

Fall 2021 | V.40

KRAMER BEVERAGE

Heady Times

**HAS COVID
CREATED
ANOTHER
ROARING '20s?**

Delivering Excellence Seasonals Industry Spotlight New Products Programs

LEVANTE BREWING COMPANY | FALL SELECTIONS | HOP VALLEY BREWING CO.

Letter From *THE PRESIDENT*



ALBERT EINSTEIN ONCE SAID, "THERE IS ONLY ONE road to human greatness: through the school of hard knocks. If that is indeed true, then I would suggest we have all earned our degrees over the past 18+ months. Covid-19 has certainly proven to be a difficult adversary, and it is futile to try to predict what will happen next. While it seemed we turned a corner early in the summer, the delta variant reminded us that we are still in the fight as we try to get to the other side.

We have all had to do more with fewer people and fewer products while the expectations of the consumer increase. It could be a recipe for disaster, but I continue to be astounded by the resiliency of our industry. The on-premise has had a tremendous rebound from the shutdown of last year.

It is hardly like pre-pandemic times, but consumers have been excited to get into bars and restaurants, even if it requires masks and social distancing.

The labor shortage continues to hamper us as well as many of you.

We again thank you for your patience and understanding. We also recognize your frustration with us and acknowledge our shortcomings. There is a meme going around that most of us can identify with: "The whole world is short-staffed. Be kind to those that showed up." These are truly challenging times.

As we continue to learn how to operate during a pandemic, you will find many outstanding products in this issue for your consideration.

One product that many of you are quite familiar with are Jack Daniel's Country Cocktails. We have just taken over the brand in August, and we are very excited to distribute this brand. You can see all the flavors on page 12.

The Brewer Highlight is on pages 6 and 7. It is an informative profile of Levante Brewing out of West Chester, PA. We started with the brewery earlier this year and are extremely excited to have them in-house. Their beers are world-class, and they have the Untappd ratings to prove it. If you have not yet tried it in your establishment, Levante deserves a shot.

There are ten pages filled with new products, new packages, and seasonal offerings. The Oktoberfest and pumpkin beers start on page 14 and are already in full swing.

We will find out if we are at the beginning of the end, the end of the beginning, or somewhere in between when it comes to this pandemic. The rules of the game seem to keep changing, but we continue to do what needs to be done to keep moving forward. There have been many challenging times in our nation's history, most of which we read in the history books (or Wikipedia). This is a time that we are living through and will be stronger for it when it is all said and done.

Thank you for your resilience and your patience with us as we all navigate these uncharted waters. Best wishes for a successful fall season.

Warm regards,

Mark Kramer
President



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Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done



Daniella Venturo-Masso

Draught Services Coordinator

How long have you worked for Kramer Beverage? I started in May of 2019.

What does your current position entail? I dispatch draught service technicians to the field after they are requested from accounts or the sales team.

What does it take to excel in your position? A good attitude, organization and communication skills, and a willingness to learn new things.

What has been the best thing about your job? The best thing about my job is the people I work with. I am encouraged and supported in my position, and good people surround me.

Tell us about your family: I live with my two children, my future daughter-in-law, my boyfriend, Vince, and my grand-pug, Hugo.

What do you like to do when you're not at work? I enjoy letter writing. I actually put pen to paper and send well wishes to loved ones or folks in senior centers, hospitals, etc.



Erik Seidelmann

Special Events & Quality Assurance Manager

How long have you worked for Kramer Beverage? I've worked at Kramer Beverage for four years and at Hub City for 17 years before that.

What does your current position entail? I coordinate deliveries and the whole operation of special events. I also ensure quality at retail.

What has been the best thing about your job? I like having clean accounts!

How do you provide the best service to your customers? I am in constant communication with them.

What's been most rewarding about your position? Wrapping up a successfully planned special event is extremely rewarding to me.

Tell us about your family: I have a wife, Meggan, and our son, John. We have three dogs, a cat, and a Macaw.

What are your favorite Kramer Beverage brands? The entire Truly portfolio.

What is your favorite beer? Miller Lite.

What was your favorite socially distanced activity? I spent a lot of time catching up on unfinished modeling projects.

Do you have any phobias? Heights.

Are you a sports fan? If so, who are your favorite teams? Phillies, Flyers, and Eagles!



Corey Israel

Delivery Driver

If there was one thing you wanted everyone to know about you, what would it be? I am an extremely hard worker, and I care about my fellow employees.

How long have you worked for Kramer Beverage? 21 years.

What does your current position entail? Dropping off deliveries and receiving, dealing with customers, and practicing all safety measures when on the road.

What has been the best thing about your job? This job gives me the opportunity to provide for my family, give excellent customer service, and promote Kramer Beverage's portfolio.

What areas do you service? Atlantic and Camden counties.

Where do you live? Absecon.

What do you like to do when you're not at work? Family vacations are my favorite.

What are your favorite Kramer Beverage brands? Blue Moon and Yuengling Lager.

Are you a sports fan? If so, who are your favorite teams? Eagles, 76ers, and wherever LeBron James (The King) plays.

Has COVID Created Another Roaring '20s?

Yearning for some semblance of normalcy, a sizeable portion of the public is rushing back to bars and restaurants determined to make up for the fun halted by the pandemic. But there is no going back to “business as usual” . . . at least not yet. Labor and product shortages, rising prices and the highly infectious Delta variant remain challenges.

Consumers may be “roaring” back into restaurants and bars, but can the on-premise meet their changed expectations with so many hurdles to overcome?

After a year-and-a-half of rough sailing through a turbulent pandemic, the on-premise is bouncing back. Pent up demand to leave the house and socialize has been building for months as consumers become more confident that it is safe to spend time in bars and restaurants. This is leading to a phenomenon some are calling the “Roaring 2020s.” And though we’re not likely to see a resurgence of flapper dresses any time soon, there is no doubt that customers are excited to let loose.

Success and Struggle

At press time and before the COVID Delta variant became an issue, data showed that nearly 75% of consumers across the country had returned to the on-premise, at least in part. In May, Yelp reported that more than 3.7 million diners used the app to book tables, it’s highest total ever. In fact, the number of diners seated surpassed pre-pandemic levels in nearly every US state and in all but a few major metropolitan markets, signaling the beginning of nationwide recovery.

“I think what we’re seeing is the core business coming back, and it’s probably back to ‘normal,’ if not above,” NBWA chief economist Lester Jones told Beer Business Daily. But Jones notes that the industry is still waiting for business like large gatherings, travel and amusement parks.

The desire to socialize in public spaces is palpable. But some bars and restaurants are having a difficult time keeping up.

Mary Pat Parson, Marketing and Events Coordinator for Mudhen Brewing Company and Dogtooth Bar and Grill says, “In Wildwood, we have had our busiest season in over 60 years. It doesn’t matter whether it is a Tuesday or a Saturday, we have a line out the door. We have experienced staffing issues this season and it has not been easy. To make up for the lack of help, our people have stepped up in a tremendous way, whether it be working doubles, not taking days off, etc. We are truly grateful for the blood, sweat, and tears of our staff, from the kitchen to the brewery, and everywhere in between.” She continues to say, “We have had shortages in everything from chicken wings to cans to merchandise.”



John Exadaktilos of Ducktown Tavern

John Exadaktilos, also known as “Johnny X,” from Ducktown Tavern in Atlantic City, explains that, while they have not faced the same staffing shortages other bars and restaurants have, he has struggled in other aspects. Similarly to Mudhen, he explains how he was forced to take chicken wings and crab cakes off the menu. “The cost was simply too high to pass on to our customers. We replaced the wings with boneless nuggets,” he continues, “It’s really no one’s fault. It’s out of everyone’s control.”

Our brewery partners have also been subjected to many shortages. Brian Needham, Head of Sales at Double Nickel



Back in July, 73% of people surveyed said they were “completely” or “quite comfortable” dining indoors, while 82% were “completely” or “quite comfortable” dining outdoors.

Brewing Company says, “Cans have been a nightmare. We placed an order and it took an entire year to show up.” They have also been challenged with everything from glassware to fruit from sours. “We just keep ziggling and zagging and try to do our best not to pass along the cost to the consumer.”

Driving the Return

According to a survey conducted by Nielsen, consumers over 55 are driving the return of the on-premise when it comes to food purchases, while those under 55 lead for drink-driven purchases. Catching up with friends was the main occasion for visiting bars and restaurants this summer, with ‘winding down/chilling out’ also a popular occasion with consumers under 55.

Almost 80% of customers are spending as much or more than they did on-premise, pre-COVID, with soft drinks and beer leading the way for drink purchases. A poll by Nielsen showed that in surveyed markets, the breakdown of purchases from those who have visited a restaurant or bar since reopening is as follows: 37% have purchased soft drinks, 34% have ordered beer and 23% have ordered a cocktail. Hard seltzer clocks in at 10% – behind shots and energy drinks (both 12%). While it may seem surprising that hard seltzer is coming in behind other categories, remember that the style is still relatively new to the on-premise, and will likely build over time.

“Hard seltzers were in higher demand this summer than any other,” says Greg Batz, Kramer Beverage’s National Accounts and Casino Manager, “as demand continues to grow, beach, deck, and pools added more seltzer options, as did many other bars. Casinos also ran a test on the gaming floors in the spring and it turned out to be a huge success.”



77% of consumers surveyed said they will continue their takeout habits at the same or greater rates than 2020.

Keep the Momentum Going in Spite of the Pandemic

How to keep on-premise growth going is on everyone's minds as we move into fall, a new flu season and a very "fluid" pandemic. But even in these uncertain times, keeping customers happy (and comfortable entering your bar or restaurant) comes down to a few key components, according to research conducted by Molson Coors.

Familiarity – While consumers will eventually seek out innovation again, 70% say that they'll stick to familiar food and beverage brands as they return to the on-premise post-pandemic and 47% of on-premise beer sales are currently coming from Top 10 brands, +3% from pre-pandemic numbers.

Value – About 50% of consumers say that "a good deal" is more important than lower prices. This creates opportunities for value and loyalty programs to drive repeat visits, as well as a chance to offer a range of everyday prices to meet the needs of all consumers.

The On-premise Experience – While some consumers may have learned to mix drinks or have installed a kegerator during quarantine, they can't replicate the expertise and camaraderie found in their favorite bar or restaurant, and they're more excited than ever to experience everything the on-premise offers.

Pandemic Business Practices – Focus on changes customers love, like takeout, outside seating and social media engagement. About 77% of consumers say that they will continue their takeout habits post-pandemic. Keep using online food delivery services or your own web ordering systems – a large restaurant in Origlio's market reported that they will add 10% to their business annually by offering more extensive takeout options.

Expect continued requests for **outdoor seating**. There has been an upswing in requests for outdoor seating through the summer, to the point where many customers communicate that they would rather wait to be seated outside even when there are immediate inside seating options.

And whether you're running a wildly popular TikTok account or just **keeping your website up to date**, every little bit helps – 80% of 21-34 year-old consumers look up an account before they visit, and 70% of consumer purchases are digitally influenced (up from 49% pre-pandemic). If consumers can't find the information they're looking for on your website or social channels, they'll go elsewhere.

The Roaring 2020s: Let's Keep it Going

Even as we celebrate growth from 2019 numbers, it's important to remember that all things must evolve to meet customers' changed expectations due to their experiences during the pandemic. Whether it's a different mix of draught or even fundamental changes to your business model, lessons learned from the pandemic are valuable because "normal," as much as we all long for it, is a moving target.



Shore towns had their busiest season in decades.

Pandemic Best Practices

Tried-and-true Brands: Consumers, especially younger consumers, are beginning to stick their toes back into the waters of innovation, but trusted brands will remain key across all channels.

Visible Sanitation Measures: Though plexiglass dividers and masks will likely not be mandated, as customers return to dine indoors, they'll be looking for regularly sanitized surfaces.

Dining Options: Takeout, outdoor seating and online ordering will likely remain popular with a significant percentage of customers.

Social Media and Digital Tools: As customers found themselves housebound, the internet became a valuable tool. Having a digital presence beyond the pandemic will be important for any restaurant or bar, as customers are unlikely to relinquish the convenience of doing research online.

Hop Valley BREWING CO.

A New Way to IPA

Hop Valley Brewing Co. is taking the nation by storm with their wildly successful, less bitter IPAs.

TO THE BEER AFICIONADO, “HOP VALLEY” SOUNDS LIKE A wonderland. You might imagine acres of Azacca, miles of Mosaic and clusters of Citra as far as the eye can see. And while the magical Hop Valley is, unfortunately, as mythical as it sounds, Hop Valley Brewing Co. and their slate of massively popular IPAs give beer lovers a taste of hoppy paradise.

Founded in 2009 in Springfield, Oregon by Walter Macbeth, Chuck Hare, Jonas Kunygy, and Trevor Howard, Hop Valley quickly made a name for itself in the wildly competitive Pacific Northwest craft beer scene with a real point of difference: **Cryo Hops**.

The brewery first discovered in 2011 that the “dust” harvested from the inside of hop-pellet hammers contained something a little more precious: concentrated lupulin, the pollen-like material within hop cones that carries essential oils and acids used for brewing. Hop Valley used the food-grade powder to create the first of Hop Valley’s Stash series, **Bubble Stash**, producing a smooth-drinking, tropical and less bitter IPA that stunned their fans.

Dubbed Cryo Hops by producer Yakima Chief Hops (hop masters and a 100% grower-owned global supplier of hops based in Yakima, WA), the concentrated hop powder is now harvested by cryogenically separating the lupulin from hop cones with a nitrogen bath at sub-zero temperatures. This innovative process helps create an easier-drinking, less bitter IPA vs. traditional hops, without sacrificing the juicy flavors and tropical aromas that drinkers love.

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.

“All of these beers are full of flavor and aroma, absolutely juicy. But there’s no bitter beer face on the back end,” Macbeth says. “It’s literally what the IPA consumer is looking for. It’s the portion of the category that is growing the most, and we are growing with it.”

The Stash series earned the brewery plenty of success in the Pacific Northwest, and plenty of attention across the U.S. In 2016, they were acquired by Molson Coors (then MillerCoors) and have honed their offerings and brand to take Hop Valley national.

The results of their nationwide expansion have been impressive – **Hop Valley ranked as the #1 new craft brewer in seven states this summer, according to IRI data.** It’s also the top new craft brand in the Southeast, Northeast, and Great Lakes regions, **and continues to post solid growth while outpacing sales of competitors with a more established and visible national footprint.**

“Hop Valley is a success story,” says the brewery’s president, Adrian Benkonvich. “We’re seeing immediate results in some major markets.”

The brewery is pairing their national rollout with a robust, quirky media and engagement plan which is rooted in digital and social media to better reach their key demographic: 21-34 year-old craft drinkers. The plan is built to effectively drive awareness of the brand and its key point-of-difference through social media presence, PR and influencers, digital



Since Hop Valley is new to the Northeast, they want consumers to try a little bit of everything and experience the true power of Cryo Hops. The Hop Valley Stash Pack 2/12 can variety includes: **Bubble Stash**, as well as three variety pack exclusives: **Mango & Stash**, **Stash Panda** and **Cryo Stash**.

Hop Valley snuck into their secret stash of Mosaic Cryo Hops to create Bubble Stash, a 6.2% ABV tropical IPA experience with delicious notes of natural blueberry, tangerine and stone fruit – a combo that takes IPAs to new altitudes.



ads, retail POS, and sampling via digital tools and the brewery’s mobile bar, the Hop Box. They’ve also secured key brand partnerships with Seattle’s new NHL team, the Kraken, and the Las Vegas Raiders.

But ultimately, the brand’s success is tied to trial – **Hop Valley has a covetable 60% repeat rate with consumers.**

“Once we get people to try our beers, we got ‘em,” Macbeth told Craft Business Daily. “It’s like game, set, match.”

Bookshelf

BEER! – A Love Story by Friedrich Moser

FOR THIS EDITION OF THE BOOKSHELF, WE DECIDED to do things a little differently and review Friedrich Moser's new documentary, *BEER! – A Love Story*, a deep dive into the world of craft beer.

There's nothing quite like a day spent at a brewery to reignite one's passion for beer. Ahhh, to tour a facility, try a few beers in the taproom and listen to a brewer talk about why they love beer and what makes their brewery stand apart – what could be better? Of course, over the past year, each of us has been hard-pressed to connect with these moments, as brewery tours, tap takeovers and beer festivals have all been put on hold. That's what makes Friedrich Moser's new documentary, *BEER! – A Love Story*, the right film for this moment.

Over its 92-minute runtime, Moser travels across the world – from Austria to Italy to Brooklyn and beyond – taking viewers on a craft beer journey. He visits some of the oldest, most revered breweries on earth, as well as brand new beer bars pouring beer from their taps for the very first time.

Moser's beautiful cinematography (which would be right at home on a prestigious foodie show like *Chef's Table*) brings every brewery and beer bar to life. Moser was also able to sit down with some of the industry's most highly regarded brewers like Rodenbach's Rudi Ghequire, Orval's Head Brewmaster Anne-Françoise Pypaert and New Belgium's former Brewmaster Peter Bouckaert.

The documentary finds each of these subjects in an unending supply of memorable scenes, such as when Frank Boon of the Boon Brewery talks through the history of lambic beers as he casually repairs a 100-year-old, 2,700 liter barrel in his brewery. Or Orval's Pypaert showing off the brewery's famous *Brettanomyces* yeast as she remembers the first Orval she ever drank (which happened to be during her job interview at the brewery).

Beyond these delightful anecdotes, viewers will find a documentary that reminds us how beer binds together history and cultures. Whether it's Ghequire taking us through Rodenbach's vast array of enormous foeders (some of which date back to the mid-1800s) or a hipster tapping a keg in the basement of a Brooklyn beer bar, each subject happily reminds us why beer still has the power to inspire and surprise us.

Perhaps Julia Herz, Craft Beer Program Director for the Brewers Association, puts it

best when she says, "Everyone who works in beer has a story." Hers began after she left her lucrative job at CNN to spend the next year on the road, traveling the country and sleeping on friends' couches. After running out of friends who had space for her to crash, she realized that every time she stopped by a brewpub, there were brand-new friends to be made and new experiences to be had. It was these connections made with other beer lovers that persuaded her to pursue a life in beer.

BEER! – A Love Story is a beautiful work that weaves together similar stories from across multiple countries, in dozens of languages, that each speak the universal language of beer.

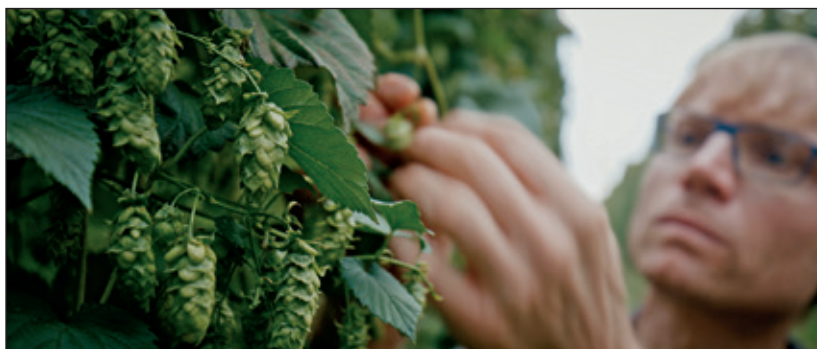
Head to BeerMovie.org to rent (\$14.99) or buy (\$24.99) the documentary.



Greg Engert (Left) and Julia Herz (Right) taste beers at Churchkey Pub in Washington D.C.



Peter Bouckaert (Left) and Rodenbach's Rudi Ghequire tasting beer, still under fermentation, from the foeder



Matthias Siebler controls his Herkules hops just before harvest in Bavaria, Germany

Levante Brewing

After years of homebrewing inside his college apartment, Levante founder Tim Floros, transitioned a 3-gallon kettle into a 15-BBL brewhouse in West Chester, Pennsylvania. Floros was inspired to elevate the craft beer experience from his time spent in Italy. Since opening in 2015, Levante has proven to be a formidable force and continues to expand across the United States and internationally.

From what started as a small brewhouse, and now with the addition of a 19th century German farmhouse named The Stables, Levante Brewing has a roster that attracts all types of craft beer lovers. Heady Times had the chance to talk with Founder Tim Floros and Head Brewmaster Matt Gilberg to learn more about one of Kramer Beverage's newest local craft breweries.

Heady Times (HT): How did Levante get started?

Tim Floros (TF): Levante Brewing was officially founded in 2015. I started it with seven other individuals that all shared the passion of bringing craft beer to Chester County and beyond. We opened a taproom in West Chester to receive honest feedback directly and tweak our recipes to be versatile within our community. We've had many opportunities to pour beer for people and share their passion for craft beer. I believe that's what got us to the scale we are now as a regional producer of craft beer in bars, restaurants, and liquor stores.

HT: Where does the name "Levante" come from?

TF: After studying abroad in Italy, I had the opportunity to learn a new language and experience a food and beverage culture where customer interaction and quality are paramount. I wanted to bring that experience back to create our own local version of that type of culture. One day, we searched for names, and came across the word, Levante, which



Tim Floros, President

means 'to rise or elevate.' At that moment, we knew we had found the perfect name that embodies everything we are trying to accomplish by elevating our craft beer, and even the community.

HT: Levante is known for its consistency in making a great product. Can you elaborate further about that?

Matt Gilberg (MG): It's all about quality assurance and quality control. It's an evolving process, and as we expand further, it means the beer needs to travel further, and time is a major factor in the consistency. While it can be difficult for the beer to maintain consistency, our production team ensures the best product is crafted for our customers. We are always trying to make our beer last longer and make sure it tastes the same in South Jersey as in West Chester, PA. There's a lot of science and measurements behind it all that help determine shelf stability which we monitor regularly. There will always be issues with the quality of a beer since it's a living product. At Levante, we try our best to stay on top of the quality as much as possible from the beginning, and we always work with our distributors. Feedback from



BrewerHIGHLIGHT

our customers is also very important. If we receive a comment on our social media or a message from our website that a beer doesn't taste right, we try to follow the chain back to the brewery to figure out what happened.

HT: Why should our retailers sell Levante in their business?

TF: At Levante, we focus on three essential things: consistency, presentation, and quality. In the on-premise, we have worked extremely hard with the accounts here in Pennsylvania and now, New Jersey, to make **Cloudy & Cumbersome** a staple on tap. It's a great, trainable IPA that will have customers coming back for more. As far as our cans, we focus on presentation. We want **Cloudy & Cumbersome** and **Tickle Parts** to be most recognizable to our customers. We want them to try something new, but also have a brand they know and trust.

HT: Can you tell us more about your anniversary celebration?

TF: This October we are celebrating our sixth anniversary. We plan to tie it in with our Oktoberfest celebration that will have tons of new and exciting beers at all our locations. It will be a day full of live music, great beers and products, that will all go towards one of our most significant community initiatives focused on helping fight hunger. We typically work with either a food bank or any local organization that helps combat hunger. Our annual party is always about Helping Other People (H.O.P), where we collect several tons of donated food and raise thousands of dollars for local causes. This truly shows that we put our money where our mouth is to help elevate the community as much as we can.

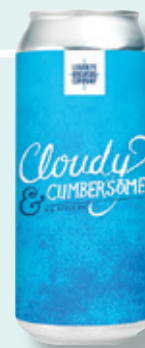


Top Brews

Cloudy & Cumbersome

This haze is pillowy-soft from oats and wheat in the grain bill, while sun-showers of hoppiness shine down through the clouds. Mosaic and Idaho 7 hops burst bright with the citrusy pith flavors reminiscent of tropical passion fruit and freshly peeled grapefruit. Keep your head in the clouds!

ABV: 5.9%



Tickle Parts

Tickle Parts is an exceptionally dry-hopped New England IPA with low bitterness, rising hop aroma, and a feathery-soft mouthfeel. 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%



Citra Drink

This is an easy-drinking Pale Ale loaded with Citra hops throughout the boil and fermentation process. This crowd-pleaser fizzes with citrus notes packed into an unfiltered malt base, light in hue and heft. Citra Drink is so focused on crushability – You could chug a two-liter of it. **ABV:** 5.2%

Exclusive Release: Drachenstadt

All legends are rooted in truth, such as that of the City of Dragons, a small Bavarian town full of myth and wonder. To slay a dragon, it helps to possess courage, even if it's in the liquid form. With a selection of five specialty malts, cold fermented, and lagered for such a time as now, our Marzen style beer brings forth a depth and drinkable character not usually found in today's festbiers. **ABV:** 4.8%



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@levantebrewing



@levantebrewing

Patrick Carter Market Development Manager Constellation Brands

Heady Times (HT): What's your background?

Patrick Carter (PC): I was born and raised in Cape May County, NJ, and I went to college at Montclair State University. I grew up always going to the beaches and still try to spend as much time as possible in North Wildwood during the summer.

HT: Can you tell us how you got into the industry and how you ended up with Constellation?

PC: I got my start in the industry before I was old enough even to buy a beer. I worked retail at Joe Canals Rio Grande right out of high school. After developing a relationship with Kramer Beverage, I secured an interview and my next job. I worked in several roles at Kramer for five and a half years. I then joined the supplier side of the business with Constellation Brands in September 2015.

HT: What does an average day look like for you as a Market Development Manager?

PC: The responsibilities of my role vary depending on the task at hand. A lot of time is spent on strategic planning, such as developing programming, planning new item launches, managing budgets, and establishing cooler space and distribution goals. I'm always looking to keep Constellation Brands involved with special events and leverage our partnerships, such as Corona with the Philadelphia 76ers and Modelo Especial with the UFC. An average day is hard to describe, but it always involves finding ways to keep Constellation's portfolio top of mind, ultimately leading to a purchase.

HT: What's the best part about your job?

PC: The foundation of my job is selling and marketing beer. There are not many other products I would get behind and sell quite like BEER! Constellation Brands has a great portfolio to choose from with brands that are leading the industry. The beer industry is always exciting, there is never a dull moment, and I have the opportunity to work with a ton of great people.



HT: Can you tell us more about Corona's "Protect Our Beaches" initiative with Oceanic Global?

PC: Corona is turning the tide on plastic pollution with a commitment to remove one million pounds of plastic from beaches and its business by 2025. To help support the effort, Corona has partnered with Oceanic Global, a nonprofit leader in ocean conservation, to lead clean-ups in some of the nation's most polluted areas. Believing there is no such thing as a "better tomorrow" without our beaches, Corona is on a mission to preserve these special places for generations to come. Corona will host clean-ups in select cities and locations across the country to bring communities together and enable people to be part of the solution. I am very proud and excited that Atlantic City has been selected to participate in one of the official clean-ups this fall! Individuals looking to help will be able to RSVP through Eventbrite.

HT: What is your favorite beer from Constellation?

PC: My go-to has always been Corona Light, its easy-drinking, and has great flavor! I am also a huge fan of Pacifico. It's an all-around solid beer!

"Pat is a solid business partner and a vital part of our collective business and continued success. It was an honor to share the stage with him as we accepted the 2019 Gold Network Award in 2020."

– Matt Candelori, Marketing Manager



Constellation Brands 2019 Gold Network Award

Meet Brendan Dalton

WITH OVER TWO DECADES OF INDUSTRY EXPERIENCE UNDER his belt, it is safe to say that Brendan Dalton, Kramer Beverage's Vice President and General Manager, knows a thing or two about consumer preferences in beer. "One of the challenges of managing such a complex portfolio is seeing where the puck is going and offering products that meet the rapidly changing tastes of the South Jersey consumers," he says.

Heady Times caught up with Brendan to learn more about the changes Kramer Beverage has instituted over the past four years under his leadership, particularly during the past year and a half dealing with the new and ever-changing challenges presented by COVID.

Heady Times (HT): What are some of the challenges currently being experienced by the beer industry/Kramer Beverage?

Brendan Dalton (BD): The final impact of COVID on the beer industry remains to be seen. However, there are several factors to keep an eye on:

- How long will product shortage remain?
- Will glass bottle and aluminum can manufacturers be able to build sustainable inventories?
- Will at-home consumption remain elevated, or will consumers return to the on-premise?
- Is the labor shortage temporary or permanent?

In addition to these common COVID-related issues, the complexity of the current portfolio is the top challenge we face. In the past, you were either a Miller Lite drinker or a Coors Light drinker, and consumers were incredibly loyal to their brand. With the immense growth of craft beer, drinkers have been introduced to a broad selection of flavors and styles. Right now we sell over 40 different types of IPAs, and there is a new one coming out each week. Another great example is seltzer. Four years ago, this wasn't even a category, but this year we are on track to sell over a million cases.

HT: Tell us more about how consumer tastes are changing:

BD: During the height of COVID consumers shifted from experimenting with new brands to purchasing brands they already know and trust. This trend change was unexpected, but played well for Kramer's portfolio of popular brands. Today, these popular brands are still experiencing growth alongside seltzers and Ready-to-Drink Cocktails.

HT: How are you continuing to lead the Kramer Beverage team in navigating the pandemic?

BD: We are continuously adapting, ensuring that our team, retailer and supplier partners maintain a safe workplace during the pandemic. Our employees' safety is paramount. Kramer Beverage has added new technologies to improve customer service:

- Web ordering
- Electronic bill pay
- Warehouse management system



These effective processes continue to improve with input from employees and customers. We are keenly aware that some of these changes have caused disruption, but are necessary to effectively manage the business. We understand navigating through permanent whitewater is sometimes challenging, but are confident in our team's ability to maneuver through successfully. What continues to excite me the most is coaching and developing our team, enabling them to succeed both personally and professionally.

Why You Should *BE SELLING...*

Blue Moon LightSky

Welcome to the light side of the moon.

For some time now, we've known that consumers are seeking better-for-you options, especially from brands they know and trust. Consumers are living healthier lifestyles, looking for food and alcohol choices that are low in calories and carbs, but still taste good. And Blue Moon LightSky fits the bill. According to a Nielsen survey, **85% of consumers are regularly buying/consuming alcohol beverages that are "better-for-you" or are open to it.**

According to Molson Coors' beer blog, Beer & Beyond, **the Blue Moon franchise, led by flagship Belgian White and fast-growing Blue Moon LightSky, is up more than 15% so far this year, fueled by strength in the on-premise.** On top of that, it's growing by more than 16% for the year in the off-premise, according to IRI data for the week ending July 25.

LightSky is a light and refreshing wheat beer brewed with real tangerine peel for a lighter, exceptional taste at only 95 calories. **Released in early 2020, LightSky quickly became the #1 selling craft innovation. Currently, it is the top craft share gainer in dollar and volume sales, according to IRI data.** LightSky has benefited from the Blue Moon "halo effect" as consumers turn toward trusted beer brands, making it Blue Moon's number two seller behind flagship Belgian White.

While some Belgian White loyalists are buying LightSky, the beer is mostly attracting a different consumer, IRI data shows. Belgian White drinkers tend to be affluent, but skew older. LightSky drinkers, meanwhile, are also affluent, but younger Gen Xers and older Millennials. It's also bringing in "lapsed Blue Moon drinkers who are looking for options with fewer calories and carbs," says Rachel Boykins, marketing manager for Blue Moon. **"LightSky is also attracting hard seltzer drinkers who want a beverage that is lighter and easier to drink.** Having that slim can, a lighter profile and 'light' in the name, LightSky fits what the consumer is looking for," says Jackie Crouch, category insights executive for Molson Coors Beverage Company.

Blue Moon LightSky offers refreshment and flavor, while still being low-calorie, so it meets all the current needs that are driving category growth. **As a trusted \$114 million brand, Blue Moon accounts for 54% of all wheat beers currently in the market. Using this leverage, Blue Moon**



Released in 2020, Blue Moon LightSky quickly became the #1 selling craft innovation and is currently the top craft share gainer in dollar and volume sales, according to IRI data

LightSky is expected to deliver upwards of \$24 million in category revenues.

LightSky is already a proven player in the off-premise. LightSky shoppers are more valuable to the beer category – they spend more on average on each purchase and have higher buy rates than those who purchase hard seltzers, craft and above premium beer. **Stores carrying and promoting LightSky have 35% higher craft sales than those without. Velocity is also 83% higher in stores selling Blue Moon Belgian White and LightSky in their craft section.**

Seeking to showcase its credentials as a light beer that doesn't compromise on flavor, LightSky's first national media campaign features the brand in familiar daytime beer situations. With a new tagline "Savor Every Sip," the campaign's intent is to showcase to consumers that a light beer brewed by Blue Moon can deliver a burst of flavor at just 95 calories. Featuring actor Rachael Harris, whose credits include *New Girl*, *Lucifer* and *Suits*, each of the new spots use lighthearted humor to position the beer as something to be savored rather than a prop that plays a secondary role to the activity at hand.

"What we've learned about [LightSky] in its first year in the market is that a key driver of repeat purchase is that its flavor is better than [consumers] expected from a 95-calorie beer," says Rose Osial, marketing manager for Blue Moon LightSky. **Perfectly balanced and crisp, this beer is bringing new drinkers to the brand, as well as unlocking new consumption occasions and high velocity in existing occasions.** "We'll be focused this year on dialing up the burst of tangerine flavor that keeps drinkers coming back to LightSky," explains Osial. "We got a good boost from independent distribution and have really strong chain support coming up. Last year was an amazing launch, but we're pushing to reach new heights in 2021."



LightSky's "Savor Every Sip" campaign lets consumers know that a light beer can deliver a burst of flavor at just 95 calories

New PRODUCTS

Lone River Beverage Co.

A Lone River cuts through the high desert of Far West Texas. Some look to the Lone River for refreshment; others chase the story it writes in every bend and bow. Out of this Lone River flows Ranch Water. Legend has it, the first soul to taste Ranch Water followed miles of Texas stars until they were found asleep under a piñon tree. While what transpired on the journey remains a mystery, its spirit, its sense of adventure inspires to this day.

Lone River Beverage Co. is rooted in tradition and taste from Far West Texas, where founder Katie Beal Brown and her family have been ranching for generations. Its namesake Ranch Water Hard Seltzer was inspired by the West Texas cocktail (traditionally made with tequila, soda, and lime juice) that has long been a staple in the area. At only 4% ABV and 80 calories, Ranch Water Hard Seltzer is an authentic brand with a story to tell.

Lone River Ranch Water Original Hard Seltzer

Original Ranch Water Hard Seltzer, made with 100% organic agave and natural lime juice, is inspired by the Ranch Water cocktail – a mix of tequila, lime juice, and soda water. The Ranch Water cocktail is a West Texas staple that has grown in popularity over recent years and now appears in bars across the nation. **ABV:** 4% **Packages:** 12 and 19.2 oz. cans **Availability:** Now, year-round



Lone River Ranch Water Rio Red Grapefruit Hard Seltzer

Lone River Ranch Water Rio Red Grapefruit Hard Seltzer is made with 100% organic agave, natural lime, and a Texas-sized squeeze of Rio Red Grapefruit juice (the state fruit of Texas). **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round



Lone River Ranch Water Spicy Hard Seltzer

Ranch Water with a Texas kick, this spicy hard seltzer is made with 100% organic agave, natural lime juice, and jalapeño flavors. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round



Lone River Ranch Water Variety Pack

Lone River's Ranch Water 12-pack can variety features the brewery's core flavors: **Original Ranch Water**, a mix of tequila, lime juice, and soda water; **Rio Red Grapefruit**, Ranch Water with a squeeze of Rio Red grapefruit juice; **Spicy**, Ranch Water with a Texas-sized kick of jalapeño and exclusive to the variety pack – **Prickly Pear**, inspired by the prickly pear cactus fruit found in the high desert of Far West Texas. **Availability:** Now, year-round



Guinness El Dorado Amber Ale (PA, NJ)

This is a classic amber ale updated with bright, citrus-forward hops. The flavor is balanced with roasted caramel notes and a crisp finish. **ABV:** 4.8% **Package:** 12 oz. bottles only **Availability:** Now, year-round



Smirnoff Seltzer Poco Pico Pack

The Smirnoff Seltzer 2/12 can Poco Pico Pack includes four new seltzer flavors that are a little spicy and a little sweet. At 4.5% ABV, the seltzers included in this mix are: **Spicy Tamarind**, a perfect balance of juicy tamarind and subtle spice with a refreshing lemon and lime finish; **Pineapple Jalapeño**, a blend of fresh, juicy pineapple and green jalapeño with a subtle, spicy kick; **Spicy Margarita**, a delicious margarita flavor with juicy bursts of lime and a hint of heat and **Mango Chili**, a refreshing, fruity, mango-flavored seltzer with a hint of chili for a delightfully spicy finish. **Availability:** Year-round, beginning in October



Blue Moon Moon Haze

Blue Moon's craft leadership continues with the latest addition to their lineup: Moon Haze. This new, flavorful IPA is already making waves, having brought home a gold medal for Best Juicy or Hazy Pale Ale at the 2020 Great American Beer Festival. This flavorful, easy-drinking IPA is brewed with whole dried oranges for Blue Moon's signature citrus taste – giving it a delicious, juicy flavor and bright color. **ABV:** 5.7% **Package:** 12 oz. cans only **Availability:** Now, year-round



New PRODUCTS

Jack Daniel's County Cocktails



Jack Daniel's Country Cocktails are the only flavored malt beverages today that combine natural citrus and fruit flavors with

a slight hint of Jack Daniel's Tennessee Whiskey. They are designed for consumers looking for a premium quality brand and the convenience of a ready-to-drink beverage that's refreshing while also containing a little bit of the Jack Daniel's attitude.

Sit back and enjoy an ice-cold Jack Daniel's Country Cocktail. With eight different flavors to choose from, they're a refreshing change of pace.



Jack Daniel's Berry Punch

Berry-picking can be fun. But not as much fun as just reaching into a cooler. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Black Jack Cola

The combination goes so well together we couldn't keep them apart if we tried. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Cherry Limeade

This one is a little sweet and a little tart. Down there, they call that "something for everyone." **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Downhome Punch

One punch that has a bit of a kick, too. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Lynchburg Lemonade

Can you beat plain old lemonade for delicious refreshment? Why, yes. Yes, you can. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round

Jack Daniel's Southern Citrus

A medley of citrus flavor ripe for summer sipping. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Southern Peach

A refreshing take on Southern Charm. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Jack Daniel's Watermelon Punch

So full of watermelon flavor, you'll be tempted to spit out the seeds. **ABV:** 4.8% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round



Sparkling Ice Spiked Hard Seltzer

Life is hard, but so is Sparkling Ice Spiked Hard Seltzer. Gluten-free with a very sessionable 4% ABV, zero sugar, 1g carbs, and only 80 calories per can, with Sparkling Ice Spiked, maintaining your chill is easy.

Sparkling Ice Spiked Hard Seltzer Variety Pack

This is the total package. Included in the Sparkling Ice Hard Seltzer 2/12 can variety are: **Ruby Fizz, Strawberry Citrus Smash, Lemonade Refresher, and Cherry Lime Chiller.** Keeping your options open is the key to a life well-lived. **Availability:** Now, year-round



Hard Rock Hard Seltzer

Hard Rock's Hard Seltzer is music forward, with its iconic guitar and logo on every can. These fan-favorite flavors are based on the most popular cocktails from Hard Rock Cafes and Hotels with no sugar added and gluten-free. ROCK ON! This variety pack includes: **Mojito, Blackberry Sangria, Strawberry Lime, and Hurricane.** **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!



NewPRODUCTS

Steel Reserve Tiki Series



Bring some island vibes to your senses with the bold vacation flavors of Steel Reserve Tiki Series. These perfectly mixed cocktails in a can combine the soaring popularity of tiki cocktails with the top two trending flavors – **Strawberry Daiquiri** and **Mango/Pineapple Island Punch** – in the first nationally distributed

10% ABV FMB. **ABV:** 10% **Package:** 16 oz. cans only
Availability: Now!

White Claw Hard Seltzer Surge Blackberry



At 8% ABV, White Claw Surge is what happens when hard seltzer reaches new heights. Unmistakably smooth and refreshing, the blackberry taste comes through, balanced with the right acidity and sweetness. The flavor and perfect balance make this gluten-free hard seltzer very smooth and crushable. **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 Surge Natural Lime

White Claw Hard Seltzer Surge Natural Lime is a gluten-free, spiked sparkling water with a hint of lime, only 2g sugar, and 8% ABV. It's very smooth and crushable despite its higher ABV. **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 Variety Pack

The new White Claw Hard Seltzer Surge 2/12 Variety Pack includes all four Surge flavors – **Lime**, **Blackberry**, **Cranberry**, and **Blood Orange** – in one convenient mix pack. **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



NewPACKAGES

Guinness Notre Dame Pack

Guinness is officially the beer of Notre Dame alumni and fans! The two are both undeniably Irish, steeped in tradition, and huge sports fans. To celebrate, Guinness has released NEW limited edition Notre Dame 8-pack cans with the original Guinness Draught you all know and love. **ABV:** 4.2% **Package:** 11.2 oz. bottles only
Availability: Now!



Smirnoff Ice Pink Lemonade Cans

Replacing Smirnoff Ice Red, White & Berry cans in the fall and winter, Smirnoff Ice Pink Lemonade cans will be available this fall! This refreshing combination of tart, juicy lemon notes, and sweet, red berries make for a flavor you know and love. Smirnoff Ice Pink Lemonade bottles are available year-round, cans are available seasonally. **ABV:** 4.5% **Availability:** Now!



Victoria Día de los Muertos Packaging

This year, Victoria is celebrating Día de los Muertos with all-new limited-edition primary and secondary packaging illustrated by Orlando Arocena. This year's design highlights the tradition of altars by showcasing individual ofrendas. The bottles feature a write-in area for drinkers to dedicate their love for Victoria to their loved ones – a gesture that's authentic to the true meaning of the holiday. All new Spanish-language thematic POS will highlight the limited-edition bottle bringing festivity to all accounts. **Availability:** Now!



New PACKAGES

Sierra Nevada Big Little Thing 12-pack Cans

Now available in 12-pack cans, Big Little Thing is an Imperial IPA with a rich malt body cloaked in lush hoppy flavors of mango, grapefruit, and tangerine. *12-pack cans will be available in addition to six-pack cans.*

ABV: 9% **Availability:** Now, year-round



Flying Fish Go Birds New Logo and New Liquid



This hazy, juicy pale ale evokes hints of citrus and mango, perfect for the professional ornithologist or casual birder alike with a new logo and new liquid. Keep your eyes to the skies and raise a can to our favorite birds! **ABV: 6%**
Packages: 16 oz. cans and draught
Availability: Now!

SweetWater IPA Variety Pack

SweetWater's new 2/12-pack can variety includes: **H.A.Z.Y. IPA** and their original **IPA** in addition to a brand-new brew; **420 Imperial IPA**, a fresh take on ingredients from the original 420, this bold, flavor-packed new brother features a fresh combo of hops for added intensity and complexity, creating flavors and aromas of mango, peach, pineapple, citrus, and pine. The result is a well-balanced Imperial IPA that's a super-tasty, higher ABV brew, and exclusive to this variety pack; **Mosaic Single Hop Hazy IPA** has citrus, herbal, and stone fruit notes derived from the Mosaic hop's

feature role in the bittering aroma, and dry-hopped additions of this brew.

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



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.

Yuengling Oktoberfest

As a nod to the family's German heritage, Yuengling is proud of this offering made with a blend of Tettnang and Hallertau hops, a true representation of the style. Fall is #1 for seasonals, and Yuengling Oktoberfest sales keep growing, making it the #3 seasonal brand sold, outselling many popular craft brands! **ABV: 5.4%**

Packages: 12 oz. bottles and draught
Availability: Now!



Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, joined forces again this year to bring the best of both worlds to their fans with limited-edition Yuengling Hershey's

Chocolate Porter. This collaboration gives consumers the opportunity to savor and indulge in Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate for a deliciously smooth porter with hints of roasted malts and a rich chocolate finish. **ABV: 4.7%**

Packages: 12 oz. bottles and draught
Availability: Late September



Seasonal SELECTIONS

Samuel Adams Octoberfest



This seasonal favorite is a hearty Märzen with a roasty malt sweetness and a light hop character. Just like the best fall moments, it finishes smooth and sweet, leaving you savoring the complex caramel flavors. **ABV:** 5.3%

Packages: 12 oz. bottles, 12 oz. cans, and draught (also available in the Sweater Weather Variety Pack) **Availability:** Now!

Samuel Adams Jack-O Pumpkin Ale



Jack-O is packed with flavors that recall memories of homemade pumpkin pie: fresh pumpkin, cinnamon, and nutmeg. A subtle note of fresh citrus



balances out the spices

to offer a crisp, refreshing finish. This beer is perfect for the transition from summer into cooler autumn evenings. **ABV:** 4.4% **Packages:** 12 oz. bottles, 12 oz. cans, and draught (also available in the Sweater Weather Variety Pack) **Availability:** Now!

Samuel Adams Sweater Weather Variety Pack



This new seasonal assortment includes: **Octoberfest**, a hearty Märzen with a roasty malt sweetness and a light hop character; **Jack-O**, a pumpkin beer packed with flavors that recall memories of homemade pumpkin pie: fresh pumpkin, cinnamon, and nutmeg; **Boston Lager**, bold, rich and complex, Samuel Adams' flagship brew offers caramel and toffee malt notes and a distinct noble

hop character with hints of spicy pine and citrus, and new **Festbier**, a variety pack exclusive that is brewed to toast and enjoy. It offers a malty sweetness

balanced by moderate hop bitterness and a touch of honey. **Packages:** 12 oz. cans and 12 oz. bottles **Availability:** Now!

NEW MIX!



Dogfish Head Punkin Ale



Originally released in 1995, Punkin Ale is Dogfish Head's full-bodied brown ale with smooth hints of real pumpkin, brown sugar, and spice. Part of Dogfish Head's Off-Centered Art Series, this fall favorite beer features new, electrifying artwork

by Ryan Besch, an artist, designer, and illustrator from Buffalo, New York, who has been designing notable gig posters and vinyl artwork for 20+ years. To support Punkin Ale, Dogfish Head will offer a suite of POS materials that also feature Ryan Besch's label artwork.

ABV: 7% **Packages:** 12 oz. bottles and draught **Availability:** Now!

NEW GRAPHICS!

Dogfish Head Hoppy Variety Pack



Dogfish Head's fall 12 oz. can 12-pack variety takes hops to the next level with innovative "Scratch 'n Sniff" packaging, inspiring drinkers to "stop and smell the hops." Simply called the Hoppy Variety Pack,

this mix features three of Dogfish Head's classic off-centered ales – **Slightly Mighty**, a full-flavored, lo-cal IPA that is slight in calories and carbs with mighty hop character; **60 Minute IPA**, a continually hopped, super-fantastic IPA brewed with a slew of great Northwest hops and **90 Minute IPA**, a continually hopped Imperial IPA whose powerful malt backbone stands up to its extreme hopping rate – as well as a new Delaware-centric pack-exclusive – **Blue Hen Pilsner**, a crisp, refreshing and hop-forward pilsner brewed with Delaware-grown and malted barley. **Availability:** Now!

NEW SCRATCH 'N SNIFF PACKAGING!

Angry Orchard Fall Haul Mix

Fall-ready with flannel, Angry Orchard Hard Cider assembled the perfect 2/12 party mix for the season with the new, limited-edition Fall Haul Mix. Packed with fruity flavor, this mix features four cider styles, including: fan-favorite **Crisp Apple**, two fruit ciders, **Peach Mango** and **Strawberry**, and for a limited time only, **Cinnful Apple**, bringing bold fall spice to any celebration. **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

NEW VARIETY PACK!



Seasonal SELECTIONS



Leinenkugel's Oktoberfest

Leinenkugel's annual celebration of their German heritage is back this fall with the return of the fan-favorite Leinenkugel's Oktoberfest.

This rich, Märzen-style beer has a toasted malt flavor and subtle, spicy hop notes that make it perfect for celebrating the end of summer in true German fashion with brats, spaetzles, pork chops, soft pretzels, and spiced apple cake. **ABV:** 5.1% **Packages:** 12 oz. and 16 oz. cans, 12 oz. bottles, and draught **Availability:** Now!

Sierra Nevada Oktoberfest



This rich Märzen lager features German malts for inviting aromas of honey and biscuity bread, flavors of caramel and graham cracker, and visions of sprawling beer tents. Smooth and balanced, Oktoberfest is here to celebrate. **ABV:** 5.5%

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

Sierra Nevada Narwhal Imperial Stout



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

massive malt-forward monster. Aggressive

but refined with a smooth body and decadent finish, Narwhal will age in the bottle for years to come.

ABV: 10.2% **Packages:** 12 oz. bottles and draught

Availability: Now!

Pabst Hard Coffee Winter Spice



A sweet and creamy ready-to-drink coffee latte with cinnamon-nutmeg spice flavor. **ABV:** 5%

Package: 11 oz. cans only **Availability:** Now!

New Belgium Voodoo Ranger Atomic Pumpkin



Not too spicy, not too sweet, and not like any pumpkin beer you've had before. This pumpkin ale was brewed with Saigon Cinnamon, Habanero, and De Arbol peppers for an explosion of flavors that'll keep you coming back for more. **ABV:** 6.4% **Packages:** 12 oz. cans and draught **Availability:** Now!



New Belgium Voodoo Ranger Future Hop

The future of IPAs is here with a bionic blend of Lotus and Strata hops and tropical notes that will teleport your taste buds to the next dimension. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now!

Evil Genius Trick or Treat



Hey! This beer is haunted! Don't drink it! Yes, it's a dark, roasty porter with cinnamon, clove, nutmeg, and chocolate, and it tastes amazing, but don't drink it. It's haunted! Fine. But don't run to us when the walls of your fridge start bleeding. **ABV:** 7.8% **Packages:** 12 oz. cans and **limited** draught **Availability:** Now!



Evil Genius Just Vibin'

Chillin' out, maxin', relaxin' all cool. Evil Genius celebrates ten years of slingin' beers with this hazy mango-pineapple-guava IPA. How should you celebrate? Pizza party? Sleeping in? This beer doesn't care. There is no agenda. Just vibes, yo. **ABV:** 7% **Packages:** 12 oz. cans and **limited** draught **Availability:** Now!



Evil Genius I'll Have What She's Having

This chocolate hazelnut Imperial stout is rich, creamy, and over-the-top with layered flavors of roasted barley, molasses, chocolate, caramel, and hazelnut. Not too heavy on the palate and with a surprisingly dry finish, this sturdy yet drinkable stout is perfect for the winter months. **ABV:** 9.4% **Packages:** 12 oz. cans and **limited** draught **Availability:** October



Seasonal SELECTIONS

Harpoon Tailgater



Whether you're lighting up a grill or cooling down after a foliage-filled hike, this 2/12 can mix pack has everything you need for fall, including: the brewery's flagship **IPA**, the easy-drinking **Rec. League**, and fall favorites,

Flannel Friday, and classic **Octoberfest**. **Availability:** Now!



Harpoon Flannel Friday

Citra, Simcoe, and Cascade combine with subtle notes of caramel and roast in this seasonal hoppy amber ale. The sun is bright, but the air is crisp – it's time to add another layer and crack a beer. Fall is here! **ABV:** 5.7% **Package:** 12 oz. cans only **Availability:** Now!

Harpoon Dunkin' Pumpkin



Inspired by everyone's favorite fall latte, this ale is brewed with pumpkin, fall spices, and a splash of coffee. This fall treat is another tribute to all the days that Dunkin' has helped the Harpoon brewers fire up the brew kettle. **ABV:** 5.2% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Harpoon Dunkin' Dozen



This new and improved seasonal mix includes four Dunkin'-inspired beers. Along with the return of **Dunkin' Pumpkin**, the Dunkin' Dozen 2021 2/12 can mix features three brand new mix-pack exclusives:

Dunkin' Midnight Porter, **Dunkin' Blueberry Matcha IPA**, and **Dunkin' Maple Crème** – all brewed with real Dunkin' coffee, matcha or donuts! **Availability:** Now!

UFO Pumpkin

Every fall, a select few pumpkins are puréed and added to this flavorful pumpkin ale that has been brewed for more than a decade.



UFO Pumpkin's blend of seasonal spices pairs with the subtle sweetness of real pumpkin puree for a perfect companion to the long days and spooky nights of fall. **ABV:** 5.9% **Packages:** 12 oz. cans and draught **Availability:** Now!

UFO Harvester Fall Mix Pack

NEW VARIETY PACK!

Changing leaves... haunted hayrides... crop circles? Fall can be a mysterious time, and UFO Beer Company is here for all of it. Harvester is UFO's new fall 2/12 can mix pack that includes: **UFO White**, **Light Force**, **Maine Blueberry**, and **Pumpkin**. **Availability:** Now!



Mike's Hard Lemonade Blackberry Pear

NEW!

On the nose, you'll notice the crisp, authentic Bosc pear aroma. Now taste the fresh blackberry with the perfect hint of Bosc pear and citrus. There's an ideal balance of tartness and sweetness in every sip that makes Mike's Hard Lemonade Blackberry Pear extremely drinkable. The clean finish makes every sip incredibly refreshing. **ABV:** 5% **Package:** 11.2 oz. bottles only **Availability:** Now (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Shiner Oktoberfest

Much like the world's largest beer festival, the Shiner brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich and caramel malt and German-grown Hallertau and Hersbrucker hops. Shiner Oktoberfest has an amber color, lightly toasted, sweet malty flavor, and a dry, lightly hopped finish. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!



Shiner Bonfire Brewskis

NEW VARIETY PACK!

As the seasons change and the air begins to cool, people begin to gather in backyards and the great outdoors. No matter where they are, there's something great about pairing a warm fire with a cold beer. Bonfire Brewskis includes three beers that make these good times even better: **Smore Ale**, **Toasted Amber Lager**, and **Trail Ale**. **Availability:** Now!



SeasonalSELECTIONS

Flying Fish Oktoberfish

LOCAL

Flying Fish presents this German-style lager in celebration of the season. To be enjoyed with fest fare, and especially when paired with lederhosen.

ABV: 6% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Flying Fish Salt & Ski



Memories are made on the mountain, and this session sour is brewed in tribute to the final run. Enticing aromas of cranberry and lime highlight this unique style. Best enjoyed after a brisk day outdoors. **ABV:** 4.3% **Packages:** 12 oz. cans and draught **Availability:** Now!

Flying Fish Caramel Espresso Porter

Alluring aromas of rich caramel, bright roast, and hints of chocolate lead to decadent notes of coffee and caramel sweetness in this full-bodied porter. Available while it lasts. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Flying Fish Constant Motion

Like their caffeinated pals over at Revolution Coffee Roasters, non-stop innovation keeps their wheels turning and their (fish) wings flapping. They put their collective brains together to bring you Constant Motion – a wonderfully complex coffee IPA. Copious amounts of Tropical Citra, Mosaic, and Azacca hops are enhanced by bright berry notes and a smooth caramel finish from Revolution's masterfully balanced house cold brew. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodchuck Pumpkin Hard Cider

A natural pumpkin profile and spiced notes play perfectly against the red culinary apple varieties blended in this cider. **ABV:** 5%

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



DuClaw 31



This amber-colored, medium-bodied German-style lager tricks you with its smooth, malty flavor profile and moderate 5.7% ABV, then treats your senses with a spicy, crisp finish of cinnamon, nutmeg, and pumpkin. **Package:** 12 oz. cans only **Availability:** Now!



DuClaw Mad Bishop

Mad Bishop faithfully delivers a sermon of rich, toasted malt flavor that goes down easy with a crisp, clean finish. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!

DuClaw Sour Me This 25th Anniversary



If you're new here, allow us to introduce DuClaw Brewing Co. They just turned 25 and are celebrating by bringing back their original stamp on sour. Meet the kettle sour that launched them into stardom: 'Sour Me This.' It's a real classic, light-bodied with tart, candied citrus notes, and a dry finish. So no matter if you're a new friend or lifelong fan, here's your chance to relish in simpler beer times as you pop the top. **ABV:** 7.2% **Package:** 16 oz. cans only **Availability:** Now!

DuClaw Venom IPA 25th Anniversary



DuClaw is celebrating #25yearsofbeer! As natural risk-takers, they've created dozens of memorable beers over the years. But there was always one limited release that had people asking for it year after year, even long after it was retired in 2015. Meet: Venom. They kicked up the hop profile to make this a classic American IPA, staying true to its best qualities like notes of refreshing, crisp grapefruit and pine. A perfect IPA to sip your teeth into! **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** Now!

SeasonalSELECTIONS

DuClaw PastryArchy Naked Fish 25th Anniversary



DuClaw is celebrating #25yearsofbeer by bringing back what made them great in the first place... making damn good beer, minus the rules. The year was 1998. They faced a sea of average ales and cast their reel to catch something better. They said no thank you to the normal, and the Naked Fish got hooked. Bursting with aromas and flavors of decadent dark chocolate, coffee beans, and fresh raspberries, their taste

buds were never the same. Now, this OG favorite is taking the place of their #19 in The PastryArchy series. What a good catch. **ABV:** 7.6% **Package:** 16 oz. cans only **Availability:** Now!

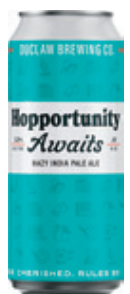
DuClaw Euforia Brown Ale



Indulging in a former love can feel incredible. DuClaw is craving the comeback of the closest they got to perfection a decade ago. They're going for round two with this medium-bodied toffee nut brown ale, combining creamy mouthfeel with a swirl of caramel, almond, and toffee notes from additions of specially roasted

coffee. Take your palate on a journey of happiness. Euforia even. Become obsessed; some things are just meant to be! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

DuClaw Hopportunity Awaits



Hopportunity Awaits is on a mission to open eyes of all kinds in craft beer and inspire us to hold the door for unique talent to create more pathways for diversity, in every sense, across every role. On the cans, you will meet ten talented rule-makers in the industry

who are ready to share their remarkable stories. Once you hear what they have to say, you will realize that yes, you can brew it too. This beer is in partnership with Craft x EDU to fund scholarships for individuals to grow within the craft beer industry and pursue their passion for the perfect pour. **ABV:** 7.6%

Packages: 16 oz. cans and draught **Availability:** October



DuClaw PastryArchy Almond Brittle



Craving caramel? Savor our sweet collaboration with the buzz of Baltimore and beyond, Natasha's Just Brittle, the women-owned candy store featuring decadent, artisan handmade brittle. One sip of this stout's rich almond flavor, and you'll get why this slow-cooked snack is the talk of the town – and your tastebuds. **ABV:** 8.3% **Packages:** 16 oz. cans and draught **Availability:** October

DuClaw Sour Me Strawberry French Toast

Drizzled with dark maple syrup and dusted with nutmeg and cinnamon, this Strawberry French Toast sour brew is made with fresh strawberry purée and puts even the tallest stack to shame. Bottoms up for brunch! **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** October



Double Nickel Dreamliner

Dreamliner is a hazy pale ale brewed with creamy Madagascar vanilla beans, lactose, and double dry-hopped with Mosaic. Each sip is a flight of blueberry, mango, and other tropical fruity flavors cruising through milky clouds of vanilla. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Death of the Pool Noodle

Death of the Pool Noodle is a tart, tangy, and refreshingly fruity tropical jammer. Brewed with lactose and fruited with a well-balanced mix of strawberries, pineapple, lime, and coconut, this sour is the poolside delight perfect for cracking open as you toast and pour one out for your dead Sunkist pool noodles. Until next summer! **ABV:** 7.4% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Seasonal SELECTIONS

Glasstown Clash of the Pumpkins

Kick-off fall with Glasstown's signature pumpkin beer brewed with real pumpkin and just enough spice to get that authentic fall taste. This beer is smooth, sweet, slightly spicy, and full of flavor, perfect for those fall days. **ABV:** 7.2%

Packages: 16 oz. cans and draught
Availability: Now!

LOCAL



Glasstown October Ale

A twist on a traditional Oktoberfest style beer, October Ale is malt forward with a slight sweetness that will transport you and your taste buds to the beer halls of Munich, Germany. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



MudHen MarzHen Fest

Ring in the fall and celebrate Oktoberfest with MudHen's toasty Festbier lager... Prost! **ABV:** 5.7% **Package:** Draught only **Availability:** Now!

LOCAL



MudHen Fruitie Patootie Series

This blonde ale series is crafted with a brewer's choice of organic fruit puree throughout the year. **Package:** Draught only **Availability:** Now, year-round



MudHen Nummy Pumpkin

An Autumnal brown ale made with pumpkin, brown sugar, vanilla bean, and other seasonal spices. **ABV:** 7.4% **Package:** Draught only **Availability:** Now!

Levante Drachenstadt



All legends are rooted in truth, such as that of the City of Dragons, a small Bavarian town full of myth and wonder. To slay a dragon, it helps to possess courage, even if it's in liquid form. With a selection of five specialty malts, cold fermented and lagered for such a time as now, our Marzen style beer brings forth a depth

and drinkable character not usually found in today's festbiers. **ABV:** 4.8% **Package:** 16 oz. cans only **Availability:** Now!

Heavy Seas The Great'er Pumpkin

The Great'er Pumpkin pours a rich, deep, and burnished orange color. Heavy aromas of bourbon, cinnamon, ginger, allspice, and clove linger seductively over the thick white head



of this tremendous brew. It's love at first sip as the full malt body, dominated by British crystal malt, brown sugar, and pumpkin slowly washes over your tongue. Bourbon barrel aging rounds out the flavors with notes of oak, vanilla, and bourbon. This one pairs well with crisp autumn weather, crunchy fallen leaves, and the knowledge that the kids

will be asleep soon so you can raid their Halloween candy. **ABV:** 10% **Packages:** 12 oz. bottles and **limited** draught **Availability:** Now! (not available in Burlington or Mercer counties)

Heavy Seas Treat

Heavy Seas' homage to the sweet and tart candies of Halloween is brewed with cherries. This sour ale screams with fresh cherry flavor in every sip, with a perfect balance of sour and sweet. **ABV:** 4.5% **Package:** 16 oz. cans only **Availability:** October, in **limited quantities** (not available in Burlington or Mercer counties)



Heavy Seas Dark Anchor

A dense tan head tops the chocolate, roasty, brownie batter flavor. Marris Otter barley imported from the UK imparts a deep nuttiness accentuated by the unique English yeast strain. The complex balance comes from imported UK Target and Fuggle hops.

ABV: 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now (not available in Burlington or Mercer counties)



Heavy Seas The Red Eclipse

The Red Eclipse is here only for a moment. This decadent, vanilla cherry stout is velvety and sweet but don't be fooled. Bourbon barrels add rich notes of oak and caramel that make this beer a true rarity. Savor the experience of the Red Eclipse. **ABV:** 10% **Packages:** 12 oz. bottles and draught **Availability:** October (not available in Burlington or Mercer counties)



SeasonalSELECTIONS

SweetWater 420 Imperial



SweetWater's most popular brew! A tasty West Coast style Extra Pale Ale accentuated with a stimulating hop character. Brewed with 2 Row, Munich, Wheat, Midnight Wheat, and a heady dose of Cascade and Centennial hops. **ABV: 5.7% Packages: 12 oz. cans and draught Availability:** Now (not available in Burlington or Mercer counties)



SweetWater Almond Milk Stout

Sidle up to the perfect pint pub for an innovative new deliciously smooth, dark, and indulgent classic-style milk stout with a tasty dairy-free almond milk twist. All of the flavor and mouthfeel of a bold tasting stout, yet lighter-better-faster, with a nod to the new non-dairy day dawning. **ABV: 5.4% Package: 12 oz. cans only Availability:** Now (not available in Burlington or Mercer counties)

GermanIMPORTS

Hofbrau Oktoberfestbier

This is the authentic and original Oktoberfest Bier, and the same beer served in the Hofbräu Tent at the Munich Oktoberfest and exported around the world! The beer is brewed with a blend of four exquisite Hallertauer hops and three specially selected Bavarian malts with a rich, golden color. The aroma is filled with fresh fruity hops, and the flavor is rich and full-bodied. This brilliant and authentic lager-style beer offers the true Oktoberfest experience. A beer that brings the world together. **ABV: 6.3% Packages: 11.2 oz. bottles, draught, and 5 liter can. Availability:** Now!



Warsteiner Oktoberfest



Warsteiner's seasonal Bavarianstyle specialty delivers an authentic, lively taste sensation nuanced with subtle notes of malty sweetness and a satisfying, smooth finish. **ABV: 5.9% Package: 12 oz. bottles only Availability:** Now!

GermanIMPORTS

Hacker-Pschorr Original Oktoberfest Märzen

Hacker-Pschorr Oktoberfest makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients:



water, malt, yeast, and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops.

ABV: 5.8% Packages: 11.2 oz. bottles and draught Availability: Now! (not available in Burlington or Mercer counties)

Paulaner Oktoberfest Bier

This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Beer is the pinnacle of German brewing; deep golden in color, full-bodied, and wonderfully mellow with a balanced, harmonious taste and pleasant fragrance of hops. At 6% ABV, it is stronger and bolder than the typical lager. **ABV: 6% Packages: 12 oz. and 16.9 oz. bottles, draught, and 1 liter can/mug set Availability:** Now! (not available in Burlington or Mercer counties)



Paulaner Oktoberfest Märzen

This amber beer style was developed more than 200 years ago to celebrate the original Munich Oktoberfest. The Märzen name originates from "March beer" because it was historically brewed in March, to be available for its peak flavor by the Oktoberfest celebration. Today, this style is available year-round in the US due to popular demand. With its rich malt flavor and dark toffee notes, this full-bodied beer has an underlying fruitiness and masterful hop balance. **ABV: 5.8% Packages: 12 oz. and 16.9 oz. bottles, draught, and 1 liter can/mug set Availability:** Now! (not available in Burlington or Mercer counties)



In DEMAND

LOVE BEER? THEN YOU'LL LOVE THESE WINES

Many people have the misconceived notion that you can't love both beer and wine. However, these two categories are more similar than most think. Each one has an extensive and rich history, sure to satisfy all the variety of palates. We gathered a few fan-favorite beer styles and found the perfect wine complements!

PORTER

Yuengling Porter → Palladino

Prefer life on the dark side? Palladino Barbera d'Alba is a great pick! This wine is delicious with a little bottle age, showing some earthy notes and fresh fruit character with hints of dried herbs and clove, with a brightness on the palate that is emphasized by persistent acidity.



LAGER AND PILSNER

Double Nickel Pilsner → Naonis Prosecco

Those who love a crisp, clean, and light pilsner should try Naonis Prosecco. This dry sparkler is fragrant and fruity on the nose, with a palate that doles out green apple, nectarine, and pear flavors with an undertone of fresh earth. It has a crisp acidity and finishes with a creamy texture.



PALE ALE

Sierra Nevada Pale Ale → Southern Ocean

Love a classic pale ale? Get the clean and grassy flavors from Southern Ocean Sauvignon Blanc. This wine has the classic aromas of juicy tropical fruit and zesty citrus with intense flavors of passion fruit and zippy gooseberry.



TRIPPEL

New Belgium Trippel → Villa M Rosé

Like a bold blast of spicy Noble hops? Trippels aren't for the weak, so it's best to try something sweeter and less intense. Villa M Rosé has distinct primary aromatic scents that recall the Moscato and Brachetto grapes. The fresh red berries are fully evolved to develop into more complex notes ranging from floral to acacia honey. It has a fresh and fragrant flavor that balances the sweetness.



Programs



1ST AND
Chill

SCAN FOR YOUR CHANCE TO
SCORE GAME DAY PRIZES
— AND ALWAYS BE READY FOR CHILL —

Game Day Chill with Coors Light

Coors Light is now the exclusive beer partner of the No. 1 sports podcast on iTunes, *Pardon My Take*. Football fans can scan QR codes on Coors Light POS all season long for the chance to instantly win game day gear, including socks, overalls, coolers, and fanny packs, and be entered for a chance to win customized Coors Light/*Pardon My Take* gear.

CELEBRATE FOR
A CAUSE


CELEBRATING OVER 25 YEARS
OF PARTNERSHIP

St. Jude Children's
Research Hospital



Coors Light Celebrates for a Cause

This Halloween, bargoers can get spooky for a cause when Coors Light continues their longstanding relationship with St. Jude Children's Research Hospital. Not only can guests get in the spirit with jack-o-lantern-themed window clings and aluminum cups, but every coaster is a chance to support this important cause. Bars can display coasters to show how much support their communities have raised for St. Jude that feature a QR code for bargoers to give even more.



Make Way for a Smooth Payday Thanks to Keystone Light

Why worry about funds when you could focus on being smooth? Thanks to Keystone Light's Big Stone Check promotion, all shoppers have to do this fall is look for the Big Stone Check pole topper in stores or online. Upload a Keystone Light receipt for the chance to win one of five Big Stone Checks of their own – good for \$10,000 to spend however they please!



Chill with Coors Light and The Fly Guys

Coors Light and the Philadelphia Flyers are teaming up to welcome hockey fans back to the stands with thematic orange and black Chill displays and an offer they won't be able to refuse: a free pair of Coors Light Flyers mittens with any purchase of a 12-pack or larger of Coors Light cans!



The Hunt is on with Keystone Light

Every hunter knows that "the perfect spot" is sacred and needs to be kept a secret from the masses, so this season Keystone Light will inspire everyone to share their 'Stones... not their spot. This year's program features the classic 'Stone can in the headline, using new illustrations to showcase the specific game.

Programs

A stylized illustration of the Grim Reaper, dressed in a black hooded robe and holding a scythe. Instead of a skull, the figure holds a glowing Miller Lite lantern. The lantern has the Miller Lite logo on it. The background is dark blue with white lightning bolts and ghostly figures. The word "Lite" is written in large, white, serif font in the top left corner.

Scare Up Some Great Taste

The spookiest time of year just got a little more original! This Halloween, the original light beer's Grim Reaper illustration will take over the front of accounts, with oversized die-cut window clings to welcome guests. Once they dare enter, Miller Lite will haunt their stay with custom beverage wraps, coasters, and aluminum cups.

A graphic for "Game Time is Miller Time". It features a dark blue background with white football helmets and arrows. In the center, there's a banner that says "WIN OR LOSE CHEERS REPEAT" in white and yellow text. To the left of the banner is a brown football, and to the right is a Miller Lite can. The word "Lite" is also written in its signature font to the right of the can.

Game Time is Miller Time

Whether your team wins or loses, Miller Lite will make sure football fans find plenty of cheers with the chance to win the ultimate Miller Time Getaway all season long. Just scan the code on POS for the chance to win Miller Lite game day swag and be entered for a chance to win a weekend Vegas getaway.

A promotional graphic for Coors Light and the Philadelphia 76ers. It features a red, white, and blue color scheme. At the top, the numbers "10 9 8" are displayed in a stylized font, followed by the word "Chill." in a large, red, cursive font. Below this, there's a can of Coors Light and a 76ers logo. To the right, there's a custom 76ers court floor mat with the "Chill" text and the 76ers logo. The text "OFFICIAL PARTNER" is also visible.

10, 9, 8... Chill with Coors Light and the 76ers

Clap your hands, everybody! This season Coors Light and the 76ers are taking it back to the 1970s with retro images that will be sure to inspire fans to 10, 9, 8... Chill. In stores, shoppers will find custom 76ers court floor mats, custom ball racks, and the chance to win exclusive throwback gear such as Coors Light Sixers tearaway pants and sweatbands.

Programs



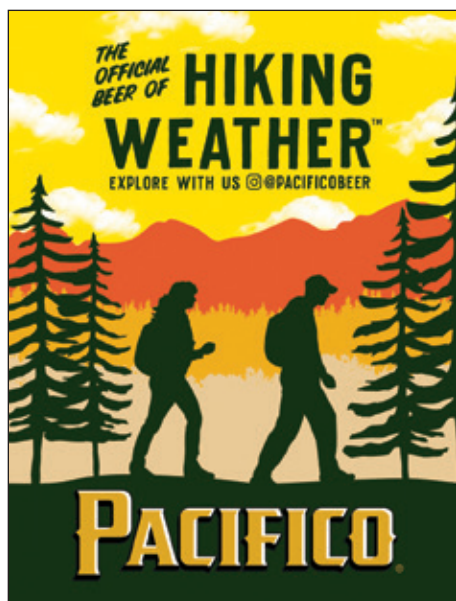
Beat The Bus with Modelo and DraftKings

As the official beer of fans with the Fighting Spirit, Modelo is teaming up with DraftKings and Jerome Bettis this fall! Consumers will have a chance to enter free weekly contests to compete against Jerome Bettis for a chance to win cash and a Vegas tailgate experience on the Fighting Spirit Fan Bus. Jerome 'The Bus' Bettis will serve as Modelo's fighting spirit ambassador. Teaming up with the #1 site for daily fantasy sports, Modelo's partnership with DraftKings includes a custom content series and high-impact media plan to support this program. Full 360-degree support will also include a bilingual TV spot along with increased NFL media investment.



Corona and Día de los Muertos – A Celebration to Remember

Corona believes that Día de los Muertos is a holiday that celebrates life, viewing the afterlife through a positive lens and reminding people to make the most of each moment. To celebrate, Corona will bring the festivities to life this fall with all-new thematic point of sale.



Pacifico is The Official Beer of Hiking Weather

This fall, Pacifico is exploring the great outdoors with its own cherished fall pastime – hiking. Inspiring those with an independent spirit to live life anchors up, Pacifico has made its stake as "The Official Beer of Hiking Weather." This program will celebrate experience seekers that see fall as the perfect time to get outdoors and explore.



Modelo Especial Hits 150 Million Case Milestone

Modelo Especial recently crossed an enormous milestone – 150 million cases in the last 52 weeks (IQ depletions – latest 52 weeks ending 5/29/2021). This is an incredible milestone, and it couldn't have happened without the hard work and dedication of the Gold Network. It was just three short years ago that Modelo celebrated 100 million cases, but Modelo is far from done. Next up? 200 million!





Live the Gameday Good Life with Corona

This Fall, Tony Romo is back, and, together with Corona, he's giving fans a chance to live the Gameday Good Life! Just as he did on the Hotline, Tony's making himself available to consumers all season long, inspiring and enabling them through an exciting new experience (more information to come soon). In partnership with Fanatics, Corona will help fans enjoy their biggest gameday wishes and realize their true gameday potential to win exciting prizes, including a gameday sanctuary. Corona football spots featuring Tony Romo will air throughout the season as Corona continues to hold a strong presence across linear TV, social and digital.



Celebrate Día de los Muertos with Modelo

Modelo invites consumers to celebrate Día de los Muertos as it's meant to be – by immersing themselves in the art and iconography of the holiday. Modelo is enlisting legendary LA-based artist Mister Cartoon to bring Día celebrations to new levels through his custom artwork and personal story. This program will feature a unique augmented reality experience bringing Mister Cartoon's Modelo celebration to life! Mister Cartoon began his career as a graffiti artist before branching out into murals and album covers. He is now famously known for his tattoos. Look out for limited edition DDLM packaging designed by Mister Cartoon on Modelo 24 oz. cans, including a special 3-pack, running from September 15th-November 3rd.

Programs

Win Big with Yuengling & DraftKings This Football Season with Weekly College Picks and Pro Trivia Contests

Yuengling is reaching fans before they hit the beer aisle or barstool with 31 free-to-enter contests on DraftKings over 17 weeks!

- 98% of DraftKings users are 21+
- 92% drink alcohol
- Football is the most popular betting sport in the US
- More money is wagered on Pro Football than NBA, MLB, and NHL combined
- After pro football, the college football championship game last year had the most gameplay of any single sport event on DraftKings

Consumers will look for snapcodes at bars and restaurants to unlock cool Yuengling Game Day Lenses!

And, Yuengling is back with Tailgate recipes from celebrity chef Kelsey Barnard Clark and Sheryl Yuengling. Visit yuengling.com/recipes.



Programs

HERE COME THE IRISH



OFFICIAL BEER OF
NOTRE DAME ALUMNI & FANS



Guinness & Notre Dame Partnership

Here come the Irish! Guinness is an official beer of Notre Dame alumni and fans! Guinness and Notre Dame are undeniably Irish & steeped in tradition, and Guinness drinkers and Notre Dame fans are both huge sports fans. Leverage this new partnership to drive sales across new occasions sparked by Notre Dame football and all sports! Hall-of-Famer Joe Montana will be the face of the partnership across TV, social media, and POS.



Smirnoff Ice Football Sweeps

From now through October, Smirnoff Ice fans can enter-to-win, via text or QR code scan, awesome game day prizes including one of two VIP Game Day Party Package grand prizes, which include a 70-inch big-screen TV, Weber Premium grill, surround sound system, and a \$1,500 gift card for game day party essentials. Two second-place winners will receive 70-inch TVs, and 200 instant winners will get \$50 Fanatics coupon codes.



Guinness Football Text-To-Win Sweeps

This fall, consumers will have a chance to win \$10,000 from Guinness to create their ultimate fan cave! By texting "FOOTBALL" to 24272, fans will be entered to win the grand prize or a secondary prize of \$250 in Cameo credits to have their favorite player customize a personal message to "invite" friends over for the Big Game or just say hi!

Programs

Dos Equis and FOX Sports Partnership

Dos Equis and FOX Sports have announced that the brand will be the Official Beer Sponsor of "BIG NOON KICKOFF," FOX Sports' college football pregame show. The news comes on the heels of Dos Equis' recent advertising campaign launch, "A Dos of XX" and the newly introduced tagline, "Get a Dos."

Starting with the upcoming 2021 football season, Dos Equis will run TV and digital advertisements during every college football game televised on FOX and FS1, with custom weekly Dos Equis feature segments and a sponsorship of the FOX College Football Digital Roadshow featuring Mark Titus and Charlotte Wilder. The Digital Roadshow will capture Titus and Wilder's college game day experiences and interactions with fans on @CFBonFOX and @FOXSports digital and social platforms.

"We're thrilled to add Dos Equis to our college football roster and appreciate the dedication they have to their audience," said Seth Winter, Executive Vice President, Sports Sales, FOX Sports. "In just two years on the air, "BIG NOON KICKOFF" has established itself as a major player in the college football landscape and provides a great platform to bring together Dos Equis drinkers and football fanatics where they overlap best – Saturdays in the fall." (not available in Burlington or Mercer counties)



SCORE EVERY SATURDAY

SNAP
A PIC OF YOU
AND DOS EQUIS®

UPLOAD
TO DOSEQUIS.COM/FAN

YOU COULD
**WIN THE ULTIMATE GAME
DAY ENTERTAINMENT SET**



GET A DOS

Get a Dos of Gameday with Dos Equis and College Football

Dos Equis is kicking off the return of college football with even more reasons to jump up, high five, and cheers every week by helping fans get a Dos of game day from the beer that was brewed to never settle. This season, Dos Equis consumers have the chance to win weekly prizes leading up to the championship game, with the grand prize winner taking home the ultimate game-day entertainment set, including a home theater sofa and smart table! (not available in Burlington or Mercer counties)

FOLLOW THE LITER 2 OKTOBERFEST



Follow The Liter 2 Oktoberfest with Paulaner

This Oktoberfest, consumers will have a chance to Follow The Liter 2 Oktoberfest! From now through October 16th, fans will follow the Paulaner liter glass for a chance to win Oktoberfest prizes and maybe even the grand prize trip to Munich's Oktoberfest in 2022! For a chance to win, consumers need to follow @PaulanerUSA on Instagram and comment on the Follow The Liter posts. If they guess which city the Paulaner Liter is in, they'll be entered for a chance to win! (not available in Burlington or Mercer counties)

Programs

GRILL AND CHILL

WIN THE ULTIMATE OUTDOOR SPACE

FROM **YARDZEN**

SCAN HERE TO ENTER

SPARK YOUR CURIOSITY™

SIERRA NEVADA PALE ALE

SIERRA NEVADA BREWING CO., CHICO, CA & MILLS RIVER, NC

Please recycle. ©Sierra Nevada Brewing Co. | Please Drink Responsibly | SIERRANEVADA.COM

Grill and Chill with Sierra Nevada

It's grilling season, and Sierra Nevada wants to take consumers' grilling passions beyond the grill with this regionally focused display program that brings BBQ season to life at retail. Highlighting two of their core brands – Pale Ale and Torpedo – this program will influence purchase decisions during the Labor Day holiday with a chance to win a Sierra Nevada backyard BBQ makeover from Yardzen, valued at \$11,400!



Narragansett's New Providence, RI Brewery is Open

Narragansett's new Providence brewery is now officially open in the new India Point location! This 18K square-foot gem boasts waterfront views of Providence Harbor, a 130-year brewery history lesson, repurposed wood from an old Rhode Island mill building, and a dozen never-before-produced craft beers from the new brewing team of Lee Lord and Tony Barber.

TAILGATE TIME





SCAN TO ENTER FOR YOUR
CHANCE TO WIN
 A \$500 GIFT CARD TOWARD HOSTING
 THE ULTIMATE TAILGATE



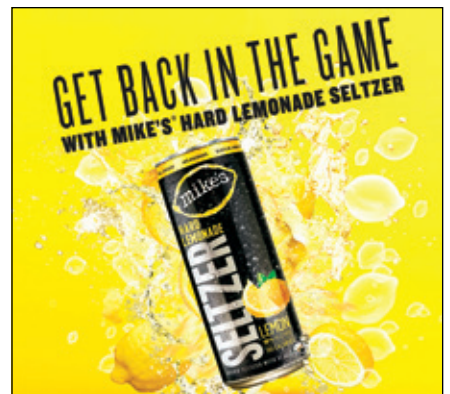
White Claw Tailgate Sweepstakes

White Claw is bringing the “Let’s” occasion to tailgate, where consumers are having easy, uncompromised fun on a weekly basis with their tribes. This fall, White Claw is giving consumers the chance to win a \$500 gift card towards hosting the ultimate tailgate for their tribe! Consumers will enter the giveaway via QR code scan on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Mike's HARDER Gaming Sweepstakes

The Mike's HARDER consumer lives and breathes all things gaming. Over 5 million of the brand's target shoppers play video games. So, this October through December, Mike's HARDER is giving consumers the opportunity to win the ultimate in-home gaming suite, including a top-end computer, monitors, gaming chair, and headset. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Mike's Seltzer Tailgate Sweepstakes

The world is coming back online just in time for tailgate season. Whether at the stadium or in a backyard, Mike's Hard Lemonade Seltzer is consumers' full-flavored teammate wherever they catch the game. This fall, Mike's Hard Seltzer is giving consumers a chance to win a Gen Z dream tailgate pack, including a speaker cooler, KanJam, bucket hats, Brumates, and more! Consumers will enter the sweeps via QR code scan on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*

Programs

Here's the (Fermented) Tea



Here's the tea: Hard kombucha is the next big thing in beer.

A bold statement, we know. But kombucha, or "booch" as it's often called, is seeing growth, more than many industry experts ever expected. Non-alc

kombucha brought in \$621 million in 2020, up almost \$50 million from 2019. And though hard booch currently only makes up 0.2% of total beer dollars, it's doubled its share from 2020, and is up 232% since 2019.

Produced by fermenting sugared tea using a symbiotic culture of bacteria and yeast (SCOBY) commonly called a "mother," **kombucha fits right in with the latest beyond beer trends. It's big on flavor and falls firmly into the better-for-you (BFY) category**, thanks to the live cultures it's brewed with. The beverage is said to be probiotic, good for gut health and overall immune system function. And while hard kombucha can't make the same health claims as non-alc booch per TTB regulations, the health halo persists, drawing in the wellness-focused crowd, millennials and LDA Gen Z drinkers.



ENTER TO WIN A YETI PRIZE



SCAN QR CODE TO
ENTER SWEEPSTAKES



WINNERS WILL BE SELECTED WEEKLY
THROUGH MID-OCTOBER 2021



Jack Daniel's Country Cocktails Top Off Your Tailgate

Now through mid-October consumers can scan a QR code to enter to win a Yeti prize!



JACK DANIEL'S



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Official Rules at millerlitefootball.com
for more information.

SCAN



**YOU COULD
WIN A BIG
GAME GETAWAY**



Miller Lite Flies with the Eagles

This fall, Miller Lite, and the Philadelphia Eagles will dominate displays at retail and welcome fans back to bars with Miller Lite Eagles custom illustrations and bold displays built with Fly Eagles Fly color-blocked panels. Anywhere fans enjoy Miller Lite on game days, lets them scan POS for the chance to win a Miller Lite Eagles throwback bomber jacket or the grand prize of the Ultimate Miller Time.