

Spring 2021 | V.38

KRAMER BEVERAGE

Heady Times

COVID CLEANUP



Delivering Excellence Seasonals **Rethinking Retail** New Products **Programs**

PRESS SELTZER | SPRING SELECTIONS | READY-TO-DRINK CANNED COCKTAILS | HOP ART

Letter From *THE PRESIDENT*



THE PAST 15 MONTHS HAVE BEEN A CHALLENGE FOR us all, to say the least. More than a year into the pandemic, we are beginning to see the light at the end of the tunnel. Vaccines are becoming more readily available, and all adults in NJ are eligible to receive them. I am proud to say that nearly 60% of the Kramer team has been vaccinated at the time of this writing, and we were able to offer on-site vaccinations for employees and their families. With more of the population vaccinated, it can be expected that restaurants and bars will soon have the ability to open at a greater

capacity. Additionally, warmer weather will also bring more outdoor dining business to the on-premise locations that have been financially impacted during this time.

On behalf of Charles and the rest of the Kramer family, I would also like to take the opportunity to thank everyone who has reached out to express their condolences on the passing of my mother, Lynn Kramer. There is no doubt that Kramer Beverage would not be the company it is today without her contributions to the organization. To read more about her, please see page 2.

The team at Kramer Beverage has been working to improve the quality of service to our customers in a variety of ways. We have made numerous changes to our internal operations (see pg. 13) to provide our retail partners and their customers with the largest selection of high-quality beverages on the market. Admittedly, we are having our growing pains with our new loading software and warehouse management system, but we appreciate your patience as we work out the kinks. We are very confident that the result of these changes will be an overall better delivery experience.

We are also continuing to improve our online ordering system and bill pay. Both of these tools are available and at your disposal. Based on the increased usage we see each month, it is clear that many of you are seeing real benefit from these services. If you have not checked it out, please ask your sales rep for more details.

Many of our suppliers have faced supply chain issues, and we have been working hand-in-hand with them to ensure that we have the proper amount of inventory to keep your coolers stocked through the pivotal summer months. We will still have inventory challenges this year, but I can say with certainty that the dire shortages that plagued the industry last summer will not be as severe.

Additionally, our supplier partners will continue to provide a steady stream of new products that is sure to meet the needs of all of your consumers. This includes new offerings from our existing suppliers and an exciting addition of suppliers that are new to our company. There are 16 pages of new suppliers, new products, new packaging, and new programs. I have never seen so many exciting new offerings!

I look forward to a great summer selling season and hope we can all raise a glass again soon! Thank you for your business and your support.

Warm regards,

Mark Kramer
President

Correction: In the Winter Issue of Heady Times, we mistakenly published the wrong name for the owner of Schileen's Pub. The owner is John Schillig, not Mike. We apologize for the inconvenience this has caused.

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



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Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done



Angela Pables

Account Executive

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

What does your current position entail? Working on expanding and increasing the revenue of the Wine and Spirits footprint in the on and off-premise.

What does it take to excel in your position? You have to know the Wine and Spirits portfolio and the market. I need to be a great listener to my customers, consult with key buyers on their portfolio needs, and be very knowledgeable about our products.

What has been the best thing about your job? Being able to see the massive growth of the Wine and Spirits division and being a part of something new within Kramer and help it succeed.

Tell us about your family: My fiancé and I live with our dog, Sven.

What do you like to do when you're not at work? Tennis, golf, and enjoying the outdoors, and currently working on my third screenplay.

What are your favorite Kramer Beverage brands? Vizzy and Feudi Del Duca.

What is your favorite beer? Modelo.



Karen Bryant

Account Receivable Manager

How long have you worked for Kramer Beverage? Almost 20 years

What does your current position entail? The responsibility of collecting all payments on behalf of the company and supervising the accounts receivable department. It also includes ensuring company policy is adhered to, being compliant with government agencies overseeing the servicing of liquor license holders, and making sure payment deadlines are met.

What has been the best thing about your job? I enjoy interacting with our customers.

What's the most exciting part of your job? I work with a great group of people. We remain optimistic and laugh every day.

What's something you find challenging about your position? Sometimes, there are not enough hours in the day.

Tell us about your family: Greg and I live with our pets and his three children when they are in town.

What is your favorite beer? Sam Adams Cold Snap.

Name your favorite socially distanced activity? Jogging through the neighborhood.

What is your favorite wine or spirit from the Kramer Beverage portfolio? Fit Vine.



Mimie Xue

Procurement Specialist

How long have you worked for Kramer Beverage? My first anniversary was in January.

What does your current position entail? I review reports and sales data to come up with projections for placing orders to breweries. I review inventory and maintain orders to minimize back orders and out-of-codes.

What does it take to excel in your position? Time management, attention to detail, and communication.

What's something you find challenging about your position? Managing orders during the summer peak season can be difficult. We must bring in more product to support the increase in demand while being mindful of warehouse space.

What's been most rewarding about your position? I like it when forecasting accuracy leads to smooth transitioning of seasonal items.

Tell us about your family: My fiancé Paul and I have a German short-haired pointer named Snacks.

What is your favorite beer? Blue Moon Light Sky.

What is your favorite wine or spirit from the Kramer Beverage portfolio? Dogfish Head Roasted Peanut Vodka.

In Memory



Lynn P. Kramer (1942-2021)

On March 1, 2021, Lynn Kramer, former CFO of Kramer Beverage, wife of Charles Kramer, Chairman, and mother of Mark Kramer, President, passed away at age 78 after a short and courageous battle with pancreatic cancer.

She graduated from Atlantic City High School in 1960 and the University of Pennsylvania in 1964. Before starting a family, Lynn taught elementary school and high school for several years. While raising her family she took classes to become a Certified Public Accountant at Stockton University. A temporary role to assist with the finances at Kramer Beverage Company, the beer and beverage distributor founded by Charles' grandfather Ben Kramer during Prohibition, became a very successful career as the Chief Financial Officer. Working side-by-side for over 30 years, Lynn and Charles grew Kramer Beverage into the largest beer distributor in South Jersey.

Over the years, Lynn was active in many Jewish and local civic organizations. She served as Chairman of the Board of Atlantic Cape Community College, President of the Federation of Jewish Agencies of Atlantic and Cape May Counties, and Financial Chair of the United Way of Southern New Jersey. Lynn and Charles created the Kramer Family Foundation in order to support these and many other worthy causes.





COVID Cleanup

It's time to sweep away the pandemic blues – and maximize profits – with a store-wide rejuvenation.

You walk into someone else's beer store. Enter the first cramped, dead-end aisle and crane your neck, scanning the hodge-podge of styles and brands for the beers you want – no luck. You keep searching, finally finding a West Coast IPA you like tucked in the corner of a cooler door full of pastry stouts. Some cases of hard seltzer sit in a nearby corner, and you think about getting some, but the seltzer is warm, and there's no listed price. You decide to grab a case of your go-to light lager instead... but it's nowhere to be found, despite being one of the biggest brands in the market. You ask the shadowy figure behind the register if there's any in the back, and they cackle.

***"We haven't carried that in over 50 years!"
You scream in horror.***



"Limiting out of stocks while also ensuring the products that consumers demand are available cold will increase traffic in the store as well as increase the ring at the register," says Key Account Manager Scott Clark.



"The best strategy is to crunch the sales numbers, pull the slow-moving SKUs, and add in SKUs that have greater potential to make the account more profitable" says Erik Yerkes, Space Management Specialist for Kramer Beverage.

store has comprehensive data to share, you can help identify areas of opportunity. Maybe some SKUs are over-indexed in the cold space and others that are good sellers but would benefit from being cold to increase velocity further."

To better understand what your store does well and what could use an upgrade, your rep suggests surveying your current layout to take stock of several target sets: cooler, warm beer, craft, FMBs, hard tea, hard seltzer, and non-alcoholic.

Then you wake up and breathe a sigh of relief. What a nightmare! But at least you know your store could never look like that. Those mistakes, from over-stocking niche craft beer at the expense of big beer brands to creating a confusing maze of aisles, would lose you customers and profits.

When you enter your store the next morning, though, you see things with fresh eyes. The pandemic has forced you to put off plenty of updates and resets, and the store isn't anything like your nightmare, but... It could use a little spring cleaning.

Luckily, your friendly Kramer Beverage salesperson has just stopped by, and they're happy to help you troubleshoot and figure out what changes are best for your store.

Identifying Problem Areas

Every store in every neighborhood has different customer bases, SKU priorities, and goals, so there isn't a one-size-fits-all approach – knowing what's an important point of difference that brings customers in and what's a problem that sends them away can be challenging. That's why your sales rep can be your most important ally during a reset.

"Working collaboratively with the retailer is important so that you can plan the best layout for their store," says Area Sales Manager John Murphy. "If the

"When we target a cooler reset, we work with our retailers to ensure that the schematic will provide them the most efficient and profitable cooler possible," explains Key Account Manager Scott Clark. "The amount of SKUs, today versus five years ago, has grown significantly; however, retailers' coolers have remained the same size. Our sales team partners with our retailers to make sure their coolers provide their customers the products they demand. We analyze the sales trends for their account, as well as the trends in their general geographic area to provide a cooler set that is specific to their needs."

You know your customers and your store's strong points best, but with these planning tools, your sales rep can help translate and refine your knowledge into a store plan specific to your needs.

Planning Process

Let's say that the survey reveals three areas where your store isn't reaching its full potential: beyond beer SKUs, single-serve placement, and overall flow. First is **beyond beer: making space for hard seltzer, but also FMBs, hard teas and kombuchas, RTD cocktails, and NA** is important as demand for the category surges.

Demand for beyond beer is growing at a rate that isn't always reflected in coolers, so the team may suggest that you bring in more beyond beer SKUs and give them priority over slower-moving SKUs.

"The demand for seltzers continues to grow, and every supplier continues to create new seltzer SKUs. But they are under spaced in most coolers, whereas other categories that do not trend as well continue to be over spaced," says Erik Yerkes, Space Management Specialist.

Next is single-serve placement. The importance of this package cannot be overstated. Single-serve products are zooming up the charts, with 24 oz. cans ranking as one of the most popular packages nationally.

"We recently did a cooler door reset at a shore account to make room for seltzer innovation. We made additional space in the regular doors and freed up additional room for the biggest profit maker – single

serve. We added a half-door of singles including Corona Refresca Más and Truly seltzer flavors, to name a few,” says Roy Abrams, Key Account Representative. “These single grab-and-go offerings are the easiest way to get customers to sample product.”

If the product is important, then putting it in the right place is also key. Kramer recommends that single-serve products lead off sets, with like segments grouped together and the most profitable SKUs placed at eye-level. And in the cooler, this category warrants three to four doors, if possible.

The last up is the big one: flow. Suppliers constantly research flow and how customers shop for beer. Most make that information available to retailers to help maximize profitability and increase traffic flow. It’s rare to see a store with a completely incorrect flow. Still, adjustments – especially as new categories gain importance – can be warranted, even for stores that keep up with customer insights.

With flow, it’s important to mimic how customers think about beer. Moving from high-end to low-end, anchoring categories with key brands, and directing shoppers toward the cooler with the direction of your aisles (think Wawa) all help your store’s flow and all increase the potential of turning shoppers into buyers. Flow is a tricky one and a little too complicated to discuss in detail here, but rest assured that your sales rep has the insights you need to optimize flow for your store.

Executing Changes

Over a few weeks, you decide what steps you want to take and agree that upgrading before summer arrives is a good idea. So, what’s next?

“A cooler reset is the process where our sales reps, managers, and Space Management team work with our accounts to provide maximum profitability in their cooler space,” says Yerkes. “This includes creating a schematic that organizes the flow, along with adding and pulling SKUs based on that account’s needs.”

While Yerkes notes that the process can be time-consuming (and, if he’s honest, tedious), ultimately, it’s rewarding for both you and your customers. They can easily find what they need and want, including products they may not have noticed before. Meanwhile, you reap the financial benefit – and make your sales rep happy! That’s a win-win-win if we’ve ever seen one... And couldn’t we all use a win these days?

3 Keys to Maximizing Profits

The average beer shelf doesn’t always work for shoppers – and the industry is missing sales opportunities and losing money because of it. While there is no perfect, one-size-fits-all shelf set for beer stores, there are three main ideas that help to increase customer satisfaction and maximize profits.

➔ **Flow:** Flow refers to the natural movement from category to category within an aisle or cooler, or from one aisle to the next. Things like dead end aisles and inconsistent shelf placement impede flow, while brand blocking and moving from high-end to low-end aid flow. **Setting shelves to replicate the way shoppers think about the category** makes it easier and faster for them to shop and yields **10% dollar growth** from increases in conversions, trade-ups and additional purchases.

➔ **Space:** Whether it’s utilizing case stackers and swag displays from suppliers to draw attention to key products, allotting enough shelf space for growing categories or substituting appropriate SKUs for out-of-stock items, maximizing space is key for beer stores large and small. **Allocating space based on future opportunities, not just past trends,** gets ahead of what shoppers will want and where growth potential exists and can yield 8% growth from increased space dedicated to the high-end.

➔ **Assortment:** Assortment is just what it sounds like – what products you carry. But with an increasing number of SKUs in beer, it’s important to be selective. **Cutting 20% of SKUs from a category** sees virtually no negative impact, but can yield 5% growth from increases in shopper trade-ups.

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“Cooler resets are vital in the ever-changing beverage world and help provide winning solutions for Kramer, our retailers, and their consumers.”

– Scott Clark, Key Account Manager

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What's Next for "Beyond Beer"?

The eclectic category has been on a tear for the last three years. Can we expect growth to continue in 2021? Yes!

OVER THE LAST FEW YEARS, BEYOND BEER, THE AMALGAMATION of a beer category that includes hard seltzer, tea, coffee, kombucha, and ready-to-drink cocktails, has been the most innovative, profitable, and exciting space in beer. While traditional beer saw modest growth in 2020, **the beyond beer category grew 130% in the off-premise and now commands a 10% share of the beer category.**

If there is any doubt that consumers are consistently turning to the beyond beer category, consider this: **Boston Beer's big hard seltzer bet of 2021, Truly Iced Tea Hard Seltzer, became the #5 hard seltzer SKU in only a matter of weeks!** In today's beer landscape, that's something you'll only see happen beyond beer.

While this category covers a diverse range of beverage types, it won't be a surprise to anyone that the lion's share of growth in the category is due to hard seltzer's three-year reign as the hottest beverage of choice.

What's next for hard seltzer in 2021? **Expect more craft breweries to get in on the craze** – innovative retailers should keep their eye on the ball by dedicating enough shelf and cooler space for their best-selling seltzer brands. In 2021, the top 10 hard seltzer brands are still projected to make up 96% of hard seltzers' dollar share. The 12-pack will continue to reign supreme, making up 75% of the dollar share in hard seltzer package sizes. In terms of flavor options, 61% of sales will come from variety packs. From the new **Vizzy Lemonade** to new offerings from national craft breweries like **New Belgium's Fruit Smash** or local favorites like **Variety Pack #2 from Two Robbers**, our suppliers have so much in store for this spring and beyond!

If Truly Iced Tea's fast start is any indication, hard tea is the next big segment in beyond beer. Currently sitting at about a 1% share of beer, hard teas have started 2021 hot out of the gate, trending up 49.7%. The secret to hard tea in 2021 is that it's still largely a one-player segment in our region with **Twisted Tea**. With a proven track record, quality, flavor, and availability, Twisted Tea wins the day. The hard seltzer iced tea category is a big opportunity to retailers, as non-alc iced teas are already a \$9 billion category, one of the fastest-growing market segments.

Non-alc beer is also poised to have another banner year. In 2020, non-alc growth out-paced almost every other beer category at nearly 40%.

Many non-alc brands saw significant growth in 2020. With big players like **Coors Edge** and **Heineken 0.0** leading the way with double or triple-digit growth and even traditional non-alc brands like **Kaliber** up over last year, expect this space to become more crowded, just like hard seltzers. The door is open for craft brands like Sam Adams and Dogfish Head to make a splash with their non-alc's, **Just the Haze**, and **DFH Lemon Quest**, as well as **Ceria**, the new non-alc brand launched by Keith Villa of Blue Moon fame!

Now that many consumers have become "at-home bartenders" out of necessity, the RTD cocktail segment has upped its share as well (see page ???). And hard kombucha is also getting its footing, with brands like **Sierra Nevada's Strange Beast** generating a lot of attention and repeat purchase. Thus far, much of kombucha's growth has been thanks

The Next Big Bets for Beyond Beer

Truly Iced Tea Hard Seltzer

After only a few weeks in the market, Truly Iced Tea Hard Seltzer shot to the #5 best-selling SKU in the hard seltzer segment.



Vizzy Lemonade

The only thing better than having it made in the shade, drinking lemonade, is when it's Vizzy Lemonade Hard Seltzer!



Corona Refresca Más

Available in Mango Citrus, Corona Refresca Más is a flavorful, tropical cocktail from Mexico. At 8% ABV, it offers bursts of tropical fruit flavor for a delicious taste experience.



Crook & Marker Margarita

Sugar kept showing up uninvited to the flavor fiesta, so Crook & Marker showed simple syrup the door and said, "don't let the blender hit you on the way out."



to west coast consumers, but as market penetration and distribution growth in the east and customers continue to turn to beverages that boast "better-for-you" bona fides, look for kombucha to have a big 2021.

The beyond beer category is firing on all cylinders, and savvy retailers will strike while the iron is hot. Studies show that beyond beer, consumers by nature seek variety, so the more options retailers offer their customers, the more likely this category's vigorous growth will continue.

An Out of This World Brand Refresh Will Launch UFO to New Heights

Fun. Engaging. Creative. If these aren't the words that come to mind when thinking of Mass Bay Brewing Co.'s UFO White, they will be soon.

Since 1998, UFO has been a part of Harpoon Brewery's portfolio, but in 2016, these "UnFiltered Offerings" jumped ship to become a separate brand. After several years, it was obvious that the existing branding just wasn't giving customers enough to get excited about. So, the decision was made to refresh the packaging to better showcase UFO as an independent craft beer brewed with quality ingredients and to reflect the curiosity and exploration behind these wheat beers.

What will change? Simply put, everything except the actual beer. From the name (which is being updated to UFO Beer Company), to the logo, to the architecture and illustration of the labels, this new packaging tells a clearer and more compelling story about the beer. Specifically, the folks at UFO decided to make a more conscious connection with outer space and the connotation of the name UFO. The clever execution gives the brand a fun, crafty look and feel that is unique among the competition. Although spaceships and outer space have been used in the branding before, both will be featured more prominently on the refreshed packaging.

As for what this new design will convey to consumers, Mass. Bay Brewing Co.'s Project and Brand Coordinator Sam Routhier explains, "It has always been important to us that UFO beers communicate approachability to consumers, but with this redesign we want quality to be just as apparent. For **UFO White**, that means calling out that it is brewed with orange peel exclusively sourced from California, and freshly ground coriander. It was also key for us to use packaging to tell more of a story, placing you in the night sky with a UFO and showing consumers the brand's personality and adventurous spirit."

In trials, the new packaging elicited strong purchase intent among UFO and non-UFO drinkers alike. Research also indicated significant preference for the new design versus the old. Consumers have shown strong positive reactions to the space direction, noting that it's unique, interesting, engaging, fun and ownable.

Although UFO White is the first to receive the fresh look, this spring, the entire lineup of UFO beers, including **Light Force**, **Maine Blueberry** and **Boarding Pass IPA**, will debut new packaging, along with seasonal releases like **Georgia Peach**, **Big Squeeze**, **Pumpkin** and **Winter Blonde**.



The UFO refresh signifies that the brewery crafts innovative and accessible beers with unique combinations of ingredients and flavors.



UFO White's new packaging will tell more of a story, placing drinkers in the night sky with a UFO and showing consumers the brand's personality and adventurous spirit.

"It has always been important to us that UFO beers communicate approachability to consumers, but with this redesign we want quality to be just as apparent..."

– Project and Brand Coordinator Sam Routhier

Feature

Give the People What They Want

In 2019, Boston Beer Co. and Dogfish Head united in a historic merger that shocked the beer world. Some said it marked the end of craft beer. They couldn't have been more wrong...

It's been two years since the Boston Beer Co. (BBC) and Dogfish Head (DFH) merger, and we are happy to announce that not only is craft beer alive and well (despite the pandemic's best efforts), BBC and DFH remain at the top of their game, producing consistently high-quality brews far ahead of the innovation curve. In fact, BBC just posted incredible Q4 numbers, growing 53% from the fourth quarter of 2019.

Some might be surprised by their success, but they shouldn't be. BBC and DFH have always had a knack for knowing what consumers want – even when the consumers didn't know it themselves. From fielding a portfolio that fits every consumer's needs, to brewing up the next big things in beer (and beyond), Jim Koch and Sam Calagione are out to give people the best versions of what they want.



Boston Beer Co., the #2 craft brewery by volume in the U.S., can claim plenty of winners. They have the #1 craft lager & #1 craft seasonal with Samuel Adams, #1 sour beer & #1 low-cal IPA with Dogfish Head, #1 hard cider in Angry Orchard, #1 hard iced tea with Twisted Tea and the #1 hard lemonade seltzer with Truly.

A Winning Portfolio

Koch and Calagione have been at the forefront of the craft movement for decades, united by their devotion to craft long before their breweries merged. The pair come from different brewing backgrounds – traditional lagers vs. off-the-wall ales – but that's what makes their partnership great, and as complementary as their combined portfolio.

And what a portfolio it is. **Samuel Adams. Dogfish Head. Angry Orchard. Twisted Tea. Truly Hard Seltzer.** All household names (especially in the Northeast) synonymous with quality and consistency. The new BBC has something for every LDA consumer to enjoy, whether they're looking for a gluten-free option, a BFY IPA, something to get the party started or a classic craft lager – you can bet that it's a best-in-class option.

Making so many different kinds of beverage alcohol might seem like a negative, but the team at BBC knows their broad range of products is a major plus. By establishing firm footholds in so many segments, BBC is in an almost unique position to adapt to changing consumer preferences.



BBC CEO Dave Burwick with Jim Koch and Sam Calagione

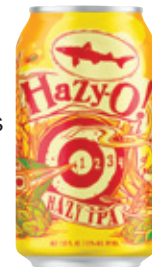
Innovation vs. Consistent Core Products

Finding the sweet spot between core products and the drive to innovate isn't easy, but BBC has that figured out too. In addition to implementing DFH's famous "Beer Exploration Journal" (a questionnaire that lets visitors to their tasting rooms give immediate feedback on new beers), Calagione says that BBC's structure allows everyone involved to take chances.



Truly Lemonade shot to about a 9 share of hard seltzer in its first year on the market and remains the #3 SKU in hard seltzer

"Our company is actually more risk-excited than risk-averse," he told VinePair. "I think it's in part because we have resources and 10 different retail locations, so our big breweries can be... making the Monets and the Renoirs while our little, tiny 10-barrel systems... can be throwing s*** at the wall and Jackson Pollocking on a small stage. So, we try to embrace risk as aggressively as possible, but do it on a small scale, so it's manageable."



Hazy? Check. BFY? You know it. Oat milk? Of course! Hazy-O! has four types of oats, including oat milk, for a 7.1% ABV powerhouse that drinks like a super-smooth sipper.

Some of those risks have paid off big, like last year's blockbuster hit, **Truly Lemonade**, or DFH's BFY, oat milk-infused **Hazy-O!**, which went from a Rehoboth Beach brewhouse experiment to a year-round release in record time. BBC's CEO,

Feature

Dave Burwick, explained to Beer Business Daily that the company's innovation strategy for 2021 will follow the same pattern of line extensions that are exciting to consumers, but build the core.

"As you look at what's happened with COVID, the number of SKUs have been reduced," says Burwick. "People are still really gravitating toward brands they know and trust. ...It's all about taking the core equities of the brands and making them stronger through innovation."

Luckily, BBC has their founders on their side. Koch and Calagione excel at finding the slivers of "white space" in the market and filling them with top-notch products.

"Innovation has been in the DNA of BBC since we helped launch the craft beer revolution," Koch told the Beer Industry Summit earlier this year. "...And I happen to believe that a founder-led company can drive innovation in a more successful way."



Sam Adams captured national attention in February with a Big Game ad featuring Your Cousin From Boston, a certain team of draught horses and their new hazy IPA, Wicked Hazy.

If BBC's 2021 schedule is any indicator, Koch is right on the money. We've already seen the launch of several of the company's big plays for the year, like **Truly Iced Tea Hard Seltzer**, **Samuel Adams Wicked Hazy & Wicked Easy**, as well as two new, long requested **Angry Orchard** flavors (**Peach Mango** and **Strawberry**). And a new formulation for **Boston Lager** is in the works. BBC also recently announced an exciting new innovation: **Truly**

Punch Hard Seltzer, available in a variety pack of four flavors: **Fruit**, **Tropical**, **Berry** and **Citrus**. And don't forget the two new non-alc offerings: **Dogfish Head Lemon Quest** and **Samuel Adams Just The Haze**, which are poised to take the burgeoning NA market by storm.

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"Innovation has been in the DNA of BBC since we helped launch the craft beer revolution."

– Jim Koch
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Hard Tea for the (NJ) People

Hard tea was the fastest growing FMB style in 2019, with over 1 million buying households, and Twisted Tea (#1 selling brand with 93% market share) had the 3rd fastest sales velocity of progressive adult beverages, behind only White Claw and Truly. It's safe to say that the people want hard tea – especially in our market, where Twisted Tea grew 25% in 2020 – and BBC is pulling out all the stops to bring it to them in 2021.

NJ-Local Twisted Tea Marketing No one loves Twisted Tea like Jersey, and BBC knows it. This year, they're doubling their investment in Jersey-targeted advertising (including billboards) and Jersey-specific consumer programs.

Twisted Tea Draught Though the pandemic hampered the launch of Twisted Tea Draught last year, BBC has brought this sure-fire hit back in 2021. The smooth and refreshing taste of Twisted Tea Original, made with real brewed tea and a twist of lemon, is now available on draught. Recommended serving is over ice (preferably in a mason jar) with a lemon wedge garnish, for a crisp and delicious taste.



Truly Iced Tea Truly Iced Tea Hard Seltzer saw even more early success than Truly Lemonade when it launched earlier this year. The iced tea hard seltzer has all the flavor of hard tea without the extra calories and sugar, all in an eye-catching, gold slim can, perfect for the tea-loving seltzer drinker. Each flavor offers a hint of fruit and the refreshment of real brewed iced tea with only 1 gram of sugar, 100 calories and 5% ABV.



Amy Walberg of PRESS Premium Alcohol Seltzer

This “seltzer with a little something”, not to mention sophisticated flavor combinations, has become a top-10 premium seltzer brand.

“Vivid distinction” is one of the daring slogans used by PRESS Seltzer. At first glance, this expression might seem ambitious, as dozens and dozens of hard seltzers flood the market, but PRESS Seltzer has earned the moniker. As the only top-10 seltzer brand owned by a woman and with wholly unique flavors like **Blackberry Hibiscus** and **Pomegranate Ginger**, PRESS Seltzer has taken this male-dominated industry by storm. Having carved out their own distinct space in this now burgeoning category, PRESS is the newest “must-have” seltzer for any retailer looking to stay atop the hard seltzer wave.

Founder Amy Walberg first dreamed up PRESS in 2015, well before hard seltzer officially went “boom.” Developing flavors in her kitchen, Walberg brewed up sophisticated combinations inspired by her global culinary explorations. Fast forward to 2021 and these homemade experiments have helped grow a wildly successful company, with PRESS seltzers available in all lower 48 states, receiving numerous media accolades and winning shelf space in major retail stores.

Heady Times sat down with Walberg to learn how PRESS was able to make such an impact on the hard seltzer industry in such a short time.

Heady Times (HT): Tell us about the origins of PRESS.

Amy Walberg (AW): I founded PRESS Premium Alcohol Seltzer in 2015 when my son Colin was just an infant and my daughter Paige was a toddler. I was at a point in my life where I was newly single, caring for two small children and trying to juggle a career in corporate advertising. I needed to re-invent myself and I wanted a career on my own terms. I've always been an avid seltzer fan and noticed there weren't any premium alcohol seltzers on the market, so I decided to make my own.

The first years were tough because hard soda went bust, and we had to push through to show [consumers] how we were different. We did a lot of grassroots tastings to get the consumer to sample, which continues to be a tactic that really drives our business. When people try PRESS, they get it. We love hearing from people who've tried PRESS for the first time and say they're *only* drinking PRESS from here on out. My vision has always been to create an elevated alcohol seltzer experience and that validation is so personal and rewarding.

HT: What sets PRESS apart from other seltzers in the market?

AW: For one thing, PRESS is the only woman-founded hard seltzer created at a time when women were largely ignored by the alcohol industry. Second, we've had an explosive start in 2021. In the first quarter of the year, the seltzer category as a whole is up 57% – but PRESS is up 135% in grocery. We believe we can maintain that growth throughout the entire year and finish with growth in the triple digits.

And PRESS offers consumers a uniquely high-end seltzer experience both in elevated flavor profiles and packaging. When I dreamed up PRESS, I wanted something that, first and foremost, tasted great. We use all-natural ingredients so the true essence of the fruits and spices peek through the crisp seltzer bubbles. Our flagship flavors like **Grapefruit**



Amy Walberg started PRESS Seltzer in her home kitchen, looking to create a hard seltzer that was “Vividly Distinct”. Five years later, she is the only woman to own a top-10 seltzer brand.

Cardamom, Blackberry Hibiscus and **Lime Lemongrass** have won accolades from reviewers including Martha Stewart, *Forbes* and *Beverage Industry*.

I also wanted to create a seltzer with a lower ABV. I love to have a drink or two with my girlfriends, but as a parent, I need to be able to jump back into mom-mode at a moment's notice. And I also wanted PRESS to look great. The simple, sophisticated cans work just as well at a dinner party as they do at a BBQ.

At PRESS, we engage with our consumers and show up in an authentic way. Seltzer is all we do.

HT: Can you tell us more about your “good, better, best” mentality?

AW: Traditionally, good brands attract a more price-conscious consumer looking for higher alcohol content. Better brands typically have the largest volume, are mass-marketed and define the mainstream in the segment. Best brands are considered trade-up options for consumers looking for more than the popular brand. A premium product with unique propositions. We continue to gain market share with consumers that desire a more premium seltzer experience.

HT: Who is the ideal PRESS consumer?

AW: Someone who is confident, self-assured and intellectual. They enjoy hosting and are conscientious about diet and know it as an essential part of wellness. Discerning consumers, who are attracted to authentic products. They enjoy finding the best products in the category and like sharing them with like-minded friends. Early adopters that are “in the know.”

HT: What inspired you to create such innovative and unique flavors?

AW: The traveling bug really bit me in college and when I entered the workforce, every year I would save up my vacation time and travel for about a month, all over the world. Surprisingly, a lot of those experiences informed my flavor profiles – for example, [the inclusion of] cardamom was inspired by India. At the time, I didn’t know how important these experiences would be, but exposure to these foreign cultures have contributed to the unique flavor profiles that set PRESS apart. I also think that same sense of adventure is part of why I’ve taken this uncertain entrepreneurial path.

Inspiration is always hitting me and my kids love to share ideas. On a vacation to Costa Rica, we were greeted by hotel staff with a pineapple drink. My daughter Paige looked at me and said, “you should make a Pineapple PRESS!” Her suggestion definitely got my wheels turning and resulted in **Pineapple Basil**, a flavor included in our new Select Variety Pack.

While the flavor ideas are always born in-house, we work with an amazing team who helps us get the profiles just right... so I’m not destroying my kitchen anymore.

Take Your Pick of Sparkling, Premium Flavors with PRESS Variety Packs

With 2/12 variety packs dominating sales in the hard seltzer segment, you can bet that the **PRESS Signature and Select Variety Packs** are the perfect packages for your customers to discover this premium hard seltzer. And the sleek, dark packaging pops on the shelf, while communicating the premium nature of the product.

PRESS Signature Variety Pack

Containing some of Walberg’s first and most popular hard seltzer concoctions, the Signature Variety Pack includes: **Blackberry Hibiscus, Pomegranate Ginger, Grapefruit Cardamom** and **Lime Lemongrass**.



PRESS Select Variety Pack

Featuring flavors raved about in *Forbes*, *Good Housekeeping* and other publications, the new Select Variety Pack includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil** and **Apple Cinnamon**.



Blackberry Hibiscus and Pomegranate Ginger

These simple, sophisticated cans work just as well at a dinner party as they do at a BBQ.



Bianca Noto

Distributor Manager, Diageo Beer Company

What does your current position entail? I have been a distributor manager for three distributors in two different states responsible for approx. 700,000 CEs. I oversee all the business aspects that affect my distributor with the number one goal to achieve yearly volume and distribution goals. A lot goes into making sure that happens, and working with my brand manager, Mike Sullivan, is an integral part of making sure we are firing on all cylinders. We work collaboratively to create and manage sales-driving tools such as marketing programs, sales incentives, promotions, and launch plans for innovation items. Other not-so-exciting things, but equally as important: budget management, invoices, pricing, margins, inventory (especially this year!), and additional behind-the-scenes business analysis that makes sure everything runs smoothly for flawless execution in the trade.

What does it take to excel in your position? Understanding your customer, understanding their business, and their needs are what makes a distributor manager successful. Understanding what Kramer Beverage needs to be successful is the number one thing I keep top of mind when making any decisions. Also, cultivating and maintaining relationships is vital to being successful in this business.

What has been the best thing about your job? Selling beer! We work in such an amazing and fun industry. We are all so lucky to do what we do!



Where do you live? Center City, Philadelphia.

What do you like to do when you're not at work? Ski and golf are my favorite hobbies. I love to travel, as well.

What is your favorite beer? I'm a seltzer girl! Smirnoff Red, White & Berry Seltzer!

Molly Ridgway

Senior Distributor Sales Executive, Molson Coors Beverage Company

How did you get into the beer business? I was fortunate enough to take an internship with Miller Brewing Co, in summer 2006, during my junior year at Georgetown. I worked in Baltimore, MD, on a project related to AMPPS, availability, merchandising, pricing, promotion, and space. I was offered a full-time position heading into senior year and start shortly after graduation. The rest is history.

What does your current position entail? I'm the main point of contact for my wholesalers, both Kramer Beverage and Standard Distributing in DE. I deal with everything from sales, pricing, marketing, local programming, and chain execution. A jack of all things Molson Coors!!

What has been the best thing about your job? The people and the brands, hands down. The beer business is one of the best businesses in the world to work in; fun, challenging, exciting, and very competitive. But it's the people I have met who are a second family that stands out. The fact that I can come work with amazing people AND drink phenomenal brands makes it the best!

Where do you live? Marlton, NJ.

What do you like to do when you're not at work? Three kids keep us more than busy, but I love a good CrossFit workout bright and early every day. I'm currently training for the Escape the Cape Triathlon in



June, and we spend the balance of our free time in Wildwood Crest and Cape May on the beach.

What is your favorite beer? I'm a faithful Miller Lite drinker, but really into seltzers, and Coors Seltzer is my go-to! I can't wait for Orange Cream Pop to debut in June!

What's New at Kramer?

Get a peek behind the scenes of the day-to-day happenings at Kramer Beverage

OVER THE LAST YEAR, THERE HAVE BEEN MANY EXCITING changes in the operations department at Kramer Beverage. All of these changes are to ensure Kramer Beverage delivers to our customers accurately, efficiently, and on-time. Heady Times spoke to Andrew Winneberger, Director of Operations, to learn more about the improvements and how they will help Kramer Beverage provide better service to our customers.

Heady Times (HT): Start by telling us about the implementation of eoPick:

Andrew Winneberger (AW): eoPick is a new voice pick software for our warehouse loaders. This will help us improve accuracy by forcing our loaders to barcode scan every product or location when loading. It will provide real-time performance to our pickers and Supervisors. This software will also automatically adjust invoices when product is short in the warehouse. We are working directly with the software company to continue to develop the features of this software to help us improve efficiency and accuracy.

HT: What is the new Warehouse Management system?

AW: Our new Warehouse Management System (WMS) was just deployed at the end of February. This system provides real-time inventory levels by location in the warehouse. It has task management and tracking for all warehouse forklift operators. The system directs our forklift operators for put-away of product and prioritizes replenishment of pick locations to improve picking efficiency. This system also drives proper rotation of product in the warehouse to ensure we are delivering the freshest product to our customers.



Andrew Winneberger, Director of Operations, shows the pallet labels from the new eoPick software.



Donn Erickson, Warehouseman, utilizes his forklift-mounted tablet and scanner with the new Warehouse Management System.

HT: What other changes have you made in the operations department recently?

AW: Kramer has made some significant changes to our warehouse shifts and staffing model. The main component of this restructure is that we have moved all our picking and truck loading to earlier in the day, instead of overnight. After several months of development and implementation, we believe this new structure provides more flexibility, improves employee retention and recruitment, and offers a better quality of life for our warehouse employees. This new plan will allow Kramer Beverage to load trucks more efficiently and deliver to more of our customers earlier in the day, even during the busy summer months.



An Order Selector uses his new phone with eoPick for picking orders.

New PRODUCTS Now Being Sold by Kramer

Stewart's Spiked Seltzer



Stewart's was originally founded in 1924 in Mansfield, Ohio, as a root beer stand by schoolteacher Frank Stewart. His mission was to create the best-tasting root beer in the world. Stewart's Spiked is the all-new American hard seltzer, rooted in good times and inspired by the iconic flavors that were first crafted almost a century ago.

With Stewart's Spiked, they carry the legend forward, paying homage to classic Americana and nostalgia while adding a modern twist and adapting it to today's market while keeping them only at 100 calories.

Stewart's Spiked Root Beer

Inspired by one of the first and only licorice-based root beer recipes in the United States, this is the range's flagship product. Stewart's Spiked Seltzer's Root Beer flavor profile incorporates a nostalgic recipe reminiscent of "old-fashioned" fountain sodas. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now! (not available in Burlington or Mercer counties)

Stewart's Spiked Orange Cream

A modern take on a classic, Stewart's Spiked Seltzer's Orange Cream flavor profile incorporates a rich, creamy blend of orange and ice cream flavors, reminiscent of an Italian ice creamsicle. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now! (not available in Burlington or Mercer counties)

Stewart's Spiked Black Cherry

Black Cherry is one of the best-selling hard seltzer flavors on the market and a classic Stewart's flavor. Stewart's Spiked Seltzer's Black Cherry incorporates a handcrafted recipe combining sweet cherries with a smooth and creamy taste. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now! (not available in Burlington or Mercer counties)



Stewart's Spiked Raspberry Lime

A modern take on a popular New England favorite, Stewart's Spiked Seltzer's Raspberry Lime flavor profile incorporates the fizz of fruit with a signature twist of lime. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now! (not available in Burlington or Mercer counties)

Stewart's Spiked Seltzer Variety Pack

This 2/12 variety pack includes: **Root Beer, Orange Cream, Black Cherry, and Raspberry Lime.** **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now! (not available in Burlington or Mercer counties)



Jetty



Jetty

Jetty Apparel Co. started in 2003 to create a line of clothing that embodied their passions: surf, travel, fishing, art, and a love for adventure. Their story revolves around the water and the feeling that you get gliding over it, diving through it, and pulling fish from it. After every adventure with the crew, they still enjoy cracking a beer to toast to the epic experience.

Jetty Session American Pale Ale

A well-balanced session American Pale Ale brewed with Citra, Mosaic, Huell Melon, and Centennial hops. Crisp citrus and apricot notes make this a refreshing and drinkable pale ale. **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Jetty Slow No Wake

Jetty's Slow No Wake Ale was made for the lazy days cruising on the bay with friends. Hints of blood orange and grapefruit with a crisp finish will keep you cruising all day long. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



NewPRODUCTS

Levante Brewing Company



Levante started as a 3-gallon homebrew kettle inside a college apartment. Early experimentation led to leaps of faith by its founding members, who scaled their ambitions into a 15-BBL brewhouse. Every brew is inspired, from mash to glass, and creativity is in every ounce. Whether meeting a friend in the taproom, cracking open a can in the living room, or purchasing one of their cutting-edge IPA's from a local liquor store, Levante can now be found throughout South Jersey!

Levante Cloudy & Cumbersome



Relax in the comfort of pillowy soft serenity courtesy of hazy-smooth oat and wheat malts while sun showers of hoppiness shine down through the cloud above. Mosaic and Idaho 7 hops burst bright with the citrusy pith flavors reminiscent of tropical passionfruit and freshly peeled grapefruit. Keep your head in the clouds! **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** Now!

Levante Tickle Parts



Tickle Parts is an exceptionally dry-hopped New England IPA, with low bitterness, rising hop aroma, and a feathery-soft mouthfeel. You can anticipate chunks of pineapple and tender clementine juices on the palette while your nostrils are gently tickled with the aroma of thawing sorbet and other fruit juices. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** Now!

ReVibe Seltzer Variety Pack

Welcome to pure liquid bliss. This 100-calorie hard seltzer is gluten-free, with all-natural ingredients, and brewed close to home. This 2/12 can variety includes: **Mango Lime**, **Peach Passion**, and **Orange Pomegranate**. **Availability:** Now!



NewPRODUCTS

Non-Alcoholic



Red Bull The Red Edition Watermelon

Red Bull The Red Edition Watermelon combines the Wings of Red Bull Energy Drink with a delicious and refreshing watermelon flavor. **ABV:** N/A **Package:** 8 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Dogfish Head Lemon Quest

Lemon Quest is Dogfish Head's new, non-alcoholic fruited wheat beer made with lemon puree, blueberry juice, acai berries, monk fruit, sea salt, and special Hopsteiner Polyphenol-Rich Hop Pellets. With just 90 calories per 12 oz. can, Lemon Quest is a deliciously refreshing, active lifestyle-oriented, non-alcoholic alternative that boasts invigorating flavors of bright-citrusy lemon, slightly sweet berries, and just a bit of salt. **ABV:** <0.5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in May

NewPRODUCTS

Corona Hard Seltzer Limonada Variety Pack

Inspired by authentic Mexican limonada recipes, Corona is excited to debut the all-new Corona Hard Seltzer Limonada 2/12 can Variety Pack. With a splash of real lemon and Mexican lime juice, Corona Hard Seltzer Limonada is sweetened with real cane sugar to deliver a bright yet sessionable flavor. Included in this mix pack are: **Lemon Lime**, **Strawberry**, **Watermelon**, and **Grapefruit**. Each with only 100 calories, 3g carbs, 3g sugar, and 4.5% ABV. Developed for a quality drinking experience rooted in real ingredients and authentic cultural connection, Corona Hard Seltzer Limonada addresses an unmet need within the hard seltzer category, appealing to the discerning millennial and LDA Gen Z consumer while also breaking through with Hispanic consumers. **Availability:** Year-round, beginning in May



New PRODUCTS

Vizzy Hard Seltzer Variety Pack 2



It's never been easier for shoppers to try everything Vizzy Hard Seltzer has to offer and discover new, tasty twists on seltzer in this brand-new variety pack. With flavors

such as **Papaya Passionfruit**, **Blackberry Lemon**, **Watermelon Strawberry**, and **Raspberry Tangerine**, there's something for everyone to love. The target research has shown that 77% of shoppers were likely to purchase this variety pack because of the new vibrant packaging. And since variety packs drive over 70% of hard seltzer volume, they're sure to fly off the shelves. **Availability:** Now, year-round

Vizzy Lemonade Hard Seltzer Variety Pack



The only thing better than having it made in the shade, drinking lemonade, is when it's Vizzy Lemonade Hard Seltzer – especially when it's a multipack with additional soon-to-be-favorite varieties! Vizzy Lemonade Hard Seltzer

comes in four delicious, refreshing flavors: **Strawberry Lemonade**, **Peach Lemonade**, **Raspberry Lemonade**, and **Watermelon Lemonade**. Shoppers are already enjoying Vizzy's antioxidants and vitamin C, and they are sure to love 'em in lemonade. **Availability:** Now, year-round

Two Robbers Raspberry Lime



Two Robbers Raspberry Lime is the perfect seltzer for a backyard party, music festival, or outdoor adventure. It's loud, fun, and best when shared with friends. The taste profile carries a delicious blend of sweet red raspberries with a twist of lime for balance. It's made with simple and real ingredients. **ABV:** 5.2%

Package: 12 oz. cans only
Availability: Now!



Hop Valley Brewing Co.



New to the Northeast, this Oregon-based brewery first discovered in 2011 that the detritus harvested from the inside of hop-pellet hammer contained more than dust. Dubbed **Cryo Hops®** by Yakima Chief Hops, the concentrated hop powder was used to create **Bubble Stash**, an IPA with tropical flavors, and just 45 IBUs, a smooth-drinking beer that combines the aromatic payoff of an IPA without the bitterness. With a roster that includes their flagship IPA, **Bubble Stash**, **Mango & Stash** mango-flavored IPA, **Cryo Stash Imperial IPA**, and **Stash Panda** hazy IPA, the brewery's variety of beers are a hit with consumers.

Hop Valley Bubble Stash



Hop Valley snuck into their secret stash of Mosaic Cryo hops to create this tropical IPA experience with delicious notes of natural blueberry, tangerine, and stone fruit – a combo that takes IPAs to new altitudes. These new Cryo hops allow the Hop Valley brewers to create a beer with intense levels of hop flavor without the astringency and vegetal flavors that can pop up in this style of beer. Pass the stash! **ABV:** 6.2% **Package:** 12 oz. cans only
Availability: Now, year-round

Hop Valley Stash Pack

Since Hop Valley is new to the northeast region, they want to make sure shoppers can try a little bit of everything and experience the true power of Cryo hops with the Hop Valley Stash Pack – a refreshingly different IPA experience. Each 2/12 pack of cans includes: **Bubble Stash**, a tropical IPA; **Mango & Stash**, a double punch smoothie of fruit and hop flavors that will leave you craving a sequel; **Stash Panda**, a hazy IPA brewed with grapefruit peel and **Cryo Stash**, a melding of citrus, malt, hops and real fruit that'll saturate the senses and keep drinkers wanting more. **Availability:** Now, year-round



New PRODUCTS

Strainge Beast Raspberry, Golden Kiwi & Elderflower



Snaking through the kiwi heap, a berry from inside.

Dressed in flowers, ripe to pick, until it opens wide.

With finest teas, they always start, live cultures, hungry yeast.

From the fermentation frenzy, we meet a new Strainge Beast: Raspberry, Golden Kiwi, and Elderflower.

ABV: 4% **Package:** 12 oz. cans only **Availability:** Now, year-round

Strainge Beast Watermelon, Sea Salt, Lime & Mint



A seedy grin and sprigs of mint, that melon spirals high.

Salt's not all the citrus chomp, they'll catch you like a fly.

With finest teas they always start, live cultures, hungry yeast.

From the fermentation frenzy, we meet a new Strainge Beast: Watermelon, Sea Salt, Lime & Mint.

ABV: 4% **Package:** 12 oz. cans only **Availability:** Now, year-round

Strainge Beast Grapefruit, Pomegranate & Cucumber



Hear the call of ruby red, its mouth all juicy gems.

Reach for one, the slices snap, here come those eager stems.

With finest teas they always start, live cultures, hungry yeast.

From the fermentation frenzy we meet a new Strainge Beast: Grapefruit, Pomegranate & Cucumber.

ABV: 7% **Package:** 16 oz. cans only **Availability:** Now, year-round

Pabst Hard Tea Seltzer Variety

These 100-calorie, low sugar, seltzer-like hard teas have natural flavors and 4% ABV. The variety pack includes: **Peach, Lemon, Pineapple Passionfruit, and Raspberry.** **Availability:** Now, year-round



Pabst Salted Caramel Hard Coffee

This sweet and creamy salted caramel flavor hard coffee is made with Arabica and Robusta coffee beans. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** Now, year-round



Labatt Blue Light Seltzer Chilled Lemonade Variety Pack

Labatt Blue Light Seltzer Chilled Lemonades perfectly balance the crisp refreshment and drinkability of seltzer with the bright, tart flavor of hard lemonade. Flavorful but not overpowering, this pack includes: **Chilled Raspberry, Chilled Lemonade, Chilled Black Cherry, and Chilled Peach.**

Availability: Now, year-round



Smirnoff Ice Pink Lemonade

New Smirnoff Ice Pink Lemonade taps into one of the fastest-growing flavor trends in adult drinks, a refreshing combination of tart, juicy lemon notes, and sweet, red berries, for a flavor you know and love. This carefully balanced flavor blend is delicious enough to elevate your most iconic moments of summer, for when the sunsets are so good, they're pink.

ABV: 4.5% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Smirnoff Ice SMASH Red, White & Berry

New Smirnoff Ice SMASH Red, White & Berry is a harmonious blend of bright red cherries, blue raspberry, and a refreshing citrus finish.

ABV: 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



New PRODUCTS

New Belgium Fruit Smash



Say good-bye to basic. Low-cal doesn't need to be lame. Introducing Fruit Smash Hard Seltzer made with real juice and is a bold, great-tasting new seltzer that knows how to party. This 12-pack can variety includes:

Berry Blast, Tropical Punch, and Pink Lemonade.
Availability: Now!

New Belgium Dominga

Dominga, a play on the Spanish word for Sunday, features a blend of New Belgium's iconic wood-aged sour and the citrusy-sweet, detoxifying juice of Calamansi fruit, Clementine, and Mexican Orange, all blended into a refreshing, light wheat ale. **ABV:** 6%

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



Sapporo Pure



Sapporo Pure is an exceptional light beer crafted by the makers of the #1 selling Asian beer brand in the US. As part of the growing premium light beer category, Sapporo Pure is brewed to stand out to health-conscious

consumers who are not only looking to cut calories but want to enjoy a light beer without compromising flavor. Sapporo Pure achieves a beautiful, soft golden hue through an expert brewing process and features hints of floral notes in every sip, all culminating in a refreshing beer with a clean finish. Sapporo Pure has only 90 calories and 2.4g carbs. Discover an unparalleled light beer that's purely delicious. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round

Rebel Hard Coffee Hard Latte Variety Pack



Introducing the Rebel Hard Coffee Hard Latte 8-pack Variety! As a leader in Hard Coffee, Rebel continues to innovate with their first variety pack, which includes two new flavors. From **Mocha Latte** to **Vanilla Latte**, new **Maple Pecan**, and **Salted**

Caramel Latte, Rebel has you covered! This new mix pack is perfect for gatherings, in person, or virtually.
Availability: Now, year-round

Descutes Variety Pack

Big tropical fruit punch aroma, light dank, and melon paired with a clean, light malt character. Hop and yeast-driven fruity sweetness balanced with a bitterness that is laid back, leaving you care-less about IBU's. **ABV:** 7%

Package: 12 oz. cans only

Availability: Now, year-round



Evil Genius There's No Crying In Baseball

Light, hazy and refreshing, this beer is packed with flavor from hefty dry-hopping and natural mango. You could say it's in a league of its own.

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

Availability: Year-round, beginning in May



Mudhen 1883 IPA



It all started in 1883 with the development of the first passenger train direct to the Wildwoods. Reliable and steady with a smooth chug, it brought to life the idea of relaxing on a sandy beach with a cold drink in your hand. A refreshing house staple with a thoughtful balance of classic hops brewed to have you asking for repeated fills. **ABV:** 6.4%

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



Mudhen Baker's Double IPA

An established railroad system offered seaside getaways for many. The Baker Brothers ventured to the five-mile island in search of oceanfront land with hopes of developing what we now know today as the Wildwoods.

The ocean's smell inspires Bakers' Double IPA, unfiltered and brewed

with a great combination of old school and new school hop varieties. **ABV:** 8.5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

New PRODUCTS

White Claw Hard Seltzer Surge

White Claw Hard Seltzer Surge is a blend of seltzer water, a gluten-free alcohol base, and a hint of fruit flavor, complete with more bite than the original White Claw portfolio we all know and love.

White Claw Hard Seltzer Surge Blood Orange



As you take a sip of White Claw Hard Seltzer Surge Blood Orange, a potent, unmistakable blood orange taste bursts through, perfectly balanced with the right acidity and a hint of sweetness. Not overpowering, the new flavor is both tasteful and mouth-watering, like that of a mixed drink muddled with fresh blood orange. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw Hard Seltzer Surge Cranberry

Complete with an authentic, tart cranberry flavor thoughtfully paired with a hint of sweetness, White Claw Hard Seltzer Surge Cranberry is true to hard seltzers – subtle and does not overwhelm the palate, even with 8% ABV! With just the right level of carbonation, the new offering makes for a refreshing alternative to mixed drinks, such as vodka cranberry. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in April (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

White Claw Hard Seltzer Iced Tea Variety Pack

Crafted with quality ingredients, White Claw Hard Seltzer Iced Tea is spiked sparkling tea with a hint of fruit, made using White Claw's gluten-free alcohol. Available in a variety 12-pack including four flavors – **Lemon, Mango, Raspberry, and Peach** – White Claw Hard Seltzer Iced Tea contains 100 calories, 5% ABV, and 1g sugar. **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



New PACKAGES

Miller Genuine Draft Refreshed Packaging



Miller Genuine Draft is greeting 2021 with modern, refreshed packaging. The new packaging outperforms current packaging at 75% to 49% purchase intent in-market testing, so you know it'll be a winner. The brand refresh also will include OOH and POS to drive awareness and help spike demand. **Availability:** Now, year-round



Blue Moon Mango Wheat 12 oz. Cans

With warmer weather comes brighter beer, and Blue Moon Mango Wheat is here to reclaim the spotlight in can form! Now available in 12 oz. cans which will replace 12 oz. bottles, Mango Wheat is crafted with mangos and a hint of honey for a mild sweetness and a bright orange color with cloudy wheat haze. **ABV:** 5.4% **Availability:** Now, year-round



Blue Moon Share Pack Now Available in 2/12 Cans

Spring is finally here, and that means warmer weather is right around the corner. And no matter what you're getting up to, warm-weather activities are better when they're shared with those you care about.

The same goes for good beer – it's always better when shared. Blue Moon is going to make sure consumers have something special for any taste. With **Blue Moon Belgian White, Blue Moon Mango Wheat, and Blue Moon Honey Daze**, it's a perfect way to showcase the craftsmanship of Blue Moon and bring some variety to any hangout. **Availability:** Now!



New PACKAGES

Yuengling Raging Eagle 12 oz. Cans

Yuengling Raging Eagle is the latest innovation from America's Oldest Brewery. Launched in January in 24 oz. cans, this 6% pilsner, made with natural mango flavor, is a hit with consumers! Raging Eagle, brewed with classic hops for a crisp taste, will be available this spring in

new 12 oz. can 12-packs that will give shoppers in every channel a chance to "grab life by the mangos" for any occasion.

Availability: Now, year-round



Sierra Nevada The Sampler



As the warm months approach, sit-back and enjoy two Sierra Nevada favorites, **Pale Ale** and **Torpedo**, along with the brewery's two newest beers, **Dankful West Coast IPA** and **Wanderland Nectarine Ale**. The newest mix

pack will bring a smile to those

wishing to sample the faithful and the new from Sierra Nevada. This variety pack will replace Sierra's current Sampler. **Availability:** Now, year-round

Strainge Beast Kombucha Ginger, Lemon & Hibiscus 12 oz. Cans



Joining 16 oz. cans already available, Strainge Beast Kombucha Ginger, Lemon & Hibiscus will be available in 12 oz. cans this spring.

This hard kombucha's ginger zip aroma ushers in layered flavors of tart citrus, floral blossoms, and hints of mixed berry. Sparkling bright and dry on the finish, this beast loves to lure you back. **ABV:** 7%

Availability: Now year-round

New Belgium Voodoo Ranger Juicy Haze IPA 12-Pack Cans



Initially only available in 6-pack cans, Juicy Haze is now adding 12-pack cans to its portfolio. Packed with bright tropical aromas and brilliant citrusy flavors, this unfiltered IPA wraps up with a pleasantly smooth finish. **ABV:** 7.5% **Availability:** Now!

Anchor Brewing Redesign



When's the best time to update your logos and packaging? It's every decade or so for some breweries, but for the legendary Anchor Brewing in San Francisco, CA, it's been 125 years! That's right, the OG of craft beer has decided to celebrate their 125th year with a new evolved logo and packaging refresh. Don't worry; the iconic beers that helped pave the way for the craft beer revolution remain the classic recipes handmade in San Fran.

The new-look has a bolder color scheme, which the brewery has dubbed a "retro-modern aesthetic" with some familiar elements. The anchor remains front and center, and they've kept the same iconic bottle but made the label slimmer to make the bottle look sleeker. They have also incorporated two short, simple messages about the brewery's ties to SF and what a steam beer actually is.

Anchor Steam Beer (available now in bottles and cans), **Liberty Ale** (now available), **Porter** (available this fall), and **Christmas Ale** (coming this winter) will see fresh new looks that help make the beers more uniform with the Anchor Brewing name while paying tribute to the history of the legendary brewery.



And that's not all! Understanding that the craft beer landscape has drastically changed since Fritz Maytag's days (Anchor's legendary Brewmaster), the brewery is releasing several innovations in 12 oz. cans like **Little Weekend** (now available), a 3.7% ABV light mango golden ale at 100 calories that promote big flavor, less guilt, and **The Anchor Meet The Fleet Variety Pack** featuring two brand new beers, **Crisp Pilsner** and **Tropical Hazy IPA**.



Anchor Brewing is excited about the future and wants fans to remember, "Our past may be storied, but our story isn't finished. Anchors raised to the next 125 years."

Anchor Meet The Fleet Variety Pack

Anchor's newly named and redesigned 2/12-pack can variety includes fan favorites: **Steam Beer** and **California Lager** in addition to two brand new

brews: **Crisp Pilsner**, brewed with water from one of nature's purest sources, the glacial Hetch Hetchy reservoir in Yosemite, this pilsner is crystal-clear, bright and undeniably refreshing, and **Tropical Hazy IPA**, at 6.7% ABV, this vibrant and flavorful hazy is made with fresh, top quality Strata hops – a first-class ticket to a tropical paradise for your taste buds. Meet The Fleet will replace the current Anchor Variety Pack. **Availability:** Now, year-round



New PACKAGES

White Claw Variety Pack Flavor Collection No. 3



White Claw Variety Packs Are the #1 and #2 hard seltzer SKUs, growing +152% in dollar sales. Because new flavors draw incrementality, White Claw introduces their latest variety pack – White Claw Hard

Seltzer Variety Pack Flavor Collection No. 3. This mix includes three exciting new hard seltzer flavors and a fan favorite: **Blackberry, Strawberry, Pineapple, and Mango.** **Availability:** Now, year-round (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

White Claw Watermelon 4/6 and 2/12-Packs



White Claw Watermelon will be available year-round in 4/6 and 2/12-packs this spring! A popular flavor in the variety packs, Watermelon has the 3rd highest social media mentions behind Mango and Black Cherry.

This sweet and refreshing flavor is complemented by the pure refreshment of White Claw Hard Seltzer. Delight in the delicate taste of fresh watermelon.

ABV: 5% **Package:** 12 oz. cans only **Availability:** Now, year-round (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

Mike's Hard Lemonade 12 oz. Slim Cans



Beginning this spring, Mike's 12-pk cans are being converted from classic 12 oz. to 12 oz. slim cans. These sleek can packages are sure to attract new, high-end consumers to the Mike's franchise. **Availability:** Now, year-round (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)



Cayman Jack Variety Pack

The new Cayman Jack 2/12-pack can variety includes: **Margarita, Moscow Mule, Cuban Mojito, and Paloma.** **Availability:** Year-round, beginning in May (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)



New Flavor in the Truly Lemonade Hard Seltzer Mix Pack

A brand-new flavor, **Watermelon Lemonade**, will be replacing Black Cherry in the Truly Lemonade Variety Pack. A refreshing mix of hard seltzer and lemonade with sweet and juicy watermelon flavor, Watermelon Lemonade will join **Original Lemonade, Mango Lemonade, and Strawberry Lemonade.** **Availability:** Now!



Angry Orchard Kickin' It Mix

As the Official Hard Cider of The Concacaf Gold Cup, Angry Orchard is bringing all of the flavor to any soccer (or otherwise) celebrations this season with the new limited-edition variety pack, available in cans and bottles. Featuring fan-favorite **Crisp Apple**, hazy and less sweet **Unfiltered**, and two new fruit ciders, **Peach Mango** and **Strawberry**, the Kickin' It Mix has got a flavor for everyone. **Availability:** Now!



New PACKAGES

TGI Fridays Serving Up The Good Times Variety Pack



Serving up flavor, variety, and on-the-go convenience, TGI Friday's new 2/12 can variety pack delivers high-growth opportunities in the RTD cocktail segment. This crowd-pleasing mix includes: **Margarita**,

with tart lime, a hint of salt, and smooth tequila flavors; this is a refreshing and subtly sweet, crafted cocktail; **Blackberry Mojito**, fresh mint and zesty lime are joined by sweet, ripe blackberries for a bright pop of color and flavor in this tart, sweet, and fruity refresher; and **Moscow Mule**, juicy lime and zesty ginger beer blend with a subtle hint of mint to create this classic, craft-made Moscow Mule.

Availability: Now, year-round

A New Look for UFO White & Light Force



The flagship American White Ale from UFO Beer Company leads a lineup of brand new re-launched UFO packaging for 2021. Crisp and refreshing, with notes of citrus from California orange peel and a satisfying hint of spice fresh ground coriander, UFO White continues to be a signature craft endeavor.

Light and satisfying with a crisp citrus zest, Light Force is already one of UFOs top beers after launching in 2020. New packaging for 2021 ties this 94-calorie white ale closer to the UFO White brand



family and the UFO Beer Company themes of space and exploration.

Availability: Now, year-round

Deschutes Black Butte 12 oz. Cans



Rise through dark forests dense with chocolate and coffee notes to reveal a rich landscape of roasted terrain and soft-lit, creamy skies. Black Butte is savory, smooth, and an unexpectedly complex porter that's stood the test of time and is now available in 12 oz. cans!

Availability: Now!

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.

Leinenkugel's Session Helles



This traditional light-bodied German lager is crisp and dry with a malt-forward finish that gives the beer just a hint of sweetness. But the real twist comes in this beer's ABV and calorie count. At just 3.4% ABV and with 99 calories per 12-ounce can, Session Helles is a lighter alternative to traditional German lagers, so consumers can feel good about having more than one. It's sure to be a winner

with lager lovers everywhere this season. **ABV:** 3.4%

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

Leinenkugel's Summer Shandy

Summer Shandy is Leinenkugel's traditional weiss beer with refreshing natural lemonade flavor that makes it the perfect summer beer. **ABV:** 4.2% **Packages:** 12 oz. cans, 16 oz. cans, 24 oz. cans, 12 oz. bottles and draught **Availability:** Now!



Seasonal SELECTIONS



Samuel Adams Summer Ale

Golden, hazy, and thirst-quenching, this American citrus wheat ale is synonymous with summer. Sam Adam's blend of orange, lime, and lemon peel creates a refreshing citrus aroma, while grains of paradise accent the crisp wheat character with a subtle spice that finishes clean. Iconic as it is refreshing, Summer Ale is just right for any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 and 16 oz. cans and draught (also in the Samuel Adams Summer Variety Packs) **Availability:** Now!

Samuel Adams Variety Packs will see an outer packaging and name change in May to cue summer holidays, transitioning from Sips of Summer to Beers of Summer with the same SKU, UPC, and beers.

Samuel Adams Sips of Summer Variety Packs



The Sips of Summer 2/12 variety features easy-drinking beers for all occasions. Seasonal favorites **Summer Ale** and **Porch Rocker** are joined by new variety pack exclusives, **Beach Session IPA**, a bright and lively IPA that boasts a crisp, tropical aroma from Mosaic hops, and **Lawn Chair Lager**, a crisp, refreshing lager featuring Huell Melon hops from Bavaria with hints of honeydew and strawberry. **Packages:** This variety pack is available in cans and bottles. **Availability:** Now!



Samuel Adams Beers of Summer Variety Packs



This 2/12 mix pack, featuring limited-edition Americana red, white and blue packaging, will generate excitement during key summer celebrations from Memorial Day to Fourth of July. The Beers of Summer Variety includes: **Samuel Adams Summer Ale**, **Porch Rocker**, **Lawn Chair Lager** and **Beach Session IPA**. **Packages:** This variety pack is available in cans and bottles. **Availability:** May



Samuel Adams Porch Rocker



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

Packages: 12 oz. bottles, 12 and 16 oz. cans and draught (also in the Samuel Adams Summer Variety Packs) **Availability:** Now!

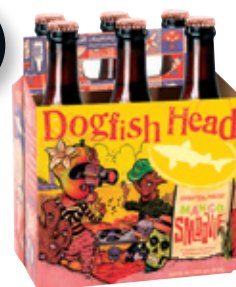
Dogfish Head Mango Smoovie

Inspired by the fruit-based Indian drink lassi, Mango Smoovie is a tart ale brewed with boatloads of real mango and tangerine, as well as lactose, vanilla, yellow cardamom, and a touch of rose water. The resulting fruit-forward libation is chock-full of sweet mango and vanilla flavors on the front and a subtle, warm spice finish.

Part of Dogfish Head's Off-Centered Art Series, Mango Smoovie features colorful artwork by Ryan Besch, the brewery's collaborating artist for 2021. **ABV:** 6.5%

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

NEW!



Sierra Nevada Hoptimum Triple IPA

Sierra brewers selected the finest, most flavorful hops, pushed them beyond their limits, and forged them into this all-new, 2021 edition, triple IPA. This reimaged Hoptimum is Sierra's hoppiest beer yet, providing a blend of tropical and citrus hop aroma and delivers a refined yet aggressive character. **ABV:** 11% **Packages:** 12 oz. bottles and possible draught **Availability:** Now!



2021 EDITION

Sierra Nevada Summer Break

Drop into summertime, stocked with a session hazy IPA brewed for long days of play. Fruit-forward hops come together to contribute juicy tropical notes and inviting aromas of mango and passionfruit. Summer Break will be replacing Summerfest. **ABV:** 4.6% **Packages:** 12 oz. cans and draught **Availability:** Now!

NEW!



Seasonal SELECTIONS

Guinness Salt & Lime Ale



NEW!

A juicy lime ale with a hint of salt and a crisp finish, Guinness Salt & Lime is made with key lime purée and barrier island sea salt giving it an aroma of lime and biscuit.

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



Smirnoff Red, White & Berry Launch

Smirnoff Red, White & Berry is back for the warm weather, and the portfolio is bringing all the options to celebrate the summer with Seltzer, Ice, and new SMASH!



Smirnoff Ice Red, White & Berry

This flavored malt beverage has an amazingly cooling taste of citrus, blue raspberry, and cherry flavors, all combined for a blast of flavor. Enjoy the burst of berry flavor with Smirnoff Ice Red, White & Berry!

ABV: 4.5% **Packages:** 12 oz. bottles, 12 and 24 oz. cans **Availability:** Now!

Smirnoff Seltzer Red, White & Berry



With zero sugar, 90 calories, 1g carbs, 4.5% ABV, no artificial sweeteners, and clear liquid, Smirnoff Hard Seltzer Red, White & Berry has a deliciously refreshing cherry, citrus, and blue raspberry flavor. **ABV:** 4.5%

Package: 12 oz. cans only
Availability: April



Shiner Texas Heat Wave

NOW IN CANS!

Available this year in cans, this spring/summer variety pack is bursting at the seams with refreshing innovations from Shiner. Included in the 2/12 mix are: **Berliner Weiss**, a tart wheat ale brewed with citrus peels; **Agua Fresca**, Shiner's take on a traditional Mexican favorite brewed with watermelon and lime for an extra punch and **Prickly Pear**, a golden lager brewed with fruit from locally sourced prickly pear cacti. **Availability:** Now!



Shiner Sea Salt & Lime

This easy-drinking lager is brewed with all-natural, locally sourced lime juice and peels with just a dash of sea salt for a thirst-quenching, delicious brew.

ABV: 4% **Package:** 12 oz. cans only
Availability: Now!



Shiner Hill Country Peach Wheat

When you take a traditional wheat beer and add freshly picked peaches from Jenschke Orchards in Fredricksburg, TX, you get a match made in heaven. Peach Wheat is slightly sweet and unfiltered with a golden haze. **ABV:** 4.5% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!

NEW!



Anchor Little Weekend

This light golden ale is 100% packed with juicy mango flavor and weighs in at just 100 little calories. Life is about making tough decisions. Beer shouldn't be one. So, go have a Little Weekend. **ABV:** 3.7% **Package:** 12 oz. cans only
Availability: Now!

NEW!



Seasonal SELECTIONS

New Belgium Voodoo Ranger Hoppy Pack



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 newest Hoppy Pack will feature: **IPA**, a dry-hopped IPA that's bursting with notes of guava, mango, and pineapple, **American Haze**, a juicy and unfiltered IPA that is filled with notes of passionfruit and freedom, **1985**, totally sends you back to the future of IPAs that is loaded with juicy mango flavor, and **Xperimental IPA**, their fourth experiment is a hazy tropical IPA brewed with Nectar hops.

Availability: May

New Belgium Variety Pack



New Belgium's next rotational 2/12-pack bottle variety will include **Summer Bliss**, **Heavy Melon**, **Juicy Haze IPA**, and **Mountain Time**.

Availability: May



New Belgium Summer Bliss

New Belgium originally brewed Summer Bliss specifically for the annual Telluride Bluegrass festival in the early 2000s. The idea was to create a beer reflective of those carefree, long summer days that you wish would never end. Summer Bliss is an easy-drinking wheat beer featuring

waves of citrusy-sweet mango and Meyer lemons and complimented with a touch of coriander and coconut to bring those tropical aromas to life. It won't be around for long, so get your bliss and raise a glass to the long, sunny days ahead. **ABV:** 5.5% **Package:** 12 oz. cans only **Availability:** Now!



New Belgium Voodoo Rotator V2K

Say good-bye to your semi-charmed life, and wassup to a bittersweet symphony of grapefruit and guava, perfectly synced in this hazy IPA. **ABV:** 6.9% **Packages:** 12 oz. cans and draught **Availability:** May

Narragansett Del's Shandy Variety Pack

Del's Variety Pack is perfect for those looking for something refreshingly different. Included in this 12-pack can variety are: **Del's Lemon Shandy**, a thirst-quenching classic made with all-natural lemons, Narragansett's award-winning lager, and just a touch of sugar; **Watermelon Shandy**, a summer cookout essential that combines natural watermelon flavor with Narragansett Lager and just a hint of sweetness and **Mango-Passionfruit Shandy**, a crisp, tropical treat that combines Narragansett's lager with natural mango and passionfruit flavors. **Availability:** Now!



Rebel Hard Coffee Berry Crisp Latte

NEW!

This summer, consumers can experience the perfect pairing to accompany fun in the sun. Berry Crisp Hard Latte is made with Rebel Hard Coffee and then blended with a twist of blueberry and blackberry flavor notes that will take drinkers to the fringes of extraordinary. Break from the same old and kick back with Rebel Hard Coffee Berry Crisp Latte. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** May



Deschutes Neon Daydream



Neon Daydream is a hazy ale with a summery appeal of hoppy, fruit-forward citrus, melon, and sun-warmed grass combined with a soft, breezy wheat malt. **ABV:** 4.8% **Package:** 12 oz. cans only **Availability:** Now!

Seasonal SELECTIONS

Evil Genius I Love Lamp



This refreshing German hefeweizen got taken on a tropical vacation with the addition of natural pineapple flavor. Does this go against the German beer purity law? Yep. Is that the way Evil Genius likes it? Also yep. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Evil Genius #ICantEven

Do you want to drink beer and eat watermelon but only want to use one hand? Then this blonde ale infused with natural watermelon flavor is the one for you. And it won't get your hands all sticky. **ABV:** 5.6% **Package:** 12 oz. cans only **Availability:** Now!

Genesee Ruby Red Kolsch



In 19th century Germany, a new style of beer began to appear around the ports of Cologne. The drinkable golden ale was named for its city – Kölsch – and it was a refreshing answer to hot summer days on the banks of the Rhine River. Inspired

by their German brewing lineage, Genesee set out to brew a refreshing Kölsch, with a 21st-century update of ruby red grapefruit flavors. The result is a crisp, bright golden ale with a bready malt body and a mild hop bitterness that complement the perfect addition of tart, mouthwatering grapefruit flavors. Prost! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



25SP Voluptuous Fuzz

This American wheat ale is brewed with over 25 pounds of peaches per batch. It's juicy, refreshing, and oh so approachable. **ABV:** 5% **Package:** Draught only **Availability:** Now!



25SP Tacocat

Tacocat is exclusively brewed with Mosaic hops and a super crushable pale ale with a well-balanced malt character and distinct blueberry aroma. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!



Double Nickel Sun Surfer

Sun Surfer is a refreshing go-to summer crusher brewed with Valencia oranges to give it a hint of citrus. It's the perfect warm-weather escape! **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Ripe

This limited release is a double dry hopped IPA with citra and azacca, and blood orange and tangerine flavors. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



SweetWater Better Days



This easy-drinking low-cal fruited IPA is brewed with low bitterness, alcohol, carbs, and calories for maximum session-ability. Natural flavors of peach and papaya pairs well with the intense hoppy notes of melon and citrus from the heavy dry-hop. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** May (not available in Burlington or Mercer counties)

Seasonal SELECTIONS



DuClaw Sour Me Unicorn Farts

This glittered sour ale with fruity cereal mashed in brings a slightly tart sour taste, a bouquet of fruits, and a hint of biscuit. This is a collaboration with Diablo Doughnuts. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!

DuClaw Four Hops

A few funky dance steps for you to enjoy while sipping notes of tropical fruits and subtle toffee in this easy-drinking East coast IPA made with Azacca, Mosaic, Sabro, and Lotus hops... Everybody crack your cans! Crack, crack, crack, crack your cans! Alright now, the basic step: to the left, sip it back now, y'all. Four Hops This Time. Right hand, let's cheers! Left hand, let's cheers! Pour one out real smooth. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** May



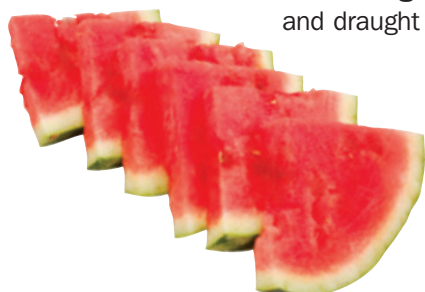
DuClaw Lil' Sour Me America

Like a patriotic, lip-puckering rocket popsicle in your glass, DuClaw brought together three refreshing fruit flavors with Lil' Sour Me America. Cherry and raspberry flavors up front, finishing with hints of lime and wheat. Sip freely! **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** May



DuClaw Summertime Seedless

Like a kiss of sweet watermelon on a warm day, this sunny sour is balanced by hoppy tartness and lactose for a smooth finish. Full melon flavor and semi-sweet, clean, and zesty for a simple slice of summertime perfection. **ABV:** 7.1% **Packages:** 12 oz. cans and draught **Availability:** Now!



DuClaw PastryArchy Banana Bread Pudding

Sip this banana-forward banana bread pudding delight, and your senses will be enveloped in aromas of banana, chocolate, cinnamon, clove, nutmeg, and confection. Delivered on a backdrop of a classic spiced Hefeweizen, it's light-to-medium-bodied and slightly sweet. Enjoy in traditional Hefeweizen vase, glassware of your choice, or straight from the can! **ABV:** 6.2% **Package:** 16 oz. cans only **Availability:** May



Fegley's Blueberry Belch

Blueberry Belch has a rich, spicy aroma of blueberry-raspberry cobbler a la mode and wafers with a crisp, lively fruity-yet-dry medium-to-full body filled with zesty green apple, toasted baguette, and mossy river stone accented finish. **ABV:** 4.2% **Package:** 16 oz. cans only **Availability:** Now!



Fegley's Squishy Kitty

Fegley's latest New England style IPA won't be around long enough to question it. This brew is dry-hopped with Mandarina Bavaria, Amarillo, and Mosaic, then fermented with grapefruit, and balanced by the addition of milk sugar. **ABV:** 7.2% **Package:** 16 oz. cans only **Availability:** Now!



Fegley's Gritty Kitty

Squishy Kitty's younger sibling, and troublemaker around the brewery, is Fegley's first-ever Milkshake IPA. Brewed with generous amounts of oats, wheat, and Pale malts, strawberry and tangerine purees are then added along with vanilla and milk sugar to make a one-of-a-kind experience. It's then dry-hopped with Huell Melon and Eldorado for additional flavor and aromas. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** May



SeasonalSELECTIONS

Mudhen Holly Beach Wheat



The first stop in the Wildwoods was a land known as the "Forest by the Sea," covered with wildly growing Holly trees all the way to the beach. The anticipation was bursting when you heard the Conductor call, "next stop Holly Beach." This is the wheat beer you've been waiting for with notes of sweet orange peel and fresh ginger. **ABV:** 5.6% **Packages:** 16 oz. bottles and draught **Availability:** Now!



Mudhen Wildwood Haze

This New England Style India Pale Ale features New Zealand Motueka and American Cashmere hops with overtones of tropical lime, mango, and melon.

Perfect for those Wild, Wild, Wildwood

Daze! **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now!

Mudhen Sea Tiger



Each summer, a patrol of men and women are responsible for safeguarding Wildwood's visitors enjoying the recreation of its waters. There are those among these trained and tested athletes who separate themselves from the streak. They prowl the shoreline, always keeping a watchful eye, ever ready to dash into the surf and rescue those in distress. Mudhen brewed this White IPA, single hopped with Citra and fermented with

Belgian ale yeast, with these fearless Sea Tigers in mind. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now!



Mudhen Ryesing Tides



On the most southern barrier island of New Jersey, the sea has its way of reminding us of its rightful claim to our five-mile home. From the MudHen line's washed-over tracks to the onslaught of unsuspecting sunbathers, the rise of the tide yields to no one. Take refuge on the high dry sand, pull this Rye India Pale Ale from the cooler, and enjoy the local artwork of Russ Simmons, as you wait for mother nature to loosen her grip on the shoreline once again. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now!

Mike's Hard Pineapple Strawberry Lemonade

Mike's newest seasonal is the perfect blend of lemon with sweet, tangy pineapple and juicy, ripe strawberry flavor. There's an ideal balance of tartness and sweetness that makes Mike's Hard Pineapple Strawberry Lemonade extremely drinkable, while the clean finish makes every sip incredibly refreshing. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** May (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

NEW!



Mike's Hard Pineapple Lemonade



When you take a nose, you'll notice the delicious, fresh pineapple. Now taste the perfect blend of authentic, ripe pineapple with a hint of lemon. There's an ideal balance of tartness and sweetness that makes Mike's Hard Pineapple Lemonade extremely drinkable. The clean finish makes every sip incredibly refreshing. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** May (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Canned COCKTAILS



Fishers Island Lemonade

This premium vodka and whiskey lemonade cocktail put Fishers Island on the map. The original, full-strength Pequot Inn recipe, is a Fishers Island, NY, tradition.

ABV: 9% **Package:** 12 oz. cans only
Availability: Now!



Fishers Island Spiked Tea

This isn't your dad's country club cocktail. The signature Fishers Island Lemonade blended with freshly brewed black tea offers a frothy twist sure to incite a sense of bliss.

ABV: 7% **Package:** 12 oz. cans only
Availability: Now!



Fishers Pink Flamingo

This refreshing pink lemonade has the same FIL flavor you know and love, with a touch of blush from a crisp, cranberry spike that we know you're gonna like.

ABV: 7% **Package:** 12 oz. cans only
Availability: Now!

Fishers Fizz

This lighter and effervescent version of the original recipe has the same FIL flavor you love and savor. A little fizz with less kick should do the trick.

ABV: 7% **Package:** 12 oz. slim cans only
Availability: Now!



Fishers Frozen Spirit Pop

Frozen Fishers will make a party pop. This ready-to-sip frozen pop is a nostalgic twist on America's favorite spiked lemonade.

ABV: 7% **Availability:** Now!



Trinity Flavors Iced Irish Coffee

Awaken your taste buds with our icy take on the classic Iced Irish Coffee powered by LaColombe coffee and Faber liquors.

ABV: 9% **Package:** 12 oz. slim cans only
Availability: Now, year-round



Trinity Flavors Transfusion

This canned cocktail is a classic transfusion made with premium vodka, sparkling ginger ale, and concord grape flavor.

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



Programs



Coors Light is Ready to Kick Off “How We Chill”

With the success of last summer’s sunglasses packaging and promotion, Coors Light is ready to kick off the Chill with Summer 2.0. The new aviator sunglasses design evolves the laid-back look, and the new scannable functionality on the Coors Light cans makes winning even easier. That means even better recruitment, continued engagement, and more brand love! The program, dubbed “How We Chill,” invites shoppers to maximize their chill time with interactive sunglasses packaging that they can scan to unlock an AR experience, take a selfie with the cans over their eyes, and win covetable prizes. Across every class of trade, the new promotional POS will pull in shoppers and show off what they can instantly win. No matter how they Chill, when they’ve got a Coors Light, they’ll be Chilling their way... the best way.



Discover Lighter Days and Brighter Nights with Blue Moon

Blue Moon is bringing you Lighter Days and Brighter Nights this summer. When shoppers scan their Belgian White or LightSky, they’ll unlock an extraordinarily immersive AR experience and get the chance to win \$5 Venmo cash. Summer-forward displays at retail with deck chairs and solo stoves will inspire shoppers to keep Blue Moon on hand from morning to evening and tell them how they can win.

MOVO for Mom

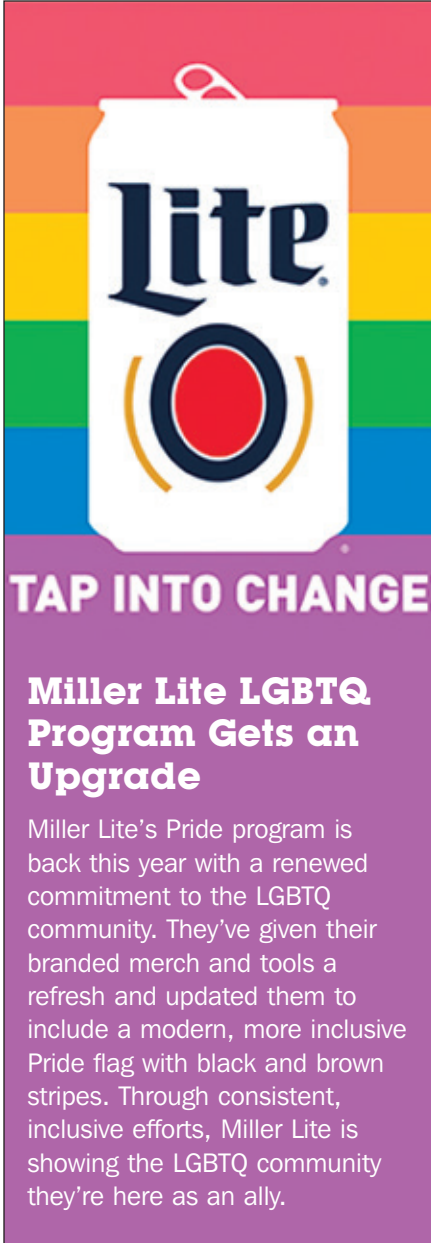
Mom deserves more than just a little me time – and now, there’s a drink for that. Give her Mother’s Day a little sparkle with MOVO wine spritzers made with wine, sparkling water, real fruit juice, and natural flavors at only 100 calories! Plus, moms will get a chance to win a MOVO-branded mini-fridge so that MOVO o’clock is any time she desires. Talk about incentivization!



Take a Summer Stonecation with Keystone Light

This summer, Keystone Light is helping fans take the “stonecation” of their dreams with the chance to win a \$10,000 cash prize. Sweepstakes messaging will appear through engaging POS, digital ads, and retail displays to drive frequency all summer long. The sweep prize is sure to recruit new drinkers and drive repeat engagement during the summer. Who can say no to \$10,000 for the perfect vacation, courtesy of their favorite beer?

Programs



A vertical graphic with a rainbow background. At the top is a white Miller Lite can with a red circle in the center of the 'O'. Below the can, the text 'TAP INTO CHANGE' is written in white. Further down, the title 'Miller Lite LGBTQ Program Gets an Upgrade' is in white. The bottom section has a purple background with white text.

TAP INTO CHANGE

Miller Lite LGBTQ Program Gets an Upgrade

Miller Lite's Pride program is back this year with a renewed commitment to the LGBTQ community. They've given their branded merch and tools a refresh and updated them to include a modern, more inclusive Pride flag with black and brown stripes. Through consistent, inclusive efforts, Miller Lite is showing the LGBTQ community they're here as an ally.



Vizzy Makes Being Vizzible Possible

LGBTQ drinkers should feel seen and heard, not just during Pride, but year-round – and that's where Vizzy comes in. Vizzy is here to help everyone be Vizzible through a three-year partnership with the Human Rights Campaign (including a \$1 million donation). This messaging, along with branded merch such as cute hand fans and enamel pronoun pins, will inspire purchase and continue to solidify Vizzy's brand affinity, identifying them as true partners to the LGBTQ community.



Dogfish Head Analog Beer for the Digital Age

This on and off-premise music-centric retail campaign will drive displays and features for 60 Minute IPA, Slightly Mighty, Hazy-O! and the Box That Goes BOOOM! variety pack. Key components of the program include thematic point-of-sale items, coupons and price promotions, a text-to-win contest, and localized advertising.

Programs



Yuengling is Celebrating America All Summer Long

America's Oldest Brewery is highlighting the patriotic holidays, cheering on our athletes in the summer games, and helping to raise awareness for charitable partner Team Red, White & Blue with the help of stars like Yuengling's brand ambassadors, country stars Lee Brice and Lauren Alaina. Yuengling's summer program includes...

- Limited-edition Camo Cans with Team Red, White and Blue logos (24 oz. and 12 oz.)
- A sweepstakes to win tickets to see country star, Lee Brice
- Grilling recipes made with Yuengling beer from Kelsey Barnard Clark
- Patriotic Packs for flag displays
- Digital rebates
- FLIGHT by Yuengling 12oz. 12-pack cans will offer consumers a chance to win tickets to see Lauren Alaina in concert

Join Yuengling in Cheering on the Stars and Stripes this Summer!

Yuengling Supports Team RWB

America's Oldest Brewery is proud to be fiercely independent for nearly 192 years. At D.G. Yuengling & Son, Inc., they are thankful and proud of the brave and dedicated men and women who have made tremendous sacrifices to protect our country's freedom, honor, and independence. In 2021 Yuengling's partnering with Lee Brice, Lauren Alaina, Rose Lavelle, Kelsey Barnard Clark & Aaron Nola to support Team Red White & Blue. Yuengling is working with these folks to raise awareness and funds for Team RWB, a charitable partner since 2018.

Team RWB's mission is to forge America's leading health and wellness community for military veterans' families and their supporters. Team RWB has more than 220,000 members spread across more than 200 chapters and communities nationwide.

Join Yuengling in Supporting Team RWB this Summer!

Donate by visiting Yuengling.com/USA or scan the snap code on their limited-edition Camo Cans featuring Team Red White & Blue.



Yuengling and the Phillies Return to Baseball



In 2021, Yuengling and the Philadelphia Phillies return to baseball with exciting plans for the market. Fans can Lager Up all season long with special Phillies Lager cans while cheering on star pitcher Aaron Nola. Fans can enter to win a chance to meet Aaron during a virtual happy hour later this summer. Be on the lookout for special cans on display this spring and summer. Let's Go, Phillies!



Programs



Victoria Extends Its Partnership with WWE & Rey Mysterio

Victoria kicked off this year's partnership with the WWE, which runs through August, and is now the official beer of SummerSlam! This exciting new sponsorship hits on a key passion point of the unacculturated Hispanic consumer. WWE Smackdown is the #4 ranked television program among Hispanics, watched by 1.4 million Hispanics each week. SummerSlam

features WWE Superstar and Hall of Famer Rey Mysterio as the Victoria ambassador. As the greatest cruiserweight in pro wrestling history and one of the most successful wrestlers of Mexican origin in WWE history, Rey Mysterio is the perfect partner for Victoria, a rich Mexican beer with a proud heritage and a long tradition of bringing people together. Given

both are tied to Mexican roots, this authentic partnership is a perfect fit for all. This partnership will be supported via a robust media plan that includes Victoria-sponsored TV segments to air during SummerSlam with 14.5 million planned impressions and a digital and social media plan across WWE's social and YouTube channels with 8.4 million planned impressions.



Fiesta Further with Pacifico

Pacifico believes Cinco De Mayo is more than just a day. It's being in the moment. It's getting together and raising your glass (or bottle) to the independent spirit in you. This year, Pacifico is celebrating in a big way and encouraging consumers to Fiesta Further by bringing award-winning illustrator Daniel Diosdado's artwork to life on all new thematic POS. National TV launches in April plus an all-new focus on being a digital brand first, resonating with millennial and LDA Gen Z consumers alike.

Programs

Paulaner USA to Import Tsingtao

Paulaner USA, the exclusive U.S. importer of the legendary portfolio of premium German beers, welcomes leading Asian import, Tsingtao to its portfolio. Under this agreement, Paulaner will be the exclusive U.S. importer of the largest selling Chinese beer in the U.S. Effective April 2, 2021; the Tsingtao portfolio will be available in all 50 states.

“We believe that we can offer the brands the support and strategies necessary to expand their business beyond its traditional Asian restaurant base,” said Steve Hauser, President, and CEO of Paulaner USA.

Paulaner and Hacker Pschorr brands were among the fastest-growing German beers in the U.S. in 2020, according to IRI. The company’s focus on grocery, mass merchandising, and convenience channels resulted in these gains.

“For many years, Paulaner USA sourced a significant portion of its business from the on-premise,



particularly in German restaurants. Over the past five years, we recognized that if we were to grow our business substantially, we needed to expand our off-premise presence while maintaining our core restaurant base. The strategies and tactics that drove our German brand growth apply perfectly to the opportunity to grow the Tsingtao business,” concluded Hauser.

Franklin Ma, Chairman of Tsingtao Brewery International, said, “We respect the Paulaner brands for the quality of their beers and their business performance, which gives us confidence in their representation of our brands in the U.S. In many ways, this is a logical place for us to be given that among the founding members of our Tsingtao brewery in 1903 were German masters.” Tsingtao beer is regarded as a fusion of west and east, bringing together a unique formula of bold Chinese craftsmanship, refined German technology, and the most extraordinary selection of ingredients.



TSINGTAO™

**BUILD A BETTER BIERGARTEN.
INVITE THE BEST.**



Build a Better Biergarten with Paulaner

From mid-March through mid-May, Paulaner, the official beer of the Biergarten, is hosting an online trivia game where all questions are related to biergartens. Consumers can follow @PaulanerUSA on Instagram, look for Biergarten trivia posts on Tuesdays and comment with the answers. All correct answers will be entered into a random drawing each week. At the end of the sweepstakes, a grand prize winner will be chosen out of the weekly winners and awarded with official Paulaner Biergarten prizes!



Harpoon Virtual 5-Miler

Harpoon wants consumers to join them for their 20th annual 5-Miler! Being held virtually on Sunday, May 23, the Harpoon 5-Miler is an annual charity road race to benefit The Angel Fund. Since its inception, the race has raised a total of \$2.2 million for ALS research, thanks to the dedication and passion of some amazing beer-loving runners! Although not in person this year, the brewery anticipates another successful virtual event with new, exciting features for everyone involved. For more information, head to Harpoonbrewery.com.

Programs



Heineken Ultimate Summer Takeover Sweepstakes

Now more than ever, consumers are looking for new ways to enhance their outdoor space for summer entertaining. So this year, Heineken is taking the stress out of at-home entertaining by helping consumers enhance their summer party setup. Through an engaging scratch-to-reveal sweepstakes, running May through September, consumers can win the ultimate summer takeover kit or a variety of secondary Heineken swag prizes. With a simple QR code scan, consumers will enter the sweepstakes by participating in an interactive scratch-to-reveal mechanic, where they will scratch the star on the digital Heineken can to reveal if they've won the grand prize or a variety of secondary prize. Grand prize includes a grill, lounge chairs, Kan Jam, a bag cooler, umbrellas, hats, koozies, sunglasses, a backpack, and a gift card! (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)



Amplify the Good Times with Dos Equis

Cinco de Mayo is a time of celebration, tasty food, and chilled cervezas. And this Cinco, Dos Equis is amplifying the good times and inviting consumers to make lasting memories. This spring, Dos Equis will reward five lucky consumers with a \$500 gift card to use for their Cinco celebration, whether it be spent out or at home. To enter, consumers will simply snap a pic of themselves enjoying a Dos Equis and upload it to dosequis.com/cincomayo. (Not available in Burlington or Mercer counties.)



Soccer Anytime with Heineken

Heineken and soccer go hand in hand. Whether it's connecting with fans via their MLS, UCL, or Euro sponsorships, Heineken is the only beer served in as many countries as the beautiful game is played, and Heineken 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 to MLS, in 2021, Heineken will remove barriers between fans and their passions with Soccer Anytime. With a QR code scan, consumers will be taken to the Heineken Soccer Dashboard, where they'll have a chance to enter the Match Day sweepstakes and complete various engagements to earn additional sweep entries. (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)

Programs



SCAN TO ENTER FOR YOUR CHANCE TO WIN A WHITE CLAW BEACH PACK FEATURING YETI®




PRIZES MAY VARY FROM ACTUAL IMAGES

Make Waves with YETI and White Claw

This April through August, shoppers can enter to win a grand prize White Claw beach pack via QR code scan, which includes a White Claw-branded YETI cooler and custom paddleboard for the perfect outdoor experience. Other prizes include White Claw/YETI items like a hard-sided cooler & slim can coasters. Over 3,000 prizes are available to win! (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)

White Claw Kentucky Derby



This April and May, White Claw is giving away two tickets to the 2022 Kentucky Derby via a text-to-win promotion! The Kentucky Derby aligns with White Claw's premium positioning and national appeal. (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)



Cayman Jack Home Bar Makeover

This April through August, Cayman Jack is giving away a home bar makeover. Shoppers can enter to win the perfect in-home speakeasy or Cayman Jack branded glasses by scanning a QR code on POS. Over 500 prizes are available to win! (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)



Mike's Lemonade Seltzer Teams Up with Spotify

From April through June, consumers can win a premium Spotify membership and access to a curated playlist by Mike's and Spotify. Consumers will scan a QR code located on POS for a playlist featuring Mike's "Fresh Picks" artists. The playlist populates based on user preferences and auto-updates weekly. (Not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties.)

Rethinking RETAIL

No Bartender Required: Ready-to-Drink Cocktails

Ready-to-Drink Canned cocktails had been steadily growing over the past few years – that is until the COVID-19 pandemic hit... then sales skyrocketed.

Even before COVID-19 and the subsequent on-premise closures, consumer's attraction to canned cocktails was growing steadily. Then March 2020 hit, bars and restaurants shut down, and the trajectory changed exponentially. Canned cocktails were up triple digits in 2020, according to Nielsen data. As bars and restaurants begin to reopen indoor dining at an increased capacity and vaccine availability has grown enough to show promise that large gatherings could be on the horizon for the summer, these canned cocktails show no signs of slowing down.

The convenience of RTD cocktails for the consumer is undeniable. Usually available in small packages, canned cocktails offer the ability to sample new flavor combinations and trade up to a higher-end product without a significant commitment. There's no need to find a recipe and spend a lot of money on a variety of ingredients just to find some dusty bottles in the back of the liquor cabinet months or years later. Also, for those who have grown accustomed to

hand-crafted cocktails at bars and restaurants, there is no need to be a certified mixologist to get the same flavor combination.

Better-for-you alternatives have seen growth for many years. Consumers view these canned cocktails as healthier alternatives to the canned and bottled beyond beer selections they have enjoyed for years. FMBs, wine coolers, and canned sangrias have been on the market for decades, and RTD cocktails provide familiar flavor choices without added sugars or a malt base.

While canned cocktails have traditionally been seen as an off-premise play, the growth seen in the past year indicates they have significant potential in the on-premise. As patrons return to bars and restaurants, many will continue to choose outdoor seating due to safety concerns. Canned cocktails offer the on-premise the ability to continue to reduce concerns about health and safety and provide a quick and easy canned option at a higher price point.

Spirit-based cocktails have emerged as one of the fastest-growing segments in our industry as consumer demand pushes the market towards more premium and higher convenience packs. RTDs provide BOTH channels of business a chance to increase their revenue with higher margin packs.

– Patrick Murray,
Business Development
Manager



Dogfish Head Canned Cocktails

Dogfish Head's off-centered lineup of hand-crafted cocktails includes a **Blueberry Shrub Vodka Soda**, **Strawberry & Honeyberry Vodka Lemonade**, and **Cherry Bergamot Whiskey Sour**. Featuring **Dogfish Head Distilling Co.** spirits, each liquid masterpiece tastes as if it was poured straight from a bartender's shaker tin.



Fishers Island

Fishers Island Lemonade, an award-winning summer staple, is a refreshing, ready-to-drink cocktail that can be sipped from a chilled 12 oz. can poured over ice, or used in many mixed drink recipes. Fishers Island has now launched three new exciting SKUs, **Fishers Spiked Tea**, **Fishers Pink Flamingo**, and **Fishers Fizz**.



Mamitas

As the tequila, hard seltzer, and ready-to-drink categories continue to grow, Mamitas came at the perfect time. Mamitas Tequila & Soda, a hard seltzer made with 100% real tequila, brings a refreshing twist to canned cocktails with four classic tequila and soda flavors; **Lime**, **Paloma**, **Pineapple**, and **Mango**.



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Corona de Mayo

Cinco is served this Corona de Mayo! This can't miss holiday will be supported by high impact on and off-premise POS that will bring the tacos, cerveza, and Cinco fun to consumers wherever they celebrate. Leading up to the Cinco holiday, media highlights will include national TV, a high-profile spot during the NBA playoffs, plus additional digital and social support to drive relevance between Corona and Cinco celebrations. Corona will also continue partnerships with Postmates, Old El Paso, and Uber to keep the celebration alive, whether it's at home or a bar/restaurant.



El Sabor de Cinco de Mayo

As the #1 import beer of Cinco de Mayo, Modelo continues its momentum by inviting consumers to experience El Sabor de Cinco de Mayo. All new bilingual thematic POS will feature Mexican-inspired tile. As the authentic beer of choice for Cinco de Mayo celebrations, Modelo's TV and media plan will include both English and Spanish language TV and a strong social and digital presence across platforms, such as Roku, Hulu, Instagram, and YouTube.