

Winter 2021 | V.37

KRAMER BEVERAGE

Heady Times



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ROOM FOR
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Letter From *THE PRESIDENT*



WOULD NEVER HAVE THOUGHT THAT I WOULD STILL be writing about COVID-19, but here we are. When the pandemic started last March, many of us thought there would be a month or two of disruption. I was sure of that belief, but those of us in that camp certainly underestimated the severity of the situation. The introduction of multiple vaccines brings hope that there is light at the end of the tunnel.

Regardless of where you stand on the discussion, we can all agree that the doctors, nurses, and all those who work in the health care field are true heroes. I feel a deep sense of gratitude for their sacrifice and would like to recognize all of

our front-line employees: the drivers, sales reps, merchandisers, and others who have been servicing your stores, bars, and restaurants.

As the virus eventually loosens its paralyzing grip, does life go back to where we were in pre-pandemic times, or will we enter into a "new normal"? Regardless of what lies ahead, we have learned one thing: whether in normal or pandemic times people need their beer.

It will take some time before people are ready to be shoulder to shoulder as they belly up to the bar. However, in a webinar I watched recently, one speaker made a point that resonated with me. He said that while people have adapted to consuming with friends in someone's backyard or converted garage, they miss the socialization they receive while at their favorite bar or restaurant. People will be anxious to emerge from their isolation and party.

Another point made in that webinar is that shortly after our country emerged from the Spanish Flu, we entered into the Roaring '20s, a time of great prosperity and technological advances. It is unclear if we will have a similar period of growth, but it stands to reason that many people will be ready to return to sporting events, concerts, weddings, and other group activities, fueling significant growth in our industry.

Fortunately, our supplier partners continue to bring innovative new products to meet your customers' wants and needs. We are excited to launch the new Truly Tea to the market and the highly anticipated Dogfish Head canned cocktails. We have also redeveloped our wine and spirits department and look forward to providing our customers with exciting new brands like 8-Ball Chocolate Whiskey. In 2020 we introduced online ordering and bill pay to improve our service quality to our customers. If you have not signed up for these new services, please reach out to your sales representative or email info@kramerbev.com.

We still have many challenges to face in 2021, but there are reasons for optimism. Thank you for your partnership in 2020, and best wishes for a safe and successful 2021.

Warm regards,

Mark Kramer
President

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Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done



Lisa Sweeney

Marketing Manager

How long have you worked for Kramer Beverage? I celebrated my tenth anniversary in September.

What does your current position entail? I am the liaison between our suppliers and Kramer Beverage to work on brand portfolios, pricing, and marketing. We work together to align on plans to grow overall volume.

What other positions have you held in the company? I have been the Event Manager, Key Account Manager, and Area Sales Manager.

What's the most exciting part of your job? I enjoy watching a brand grow in our market and knowing that we played a role in introducing it to the retailers and consumers.

Where do you live? Mickleton, NJ.

Tell us about your family: I have a boyfriend and three furbabies.

What do you like to do when you're not at work? I visit wineries and breweries, try new restaurants, try a new beer, play with the furbabies, and learn new skills like cooking or crafts.

What are your favorite Kramer Beverage products? Feudi Del Montepulciano D'Abruzzo and Corona.

Who is your favorite sports team? Eagles!



Jacqui Custodio

Sales Execution Manager

How long have you worked for Kramer Beverage? 19 years.

What does your current position entail? I am responsible for training, developing, and overseeing our merchandising team in the Atlantic, Camden, Cape May, Cumberland, Gloucester, and Salem counties.

What does it take to excel in your position? To excel, you must be organized, flexible, and resilient.

What has been the best thing about your job? I work for a great company that cares about its employees, customers, and community.

What is something you find challenging about your position? Sometimes, there are not enough hours in the day to accomplish everything I want to.

What's been most rewarding about your position? I enjoy seeing my team get recognized for their hard work.

Where do you live? Egg Harbor Township, NJ.

Tell us about your family: I have been married for 31 years and have two children.

What is your favorite beer? Miller Lite.

What hobbies do you enjoy? I love to cook, bake, and entertain.

What is your favorite socially distanced activity? I enjoy taking walks with my Yorkie, Charlie.



German Zuniga

Warehouse Cleaner

How long have you worked for Kramer Beverage? I have worked for Kramer Beverage for almost 31 years.

What does your current position entail? I keep the warehouse clean and in good condition.

What does it take to excel in your position? You must have a positive attitude and work hard every day.

What's been most rewarding about your position? I love my position in the company, and I've always found help when I needed it from my bosses or co-workers.

Where do you live? Mays Landing, NJ.

Tell us about your family. I have a wife, two sons, one daughter, a four-year-old grandson, and a German Shepherd named Poseidon.

What do you like to do when you're not at work? I enjoy landscaping my yard, playing with my grandson, watching sports, and watching the National Geographic channel.

What are your favorite Kramer Beverage brands? Coors Light, Miller Lite, and Corona.

Do you have any hidden talents? I love to dance.

Name your favorite socially distanced activity? I like to swim in my pool during the summer.

Make More Room for Seltzer

The biggest thing in beer is here to stay, and there's plenty of room for growth

To capitalize on this relatively new segment that appeals to men and women of all LDA generations and demographics, you just need to allocate enough space and offer the right assortment.

Sound familiar? Sure it does. As you've heard us say many times, play the hot hand and give your customers enough "discovery" brands to make things interesting.

In less than a decade, hard seltzer has become the biggest thing in beer since light lager. Sessionable at around 5% ABV and low in calories & sugar, with a kiss of flavor that mimics the non-alc seltzers consumers love, hard seltzers mesh perfectly with popular consumer trends (the quest for flavor, convenience & healthy-ish adult beverages) and appeal to drinkers across all ages, genders and backgrounds. Whether customers are looking for a single can to drink with takeout or a 12-pack to share with friends, these days, there's a good chance they're reaching for hard seltzer.

There's no denying that hard seltzers are a total gamechanger, having altered the industry and even American consumption habits, which have become deeply engrained due to nearly a year of COVID lockdowns. But will it be the next "pumpkin beer bubble" ready to burst when you least expect it and when you have invested money in tons of inventory? Absolutely not.

Here's why you should get on board.

Hard seltzer sales aren't slowing down. The category leaders, Truly and White Claw, posted triple-digit gains and 13 of the top 25 best-selling new beer brands of 2020 were seltzers. It's safe to say that this category isn't like hard soda, which experienced a sophomore slump and never rebounded. And industry analysts like Dan Wandel, speaking on behalf of Mark Anthony Brands, see plenty of room for more growth. "Hard seltzer can easily attain a 20 share of all beer sales. Household penetration

of the category is somewhere around 70 percent. And [hard seltzer] outsold all craft beer in 2020. With those kinds of numbers, it's hard to understand why craft still commands three times the shelf space at retail. Sounds like some businesses are leaving money on the table."

The category is evolving. It's still a two-brand race, but interesting new entrants are ready to claim their fan base. Don't disappoint your customers.

We don't have to tell you that Truly and White Claw are the dominant players driving the category and significantly improving beer sales, yet there's plenty of demand for other brands to succeed because there isn't just one kind of seltzer consumer. Many hard seltzer consumers are devoted to their favorite brands and flavors, but want something different from time to time. There are those who are completely new to the category and then there are a group of consumers who will always gravitate toward lesser known, high-quality brands.

That leaves plenty of room for newer brands like Corona Hard Seltzer and Coors Seltzer to make their mark. And as consumers adjust to the wealth of hard seltzer options and begin to search for a specific seltzer that fits their taste and price point, don't be surprised to see more seltzers from iconic breweries like Heineken (whose Arizona Sunrise boasts more fruit flavor in a colorful liquid) and a shift toward premium brands like PRESS Premium Alcohol Seltzer.

Brands like PRESS – a suitable replacement for rosé or prosecco – are expanding what seltzer can be with BFY spices and botanicals in offerings like Pomegranate Ginger or Lime Lemongrass. On the craft side, Philadelphia's own Two Robbers offers a variety of unique and subtle cocktail-inspired flavors with no added sugars, sweeteners, or concentrates. Other prominent craft brands have also entered the market, like SweetWater's OASIS, infused with, organic superfruit and Flying Fish Brewery's smpl, with 100 calories and zero gluten.



Impulse Buy: Hard seltzer displays (like this Truly display at Joe Canal's in Rio Grande) make excellent anchors for the end of the aisle because hard seltzer is often an impulse purchase for customers, especially new and infrequent beer shoppers.



Double the Bubbles: Hard seltzer commands nearly a 10 share of beer after its debut about five years ago, and the category is still growing, with some industry experts projecting that volume will at least double by the end of 2021.



Make Space: "Hard Seltzers have become a large growth category providing higher margins to our retailers," explains Area Sales Manager Jason DePietro. "We show them the data and they invest more space both on the floor and in their cold box sets. It's a Win-Win!"

Will it be the next “pumpkin beer bubble” ready to burst when you least expect it and when you have invested money in tons of inventory? Absolutely not.

Whether they’re looking for BFY refreshment or a spiked mixer to keep the party going, consumers are increasingly turning to hard seltzers, which have become an everyday purchase. As Kramer Beverage’s Director of Marketing Joe Hales explains, “There is still plenty of room for growth in the seltzer category. Household trial is still relatively low and innovation continues to come.”

Not every occasion can be met by beer, cider or other FMBs, and hard seltzers help fill that gap for many customers, keeping them in the beer aisle instead of reaching for a bottle of wine. Earlier this year, *The Wall Street Journal* reported that in 2019, Americans drank less wine for the first time in 25 years, as millennials opted for alternatives like cocktails, NA beer and (you guessed it) hard seltzer. And as millennials are more likely than older generations to drink across categories, expect that trend to continue as hard seltzer dominates the scene and millennials become a larger majority of the LDA population.

It’s always hard to predict how any phenomenon will play out in the long run, but one thing is clear: it’s time to make more room for the variety of seltzers your customers are looking for.

Seltzer is exploding with the potential for massive growth ahead. Here’s why...

Industry analysts predict that conservatively, hard seltzer could reach sales of 300 million case equivalents (CEs) by 2024 because...

It’s recruiting new consumers. 50% of consumers are switching to hard seltzer from other categories.

- 21% from beer
- 17% from wine
- 12% from spirits

50% of the volume represents incremental sales.

79% of the business is incremental to beer distributors.

The Next Big Things In Hard Seltzer

Truly Iced Tea Hard Seltzer

This year’s rookie sensation from Truly, Truly Iced Tea Hard Seltzer, combines refreshing hard seltzer with real brewed tea and fruit flavor for a refreshing and delicious, 5% ABV hard tea seltzer in eye-catching gold cans. Available now, the Truly Iced Tea variety pack includes: **Lemon Tea, Raspberry Tea, Peach Tea** and **Strawberry Tea**.



AriZona Sunrise Hard Seltzer

Heineken is partnering with non-alc tea giant AriZona on a new line of hard seltzers made with a splash of real fruit juice for an excellent taste, hint of color and 4.6% ABV. A variety pack featuring: **Grapefruit, Lemon, Mucho Mango** and **Cherry Punch** launches in February.



Corona Hard Seltzer Variety Pack #2

Rooted in Corona’s chill attitude and high-end credibility, Corona’s new hard seltzer variety pack (coming in March) includes 4 all-new, 4.5% ABV flavors: **Pineapple, Strawberry, Raspberry** and **Passionfruit**.



PRESS Premium Alcohol Seltzer

PRESS seltzers are a sophisticated blend of fruit, botanicals and spices, all at a uniquely sessionable 4% ABV. Their new Select variety pack, coming this March, includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil** and **Apple Cinnamon**.



With growth comes market segmentation.

Like beer, there are three basic categories of hard seltzer emerging – Good, Better and Best. Each one appealing to a specific type of customer.

- **Good Brands** – Appeal to the price conscious consumer who may also prefer a higher ABV.
- **Better Brands** – Mass-marketed and largest volume brands define the mainstream segment.
- **Best Brands** – An absolute trade-up option, these consumers look for more than what popular brands offer. They crave a unique product proposition.

Hazy Days Ahead

New England IPA. Hazy IPA. Juicy IPA. East Coast IPA. Whatever they're called, your customers want them.

“Hazes” have transcended trend status, having taken root in the mainstream with breweries across the country tweaking their hop blends, yeast strains, and grain bills to produce the easy-drinking, OJ-mimicking beers that fans love. Since entering the market, they’ve upended craft beer sales, gobbling up 15% of the market by growing faster than any other top-five beer style by volume.

How did this happen?

That’s the question of many beer geeks, some of whom are resistant to the idea of hazy Bois, haze bombs, and everything in between. It all began with one beer that even the anti-haze crowd adores: **Heady Topper**, a hazy DIPa from Vermont’s **The Alchemist**. Regarded as the original hazy beer, it is considered to be one of the best beers in the world, having garnered a perfect 100 on BeerAdvocate and a horde of loyal fans that would do anything to get their hands on some, one woman was even arrested for trying to sell a case on Craigslist in 2013.

Inspired by the genius of The Alchemist, brewers began to brew their own turbid haze along with the explosion of fruit aromas and pillowy mouthfeel of Heady Topper’s NEIPA. As the hazy footprint spread beyond Vermont, the style found real purchase throughout the country thanks to its drinkability compared to classic IPAs.

“Hazy IPAs became popular because of some palate fatigue from all the bitter IPAs that had saturated the market,” says Mike Contreras of **2SP**.

The brewery’s hazy IPA, **Up & Out**, is their best-selling beer. “[Hazes were] a novel style, but one that was immediately approachable... Hazy IPAs have mass appeal because they are reminiscent of juices we drank when we were kids.”



Beers like Up & Out or **Sierra Nevada’s Hazy Little Thing** (the most popular hazy IPA in the US) post steady growth year after year not just because they’re delicious but also because they’re crushable and fun. Though learning to love aggressively hopped IPAs was once viewed as a badge of honor, drinkers today prefer

their beer accessible, as Joe Whitney, CCO of Sierra Nevada, found out during a chance encounter with a DIPa drinker, inspiring the creation of Hazy Little Thing.

“I was like, ‘Have you always loved IPAs?’” Whitney told VinePair. “He was like, ‘No! I hated them, but my friends were drinking them. I forced myself to drink them for two years until I learned to like them.’ We shouldn’t torture people for two years so they can have the ability to drink our beers.”

Approachability is integral to the success of hazies, attracting drinkers who normally give hoppy beers – or even beer in general – a pass. Their popularity across demographics is remarkable, with Sam Calagione of **Dogfish Head** remarking that appeal is “all over the map – older, younger, men and women.”

“From my personal vantage point,” continues Calagione, “this beer style appeals a bit more to the younger demographic when it’s bought directly from brewery tasting rooms to enjoy on-premise or to-go, and a bit more to older average age consumers when it is bought off-premise.”

Dogfish Head plans to attract an even larger audience by combining two trends in one with **Hazy-O!** Launching in February, the vegan-friendly hazy IPA will be the first nationally distributed hazy IPA made with oat milk, a BFY favorite.



Brewers rely on a variety of methods and recipes to produce their hazy creations, which require painstaking research and testing to perfect – and make stable to ship safely. For most, the “hazification” process is top secret, but a few generous brewers, like Calagione, were willing to share some details.



Sam Calagione thinks hazy beers appeal to a wide demographic of drinkers

“Utilizing four forms of oats in the recipe for Hazy-O! makes the brewing process blissfully inefficient,” he says. “It is truly a labor of love. Each form of oat used in the brewing process provides the beer with a unique but complementary characteristic. Rolled oats provide a dense haze, malted oats contribute a delicate malty sweetness, naked oats offer a subtle toasty and caramel character, and... oat

milk contributes Hazy-O!'s silky soft, creamy mouthfeel. This foundation-of-four allows the beer's special blend of hop varieties to hit the juice bullseye."

According to IRI Scan Data, **Flying Fish's Hazy Bones** was the #1 new craft beer launched in New Jersey in 2020, beating out many national brands for the top revenue-driving spot. Hazy IPAs are now the largest volume and revenue contributor in the craft space. Unsurprisingly, Hazy Bones was so successful in 2020 that it became Flying Fish's best-selling beer brand. Kirk LaVecchia, Director of Sales at Flying Fish, says, "I'm so proud of the customer reception to Hazy Bones. We launched the brand just before Covid's immense impact, and the brand performed. Folks (consumers and retailers) are looking for delicious, affordable craft beer during these challenging times. Hazy Bones hits on all those levels. We saw a gap in our portfolio and created a brand that consumers are looking to drink." Flying Fish's Hazy Bones is a Hazy IPA made with Citra, Amarillo, and Mosaic hops, which give it wonderful Ripe Tangerine, Papaya, Grapefruit, and Melon flavors.

From new innovations like Hazy-O! and **Heavy Seas Drink Lo-Cal** (a 95-calorie hazy due out in March) to beers like Hazy Little Thing and Up & Out in core beer lineups, craft breweries are embracing this relatively young style with open arms. So while these breweries may take different approaches to creating their smooth, tropical brews, on one thing they agree: hazies are here to stay.

.....
"Hazy IPAs [like Up & Out] have mass appeal because they are reminiscent of juices we drank when we were kids."

— Mike Contreras, 2SP Brewery

Haze Explosion

The last few years have seen craft brewers everywhere harnessing the power of haze. From hazy bois to haze bombs, fans can't get enough of these top hazy IPAs.

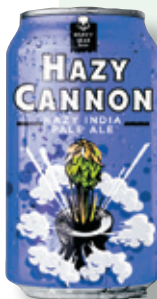
Samuel Adams Wicked Hazy

Sam Adams is reformulating their classic New England IPA to create the less bitter, smoother Wicked Hazy, due out in February.



Heavy Seas Hazy Cannon

Brewed for incredible juiciness, Heavy Seas jam-packed this beer with Citra hops for an insanely fruity aroma.



New Belgium Voodoo Ranger Juicy Haze

Packed with bright tropical aromas and bright, citrusy flavors, this unfiltered IPA wraps up with a pleasantly smooth finish.



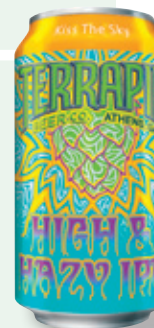
New Belgium Voodoo Ranger American Haze

American Haze is a supremely drinkable, juicy, and unfiltered IPA brewed with all-American hops with notes of passionfruit and freedom.



Terrapin High & Hazy

High & Hazy IPA is loaded with four varieties of tropical and citrus-forward hops. The soft and silky-smooth mouthfeel is obtained by using copious amounts of wheat and flaked oats, while the laid-back bitterness is achieved by the addition of hops at the very last minute.



Deschutes Fresh Haze

A hazy twist on your main squeeze, this juice bomb explodes with notes of orange citrus sweetness and a soft malt body.



Leinenkugel's Lemon Haze IPA

When life hands you lemons, make IPA! That's the idea behind this juicy and approachable IPA. With hazy lemon notes and just the right amount of hops, Lemon Haze IPA will be making appearances in shoppers' fridges and coolers beginning in March.



New Belgium Brewing

Have you ever wondered why New Belgium Brewing is built on the image of a bicycle? Back in 1988, Jeff Lebesch set off on a bicycle tour of Belgium on a fat tire bike in an attempt to slow down from everyday life and connect with nature in a new way. Lebesch eventually stumbled upon a local bar where he had an enlightening conversation with the owner and decided to turn his love for home-brewing into a profession. This bike trip sparked the inspiration for co-founders Kim Jordan and Jeff Lebesch to bring Belgian beer to Fort Collins, Colorado.

New Belgium Brewing is now the largest craft brewery in Colorado, the fourth largest in the United States, and they have since expanded to Asheville, North Carolina. They are recognized as a leader in sustainability and known to be the first brewery to join 1% for the Planet (an international organization whose members contribute at least 1 percent of their annual sales to environmental causes). New Belgium is famous for its flagship beer, **Fat Tire Amber Ale**, and year-round favorites like **Voodoo Ranger IPA**, **Transatlantique Kriek**, and **La Folie Sour Brown Ale**.

This year, New Belgium Brewing celebrates its 30th anniversary, with the Fort Collins brewery opening in 1991. NBB will release a limited-time seasonal called **Wild Ride** that will pay homage to their flagship beer, Fat Tire, to commemorate the occasion. In addition to Wild Ride, NBB is also releasing a totally new, redesigned bike that also ties in with the history of New Belgium Brewing. Limited quantities will be available for consumers, while the rest are allocated for their employees' first employment anniversary.

Heady Times had the opportunity to speak with Leah Pilcer, Director of PR for New Belgium Brewing, as well as Brewmaster Christian Holbrook on this momentous accomplishment.

Heady Times (HT): Can you tell us more about your Wild Ride Anniversary Amber IPA?

Christian Holbrook (CH): This Special Release is a reflection of the last 30 years at New Belgium Brewing. As a company, we've had our ups and downs, and it's been quite a wild ride. It's a tribute to our award-winning Fat Tire, and it has evolved into a very hop-forward beer. Wild Ride is dry-hopped with a unique combination of Mosaic, Galaxy, and Idaho 7 for a malty sweetness that will be a whole new experience for the senses. This 30th Anniversary Amber Ale will be available nationwide in March for a limited time!

HT: How has New Belgium adjusted to COVID-19, and has it impacted your plans to celebrate your 30th anniversary?

CH: Due to COVID-19, we had to make a lot of adjustments in 2020. We are still missing production teams and co-workers that our breweries, distribution centers, and out in the market. We want to make sure that we're still able to produce our beer and represent our brands while keeping people as safe as we possibly can. There's certainly a lot of optimism as we kick off 2021, and we hope to be able to reinstate in-person events and gatherings so we can truly celebrate 30 years at New Belgium Brewing.



BrewerHIGHLIGHT

HT: Did New Belgium celebrate any accomplishments during 2020?

Leah Pilcer (LP): Our entire Voodoo Ranger portfolio leveled-up last year. Since the end of last year, we've seen substantial growth, and our Rotator Series took off with **1985 IPA**, **Starship IPA**, and **Higher Plane IPA**. This series allowed us to have some awesome campaigns and activations, such as Starship IPA, the winner of a consumer-voted contest in 2019. Then 1985 IPA paid homage to the 80s and utilized the legendary DeLorean from the *Back to the Future* movies, delivering it in style with their partnership with Minibar. Most importantly, Fat Tire was recently announced as America's first certified carbon neutral beer.

HT: Can you tell us more about carbon neutrality and your sustainability efforts?

LP: In 1999, we became the first wind-powered brewery in the United States. Following that, we installed a water treatment plant in 2002 to ensure our water runoff was treated properly before re-entering the city. Our bottles are also designed specifically to reduce waste, and we were the first brewery to produce electricity on-site through solar technologies. We can proudly admit to being the first carbon-neutral beer, which is pretty revolutionary in this industry. We've been working on this achievement for a long time, but our long-term goal is to be fully carbon neutral by 2030 across our entire operation.

HT: Can you explain more about the exclusive New Belgium Brewing bikes?

LP: Since we are located in Fort Collins and Asheville, most of our employees and customers ride their bikes to work or even into the local town. It helps that we are positioned in very sustainable and eco-friendly areas. In 1999, we decided to start a new anniversary bike tradition for our hard-working employees on their first anniversary. Each year marks a new bike design. This year, NBB worked closely with Brooklyn Bike Co. to create a unique design with California artist Josh Ariza. The bike has designs that coincide with our company's core values and beliefs. For the first time, we will be giving away these bikes through a national digital campaign; otherwise, they are allocated to our co-worker anniversaries.

2021 Focus

Despite the challenges in the on-premise due to COVID-19, New Belgium was up double digits in 2020. Here's how they plan to continue their trajectory of growth in the new year:

Voodoo Ranger Brand Family



The Voodoo Ranger family is brewed with trendsetting hop and malt varieties – and served with a side of sarcasm. These hop forward, bold, and innovative IPAs have led the charge in IPA growth overall. The brand plans to double down on the growth of key brands and packs including the Voodoo

Ranger Hoppy Pack (last year's #2 craft launch), Voodoo Ranger Juicy Haze (up 22% over 2019), the recently reformulated Voodoo Ranger IPA (up 15% over 2019), and the Rotator series.

Fat Tire

New Belgium's flagship beer's unique flavor profile originates from 1930s Belgium. During this era, small breweries began offering easy-drinking beer crafted with signature Belgian yeast in order to satisfy the tastes of visiting British soldiers. New Belgium will reinvigorate the marketing in 2021 to recruit a new generation of drinkers to this iconic brew, while focusing on their company's goals of social responsibility and sustainability initiatives.



Fruit Smash

New Belgium will enter the high-growth seltzer category with a bold, new alternative to the hard seltzers currently on the market. Fruit Smash is made with real fruit and real flavor reminiscent of the brands and flavors that new-to-seltzer drinkers grew up drinking, with just 100 calories and 0 added sugar. Variety 12-packs are set to hit the market in late spring.



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Maro Brothers

DETERMINATION. PERSEVERANCE. DEDICATION. THESE THREE qualities are essential for a profitable business plan, and the Patel family are no strangers to this. Dharmesh and Jaimini Patel immigrated to the United States in 1997 with the hopes of owning a successful business. Fast forward to 2020, and with the assistance of their son, Radhik, the Patels now own numerous establishments in the South Jersey area.

Maro Brothers, located in Hainesport and formerly Canal's, is the newest acquisition for this hard-working family. Most prominently known for its wide variety of craft beer, premium wine, and spirits, Maro Brothers is consistently replenishing products to ensure customers are satisfied with its selection. They try their best to be ahead of the curve by carrying newly released products and in high demand to give customers the best variety possible.

Heady Times sat down with the Patel family to discuss starting a business, coincidentally, in the middle of a global pandemic.

Heady Times (HT): Acquiring a new business in the middle of a global pandemic must have been difficult. What made you choose this particular store?

Jaimini Patel (JP): We primarily chose this store due to its amazing clientele and prime location. We are positioned directly on bustling Route 38 with over 22,000 square feet of space to work with. We are incredibly excited about how the area is developing around us, including a brand-new shopping center built to the right of us and a commercial building to the left.

HT: What sets Maro Brothers apart from the other locations your family owns?

Dharmesh Patel (DP): The ability to provide the widest selection of beer, wine, and spirits for our customers certainly sets this location apart. We have over 1,300 craft beers and 5,000 wines, which helps entice customers to visit from all over South Jersey. Some will travel to our store and spend hours watching the television, strolling through aisles to view our endless craft beer section, or discovering some of our brand new premium wines.

HT: Can you tell us some of the improvements you've made since acquiring Maro Brothers?

Radhik Patel (RP): We recently re-launched our website with a new, integrated system to help with inventory and point of sale. With the assistance of our Wine Manager, Roman, we have started our wine samplings at the store and began distributing our newsletter to over 4,000 customers every week. The newsletter informs our customers of our new high-end wines and our increasingly wide selection that's consistently changing. We offer free delivery on orders that exceed \$200 and are located within a 10-mile radius on our website. Lastly, due to COVID-19, we have implemented curbside pick-up, and we are beginning to see an influx.



Managers Trushar Patel and Chris Speer



HT: What innovations or beer styles do you think will be the big hit for 2021?

DP: We've certainly seen hard seltzers succeed at our store and believe that category will continue to thrive in the future. Our store is prominently beer-driven, and with our knowledgeable staff, we believe the craft beer category will continue to excel for us. This is why we offer such an array of craft beers for our customers to choose from daily.

HT: What are you most excited about in 2021?

JP: Since we are new owners, we hope to see success and growth after the wild year of 2020. We have continued to implement new marketing efforts, improved our social media presence, and expanded our product selection, particularly wine and spirits. Most importantly, we hope to host more in-person events that are key for our customers to sample products.

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@marobrothers

Schileen's Pub

ST. PATRICK'S DAY IS A MAJOR DRINKING HOLIDAY FOR ALL BARS, especially an Irish Pub. When the COVID-19 pandemic hit the US in March and the restaurant shutdowns began, Schileen's Pub in Westville had already started preparations for their busiest day of the year. Instead of customers lined around the block for Guinness, green beer, and substantial helpings of ham and cabbage, owners Mike and Eileen Schillig, along with all other New Jersey bar owners, were forced to cancel their St. Patty's Day celebrations. The couple quickly pivoted to provide takeout for the holiday until outdoor dining was permitted in late spring to make ends meet.

Like so many other local bars, operating amidst the uncertainty has a challenge for the Schilligs, and this year's St. Patrick's Day celebrations at Schileen's are still uncertain. Heady Times had the opportunity to Zoom with Mike and Eileen Schillig to learn more about how they coped and adapted to business during COVID-19.

Heady Times (HT): How did Schileen's Pub get started?

Eileen Schillig (ES): Twenty-five years ago, I simply walked straight up to Mike, who was bartending at the time, and I told him how I wanted to open a bar and call it Schileen's. We scoured South Jersey and finally settled on what was previously known as The Delsea House Tavern. We worked in the restaurant industry for years before opening Schileen's Pub in 1995, and our family is a big part of our success. All five of our children have helped throughout the years, ensuring that our leap of faith was worth it.

HT: How did you decide on an Irish pub theme?

ES: Initially, we were unsure which direction we wanted to take when we opened back in 95, but after our first St. Patrick's Day, we just knew we were meant to be an Irish Pub.

HT: What sets Schileen's apart from other Irish pubs?

Mike Schillig (MS): We are known for our food, which sets us apart from other bars. In normal times, roughly 95% of people at the bar had a plate of food in front of them. We put ourselves on the map with our hand-carved roast beef and ham sandwiches. Although we had to move our carving station from behind the bar to the kitchen due to COVID-19, we're still selling plenty of sandwiches. In fact, we recently sold our 380,000th roast beef sandwich.



Mike & Eileen Schillig – Owners

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

MS: The pandemic forced us to adapt and essentially build a brand-new business overnight. We relied heavily on social media to bring in customers and announce the changes we were making, on almost a daily basis, to keep everyone safe.

We created an outdoor beer garden, which allowed us to have daily live music and host Quizzo on Monday nights that helped drive our business due to the state's indoor capacity restrictions. We had Miller Lite and Coors Light bucket specials, which helped make the outdoor beer garden a success.

HT: What were some positive impacts on your business from COVID-19?

ES: Everyday, we did something to improve the business. Thanks to our social media efforts, we delivered large hoagie trays to frontline workers at our local hospitals and doctors' offices. Although we hope for the state's announcement of 50% indoor capacity, we plan to continue with our outdoor beer garden until the weather says otherwise. Thanks to its success, we will be opening it annually from Memorial Day to Labor Day.

32 Delsea Dr, Westville, NJ 08093 • schileenspub.com



@schileenspub

Why You Should *BE SELLING*...

Dogfish Head Slightly Mighty

Unlike most active lifestyle beers, Slightly Mighty is light in carbs, calories and alcohol without sacrificing taste... no wonder it's up 332.6% YTD.

A few years ago, craft breweries tasked themselves with creating beers with big flavor that would appeal to health-conscious consumers. Dogfish Head, known for brewing outside the box, was one such brewery up for the challenge. Of course, this wasn't DFH's first venture in the better-for-you category. The beloved craft brewery proved they could make a beer that would fit into a healthy lifestyle with the 2016 release of **SeaQuench Ale** (now one of the best-selling sour beers in America). After months of molecular-level research and culinary exploration, **Slightly Mighty** was born at just 95 calories, 3.6g carbs and 0g fat, with a sessionable 4% ABV.

A ground-breaking IPA, Slightly Mighty is everything you want in a low-calorie beer: slight in calories and carbs yet mighty in taste. It has quickly become the best-selling beer in the low-cal IPA category, a new category created in response to the increasing consumer demand for wellness-focused alcoholic beverages.

Called a "legitimate IPA both [beer] geeks and average folks will dig" by *Esquire*, the secret to the exceptional taste of Slightly Mighty was found in an ancient Chinese delicacy – monk fruit. Dogfish Head founder Sam Calagione explains, "Sweeter than sugar per ounce, monk fruit amplifies the body and complexity of the beer yet contains no calories. The result is a hazy-gold, lo-cal IPA that throws tropical notes of pineapple, coconut, mango and citrus, all while delivering an aromatic hoppiness that makes it oh-so drinkable. Brewed with 'lo-cal'ly grown malted barley, Slightly Mighty is dynamic and crisp with a refreshing hop profile."

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Esquire, the secret
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taste of Slightly
Mighty was found
in an ancient
Chinese delicacy –
monk fruit.



Bookshelf

The Dogfish Head Book: 25 Years of Off-Centered Adventures

By Sam Calagione, Mariah Calagione & Andrew C. Greeley

From a 12-gallon brewing system in Delaware's first brewpub to the 250K gallon per week craft powerhouse we know today, Dogfish Head has seen incredible success and growth in their 25-year history. And what better way to celebrate that growth – and their silver anniversary – than with a book that takes Dogfish Head fans and beer historians alike behind the scenes of the delightfully off-centered brewery?

Though *The Dogfish Head Book: 25 Years of Off-Centered Adventures* isn't scheduled for release until after this issue goes to press, the brewery was kind enough to offer Heady Times a sneak peek. We're happy to report that, judging from the sample we received, this lovingly compiled page-turner will be a fantastic addition to any beer lover's collection.

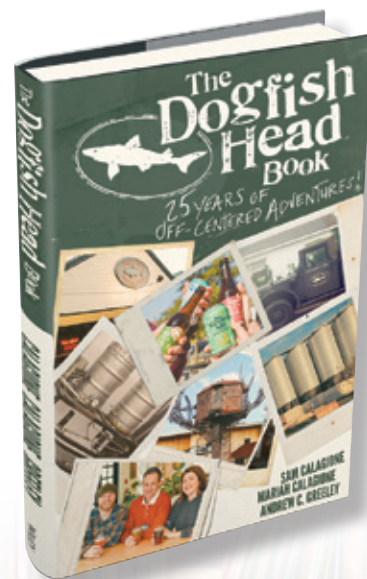
Written by Dogfish Head founder and brewer Sam Calagione, Dogfish Head co-founder and communitarian Mariah Calagione and longtime co-worker & Dogfish Inn INNkeeper Andrew C. Greeley, *The Dogfish Head Book* is a lot like the brewery itself: passionate, artfully designed and just a little bit goofy. A complete chronicle of the brewery's 25-year history, the book features never-before-seen photos and documents, co-worker profiles and design notes that encapsulate success, failure, buckets of hard work and, sometimes, plain old luck.

No one can communicate that history quite like Dogfish's gregarious founder. Sam Calagione's natural storytelling ability is on full display from the very first chapter, as he describes youthful escapades that reveal his entrepreneurial spirit but also resulted in expulsion from his college prep school just before graduation. His trademark energy leaps off the page as he takes readers along on a brewing and culinary adventure. Calagione takes us from his first homebrewed beer – a pale ale brewed with overripe cherries from a bodega that he later shared with actors Ken Marino, Joe Lo Truglio and Ricki Lake at a party in his fourth-floor walkup – to the reasoning behind *Raison D'Etre* – the Dogfish favorite that Calagione reverse-engineered to be the beer world's Bordeaux that pairs perfectly with steak.

But Calagione is quick to note that he's made some missteps in his career too. The story of his fateful trip across Delaware Bay to deliver the first six-pack of Dogfish Head beer to New Jersey will have readers wincing in sympathy, but it also serves as a reminder that hard work (eventually) pays off. Following the initial disappointment of a miniscule crowd on the Cape May shore, Calagione was approached by Levi's to participate in an ad campaign featuring young entrepreneurs across the country, boosting Dogfish Head's message early on.

The true *pièce de resistance* in the early pages Heady Times received, however, is the car crash/U-Haul/bloody finger incident. No spoilers, but if you didn't already respect Calagione for his brewing chops, MacGyver-like innovations and entrepreneurial pluck, you'll have to give him props for perseverance after reading this edge-of-your-seat white-knuckler where the hits just keep coming.

But luckily for us, after a quarter century of victories, setbacks and several brushes with death, the Calagiones and their co-workers at Dogfish Head are still going strong and aren't about to wrap up their off-centered adventures any time soon. We can't wait to see where they'll end up next. Cheers to 25 years, and many more.



New PRODUCTS

Now Being Sold by Kramer

PRESS Premium Alcohol Seltzer

PRESS
PREMIUM ALCOHOL SELTZER

Five years ago, PRESS was inspired by a chance comment over dinner with a friend. Amy

Walberg recognized an opportunity in her wish for a “seltzer with a little something.” She channeled her advertising acumen, international savvy, and mission to serve women into founding PRESS Premium Alcohol Seltzer. Her innovative seltzer cocktail has taken the beverage industry by storm.

Walberg developed the first PRESS flavor profiles in her kitchen, brewing up sophisticated flavor combinations inspired by her global culinary explorations. She had three no-compromise goals. First, the seltzer had to be delicious. Second, the flavor profiles had to be sophisticated. Finally, for fans committed to responsible sipping, it had to be low ABV.

Today, PRESS is the only woman-owned seltzer brand among the top 10 in a now burgeoning beverage category. It's available in 48 states, gathering glowing media accolades and securing shelf space at major retailers.

The sparkling taste of PRESS reflects Walberg's belief that all of life's delicious moments are meant to be savored.

PRESS Premium Alcohol Seltzer Signature Variety Pack

This 12-pack can variety includes:

Blackberry Hibiscus, Pomegranate Ginger, Grapefruit Cardamom, and Lime Lemongrass.

Availability: Now, year-round



PRESS Premium Alcohol Seltzer Select Variety Pack



This 2/12-pack can variety includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil, and Apple Cinnamon.**
Availability: Year-round, beginning in March

Tolago Hard Seltzer

TOLAGO

Inspired by a desire for exploration and the Southern

California heritage of an active lifestyle and a health-conscious consumer, these superior flavors come straight from fresh fruit juice, botanicals and are sweetened with certified organic agave nectar from Mexico. Tolago Hard Seltzer strives to keep it simple, only using the highest quality ingredients.

Tolago Variety Pack

This 12-pack can variety includes: **Agave Lime, Ginger Pear, Cherry Rose, and Guava Mango.**
Availability: Year-round, beginning in February



New PRODUCTS Non-Alcoholic

Introducing CERIA Crafted Non-Alcoholic Brews

After retiring from brewing nationally renowned craft beers, Keith Villa was eager for a new challenge. He founded CERIA Brewing because no matter why you choose not to drink alcohol, you should be able to enjoy a great-tasting brew.

CERIA Indiewave

With just 99 calories, this flavorful West Coast IPA has perfectly balanced Cascade, Citra, and Amarillo hops with light caramel malts for a smooth citrus character.

ABV: 0.5% **Package:** 12 oz. cans only

Availability: Now, year-round



CERIA Grainwave Belgian White Ale

This refreshing medium-bodied Belgian White Ale is made with blood orange peel and coriander and has just 77 calories.

ABV: 0.5% **Package:** 12 oz. cans only

Availability: Now, year-round



New PRODUCTS

Non-Alcoholic

Samuel Adams Just The Haze



After two years of thoughtful research and brewing, Samuel Adams brewers created a perfect union of recipe, ingredients, and proprietary NA brewing methods to successfully maintain the flavor and aroma of a juicy, hazy IPA while producing very little alcohol, just 0.5% ABV. Unlike the watery mouthfeel and unfamiliar taste of many of today's NA

options, Just The Haze is full-bodied with a smooth finish. Savvy IPA drinkers will recognize the use of Sabro, Citra, Mosaic, and Cascade hops. The grains are 2-row summer barley, white wheat, and oats purposefully selected to create a full-bodied, easy-drinking NA IPA. Visually, Just the Haze is almost identical to Samuel Adams' popular New England IPA and features consistent IPA foam character, deep head retention, a golden color, and medium haze. **ABV:** 0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in February

New PRODUCTS

Yuengling Raging Eagle

Yuengling Raging Eagle is the latest innovation from America's Oldest Brewery. This pilsner is made with natural mango flavor for a refreshing flavor and brewed with classic hops for a crisp taste.

ABV: 6% **Package:** 24 oz. cans only **Availability:** Now, year-round



Mike's Hard Lemonade Seltzer Variety Pack

The much-anticipated launch of Mike's Hard Lemonade Seltzer will soon be here! These refreshingly delicious hard seltzers are available in a 2/12 can variety pack of four flavors, including: **Pineapple**, a balance of juicy pineapple with lemon sweetness and tartness; **Strawberry**, a mix of tangy lemon notes and strawberry refreshment; **Lemon**, the perfect blend of lemon sweetness and tartness, and **Mango**, a balance of ripe mango with lemon sweetness and tartness. Each flavor

is 5% ABV, 100 calories, 1g sugar, and gluten-free!

Availability: Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Coors Pure



Say hello to Coors Pure, a new, USDA organic certified beer with three simple, quality ingredients: organic barley, organic hops, and water. It's the same Rocky Mountain refreshment you've come to know and love, with the crisp and clean taste of Coors. Available in original and citrus flavors, with only 92

calories, zero sugar, and a low 3.8% ABV, this pure light beer has serious staying power. **ABV:** 3.8%

Package: 12 oz. cans only

Availability: Year-round, beginning in March



Leinenkugel's Lemon Haze IPA

When life hands you lemons, make IPA! That's the idea behind Leinenkugel's new Lemon Haze IPA, an updated twist on a classic flavor. Fans of Leinenkugel's No.1 craft summer seasonal, Summer Shandy, will be delighted to know that the delicious flavor of lemonade that made the brand famous is profiled in this juicy and approachable IPA. With hazy lemon notes and just the right amount of hops, Lemon Haze IPA will be making appearances in shoppers' fridges and coolers during those warmer months when we could all use a little extra refreshment. **ABV:** 4.9%

Package: 12 oz. cans only **Availability:** Year-round, beginning in March



Leinenkugel's Spritzen Variety Pack with Blood Orange Cranberry

Leinenkugel's Spritzen is making a splash with their latest variety pack featuring their new flavor, Blood Orange Cranberry. This refreshing beverage is the perfect choice for drinkers who want the best of both worlds – beer and seltzer in one. At 93 calories and 0 grams of sugar, this better-for-you option tastes delicious and won't weigh you down.

And customers can try all four variety-pack flavors – **Pineapple Strawberry, Grapefruit, Raspberry Lemon**, and new **Blood Orange Cranberry**.

Availability: Year-round, beginning in March



New PRODUCTS

Samuel Adams Wicked Hazy



Wicked Hazy IPA features an explosive hop aroma of citrus, red, tropical, and stone fruits. White wheat and golden naked oats give this beer a medium body and smooth mouthfeel that perfectly balance a moderate bitterness and wicked huge juicy fruit flavors.

ABV: 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Samuel Adams Wicked Easy



Formerly known as Sam '76. This light and hazy lager features a light-bodied and hazy character with bright citrus and tropical fruit notes of orange, mango, pineapple, and a clean, crisp finish and easy drinking.

ABV: 4.7% **Packages:** 12 oz. and 24 oz. cans and draught **Availability:** Now, year-round

Truly Iced Tea Hard Seltzer Mix Pack

Introducing Truly Iced Tea Hard Seltzer! This new, exciting innovation combines refreshing hard seltzer with real brewed tea and fruit flavor for a uniquely delicious, flavorful drink. Available in a convenient variety pack are four refreshing flavors: **Lemon Tea, Raspberry Tea, Peach Tea, and Strawberry Tea.** **ABV:** 5% **Packages:** 2/12-pack Variety (now), 12 oz. cans Lemon Tea (March), 24 oz. cans Lemon Tea (now) **Availability:** Now, year-round



Dogfish Head Hazy-O!



Hazy-O! is Dogfish Head's new, "ooooh-so-juicy" hazy IPA brewed with four types of oats – malted oats, rolled oats, naked oats, and oat milk – for a beer that's incredibly juicy and hop-forward while being smooth and refreshing. Chock full of topical notes of citrus, mango, and pineapple, this beer's silky soft and creamy mouthfeel makes it drink like a

5% ABV session sipper, even though it's a 7.1% ABV powerhouse. **ABV:** 7.1% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in February

Angry Orchard Peach Mango Hard Cider

Angry Orchard Peach Mango offers that crisp, fresh apple flavor you expect from Angry Orchard combined with the ripe, vibrant flavors from peach and mango to bring a bright juiciness to this new hard cider.

ABV: 5% **Packages:** 12, 16, and 24 oz. cans

Availability: Year-round, beginning in February



Angry Orchard Strawberry Hard Cider



Angry Orchard Strawberry combines fresh apple flavor with ripe strawberry juiciness for a balanced, slightly sweet hard cider with a refreshing finish.

ABV: 5% **Packages:** 12, 16, and 24 oz. cans **Availability:** Year-round, beginning in February



Corona Hard Seltzer Variety Pack #2

Hard seltzers continue to experience explosive growth, and Corona Hard Seltzer has quickly grown nationally to be the #4 brand and #4 fastest-growing brand in the category. With 0g carbs, 0g sugars, 90 calories, 4.5% alcohol

by volume, and gluten-free, Corona Hard Seltzer is a tasty, better-for-you beverage rooted in Corona's chill attitude and high-end credibility. This March, Corona will launch the second flavor variety pack, which includes:

Pineapple, Strawberry, Raspberry, and Passionfruit.

Availability: Year-round, beginning in March



Corona Refresca Más Mango Citrus

Available in Mango Citrus, Corona Refresca Más is a flavorful, tropical cocktail imported from Mexico. It offers a burst of tropical fruit flavor and 8% ABV for a delicious taste experience. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in March

New PRODUCTS

Smirnoff Ice ZERO Sugar New Flavors

Smirnoff Ice is known for quality drinks bursting with flavor, with the right balance of citrus and sweet, and Smirnoff Zero Sugar is no exception! Smirnoff Ice Zero Sugar has 2.5g carbs, less than 100 calories, and of course, 0g sugar, with 100% Smirnoff Ice flavor. This spring will see four exciting flavors in 12 oz. slim cans!



Smirnoff Ice Zero Sugar Original: Lightly carbonated, with a delicious citrus bite, along with refreshing effervescence.

Smirnoff Ice Zero Sugar Black Cherry: Bright, sweet cherry aroma with a lightly floral palate and hints of jammy red fruit.

Smirnoff Ice Zero Sugar Raspberry: Sweet, berry-like aroma with a tart and jammy profile.

Smirnoff Ice Zero Sugar Orange: Juicy, citrus aroma with a fresh and pleasantly tart orange finish.

Smirnoff Ice Zero Sugar Fun Pack: Variety includes: **Original, Black Cherry, Raspberry, and Orange.**

ABV: 4.5% **Package:** 12 oz. slim cans only
Availability: Year-round, beginning in March.



Smirnoff Ice SMASH Red, White & Berry

This popular Smirnoff flavor will soon be available in Smirnoff's 8% ABV SMASH lineup. A harmonious blend of bright red cherries and blue raspberry, with a refreshing citrus finish, creates a refreshing malt beverage, perfect any time of the year. **ABV:** 8% **Package:** 23.5 oz. cans only
Availability: Year-round, beginning in February



Guinness Nitro Cold Brew Hard Coffee

This is the ultimate hard coffee brew. There is no denying the similarities between coffee and stout. From the roasty chocolaty notes to the more recent smooth and creamy nitro cold brews, Guinness, the progenitor of stout and nitro beer, brings the perfect marriage of beer and coffee. Introducing Guinness Nitro Cold Brew Coffee Stout. With notes of roast coffee, chocolate, and caramel, Guinness Nitro Cold Brew Coffee is the perfect brew to share with friends before catching the game or gearing up for a night out.

ABV: 4% **Package:** 14.9 oz. cans only
Availability: Year-round, beginning in February



Woodchuck Mimosa

Inspired by the classic morning beverage, this cider is bursting with orange zest and citrus notes. A subtle hint of vanilla makes this effervescent and juicy cider perfect with any meal or on its own!. **ABV:** 5.5%
Package: 12 oz. cans only
Availability: Now, year-round



New PRODUCTS

SweetWater High Light

This easy-drinking, session-style IPA is made with intensely hoppy notes of grapefruit, watermelon, pear, and floral. Low bitterness and reduced alcohol, carbs, and calories make it easy to have more than one of these. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round



SweetWater H.A.Z.Y. IPA



We 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:** Now, year-round

SweetWater Oasis

Infused with electrolytes plus vitamin C and antioxidants from all-natural organic superfruit additions, Oasis is a crisp, clear hard seltzer balancing pleasing carbonation and a touch of flavor, with 100 calories, 1g carbs, 1g sugar,



and 5% ABV. This 12-pack can variety includes: **Raspberry-Lemon, Strawberry-Kiwi, Mango-Passionfruit,** and **Black Cherry Lime.** **Availability:** Year-round, beginning in February

Two Robbers Chapter 2 Variety

Two Robbers hard seltzer is brewed with subtle and unique flavors inspired by some of our favorite cocktails and craft beers. Made with zero sugar and zero sweeteners, it is what hard

seltzer should taste like. This innovative hard seltzer is available in a new 12-pack variety with three exciting flavors: **Black Cherry Lemon, Raspberry Lime, and Grapefruit Kiwi.** **ABV:** 5.2% **Package:** 12 oz. cans only **Availability:** March



Harpoon Big League

Welcome to the Big League! Harpoon took Rec. League's hazy pale ale recipe and multiplied everything by two (dry hops included) to create an extra citrusy, refreshingly tropical, and surprisingly crushable hazy IPA. Big wins call for big hops, no matter the player.

ABV: 7.2% **Package:** 12 oz. cans only

Availability: Year-round, beginning in February



AriZona Sunrise Hard Seltzer

Introducing new AriZona Sunrise Hard Seltzer! Heineken and AriZona have teamed up to launch a refreshing take on hard seltzer made with a splash of real fruit juice to provide excellent taste and a hint of color. Real Fruit, Real Flavor, Real Color.



AriZona Sunrise Hard Seltzer Cherry Punch



Sunrise Cherry Punch Hard Seltzer is red in color with notes of cherry and cranberry and a light apple cherry finish

ABV: 4.6% **Package:** 19.2 oz. cans only

Availability: Year-round, beginning in February (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

AriZona Sunrise Hard Seltzer Much Mango

Yellow in color, Sunrise Mucho Mango Hard Seltzer has a real mango flavor and finish.

ABV: 4.6% **Package:** 19.2 oz. cans only

Availability: Year-round, beginning in February (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



AriZona Sunrise Hard Seltzer Variety Pack



The AriZona Sunrise Hard Seltzer Variety Pack contains four deliciously refreshing seltzers in 11.5 oz. slim cans, including: **Grapefruit, Lemon, Mucho Mango,** and **Cherry Punch.**

Availability: Year-round, beginning in February (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

New PACKAGES

Coors Light 76ers Cans



76ers fans should prepare to Unite and Chill. Limited-edition Coors Light and 76ers cans will be available during the season, so fans can make sure they always have the right beverage for the buzzer-beater. Shoppers can also expect plenty of giveaways and Sixers gear to score throughout the basketball season. **Availability:** March

Blue Moon 2/12-Pack Can Share Pack

It's hard to imagine right now, but warmer weather is right around the corner. And no matter what you're getting up to, warmer weather activities are better when they're shared with those you care about. The same goes with good beer – always better when shared. And Blue Moon is going to make sure consumers have something special for any taste. Including: **Blue Moon Belgian White, Blue Moon Mango Wheat, and Blue Moon Honey Daze**, this variety pack is a perfect way to showcase Blue Moon's craftsmanship and the perfect way to bring some variety to any hangout. The 2/12 can variety will replace the 2/12 bottle variety. **Availability:** Year-round (flavors change throughout the year) beginning in March



Blue Moon Mango Wheat 12 oz. Cans



With warmer weather comes brighter beer, and Blue Moon Mango Wheat, soon to be available in cans, fits the bill! Mango Wheat is crafted with mangos and a hint of honey for a mild sweetness and a bright orange color with cloudy wheat haze. Mango Wheat cans will replace bottles this spring. **ABV:** 5.4% **Availability:** Year-round, beginning in March

Miller Lite St. Patrick's Day Aluminum Pints

St. Patrick's Day is officially on this year. Get the "Green Lite" to celebrate with Miller Lite limited-edition aluminum 16 and 24 oz. pints. Pints feature fan-favorite bearded man and Miller Lite's rally cry: "It's Miller Time." **Availability:** March



FLIGHT by Yuengling 12 oz. Can 12-Packs

Yuengling FLIGHT is now available in cans! Yuengling has elevated the light beer experience with FLIGHT, brewed by the 6th generation of all-female Yuengling family brewers. This beer is clean, crisp, and refreshing with only 2.6g carbs, 95 calories, and 4.2% ABV. **Availability:** Year-round, beginning in March



Yuengling Phillies Cans

Yuengling's beloved retro Phillies can packaging is coming back in time for baseball's return in March 2021! Stay tuned to Yuengling's social channels to learn what exciting swag opportunities they'll be offering this season via various sweepstakes, including their #YuenglingXPhillies vending machine giveaway, a perfect addition to any fan cave. **Packages:** 12 and 16 oz. cans **Availability:** March



New PACKAGES

Guinness Draught Stout Sláinte Cans



Just in time for St. Patrick's Day, Guinness Draught Stout will be available for a limited time in special-edition 14.9 oz. Sláinte cans. With its distinctively dark appearance and velvety smooth finish, Guinness strikes the perfect balance between bitter and sweet with roasted barley, hops for bittering, and malt extract.

Guinness's malted barley is roasted

in a similar way to coffee beans, which gives Guinness Draught Stout its distinctive dark color and stormy profile. **Package:** 14.9 oz. cans only **Availability:** Now!

Moosehead Light 12-Pack Cans

Now available in 12 oz. cans, Moosehead Light is a crisp and refreshing light lager that delivers the one-of-a-kind flavor of Moosehead. Only 112 calories with a sessionable 4% ABV, Moosehead Light earned a medal at the renowned World Beer Cup! With Moosehead Lager 12-pack cans growing 40+% nationwide in 2020, this can package is sure to be a hit with consumers seeking a lower calorie option. Moosehead Light 12-pack cans will be replacing 12-pack bottles.

Availability: Year-round, beginning in February



Heavy Seas Tropicannon Can Sampler



The Tropicannon Sampler Pack is back by popular demand for 2021, with two exciting flavors available exclusively in this 12-pack of cans. The mix contains three Tropicannon flavors:

Citrus IPA, Pineapple IPA, and Mango Lime IPA.

Availability: Year-round, beginning in March

Seasonal SELECTIONS

When Demand Exceeds Supply

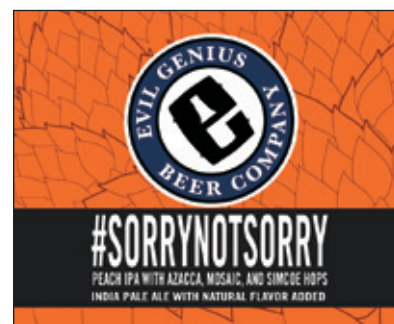
Many of our craft seasonal and specialty releases are available in *limited or extremely limited* quantities. Breweries only produce a certain amount of their specialty beers, and Kramer does all they can to get as much product as possible. In addition, this publication is compiled months prior to the 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.

Local Craft

Evil Genius #SorryNotSorry

Brewed with American barley and British oats and hopped with Azacca, Mosaic, and Simcoe hops, #SorryNotSorry is fermented with Evil Genius' house ale yeast and infused with all-natural peach. This IPA is clean, bright, juicy, and balanced. **ABV:** 6.7% **Package:** 12 oz. bottles only **Availability:** Now!



Evil Genius New Phone, Who Dis?

This caramel macchiato porter is brewed with American barley, caramel, chocolate malt, and a touch of dark wheat. It's gently hopped with American and German hops, then infused with caramel and locally roasted La Colombe coffee. New Phone, Who Dis? is full-bodied, smooth, and robust, with notes of sweet caramel, mocha, and chocolate. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** February



Seasonal SELECTIONS Local Craft

Evil Genius I Love Lamp



This classic German-style hefeweizen has an Evil Genius twist. I Love Lamp is brewed with 2-row, wheat, and Munich malts, then hopped gently in the kettle with German hops. Once fermentation is complete, just the right amount of pineapple is added, making

it a truly unique beer that is intriguing and drinkable. The banana and clove notes, naturally produced by the hefeweizen yeast, are balanced by refreshing pineapple, resulting in a delicious, easy-drinking brew. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** March

Evil Genius #ICANTEVEN



Brewed with equal parts 2-row barley and malted winter wheat, hopped ever-so-gently with Warrior, and infused with all-natural watermelon, #ICANTEVEN Watermelon Blonde Ale is the most refreshing and crushable ale in the Evil Genius line-up. Designed

to satisfy all beer drinkers, this fruit-infused wheat ale will have you saying, "I can't even..." **ABV:** 5.6% **Packages:** 12 oz. cans and draught **Availability:** March



Glasstown Maurice River Bourbon Brown

It is a blend of English and American Brown Ale styles with a bourbon twist. This brown ale is designed to have a hint of bourbon flavor. While it's not barrel-aged, you may still pick up hints of charred and toasted oak in the background. This offering is limited to the winter months and is sure to warm you up on even the coldest days. 1st place winner

of 2015 AC Beer Fest Brown Ale category. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** Now!

Flying Fish Salt and Sea Variety



This 15-pack variety has three variations of Flying Fish's popular Salt and Sea: original **Strawberry and Lime, Mango and Pineapple**, and **Blackberry and Kiwi**. **Package:** 12 oz. cans only **Availability:** February

Flying Fish Tradewinds Tropical Wheat

Sometimes a change in latitude is all it takes to reveal a new path, and Tradewinds Tropical Wheat was brewed to sail. Copious amounts of passionfruit and Guava create an aromatic experience of the islands. Like a mini-vacation, enjoy it while it lasts.

ABV: 5.3% **Packages:** 12 oz. cans and draught **Availability:** February



Flying Fish Mango Kayak

NEW!

There's freedom in pursuing what you love, and even life's little moments call for celebration. Mango Kayak is brewed as a tribute to those small wins, combining a refreshing hazy pale ale with the sweetness of mango. Seize your day! **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** February



Flying Fish Farmhouse

Longer days, warm breezes, and times of relaxation call for Farmhouse Golden Ale. Flavor notes of lemon zest give way to a touch of crisp wheat and light maltiness from Midwest barley, making it perfect for any American pastime. **ABV:** 4.6% **Package:** 12 oz. cans only

Availability: March, in **limited quantities**



Flying Fish IPC Stout

This great-tasting imperial stout is made to celebrate the good times with friends in the new year and is conditioned on mounds of coconut and fresh cinnamon. **ABV:** 10.3% **Packages:** 16 oz. cans and draught **Availability:** Now, in **limited quantities**



Seasonal SELECTIONS

Blue Moon Honey Daze

NEW!

A new Blue Moon is coming for spring and summer 2021, and it's as sweet and easy-going as a sunny day itself. Blue Moon Honey Daze is light, refreshing, and brewed with real clover honey for a dash of sweet sun-kissed flavor, with only 114 calories. With a name that customers are familiar with and a taste they'll love, it's a sure-fire hit in the realm of spring/summer seasonal beers. **ABV:** 3.9% **Packages:** 12 oz. cans only **Availability:** Mid-March



Samuel Adams Cold Snap

Reformulated this year, Cold Snap is an unfiltered white ale with an exotic blend of ten fruits and spices: orange zest, vanilla, lemon zest, coriander, rose hips, hibiscus, powdered plum, grains of paradise, anise, and tamarind. Bright orange notes and a touch of vanilla add smooth, subtle sweetness for a crisp flavor that signals spring is on its way. **ABV:** 5.3% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!



Sierra Nevada Wanderland Nectarine Ale

NEW!

Set out and see where the adventure leads, roam until your passion appears, like this juicy, golden sunset of a brew. Take it all in with an aroma of just-picked fruit, bold hop flavor, and a bright burst of nectarine. Enjoy the ride. **ABV:** 7.5% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Smirnoff Seltzer Seasonal Variety

The Smirnoff Seltzer Seasonal 2/12-pack Variety includes three new flavors: **Peach, Blackberry, and Raspberry**, as well as fan-favorite **Cranberry Lime**. Each seltzer has zero sugar, 90 calories, 1g carbs, and no artificial flavors at a sessionable 5% ABV. **Availability:** Now!



NEW!

Harpoon The Long Thaw

NEW!

This refreshingly citrusy hazy IPA has a subtle spice from orange peel and coriander. This season is fickle – whether it's sunny or snowing, enjoy The Long Thaw. **ABV:** 6.2% **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Season Pass

NEW VARIETY PACK!

Season Pass is a lift ticket to a full season of refreshment. From the slopes to the lodge, or some simple backyard sledding, this hop-forward can variety will help pass the time through the year's coldest and most temperamental months. Included in this seasonal mix are: **Harpoon IPA, The Long Thaw, Rec. League, and Big League**. **Availability:** Now!



UFO Guava Lamp IPA

NEW!

This new seasonal hazy IPA will illuminate taste buds. Guava Lamp blends the fruit-forward profiles of Mandarin Bavaria and Mosaic hops with Guava puree for a full palate of tropical citrus aroma and flavor, all in a beer with UFO's trademark approachability. **ABV:** 5.8% **Package:** 12 oz. cans only **Availability:** Now!



UFO Jet Pack

UFO, we have lift off! Winter celebrations will be made even better with this mix pack of adventurous year-around and seasonal offerings. Included in this seasonal 2/12 can variety are: **UFO White, Light Force, Boarding Pass, and the new seasonal Guava Lamp IPA**. **Availability:** Now!



SeasonalSELECTIONS

Shiner Strawberry Blonde

Shiner, TX is known for beer. Poteet, TX is known for strawberries. This winter, the best of both worlds come together in one tasty beer. Brewed with juicy, homegrown strawberries from Texas's strawberry capital – and a mix of pale and wheat malts for a crisp

finish – Shiner Strawberry Blonde is ripe for the drinking. **ABV:** 4.3%

Package: 12 oz. bottles and 12 oz. cans **Availability:** February



Rebel Hard Coffee Bourbon Caramel Latte



Just in time to warm us up during the last stretch of winter, Rebel Bourbon Caramel Latte strikes a perfect balance of sweet and savory. This hard coffee latte is made with Colombian coffee and indulgent flavors that will tickle the senses and take you to the fringes of extraordinary. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** February

NEW!

New Belgium Voodoo Ranger Captain Dynamite



Captain Dynamite showcases bold tropical fruit flavors while putting forth aromas of pineapple and Guava. Dry-hopped with Mosaic, Cascade, and Simcoe hops, this bold IPA checks every box of what consumers are craving.

ABV: 7.7% **Package:** 12 oz. cans only **Availability:** Now!

NEW!

New Belgium Wild Ride 30th Anniversary Amber IPA



To celebrate New Belgium's 30th anniversary, they brewed a special, hop-forward tribute to their beloved Fat Tire. Dry-hopped with Mosaic, Galaxy, Idaho 7, and

Sabro hops, Wild Ride has a decidedly American-style aroma that rolls right over malty-sweet and fruity amber characteristics. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, in *limited quantities*

NEW!

Moosehead Radler Mix Pack

NEW!

New this year, the Moosehead Radler 2/12-pack can variety includes four different refreshing beers with a twist, each at 5% ABV. Moosehead Radlers combine award-winning Moosehead Lager with natural fruit juice for a refreshingly different taste. This mix includes: **Moosehead Watermelon Radler, Grapefruit Radler, Strawberry Lemonade Radler, and Peach Mango Radler.** **Availability:** March



Heavy Seas Hydra's Haze

One of Heavy Seas' haziest beers yet, Hydra's Haze is a monster of a beer. Brewed with a ridiculous amount of Citra and Galaxy hops, this beer isn't shy about its juiciness. From its dank aroma to its strong citrus finish, Hydra's Haze packs an intense hop experience. **ABV:** 6% **Package:** 12 oz. cans and draught **Availability:** Now! *(not available in Burlington or Mercer counties)*



Heavy Seas Drink Lo-Cal



Packed with juicy hops and key lime, Drink Lo-Cal IPA has all the haze, without the hefty calories. At only four carbs and 95 calories, you don't have to compromise! **ABV:** 4% **Package:** 12 oz. cans only **Availability:** March *(not available in Burlington or Mercer counties)*

NEW!

Sweetwater Troptimistic Wheat Ale



This wheat ale is brewed with tropical hops, then paired with passion fruit and kiwi additions that will encourage a Troptimistic outlook and take you on an exotic getaway for the senses. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** February

NEW!

Seasonal SELECTIONS



DuClaw Hoodwink

Get hoodwinked! This 'faux-Brett' IPA uses yeast that produces just the right amount of funk and fruit esters with notes of mango and pineapple. Brett is known for remarkable flavor complexities and is safe to cultivate only in certain brewery settings. So DuClaw found a way around it. Pour one out and embrace the

deception! **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now, in **limited quantities**

ALL
NEW!
DuClaw



DuClaw Sour Me Black Apple

This 'Sour Me' may just be the fairest one of all. It's made from the rare 'Black Apple,' sometimes called 'Black Diamond Apple,' which has a deep purple hue and is reminiscent of something being possessed by an evil queen. You'll experience enhanced tartness from the fruit addition with a touch of sweetness. Go on, have a sip... **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Now, in **limited quantities**



DuClaw Sour Me Peach Cobbler

Peaches, brown sugar, cinnamon, and nutmeg meld into a light-bodied, tart sour with a touch of sweetness. It's peaches, spice and everything nice! **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** March, in **limited quantities**



DuClaw It Was All a Dreamicle

Your classic, dreamy orange-vanilla ice cream on-a-stick dessert all hopped up and served as an adult beverage. Medium-bodied and sweet with orange juice, ground vanilla bean, and lactose plus

Lotus, Amarillo, and Mandarina Bavaria hops. It's all good, and you'll have plenty of reasons to share... baby baby! **ABV:** 8.5% **Package:** 16 oz. cans only **Availability:** March, in **limited quantities**



DuClaw The PastryArchy Mexican Hot Chocolate

Originating in Mexico, hot chocolate has evolved as it's been adopted all over the world. This brown ale is a nod to an early iteration of the traditional favorite,

made with a bit of spice, deep chocolate, and lactose. (Oh, and drink it cold. The 'hot' refers to the spice, not the temp!) **ABV:** 7% **Packages:** 16 oz. cans only **Availability:** Now, in **limited quantities**



DuClaw The PastryArchy Oatmeal Cream Pie

Snack on this: aromas and flavors of ultra-soft, spiced oatmeal cookies sandwiching the fluffiest of vanilla cream filling layered in every. single. sip. This beer is golden, medium-bodied, and clean with subtle complexities and slight breadiness. You may want one for each hand! **ABV:** 8% **Packages:** 16 oz. cans and draught



Availability: March, in **limited quantities**

Flying Fish Warm Weather Variety Pack

Flying Fish took a long, hard look at their core variety pack and decided to give a new addition for those highly anticipated warmer months ahead. This 15-pack variety includes: **Hazy Bones**, **Daylight Savings**, **Tradewinds**, **XPA**, and **Salt and Sea**. **Availability:** March



Spirits

Introducing Dogfish Head Scratch-Made Cocktails!

These highly-anticipated canned cocktails are a curious selection of real, all-natural ingredients in recognizable cocktail styles, distilled 100% by Dogfish Head that delivers an elevated, bar quality drinking experience. Enjoy cold straight from the can!

Dogfish Head Blueberry Shrub Vodka Soda



Dogfish Head Distilling Co.'s NEW Blueberry Shrub Vodka Soda is inspired by the James Beard Award-nominated bar program at Dogfish Head's geographically enamored seafood restaurant, Chesapeake and Maine. To create this scratch-made libation, Dogfish Head distills its vodka with

blueberries, blends it with slightly sweetened balsamic and red wine vinegar to make a house-made blueberry vodka shrub, and then mixes it with soda water. The result is a juicy, ready-to-drink cocktail with a subtle sweetness from the blueberries and a slightly sour and complex fruity character from the vinegar. **ABV:** 7% **Package:** 355ml cans only **Availability:** Year-round, beginning in March

Dogfish Head Strawberry & Honeyberry Vodka Lemonade



Inspired by visits to Sam's friend's honeyberry farm in coastal Maine, Dogfish Head Distilling Co.'s NEW Strawberry & Honeyberry Vodka Lemonade is a ready-to-drink cocktail with the well-balanced tartness of fresh-squeezed lemon mixed with a hint of

sweet berry flavor. To create this scratch-made libation, Dogfish Head distills its vodka with honeyberries, macerates it with strawberries, and then blends it with a house-made lemonade. **ABV:** 7% **Package:** 355ml cans only **Availability:** Year-round, beginning in March

Dogfish Head Cherry Bergamot Whiskey Sour

Developed to highlight Dogfish Head Distilling Co.'s award-winning whiskeys, this scratch-made, ready-to-drink cocktail boasts flavors of oak and vanilla whiskey balanced with citrus notes, dark cherry, and a hint of honey, lemon, and bergamot. To create Cherry Bergamot Whiskey Sour, Dogfish Head distills its malt whiskey with tart cherries and bergamot orange, then blends it with a house-made sour mix. **ABV:** 7% **Package:** 355ml cans only **Availability:** Year-round, beginning in March



Wine

FitVine Red Blend

This new red blend takes the best and makes it better. Zinfandel, Souzao, and Petit Verdot are paired perfectly without sacrifice. With notes of black cherries, blackberries, ripe plums, and currants, this fruit-forward, well-balanced blend is perfect for any day that ends in Y. **ABV:** 13.9% **Package:** 750ml bottles only **Availability:** Now! (not available in Burlington or Mercer counties)



SWEET on SOURS

Sours, one of the fastest-growing beer segments in America, provide powerful refreshment and layers of complexity, appealing to all sorts of consumers, from craft beer fanatics to wine enthusiasts, kombucha lovers, and even BFY buffs. These thirst-quenching, palate-pleasing brews are easy to drink, often have modest ABVs & fairly low-calorie content, and they taste damn good! However, brewing these unique beers is a complex and arduous task, which can be expensive and time-consuming. They're created by intentionally exposing the brew to wild yeast and/or bacteria strains to create the sour taste (think yogurt). This makes things tricky for brewers, as sours typically can't be made in the same space as other beers, requiring breweries to expand their existing space or create an entirely new one. But sours give brewers the chance to showcase their creativity and push the boundaries of beer... and consumers are here for it. Whether modern or brewed for centuries, these versatile beers are in demand and worthy of your attention.

Dogfish Head SeaQuench Ale

Dogfish Head, a player in the sour category since the debut of Festina Pêche in 2007, released SeaQuench Ale in 2016, which seemingly catapulted sour beers to the top of the charts in recent years. A full year of research and development went into Dogfish Head's session sour mash-up of crisp Kölsch, salty Gose, and tart Berliner

Weiss, brewed in sequence with black limes, sour lime juice, and sea salt.

SeaQuench is a top-selling sour, with a 55% share of craft domestic specialty sours YTD*. "It's a sour style, but it also has the DNA of a minerally Pinot Gris, the DNA of a Margarita, and it's designed to pair with seafood," DFH founder Sam Calagione told Craft Business Daily. "And naturally, being low-cal and brewed with salt, it plays in the BFY space." Clocking in at just 4.9% ABV, 140 calories, and 9g of carbs, this citrusy-tart union has captured the attention and hearts of beer, wine, and margarita drinkers alike.



DuClaw Sour Me Series

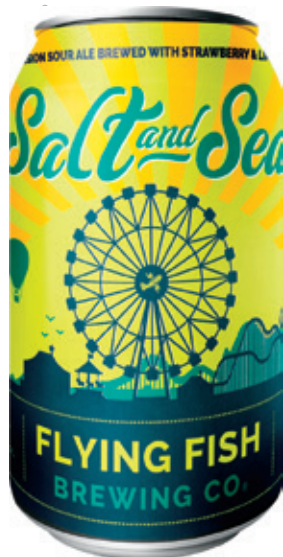
Twenty-five years ago, the brewers at Baltimore-based DuClaw Brewing approached their bosses with a crazy idea – experimenting with a beer that would tie up the kettle for days, produce very little liquid, and potentially ruin all the other beer in the brewery. It wasn't an easy sell, but the outcome was worthwhile. Sour Me This spawned an entire series of limited release beers, The Sour Me Series. This summer, DuClaw will release a special 25th Anniversary Edition of Sour Me This. Sour Me Unicorn Farts is another trendy beer in the sour lineup. A collaboration with Diablo Doughnuts, this brew has Fruity Pebbles cereal in the mash and is finished off with a sprinkle of a natural, mineral-based edible glitter. The series also includes Sour Me Black Apple, Sour Me Peach Cobbler, Sour Me Double Mimosa, Sour Me Strawberry French Toast, and Sour Me Pomegranate, Passionfruit, & Plum. The ABV is approximately 5.5% for the entire series.



Flying Fish Salt and Sea

For years, Flying Fish Brewing Company has been known to pay homage to New Jersey with their beers, particularly their well-known Exit Series referencing the New Jersey Turnpike. Salt and Sea, a session sour, is also inspired by one of their home state's

most prominent features – the Jersey Shore. Reminiscent of nights on the boardwalk, the original Salt and Sea evokes hints of saltwater taffy and has an enticing strawberry and lime aroma. Strawberry Lime Salt and Sea is available year-round. A special 15-pack variety is available in the spring and summer months and includes Mango and Pineapple, and Blackberry Kiwi flavors, along with the original. These easy-drinking brews are like a souvenir from the seashore for grownups and clock in at 4.3% ABV.



Brooklyn Bel Air Sour

Lead by James Beard Award-winning Brewmaster Garrett Oliver, the brewers from Brooklyn put their collective minds together to conjure up one tasty magic trick. Brooklyn Bel Air Sour is full of surprises, with a thrilling jolt of tartness upfront that opens onto a riot of tropical fruit, courtesy of lacto, ale yeast, and a generous helping of Amarillo dry-hopping. Big lemon and grapefruit notes give this sour a refreshing character, though there's plenty of acidic

bite on the back end, with a slightly sour milk character to it. A hint of pineapple adds some intrigue, but the lasting ultra-sour, overripe-fruit-like finish overwhelms any sense of actual beer at the base of this. Soft barley and wheat malts keep things dry and refreshing, and the whole thing comes together to close with a fine dry finish. Brooklyn Bel Air Sour is racy and maybe even a little bit dangerous while still effortlessly cool, breezy, and undeniably compelling.



Sierra Nevada Wild Little Thing

The #3 sour beer in the country, Wild Little Thing, has just the right smack of tartness for serious refreshment, while guava, hibiscus, and strawberry lend fruity-sweet depth and a bright pop of pink color. Complicated to brew but so easy to drink,

Wild Little Thing is made using accelerated kettle souring to achieve its *slight* tartness. First, the wort (unfermented beer) is made without any hops. Then it's boiled and cooled, and lactobacillus is added. Lactobacillus turns sugar into lactic acid... and voila! Now it's sour. The special wort (roughly 10%) is then blended back into Wild Little Thing's total wort to achieve its tartness. This 5.5% ABV crowd-pleaser will delight kombucha and seltzer fans as well as those who love fruited or sour beers.



Rodenbach Classic

Brewed by one of the most respected breweries in the world, this authentic Flemish red-brown sour ale is the recipient of over 15 world-class awards dating back to 1894. Rodenbach Classic is a blend of 3/4 young beer and 1/4 matured beer, aged for two years in oak casks, giving it a soft, sour taste and fruity complexity. With caramelized roasted malt, tart fruit notes with subtle oak undertones, and a refreshingly crisp finish, Rodenbach Classic is easy to drink and super refreshing on its own, but it makes a perfect pairing for spicy cuisine. Highly approachable at 5.2% ABV, this sour beer is made with uncompromised quality for an exceptional beer drinking experience.



Programs



Earn Your Crown with Corona Premier and Corona Hard Seltzer

Corona is starting the year strong with an all-new Corona Premier and Corona Hard Seltzer New Year program. By partnering with cutting-edge brands in the betterment category, like Echelon and House Plant Box, Corona will motivate consumers to “Earn their Crown” and make it their best year yet. The program will be supported with digital and social media, on and off-premise POS, and national consumer sweepstakes. In addition, local sweepstakes will be available, giving away Echelon equipment and class memberships.



Corona Premier Sponsors 2021 U.S. Open

Corona Premier is back for year three of its golf-centric thematic retail program! This year, the brand is partnering with Rickie Fowler to drive excitement around the golf season. Through a continued partnership with the USGA, Corona Premier will give consumers the opportunity to win tickets to the 2021 U.S. Open tournament or to instantly win some of the latest and greatest in golf tech. The program will be supported by an all-new POS bundle featuring Torrey Pines, digital and social media, T.V. media during major golf tournaments and sports properties, and a continued partnership with TravisMathew.



Find Your Bracket Beach with Corona

Corona and Kenny Smith are coming back to the Corona Hotline to help consumers Find their Bracket Beach during the March basketball season. Kenny will be operating the hotline all tournament long, helping consumers get ready for the action by partnering with Fanatics, the global leader of licensed sports merchandise. When consumers call the hotline, they can instantly win Fanatics FANCASH, allowing them to purchase official NCAA and NBA apparel, licensed memorabilia, and collectibles. The program is supported by POS, a dedicated T.V. spot for March basketball, and a robust media plan, including T.V. impressions in almost every round of the tournament. Make your picks and find your bracket beach with Corona!



Corona is Back as the 76ers' Cerveza

After an extended 2019/2020 season, the 76ers are back with a new head coach. Corona is partnering with the team for the fourth year in a row as the official partner of the Philadelphia 76ers. The brand will support the team throughout Philadelphia and the surrounding area with POS, consumer programming, and media support.

Programs

Augment Your Reality with Corona Hard Seltzer



In January and February, Corona Hard Seltzer will offer an augmented reality experience for consumers to engage with the brand and access recipe content. In stores, consumers will be directed to scan a Q.R. code on POS to unlock recipe content and enter to win a Corona Hard Seltzer branded hammock.



At home, consumers will be served geotargeted social media to prompt them to open the experience. They will be able to look at each product in a tropical A.R. setting as well as view recipes for each flavor. Consumers can also click to add all ingredients to their shopping cart via Basketful from the at-home experience. In addition to in-store POS and social media, large and small format display pieces will be available.



Pacifico Returns as the Official Beer of the U.S. Ski & Snowboard Team

The independent spirit embodied by the surfers who first discovered Pacifico is carried on by the brand and drinkers today – those looking to unleash the independent spirit within them. This distinctive positioning and lifestyle naturally extend to skiing and snowboarding and sponsorships of the U.S. Ski & Snowboard team. The U.S. Ski & Snowboard team is made up of athletes that are independent spirits and pioneers, excelling every single day in their sport. Though many of the events are not allowing spectators, Pacifico will receive national television coverage through on-course signage and media buys. Additionally, Pacifico has partnered with ski and snowboard athlete ambassadors Jamie Anderson, Brita Sigourney, Tom Wallish, and Kyle Mack to further build the brand's credibility in the action sports space. The sponsorship will also be supported with paid social media, retail templates, and POS featuring the ambassadors.

RESOLVE TO SAY Yes



Resolve to Say Yes

7 in 10 shoppers create a health-related resolution in the new year. That's why this year, we've found a way for consumers to keep their New Years' Resolutions – and still enjoy themselves. Consumers can start the year on the right foot with a variety of choices they can feel good about, including Vizzy Hard Seltzer, Blue Moon LightSky, Coors Seltzer, and Miller Lite – all 100 calories or less. In 2021, shoppers will be able to access a wealth of wellness resources and products, both in-store and online, making it easy to say "yes" to better-for-you beverages all year long.



Belt the Next Champ with Modelo and UFC

Casa Modelo is partnering with the UFC for the fourth year in a row. Building Modelo's equity as the Official Beer of the UFC, the brand is giving fans unprecedented access with the chance to join Dana White in the Octagon to belt the next champion. Additional marketing support will include a UFC homepage takeover and digital banners, social support across both Modelo and UFC handles, T.V. media, and new on and off-premise POS.

MATCHES MADE AND SETTLED HERE

Guinness Rugby

Guinness is again the official beer sponsor of the Six Nations Rugby for 2021! Impactful POS will draw fans and spectators to this event over six weeks. Saturdays are the highest weekly sales for Guinness! Features and activation will drive excitement and sales.

Celebrate St. Pat's with Zero Sugar

Consumers can enjoy Saint Patrick's Day with 0 sweeteners, 0 sugar, and only 90 calories when they celebrate with Smirnoff Hard Seltzer. Accounts can utilize the Smirnoff Seltzer St. Patrick's Day POS to engage with seltzer consumers and allow them to ensure their SPD is low calorie and full of flavor.

Programs

Yuengling Hoops with Draft Kings

In 2021, Yuengling will be the exclusive sponsor of DraftKings' official NCAA Tournament Bracket Challenge. Users will have the opportunity to make their picks at the start of the tournament and compete for \$50K in cash prizes!

Why this partnership works:

- 60% of DraftKings' users are in Yuengling's footprint
- LDA consumers make up nearly 98% of DraftKings' audience
- 92% of DraftKings' users drink alcohol
- 1 in 5 adults bet on the NCAA tournament
- 18 million people bet almost \$4 billion on March Hoops



To round out this robust program, Yuengling is offering \$4.00 back when consumers purchase two 12-packs or four 6-packs of Lager, Light Lager, Golden Pilsner, Black & Tan, or \$2.00 off one 12-pack or two 6-packs through a Q.R. code scan or by visiting saveonyuengling.com from a mobile device.

New Year's Resolutions with Yuengling & Soccer Star Rose Lavelle



More than 70% of New Year's resolutions focus on health and fitness goals. FLIGHT's active consumer target focuses on New Year's Resolutions, and there's no better inspiration than soccer star Rose Lavelle, who's just months away from raising her game in the Summer Olympic Games.

This New Year's, consumers can raise their own game and win a home gym from FLIGHT by Yuengling!

Yuengling is also offering \$4.00 back when consumers purchase two 12-packs or four 6-packs of FLIGHT or \$2.00 off one 12-pack or two 6-packs through a Q.R. code scan or by visiting saveonyuengling.com from a mobile device.



Programs



Get Ready for Some Big Game Flavor with Truly

This January Truly will score a championship victory as drinkers celebrate with an all-star lineup headlined by the rookie sensation, Truly Iced Tea! Thematic POS will leverage Truly displays, driving awareness, and pull during a key selling period.



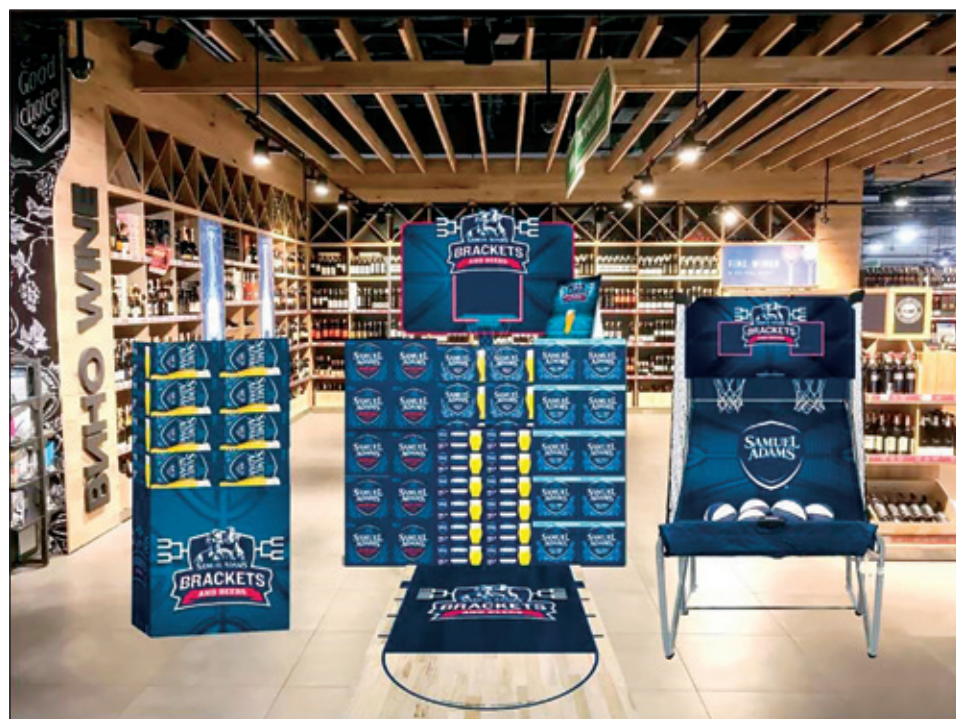
Full Court Flavor with Truly

Are you ready for the most exciting month in sports? Truly is ready for the mania with the ultimate triple threat: The MVP Lemonade, Core Variety Packs, and Truly Iced Tea, this year's Rookie sensation. This lineup is supported by thematic POS that is sure to draw attention and drive sales. Get your brackets set; Full Court Flavor is here.



Truly Brings the Flavor to Spring Break

Kickoff spring break or get an early start to summer with Truly! Whether traveling or celebrating at home, Truly will help spring breakers Bring the Flavor all month long. LDA-focused activation tools will be sure to spark excitement and highlight Truly as the go-to seltzer for their spring break festivities.



Brackets and Beers is a SAM DUNK!

March Madness returns in 2021 for what will be the biggest sports-media event of the spring. Beer sales increase 20%* during March Madness, and Samuel Adams is showing up big as the Official Beer of the Big East. A comprehensive program includes thematic basketball POS including digital pop-a-shots, new wearables, and gamified coasters and table tents in addition to high visibility media investments featuring Your Cousin From Boston on T.V. and digital.

**WalletHub March Madness Stats & Facts, 3/13/19*

Programs



Proud sponsor of New Year's resolutions.

Now you can.

Great Taste. Zero Alcohol.

Heineken 0.0 the Drink of Choice for Dry January

By tapping into the increasingly popular Dry January season, in 2021, Heineken 0.0 will amplify its position as the drink of choice for those who still want a refreshing beer but want to avoid the alcohol. In addition to being the unofficial beer of resolutions, Heineken 0.0 will also support consumers in their journey to stay dry by partnering with a “better-for-you” company and providing resolution-oriented health and wellness giveaways.



Cheers to the MVP of match day.

ENJOY
Heineken 0.0

SCAN
this QR code

WEEKLY PRIZES
Win a trip to the MLS, UCL, or Euro Cup

Soccer Anytime with Heineken

Whether it's connecting with fans via the MLS, UCL, or Euro sponsorships, Heineken is the only beer served in as many countries as the beautiful game is played, and the brand chooses to support its fans because of the passion, excitement, and commitment they show to soccer every day. Whether you're a fan of the foreign leagues or your allegiance is with the Philly Union, in 2021, Heineken will remove barriers between fans and their passions with Soccer Anytime.



THIS WINTER ESCAPE TO SALVATORFEST

YOU COULD WIN A VIP TRIP TO MUNICH
To celebrate Salvatorfest in Style!

Escape to Salvatorfest

Paulaner USA is hosting a sweepstake on Instagram from January 1 through February 28, 2021. The grand prize winner will receive a trip to the 2022 Salvatorfest in Munich, including VIP accommodations and a reserved table at the Paulaner tent!

Shiner Bock Wins Gold at European Beer Star

An international panel of brewing experts honored the Spoetzl Brewery in Shiner, Texas, in November as its iconic Shiner Bock was awarded a gold medal in the Session Beer category at the European Beer Star 2020 competition in Nuremberg, Germany.

“We are very proud of our flagship Shiner Bock, so to receive this gold medal for it from one of the largest and most competitive beer competitions in the world is incredibly gratifying,” said Shiner Brewmaster

Jimmy Mauric. “Winning gold in the Session Beer category is a testament to just how well Shiner Bock balances its rich flavor with being refreshing and easy-drinking.”

More than 2,000 beers from over 40 different countries competed at the European Beer Star is a 72-member panel of master brewers, beer sommeliers and beer connoisseurs from around the world took part in a two-and-a-half-day blind tasting.

This gold medal marks the second European Beer Star gold medal win for Shiner Bock, and it is the 19th major award overall in an international competition for Shiner Bock since the year 2000.



Programs



White Claw Latin Billboard Music Awards

White Claw is giving away two highly coveted tickets to the Latin Billboard Music Awards, the #1 Spanish language program, through a text-to-win sweepstakes this winter!



New Year New Skill with White Claw

This winter, White Claw is giving consumers the chance to win a Masterclass membership to learn a new skill this year! Masterclass is the leading online portal for online classes led by the best instructors in the world. Tony Hawk teaches skateboarding, while Serena Williams teaches tennis! Consumers can choose between learning about fitness, music, cooking, etc.



Be Refreshingly Different with Narragansett Rhode Island Hard Tea

Because we're in a pandemic and it's a little hard to buck the daily routine of waking up, staring at a screen, and wondering when you can stop worrying about toilet paper hoarding, Narragansett Rhode Island Hard Tea wants to help get consumers' blood moving again by offering them something to look forward to. While Narragansett can't necessarily solve the world's problems, they can offer something Refreshingly Different by giving away a skydiving package for two! What's more socially distanced than being 10,000 feet away from the next person? Not much.

Narragansett wants to know how consumers are making the pandemic Refreshingly Different, so they're asking fans to post their Refreshingly Different photos with Rhode Island Hard Tea on Instagram and Twitter using the hashtag #RefreshinglyDifferent to be entered to win. A winner will be selected at random at the end of March... because who the hell wants to skydive in the middle of winter?



Go HARDER at Home

Mike's HARDER is giving consumers the opportunity to stream some of 2021's hottest new movies for free with FandangoNow! This program allows Mike's HARDER to expand reach and drive consideration for the brand by teaming up with high-profile entertainment releases that bring the same bold energy as Mike's HARDER. Last year, 6 million of Mike's target shoppers purchased movie tickets regularly and are overall heavy entertainment consumers (over-indexing in streaming services, gaming, and mobile music listening).



MXD is offering consumers a chance to win mystery prizes this winter. Via text, consumers can enter to win a surprise, including everything from pool floats to a new gaming system!



Hit the Slopes with 'Gansett

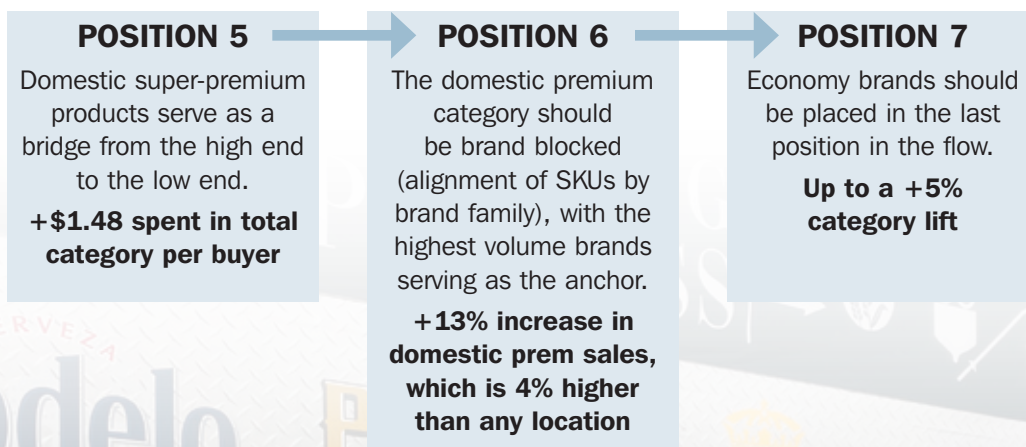
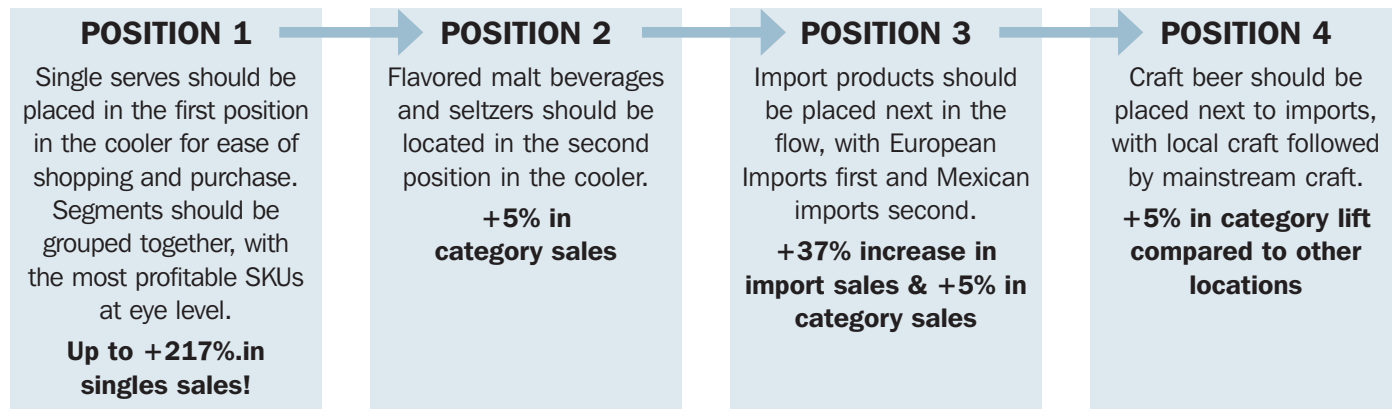
Narragansett has teamed up with Parlor Custom Skis to develop a one-of-a-kind, handcrafted 'Gansett snowboard that consumers can enter to win via text through February.

RethinkingRETAIL

The Shopper-First Shelf

Make it easier for the consumer to shop and ring in the profits

Proper shelf management is critical to the success of the beer category. 80% of the beer sold in New Jersey is sold from the cooler, yet poor organization and too much variety leave the consumer confused and overwhelmed. Category growth is driven from the high end, including imports and seltzers, yet the space has not reflected that. Check out these tips for organizing your cooler space to drive maximum revenue.



BRAND BLOCKING: DID YOU KNOW?

What percentage of shoppers have already planned to shop for beer? 76%

What percentage of shoppers don't know what brand they will purchase? 51%

What is the beer shop time? 70 seconds

How many beer brands does a shopper consider? 2-3

Where is the ultimate shopper purchase decision made? At the shelf

THE RESULTS

Average Beer Category Dollar Increase

+4 Points!



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HAPPY ST. PATRICK'S DAY MARCH 17, 2021



Guinness is the St. Patrick's Day Tradition

St. Patrick's Day 2021 will be meaningful. People will want to double down on what they missed in 2020. Traditions survive because we don't let them die. We will celebrate bigger than ever and make new traditions in 2021. Guinness is the St. Patrick's Day tradition. The brand has been integral to celebrations for over 200 years and will be for 9,000 more. We all faced the challenges of 2020 and promised that we would march and toast again – this is our time!



Guinness Ultimate Home Bar Giveaway

This January through March, Guinness is giving consumers the chance to win the ultimate Guinness home bar via a text-to-win promotion. One grand prize winner will receive their very own authentic, Irish, at-home bar, including a Guinness-branded bar, two bar stools, a dartboard, neon sign, clock, mirror, glassware, t-shirt, hats, and beads for 15 friends, toucan bar statue, two canvas art pieces, bar mat, bar towel, bottle openers, coasters, ice bucket, 52-inch T.V., wireless speakers, and 10 cases of Guinness! Twenty-five secondary winners will receive a St. Patrick's Day party pack, which includes: St. Pat's t-shirts, beads, pennants, balloons, and hats.

GOOD
TIMES
AWAIT