grill, and friends.

This football season, consumers can snap a photo of themselves enjoying a Dos Equis and upload it to DosEquis.com/fan to enter to win one of 300+ prizes, including social distancing coolers, a home pop-up bar, tailgating chairs, or a branded tailgate truck! (not available in Burlington or Mercer counties)



Win Big with Heineken This Holiday Season

This holiday season will bring new packaging from Heineken, as well as their popular 5L mini-kegs – a great option for holiday festivities! Heineken has created unlimited different bottles to give consumers the perfect, personalized serve, wrapped in a unique, festive experience – 100 million different patterns to be exact! Consumers can also enter to win a million dollars or instant-win prizes of limited-edition festive merchandise! (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



This year, Mike's is partnering with the ASPCA to help bring awareness to animal hunger. They will donate \$0.25 for every case of Mike's sold during November and December to the ASPCA. Consumers will also be able to donate to the ASPCA, via text, and receive a gift for their dog! Bring a bit of joy and happiness to an otherwise sad situation with Mike's.



Uncap Flavor with Cayman Jack

Now through December, Cayman Jack will partner with popular food magazine *Bon Appétit* to inspire shoppers to host a standout celebration with the best bites, awe-inspiring apps, and of course, premium-crafted cocktails. The program also offers consumers a chance to win a year's subscription to the magazine.



Support the Movember Foundation with Cayman Jack

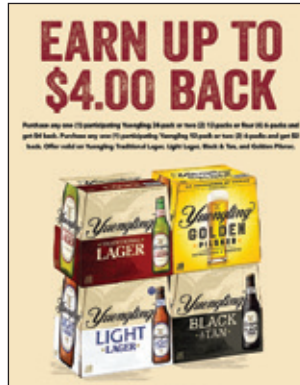
Through the end of November, Cayman Jack will make a donation to the Movember Foundation – a global charity raising funds and awareness for men's health – for every case of Cayman Jack sold. What's more, shoppers will receive discounts when purchasing CJ and grooming products together (where applicable).

Programs

Come Home to Yuengling Traditional Lager for the Holidays

Yuengling Traditional Lager is a trusted, tried-and-true brand brewed by six generations of the Yuengling family. Nothing feels more like home than making new memories with Yuengling Traditional Lager from America's Oldest Brewery. Yuengling's holiday program includes...

- Great recipes from celebrity chef Kelsey Barnard Clark and Sheryl Yuengling
- Yuengling's line of ugly sweaters, hats, socks, and bottle sweaters
- Up to \$4.00 back from Yuengling through their off-premise digital offer



Yuengling Diversity in Brewing Scholarships

Yuengling is committed to helping create positive change. In an effort to make an impact within their own industry and further cultivate an inclusive brewing community, they launched Diversity in Brewing Scholarships this fall, in partnership with Pink Boots Society and the University of South Florida Brewing Arts Program. For more information, visit Yuengling.com/industry.



Yuengling
DIVERSITY IN BREWING

The Cognac of Tequila

Dano's Añejo Tequila was recently featured by *Rolling Stone* as one of "The 12 Tequila Brands We're Drinking Right Now."

Dano's Añejo is aged 18 months in French white oak barrels and produced using 100% agave. It is the "cognac of tequila," which makes it perfect for sipping neat or poured over ice. Dano's Añejo Tequila is highly awarded, winning **Best in Class Añejo** at the 2020 San Francisco World Spirits Competition, and **Double Gold** and **Gold** in the 2018 SIP Awards.



Programs



A Reason to Celebrate with Sierra

In the spirit of the season, Sierra's 2020 holiday program focuses on creating the Sierra Nevada moments that remind drinkers *It's Celebration Season*, which should be shared with family and friends. This program delivers high impact, holiday-themed display executions featuring the #1 Pale Ale and their top-selling seasonal, Celebration.



Fishers Island Hot Toddy

Fishers is tasty hot, and too good to just be for when you've got the sniffles. Sip after a day on the slopes or by a cozy fire.

- 6 oz. **Fisher's Island Lemonade** (half can)
- 1 oz. **Cape May Black I Rye Whiskey**
- Cinnamon Stick

Combine all ingredients and simmer on stove and garnish with lemon wheel and cinnamon stick.



Dogfish Head Spirits Winter Cocktail Recipes

Holiday Rum Chai Tea

- 1.5 oz. **Dogfish Head Barrel Honey Rum**
- 2 oz. Chai Tea
- 3/4 oz. Brown Sugar Syrup
- 3/4 oz. Fresh Lemon Juice

Shake all ingredients. Strain over ice. Garnish with grated cinnamon.



Sea Mule

- 1 oz. **Dogfish Head Compelling Gin**
- 2 oz. Ginger Beer
- 1/2 oz. Lime Juice
- 1/2 oz. Lemon Juice
- 4 oz. **Dogfish Head SeaQuench Ale**

Shake all ingredients to Copper mug in above order, add ice to mug to fill, quick stir to mix. Enjoy.



Classic French 75

- 1 oz. **Dogfish Head Compelling Gin**
- 1/2 oz. Fresh Lemon Juice
- 1/2 oz. Simple Syrup
- 3 oz. **Naonis Prosecco**

Shake all ingredients with ice except Prosecco. Strain into flute, top with Naonis Prosecco and garnish with lemon twist.



For more Dogfish Head Cocktail recipes, visit:
<http://bit.ly/DFHCocktails>

Paulaner: A Picture Perfect Lager

Paulaner USA is holding a photo contest on Instagram starting November 1st and ending December 31st. Consumers are encouraged to post a photo of their Paulaner Münchner Lager accompanied with a creative caption that includes the use of the contest-specific hashtag, #PicPerfectPaulaner. Winners, based on the best photos, will win Paulaner prizes!

Rethinking *RETAIL*

Good Beer is Just the Start

Local Breweries as Hometown Hubs

By now, you know this year's sales trends. The bestselling beers are high-end national crafts like Sierra Nevada, which has seen off-premise dollars and volume increase by double digits YTD*, and local brands continue to rack up steady growth month after month.



But why is local beer faring so well now? Maybe it's because we like to root for the home team. South Jersey's own Flying Fish Brewery has been an NJ favorite for a quarter-century, and their fans want to support them through the next 25 years too. "It was humbling to see the amount of support we got from our community," said Jenifer Simmons, owner of Glasstown Brewery, "If people didn't come out and support us the way they did, I don't know that we would still be here."

Consumers may choose local craft because they know these breweries care about their communities. Double Nickel has been known for its support of the local community for years. In their first two years, the

brewery's charity, Collaboraid, has donated over \$200,000 in funds and food to local organizations helping to fight food insecurity, such as Virtua Farmers Market and the Community Food Bank of New Jersey. "Friends Giving, our annual collaboration beer, is our way of turning a little creativity, comradery, community, and collaboration into support for feeding families in need," said Brian Needham, Head of Sales and Co-Founder, "and with so many more people relying on these organizations this year, we are proud to help make a direct, immediate impact."

Or it might be that local craft breweries can better connect with their fans over social media. Evil Genius secured a ton of likes with

their *Tiger King* inspired release, **Felt Cute, Might Feed My Husband to a Tiger Later IDK**; and 2SP harnessed the power of the wildly popular Delco Happy Hour Facebook page to spread awareness of their offerings.

But ultimately, local craft beer is a personal experience. The latest hazy from the West Coast might taste fabulous, but there is something special about a beer made by people who live in the next town over, at a brewery you visit after your weekend bike ride. Even before you take your first sip, you know that beer. And at a time when everyone is looking for a personal connection, local craft brewers deliver the goods.



Evil Genius Beer Co. (Philadelphia, PA):

This Fishtown favorite is a master of memes and the most Googled beer brand in PA, but they're quick to step up for their community too. Since March, Evil Genius has given free beer to essential workers, showed support for the LGBTQ+ community with their **#LovelsLove Strawberry Blonde** and released their version of **Black Is Beautiful** Imperial stout in collaboration with Weathered Souls Brewing.



Flying Fish Brewing Company (Somerdale, NJ):

To protect both staff and customers, the brewery implemented new technology during the pandemic to allow for contactless ordering for beer garden visitors and takeout orders. Customers order and pay through an app on their smartphones. They are notified when their order is ready, allowing for a completely contactless experience.



Double Nickel Brewing Co. (Pennsauken, NJ):

The brewers immediately increased the release schedule to create as many new, limited releases as possible and worked hard to keep up with demand. While other breweries were experiencing shortages and out of stocks, Double Nickel was able to get their product out efficiently and even added part-time staff in the brewery.



2SP Brewing Co. (Aston, PA):

2SP was quick to adjust to the pandemic, organizing events like the Great Growler Grab and Delco Drive Thru (where customers could pick up their favorite beers and win prizes), while the brewing team produced plenty of delicious special releases.



Glasstown Brewing Company (Millville, NJ):

During the pandemic, Glasstown has brewed a series of beers to support the local community that has helped them during the shutdown. **All Together** supported Brewery Strong, an organization supporting NJ Hospitality workers affected by the shutdown, while **Black is Beautiful** benefited the Positive Vibes Community Group in Millville. The brewery also has plans to support the community with events throughout the holiday season.

LOCAL BY THE NUMBERS

According to Nielsen's 2020 Craft Beer Insights Poll:

- 51% of weekly craft beer drinkers say local beer is "essential or very important," up from 38% in 2019.
- 56% of weekly craft beer drinkers aged 21-34 say local craft is "essential or very important."
- 62% of all craft beer drinkers typically buy local when buying craft.
- Local craft now represents nearly 11% of total craft dollars and commands a premium price (a nationwide average of \$14.75 per 6-pack, vs. \$9.31 per 6-pack for all craft).



P.O. Box 470
161 S. 2nd Road
Hammononton, NJ 08037

FIRST CLASS
PRSR
U.S. POSTAGE
PAID
PERMIT #117
SOUTHEASTERN PA
19399

Online Payment Options Are Now Available!

We are excited to announce the launch of our new Online Payment portal! Kramer Beverage has partnered with FTNI, a leading provider of payment processing technology and solutions, to deliver this convenient and easy-to-use online payment channel for our customers.

How This Benefits You

Through the use of our new Online Payment Portal, Kramer Beverage customers can now conveniently view and pay their open invoices online. Payments can be made using your banking information (ACH). Additionally, your payment information can be securely stored within the payment portal for convenient access when making future payments.

What's more, as we navigate and evolve our safety protocols in response to the COVID-19 pandemic, we are proud to introduce the ability to deliver you with safe, contactless online payment options.

How To Get Started

Simply visit kramerbev.com and click on Customer Login to enter Kramer Beverage's Web order portal. From the web order system you can click Pay Invoices to go to the Online Payment Portal. The payment portal uses separate credentials than web ordering, so you will have to register on first use.

Payment Portal Registration

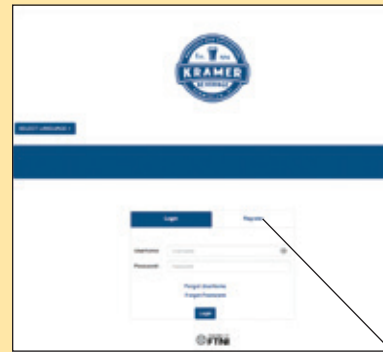
The first time you access the new Online Payment Portal, you will need to follow a simple registration process which is accessible via the "Register" tab in the middle of the portal login page.

Upon filling out the required information, an activation email will be sent to you. The email will provide instructions for providing two pieces of validation information to authenticate your payment portal account. Once this information is validated, your new Online Payment Portal account will be activated.

Want to Learn More?

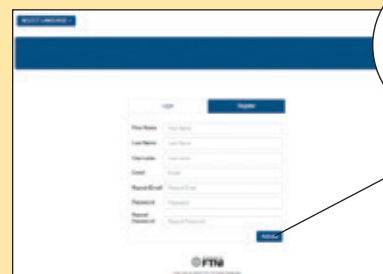
To learn more, or to request additional information or instructions for utilizing the Online Payment Portal, please contact Kramer Beverage Accounts Receivable at 609-704-7000 option 5 or email AR@kramerbev.com.

From the Ordering portal, select Pay Invoices or to go directly to the Payment Portal Kramer Beverage Payment Portal and save to your favorites.



Choose Register to set up your account.

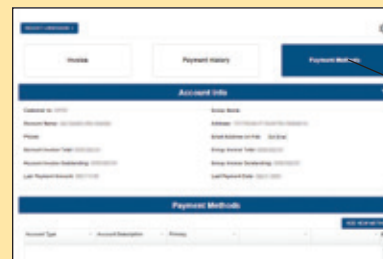
Fill in your information and click Activate. An activation email will be sent to the email address you just supplied. Once your account is activated, and you log in, you will need an invoice to link your login to your Kramer Beverage account.



Register

Activate

First step to using web pay is to set up a payment account. This must be your business checking account.



Choose Payment Methods and then ADD NEW METHOD.

Payment Methods

ADD NEW METHOD

Fill in the Banking information.

Now that you have your banking information saved you can pay invoices.

Select invoices you wish to pay by checking the invoice line and then click Pay Selected.

On the next screen set the payment date, review the invoices selected and click Submit.

PLEASE NOTE: Payments submitted Monday thru Friday after 4pm, Saturday, Sunday or a Banking Holiday, will be processed the following business day.