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KRAMER BEVERAGE

# Heady Times



**SINGLE  
SERVES**  
ACE THE COMPETITION

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

2SP BREWING COMPANY | SPRING SELECTIONS | MAXIMIZE PROFITS WITH SPACE OPTIMIZATION

# Letter From *THE PRESIDENT*



EVERY GENERATION HAS A SHARE OF PEOPLE THAT look online for information. The use of online platforms varies by age. Here at Kramer Beverage, we strive to cover all audiences by creating engaging content daily to connect our retailers and customers to what is new in products and in the industry to help you succeed and meet your customer's needs. Social media marketing is a powerful way for businesses of all sizes to reach prospects and loyal customers.

We have a growing social media presence that includes Facebook, Instagram, and our corporate website. [Kramerbev.com](http://Kramerbev.com) is where you can find industry news via our blog, our in-depth product portfolio, and our integrated web ordering portal. Once logged into the portal, customers will have access to our full line-up of products, current promotions and online bill pay. We are using these online tools to be a better partner, and the feedback has been outstanding. We no longer live in a 9 to 5 world, and we recognize that 24/7 access is the norm. [Kramerbev.com](http://Kramerbev.com) allows us to respond to the needs of the market. Visit our website and follow our social channels to find out more.

CheersSJ is the umbrella of our social media platforms to consumers. We have an Instagram, Facebook, Twitter, and Snapchat that provides details to potential customers about upcoming events in the market, new and seasonal products, and giveaways. If you have an event where you would like to increase reach and engagement, please tag CheersSJ and we will reshare.



Use your mobile phone camera on this QR code to link directly to Cheers SJ.

Social media is a powerful tool and has changed the way we communicate. It is a thrilling and exciting space. For the users, it can be addicting, and that is precisely why businesses need to leverage social media. People discover, learn about, follow, and shop from brands on social media, so if you are not on platforms like Facebook, Instagram, and LinkedIn, you are missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. We know from the Pew Research Center and a survey of US adults conducted in late 2021 that **79% of all adults** are on multiple social media sites daily and these users spend over two hours on social media.

Understanding your audience and what goals you want to accomplish is key in making your marketing strategy successful. In our eight-county footprint, there are more than 830,000 adults who are 21+. Utilizing Facebook, Instagram, Twitter, Snapchat, and websites create a prominent social media presence to help all of us to elevate our brands and achieve our growth objectives.

Reach out to your local sales rep to check out how we can help you achieve more success. We are partners in this, and we want to help you.

Best wishes for a successful summer selling season.

Warm regards,

**Mark Kramer**  
**President**

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# Delivering THE TASTE OF EXCELLENCE

## 2021 Plus One Performers of the Year

### Tess Pino

#### Talent Acquisition Coordinator

**What does winning Plus One Performer of the Year for 2021 mean to you?** It is quite an honor. I always want to do my best in whatever I am asked to do. It feels great to be recognized for my contribution.

**What does your current position entail?** My current role has changed to focus on full-time recruitment. Kramer Beverage wants to put together the best team that we can. HR works with the managers in each department to find talented and hardworking individuals.

**What other positions have you held in the company?** I started as HR Assistant in July of 2018.

**What has been the best thing about your job?** I really enjoy meeting new people, in and out of work. I enjoy the fact that I get to meet everyone who is hired.

**How do you provide the best service to your customers?** I have always felt that my fellow employees are my customers. When someone comes to HR, most often, it is because they are experiencing a problem or need help in some way. It is my job to make sure that I get them the help they need.

**Tell us about your family:** I have five children, one grandchild, and one on the way in September. Also, we have our fur baby.

### Mike McDevitt

#### Warehouse Receiver

**How long have you worked for Kramer Beverage?** I have been with Kramer for almost 20 years.

**What does winning Plus One Performer of the Year for 2021 mean to you?** It means a lot to me because it shows that hard work pays off and that upper management appreciates my work ethic. Although I am one of many great employees that work at Kramer, I guess something really stood out.

**What does your current position entail?** Receiving products from trucks, skillfully using a forklift to replenish picking racks, and carefully stacking products in stocking locations.

**What other positions have you held in the company?** I started on the night shift as a picker, working from 10.30 pm to 7 am. I learned a lot about our products, building pallets, and shipping them out. I did that for almost 12 yrs. After that, I became a delivery driver and learned a lot of people skills that helped make our customers happy.

**What has been the best thing about your job?** The best thing about my job is the fun atmosphere that I come into every day. It's always a surprise, and I love the camaraderie with my coworkers.



**What is your favorite beer?** Samuel Adams Oktoberfest.

**What are three things on your bucket list?** Go back to Italy, visit Oktoberfest in Germany, and travel to Hawaii.

**If you could be anywhere, drinking any beer...** I'd be in a pub in Ireland drinking Guinness.



**What are some of your hobbies outside of work?** I just like to hang out with friends and relax.

**What is your favorite beer?** Corona.

**Do you have any favorite sports teams?** I grew up in Philadelphia, so all Philly teams are my favorite.

**Do you have any favorite spring activities?** Anything outdoors!

**If you could be anywhere, drinking any beer...** I'd be somewhere tropical with an ice-cold Corona in my hand and feet in the sand.



## Single-Serves Ace the Competition

By “serving up” your best assortment of single-serve beverages, your bottom-line wins game, set & match.

After years of declining sales, Americans have rediscovered single-serve beverages, purchasing them everywhere they are sold **cold**. Perfect for on-the-go & away-from-home occasions, these profit-friendly packages check all the boxes for today's busy shoppers.

To characterize the business climate of the last two years as “challenging” is an understatement. But as upending as the pandemic was, it brought into clear focus how today's consumer shops and what they expect from a successful retail experience.

The COVID lockdown and our prolonged at-home experience changed us. In fact, Google Insights, a free data analysis service offered by the search engine, says that the pandemic “redefined how we work, shop and live.” For the consumer, it reset expectations more than anything else. From the safety of their sofas, consumers – some of whom had never entertained e-commerce before – saw products & flavors they may never have considered before right in the palm of their hands. Then, of course, there's the Amazon Prime effect that has stoked the flames of “I know what I want. And I want it NOW.”

The lessons learned from the pandemic, according to UK retail analyst Vera Hartmuth, are that consumers

are increasingly demanding convenience and instant gratification in their shopping experiences. They value the ability to buy quickly and easily. This is particularly true for millennial and Gen Z customers, who will not be loyal to retailers who do not cater to (or anticipate) their changing needs.

### So, what's the important take-away for anyone selling beverage alcohol?

It doesn't matter how YOU define your business – distributor, restaurant, tavern, deli or bodega – unless convenience is a recognizable feature of your brand, you will lose customers to outlets offering a cold, well-curated assortment of easily shoppable single-serves.

### Meanwhile on the supply side...

Brewers were also affected by the pandemic. The old adage – brands are built on-premise – no longer applied. As bars and restaurants were shuttered, millions of gallons of kegged beer languished in basements, eventually going out of code. Any manufacturer that was interested in sales outside of a tasting room had to shift its focus from draught to package, usually single-serve cans. And where was the best place to get noticed by consumers in a brick 'n mortar setting? Why, in the cold box... a.k.a. the “Centre Court” of Wimbledon-worthy, grand slam, pride-of-place competition.





**“It all comes down to executing a plan with the flow, space allocation and assortment consumers want.”**

– Leila Abdollahian,

Constellation’s Director of Off-Premise Sales

*Beer Business Daily* characterized this competition as both a “rush to the cold box” and a “rush to convenience.”

The loss of the on-premise wasn’t the only thing fueling the competition, though. An explosion of flavors in all categories and innovations (seltzers, ranch water, RTD cocktails, hop water, etc.) resulted in an even bigger explosion of SKUs, each one clamoring for eye-level real estate. It was the paradox of choice on steroids, causing confusion for retailers and consumers alike.

## How to be the King of your Court

Of the top three money-making tennis champions who know how to handle the stress of Centre Court (Novak Djokovic, Rafael Nadal & Roger Federer), you want to be Swiss-born Federer. While Nadal and Djokovic succumb to their emotions, RF – that’s his brand name – is cool, studied, methodical and always **efficient**. Roger makes it look easy because he’s got a plan. To be the King of your

Court, you need a plan based upon retail science, one that makes the most of your finite resources. Only then can you hit the passing shots that are proven winners to dominate the competition.

Constellation’s Leila Abdollahian, Director of Off-Premise Sales in the company’s eastern territory, might not describe herself an expert on the science of easily shoppable, single-serve shelf sets, but she’s darn close. As was discussed previously in this article, the shopper has changed. Abdollahian says that shelf sets need to reflect those changes too. She has data proving that a shelf arranged to mimic how shoppers think when standing in front of the cooler provides the easy, quick and convenient experience they expect & demand. In other words, you’ll sell more.

“It all comes down to executing a plan with the flow, space allocation and assortment consumers want,” Abdollahian explains.

### Lead with Single-Serve

- Since single-serve and multipack occasions rarely overlap (10% of the time a consumer buys a single-serve and multipack together), creating a single-serve destination enables easier shopping and maximizes sales.

### Organize Singles by Price Point and Segment

- Sets the stage for 2 for \$ pricing (if you buy 2, you get a deal), which increases units per buyer and encourages incremental spend.
- Large brand presence results in a stronger visual reminder that boosts total brand sales by +10-30%.

### Place the Most Incremental Brands at Eye-Level and Near the Handle

- Brands that move from hinge to handle position increased sales by 8%.

### Organize Multipacks by Segment

- Move from high-end to low-end, with the most recognizable brands in vertical brand blocks.
- Place AABs (Alternative Adult Beverages) at the beginning of the multipack flow, and adjacent to AAB single-serves – keeping this segment out of the middle of multipack beer is key.

What % of shoppers already planned to shop for beer?

76%

What % of shoppers don’t know what brand they will purchase?

51%

What is the average shop time in c-stores?

31 secs

How many beer brands do shoppers consider?

2 to 3

Where is the ultimate shopper purchase decision made?

At the Cooler



**RESULT: UP TO +4 to +6% CATEGORY DOLLAR SALES LIFT**

## The Plan

### Step One: More SKUs don't mean more sales. It's time to DQ the underperformers.

Since 2015, the number of malt-based SKUs has grown by 48%, but has your shelf space doubled? Probably not. Is it possible that you're offering your customers too many choices, making it difficult for them to A. make a decision, and B. find what they want? Eliminate anything that is redundant in favor of a smaller, curated assortment of your market's best-sellers. IRI found that by cutting 20% of the SKUs stocked (mostly declining brands and redundant packages), sales actually increase by 5%.

### Step Two: What makes a shelf set easily shoppable and why does it matter?

Your assortment of single-serves (the best-sellers in your market) need to be presented in a way that reflects the way the shopper thinks to simplify & quicken the decision making process. Organize the packages by price point and segment. Create strong visual cues by grouping brands to boost sales. These things matter because the average amount of time a shopper spends in front of a cooler is 31 seconds.

### Step Three: Space allocation.

Allocate space based on future sales per product segment so the set satisfies the shoppers' needs moving forward. Favor the high-end, which is driving 100% of category growth.

### First Prize... The small format consumer.

Small format consumers are to be prized because they are driving demand for high-end beer, flavors and high-alcohol products. Retailers can capitalize on this by becoming a destination for these products. Additionally, these consumers make 30% more shopping trips than the average beer buyer per year. Typically, they are slightly younger, more multicultural and are between the ages of 26 – 55.

The small format consumer is largely focused on immediate and occasion-based needs like satisfying a personal craving or feeling the need for relaxation. Over the pandemic, if this customer strayed from their usual purchase, it was to try a new flavor or brand, and we know that the variety of adult beverages available in the single-serve format grew exponentially.

A loyal customer is the prize that keeps on giving. They are looking to get in and get out efficiently from a place they trust that they know has what they're looking for. While they know that variety can be limited, they will return to stores that have the brands they recognize.

"You look at the best in the world, Roger Federer," says top coach Scott Parker. "You wouldn't know if he's two sets up or down. He is levelheaded. He knows what works and sticks with the process. That's the way you win 20 Grand Slam titles."

Check out our tips for setting up your cooler, trust the process & dominate the tournament... Game, Set and Match.



On average,  
Singles represent

24%

of Total Beer  
Dollar Sales and

62%

of Total Beer Unit  
Sales in C-Stores



# Feature

## No-Mix Margaritas for Cinco de Mayo

Shake things up this May with no muss, no fuss RTDs.

Combining the taste of the most popular cocktail in the U.S. with the ease and convenience of the RTD format, FMB margaritas are a no-brainer for your customers' Cinco de Mayo celebrations, whether they're partying on your patio or theirs.

Margarita-inspired FMBs have quickly become the next big thing in RTDs, from hard seltzer variations to fuller-flavored FMBs. **The original cocktail is simple, flavorful and refreshing, meaning it translates seamlessly into the FMB format, offering great taste and convenience at a great price point for the retailer.** Even better, FMB margaritas offer every channel a piece of the Cinco cocktail pie. In the on-premise, FMB margaritas keep your behind-the-bar operations streamlined, freeing up precious time for your bartenders and waitstaff when the Cinco rush hits. And in the off-premise, RTD margaritas are a quick and easy option for any occasion, whether in slushy form, single serves from the cold box or a variety pack that's perfect for a party.



The Truly Margarita Style Mix Pack adds to Truly's lineup of flavor-packed hard seltzers and features real ingredients like lime juice, agave and sea salt.



A 12-pack variety of cans will be available in April and features Topo Chico's mineral water in each authentic flavor: Signature Margarita, Strawberry Hibiscus, Tropical Pineapple and Prickly Pear.

While the FMB margarita category has taken off recently, plenty of great brands have been putting in the work for years to make it what it is today. And there's a new wave of hard seltzer margaritas on the way. Truly Margarita burst onto the scene in a big way this year with a variety pack featuring **Mango Chili, Classic Lime, Strawberry Hibiscus and Watermelon Cucumber** margarita-style hard seltzers, as well as solid packs of **Classic Lime**. The latest range of Truly seltzers has already seen tremendous results, snagging over 5% market share of hard seltzer in just a month. Other big names in hard seltzer are following suit, with **Topo Chico Hard Seltzer** launching a margarita variety pack in April featuring Topo Chico's mineral water and four flavors that play into the authenticity of the brand. Corona's hotly anticipated **Seltzerita** is slated to debut this spring, with a variety pack that includes authentic margarita flavors like **Classic Lime, Peach, Mango and Strawberry, each with a splash of real Mexican lime juice.** Smirnoff's new Poco Pico variety packs (both hard seltzer and Ice versions) will feature a **Spicy Margarita** flavor, and **Lone River Ranch Water Hard Seltzer** will launch **Lone River RanchRita** this April, a deliciously light-tasting margarita-style beverage made with real lime juice and organic agave nectar.

But is this a trend that will last through the summer? Experts say yes. A recent study showed that Gen Z overwhelmingly prefers FMBs to beer, from hard seltzers and hard teas to malt-based RTD cocktails. And when you add in that Gen Z's favorite spirit is tequila, RTDs that play on tequila and tequila-based cocktails are sure to continue to be a smash hit with younger LDA consumers.

## Even More-garitas: The Newest Margarita-Style Hard Seltzers

### Corona Seltzerita

The Corona **Seltzerita** variety pack features authentic margarita flavors like **Classic Lime, Peach, Mango and Strawberry.**



### Smirnoff Seltzer

#### Poco Pico Variety

The new Smirnoff Seltzer Poco Pico Variety Pack features four flavors with a kick, including **Spicy Margarita.**



### Lone River RanchRita

Lone River RanchRita will deliver a fuller-bodied flavor profile similar to the taste of a classic margarita, while leveraging what consumers love about Lone River Ranch Water Hard Seltzer – its clean taste and high-quality ingredients.



### Crook & Marker Margarita

With zero sugar, real lime juice and beautifully refreshing natural flavors made with organic tequila, this Margarita tastes like a turquoise-hued sunset shimmering on the horizon that consumers will love. *(not available in Burlington or Mercer counties)*



**Cayman Jack Margarita and Mojito** are the **#1 FMB cocktail brand** as well as the **#1 margarita brand in FMBs/ RTDs**, no small feat in this

growing category. Launched last year, their first ever variety pack will have **Margarita, Strawberry, Mango, and Watermelon.** *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



## 2SP Brewing Company

Just over the Commodore Barry Bridge, right near the Talen Energy Stadium, sits a brewery known for producing some of the highest quality beers, DelCo's very own 2SP Brewing Company. 2SP named after Two Stones Pub, a restaurant known for good food and even better beers which has multiple locations throughout the Delaware Valley. While 2SP is an extension of Two Stones, it's really about bringing Bob's beers to the region. Co-founder and head brewer Bob Barrar, has been instrumental in the success of 2SP over the last six years. He is one of the most awarded brewers in the country having won 36 medals at the Great American Beer Festival and 11 at the World Beer Cup. Following COVID, the brewery took the opportunity to invest in rebranding some of their award-winning brews with new, eye-catching can designs.

Along with the rebrand, 2SP has updated its lineup of year-round offerings. **Delco Lager**, an American amber lager, leads the pack. This beer has been enjoying a recent uptick in popularity thanks to a brief appearance in the HBO hit series *Mare of Easttown*. **Up & Out** is 2SP's number one brand, growing year-over-year. As for their fruit-forward, less bitter pale ale, **Back & Forth**, 2SP expects big things in our market. **Pony Boi**, a light lager that has a growing fan base and is a great alternative for craft accounts that don't want to carry a "light" beer. Rounding out the all-weather offerings is **Up, Up & Away**, a New England double IPA that just made its year-round debut in early 2021. 2SP fans can also expect new looks for their limited releases, like, **The Russian**, and the highly anticipated **Wawa Winter Reserve**, just to name a few.

Bob was busy brewing another batch of fantastic beer so Michael Contreras, Director of Sales & Marketing was kind enough to sit down with Heady Times and discuss 2SP Brewing Company.

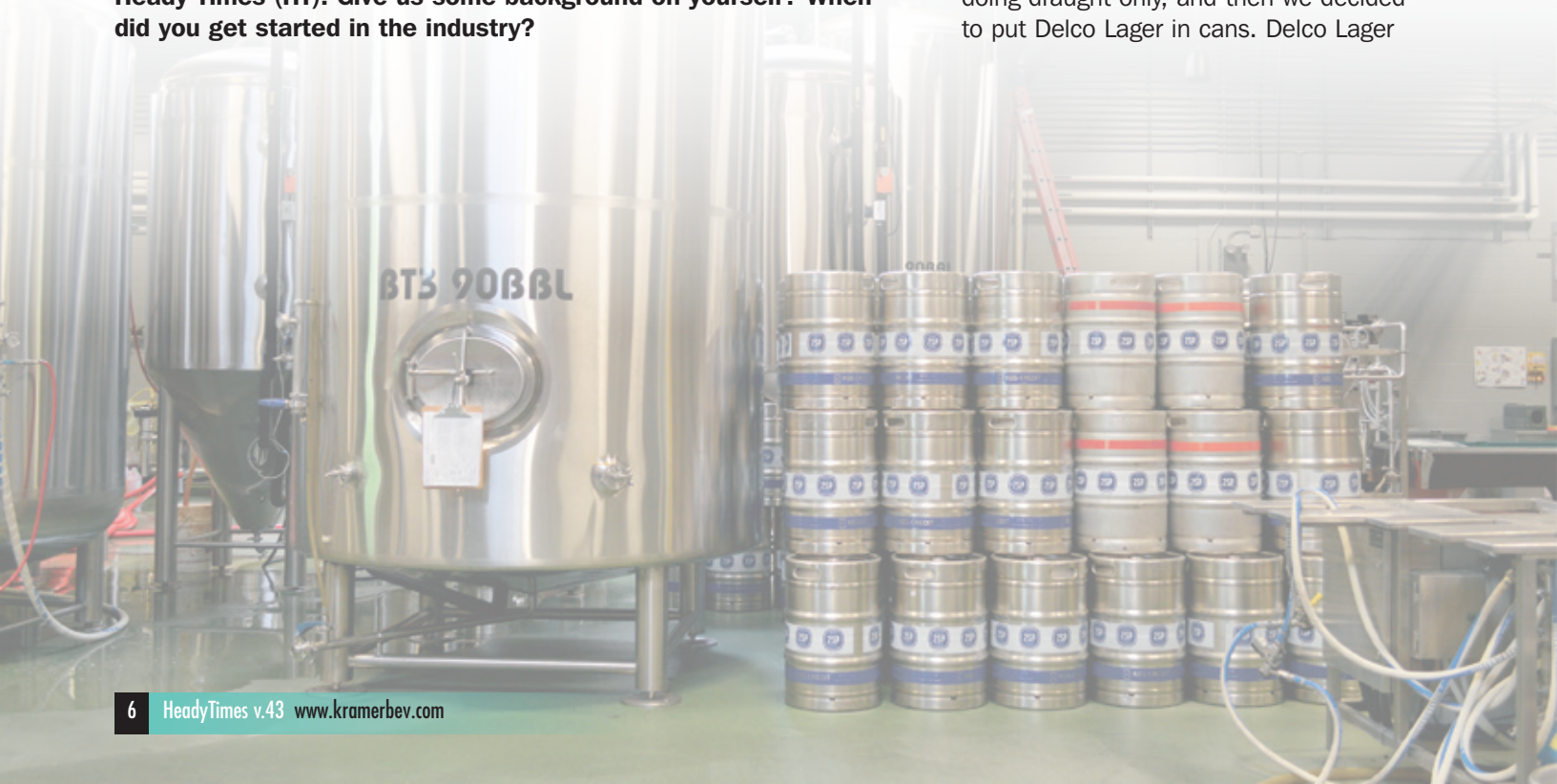
**Heady Times (HT): Give us some background on yourself? When did you get started in the industry?**



**Michael Contreras (MC):** I started in the industry back in 2006. I was attending grad school for Cultural Studies in California when my mom said, "you're too dumb for this." I had previous brew-pub experience and after sending out some resumes by both myself and apparently my mother, I took a position with Rogue Ales. One of the gentlemen I worked with accepted a position with Dogfish Head as the VP of Sales and decided to transition over. I then became Regional Sales Manager and worked for Dogfish for a couple of years. I got a call from Mike Stiglitz, the owner of Two Stones Pub, who was thinking of starting a brewery and wanted some sales and marketing advice. He then asked if I wanted to join in and the rest is history.

**HT: Can you talk about the recent brand refresh?**

**MC:** When we initially opened, we were doing draught only, and then we decided to put Delco Lager in cans. Delco Lager





was our number one beer, and it was named after our home. We started releasing more and more brands, but 70% of our business remained in draught, and only 30% was package. We built the brewery with a 6,000-barrel system, and we were selling tons of beer, but then COVID hit. The pandemic was obviously a shock, and we had to pivot most of our attention to the off-premise. It was then we noticed we weren't performing where we wanted. We then realized it was mostly due to our packaging, and we needed to rebrand. We had a cool design, but we lacked that real "billboard effect". We got together with our designer, cleaned up our look, made it more uniform and visible to the customer. To add a more personal touch, we added an unmistakable caricature of Bob, who is featured on the front of the cans. We took this masculine, strong guy and turned him into a funny cartoon character which has been a blast to work on.

Since the brand refresh, we had our best year in 2021, which is pretty remarkable considering we were such a successful on-premise brand and for us to have the best year in the middle of the pandemic since switching to our new packaging was truly incredible. The refresh was worth it, and it has given new life to our brewery.

**HT:** Will there be any exciting releases heading into the summer months?

**MC:** For the summer, we are going to have two seasonals. Our first one is a delicious peach wheat beer called **Voluptuous Fuzz**, which we had a ton of success with back in 2019. We use over 20 pounds of peach puree per barrel, and we also had apricot that really helps showcase the peach flavors. Lastly, we add this herb called Peach Sorrel, which gives it some lemon zest. It's a bright, fruity beer that has a nice subtle tart finish to it.

Another seasonal this year that will send you straight back to the 80s called **Strawberry Switchblade**. It's a hefeweizen, which is a forgotten style of beer. In this brew, we are going to add lots of strawberry puree and just a hint of hibiscus. Old school hefeweizens are known for being heavy in clove flavors but our beer will turn down the clove and turn up the banana. It will be a real drinkable, crushable beer that is perfect for the upcoming spring and summer months.

## Watch Out for Bob's Character



Bob Barrar, Co-Founder & Head Brewer



120 Concord Rd #101-103, Aston, PA 19014



@2spbrewing



@2spbrewing



@2spbrewing

# Why You Should *BE SELLING...*

## Ready-to-Drink Cocktails

Since joining the wholesale beverage industry in 2003, Pat Murray has been no stranger to the ever-changing trends in our vast and unpredictable market. As Kramer Beverage's Business Development Manager, Pat focuses in on the progression and unique offerings of their Wine and Spirits Portfolio. Heady Times sat down with Pat to discuss one of the hottest trends in the industry.

**Heady Times (HT): What's HOT in the beverage category right now? And why?**

**Pat Murray (PM):** After a banner year in 2020, Ready-To-Drink sales held strong in 2021 with triple-digit growth. The global **RTD cocktails market size was valued at USD 782.8 million in 2021** and is expected to expand at a **compound annual growth rate (CAGR) of 13.4% from 2022 to 2030**. The growing demand for flavored drinks with low alcohol content due to the rising health concerns is anticipated to drive the market over the forecast period. Premiumization of the Product with flavors, taste, quality, and package design is further expected to drive the market. You can bet on significant innovation in this category for the remainder of 2022.

**HT: Sounds great, but where do retailers put all this innovation?**

**PM:** Trim the fat, move on from packs that are not working and do not provide the margins that RTDs do. This goes not just for bev alc but for all SKUs. One of our largest retail partners is trimming down the soda and snack section this spring to make room for an additional gondola space for RTDs this year. And savvy on-prem retailers are making space on their menu for these bartender-friendly offerings as well.

**HT: Should RTDs be kept cold in the off-prem?**

**PM:** Absolutely! The cooler is the most valuable space in the off-prem and placing higher margin packs there will generate a higher ring at the register. Consumers who shop cold are looking for ready-to-drink products as they are more likely to consume within a 24hr period of purchase.



**HT: Can Kramer Beverage help here?**

**PM:** Again, absolutely! We have a team dedicated to category management that can help maximize profit from your cooler. At a 6% projected market share, off-prem retailers with 16 doors should be looking to have at least one cold door for spirit based RTDs. Here are a few retailers we've helped maximize their profits recently...



Rt. 40 Liquors



Mr. Liquor Deptford

## Top Performing RTDs



### Fishers Island Lemonade Original

Fishers Island Lemonade is an award-winning, premium vodka and barrel-aged whiskey spiked lemonade craft cocktail-in-a-can. ABV: 9%



### Dogfish Head Vodka Crush

At its heart, real blood oranges & mangos distilled with vodka, then blended with orange juice & mango juice, and a touch of lime citrus. This cocktail is bursting with juicy flavor yet is light & refreshing. ABV: 7%



### Dewey Crush Orange

The closest thing you will find to summer in a can straight from Dewey Beach, Delaware. The classic Orange Crush is sweet, zesty, and filled with citrus flavors from fresh crushed orange juice and vodka. ABV: 8%



### Transfusion

A grab-n'-go, take it anywhere, spirits-based cocktail blend of concord grape juice, sparkling ginger ale, and vodka. Transfusion offers a quenching alternative beer — certain to be with golfers and everyone else. ABV: 7%



### Vitani Moscow Mule

Moscow Mule's resealable aluminum bottle makes for easy transport, chill five times faster than glass, and stays cold longer. It's made with premium vodka, then infused with ginger and lime, and finishes with a sweet, spicy aroma. ABV: 12%



## Vitani: A Family Brand by Jackie & Eric Gichner

OVER DINNER AT A LOCAL ITALIAN RESTAURANT, TRENO, KNOWN for their wood-fired pizza and meatballs, Heady Times got to discuss with Eric Gichner how his wife, Jackie, founded Vitani, which is based out of Chicago. Ready to Drink (RTD) cocktails are a current phenomenon, and Vitani is taking the RTD market by storm.

**Heady Times (HT): Tell us a little background information about Jackie and yourself?**

**Eric Gichner (EG):** Jackie Gichner born and raised in Chicago, originally had a corporate hospitality company that focused on major sporting events. I am originally from Washington DC and worked in the financial world at Chicago's Board of Trade, loving the hustle and bustle of a city that is known for deep-dish pizza, the Cubs, and great St. Patrick's Day festivities.

**HT: How was Vitani started?**

**EG:** One evening in 2012, we were out for dinner and an idea was born. The dirty martini became the topic of the conversation, and the beginnings of Vitani started. Jackie is currently the Founder, CEO, and Chief Mixologist. Getting the mixture exactly right and finding the right partners to make this drink into reality became her obsession. Neither Jackie nor I had any beverage knowledge besides knowing what a great Dirty Martini should taste like. So, for three years Jackie worked perfecting the bartender's quality and strength of our cocktails.

In 2015, Jackie created a high-proof, premium vodka-based product that is easy to enjoy without a bartender-crafted cocktail's fuss, mess, or ingredient list. This RTD has 12-17% ABV, is gluten-free, all-natural, premium vodka, available in 200ml size 4-pack and 750ML sharing size, so just bring a glass. I have since joined the obsession as her biggest supporter, and we have not looked back.



Jackie & Eric Gichner

**HT: The name is interesting; how did you decide on it?**

**EG:** Staying within the family, it combines all our kids' names together, David, Taylor, and Danielle "Vitani" – sounds sophisticated, Italian, and fancy!

**HT: Where can you find Vitani?**

**EG:** We have a large presence in Illinois and have gained good traction in New Jersey, up and down the coast. Our Moscow Mule and Cosmo Martini have won SIP awards for Double Gold for the RTD category.

**HT: What flavors are you concentrating on?**

**EG:** We have a winning combination! Four great bartender quality and bartender strength options (Dirty Martini, Cosmo, Moscow Mule, and Elder pear Martini). With Vitani, you get a restaurant-quality premium martini that is ready to drink at home, at parties, or anywhere the celebration takes you. The bottles are recycled aluminum and have resealable tops so you can enjoy Vitani wherever and whenever you please.

**HT: We know the RTD is taking off, are you ready to ride the wave?**

**EG:** The RTD market is looking to be up double digits in the next year and so is Vitani. People that sample our drinks have a 90% conversion rate. Try one today and see why they are quickly becoming one of the hottest RTDs in the country.



# New PRODUCTS

## HOP WTR



HOP WTR is a non-alcoholic, sparkling water crafted with crisp, bold hops and mood-boosting ingredients. A proprietary blend of stress-busting hops, adaptogens (ashwagandha) and nootropics (L-Theanine) makes each can burst with healthy benefits, while tasting crisp, light and satisfying. With no calories, carbs, sugar or gluten, HOP WTR is “The Healthy Way to Hops”. Born in sunny Southern California, HOP WTR is made with a brewer-approved blend of Citra, Amarillo, Mosaic and Azacca hops and is currently available in four delicious flavors: **Classic, Blood Orange, Mango, and Lime**. HOP WTR is on a mission to redefine drinking culture as a healthy way to socialize, unwind and relax. Now, beer lovers, the sober-curious and non-drinkers alike don't have to choose between having fun or missing out. Weekday, weeknight, whenever – crack open a HOP WTR.



### Classic HOP WTR

Classic HOP WTR is packed with a bold blend of Citra, Amarillo, Mosaic and Azacca hops and delivers a citrusy, piney flavor reminiscent of your favorite IPA. **ABV:** NA **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



### Mango HOP WTR

Like a surf trip to Costa Rica in your mouth, Mango HOP WTR is a refreshing, tropical beverage featuring HOP WTR's signature blend of hops. It's bursting with all-natural, juicy, tropical mango flavor. **ABV:** NA **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



### Blood Orange HOP WTR

Infused with the bright, citrusy, all-natural flavor of Italian blood oranges, Blood Orange HOP WTR is a perfect pairing for HOP WTR's brewer-approved hop blend. **ABV:** NA **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



### Lime HOP WTR

Lime HOP WTR is a take on a cold cerveza dunked with a fresh lime wedge, as bold hops meet the all-natural, tart, sunny flavor of Mexican limes. **ABV:** NA **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

## HOP WTR Mixed Pack

With the HOP WTR Mixed Pack you get three cans of each of the four delicious HOP WTR flavors: **Classic, Blood Orange, Mango, and Lime**.

All flavors have no alcohol, calories, carbs or sugar, and are infused with mood-boosting adaptogens and nootropics. With flavors this good, why choose just one?

**Availability:** Year-round, beginning in April



## Topo Chico Margarita Hard Seltzer Variety Pack

Discover a new side of hard seltzer with Topo Chico Hard Seltzer Margarita! Each flavor comes in at 4.5% ABV and features Topo Chico's mineral water with the bite of premium tequila flavor and natural haze from lime juice. This 12-pack variety of cans contains four authentic flavors: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**. **Availability:** Year-round, beginning in April



## Topo Chico Signature Margarita Hard Seltzer 24 oz. Cans

Welcome the newest member of the Topo Chico Hard Seltzer familia, Topo Chico Hard Seltzer Margarita! The Signature Margarita's crisp, refreshing take on hard seltzer has all of Topo Chico's signature bubbles with premium tequila notes and a natural haze from fresh-squeezed lime juice – all perfectly balanced with a touch of agave sweetness and hint of salt. **ABV:** 4.5% **Availability:** Year-round, beginning in April



## Sauza Agave Cocktails Variety Pack

Sauza has a rich history and has been a pioneer in tequila for more than 150 years, making them the right partner for Boston Beer Co. to bring an RTD tequila beverage to market. These are cocktail-inspired, premium malt beverages that weigh in at 8% ABV. They are not made with distilled spirits. The 12-pack slim can Sauza Agave Cocktails Variety includes: **Lime Crush, Tropical Twist, Strawberry Breeze** and **Black Cherry Smash**. **Availability:** Now, year-round





# New PRODUCTS

## Smirnoff Ice Neon Lemonades Variety Pack



At 4.5% ABV, Smirnoff Ice Neon Lemonades are the perfect combo of sweet fruit flavor and tartness, packaged up in vibrant, hot Miami vibes. Smirnoff Ice is bringing a new take on the booming

lemonade trend with this 12-pack slim can mix which includes: **Smirnoff Ice Pink Lemonade**, wonderfully tart lemonade taste with hints of sweet raspberry and strawberry; **Peach Lemonade**, a refreshing balance of sweet peaches and tart lemons; **Pineapple Lemonade**, a combination of juicy pineapple and freshly squeezed lemon flavors, and **Blue Raspberry Lemonade**, a refreshingly tart lemonade with a sweet blue raspberry finish. **Availability:** Year-round, beginning in April



## Smirnoff SMASH Neon Lemonade

The perfect combo of sweet fruit flavor and tartness, packaged up in vibrant hot Miami vibes with an elevated ABV to get the party started, new Smirnoff SMASH Neon Lemonade is available in **Pink Lemonade** and **Peach**

**Lemonade** flavors. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in April

## Smirnoff Ice Poco Pico Pack

The new Smirnoff Ice Poco Pico Pack includes a variety of Smirnoff Ice flavors with a spicy edge at a sessionable 4.5% ABV. The delicious flavors included in this 2/12 can variety 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 April



## Smirnoff Seltzer Poco Pico Pack

The Smirnoff Seltzer 2/12 can Poco Pico Pack includes four new seltzer flavors with a spicy edge that brings a bit of fun that everyone can enjoy. 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 April

## Guinness 0 Non Alcoholic Draught

Brewed at St. James's Gate In Dublin (the home of Guinness), each pint of Guinness 0 Non-Alcoholic Draught is packed with the same quality Irish malt and roasted barley as the Guinness Draught Stout you know and love. It's all the remarkably smooth and delicious taste without the alcohol! **ABV:** 0.5%

**Package:** 14.9 oz. cans only **Availability:** Year-round, beginning in April



## Guinness Belgian Style Wit

Is there a better way to dispel the notion that all Guinness beer must be a dark color? Guinness Belgian Style Wit is the newest beer in a series inspired by the venerable Belgian brewing tradition. This aromatic ale, made with malted and unmalted wheat, showcases Guinness yeast. Additions of coriander and orange peel add spice and citrus notes, which are the signature profile of a Belgian-style wit. Perfect for summer sipping, this beer is crisp and refreshing with low bitterness.

**ABV:** 5% **Packages:** 12 oz. cans and draught

**Availability:** Year-round, beginning in April



Check out the series of educational videos about Guinness Belgian Style Wit, featuring National Guinness Brewery Ambassador Ryan Wagner and Senior Brewer Sean Brennan.



# New PRODUCTS

## Lone River RanchRita

Lone River RanchRita is a deliciously light-tasting, premium-brewed, margarita-style beverage made with real lime juice and organic agave nectar steeped in far West Texas tradition. RanchRita leverages what consumers love about Lone River Ranch Water Seltzer (clean taste, high-quality ingredients) and delivers a fuller-bodied flavor profile that's closer to the taste of a classic Margarita – the #1 cocktail in America! **ABV:** 6% **Packages:** 12 and 23.5 oz. cans **Availability:** Year-round, beginning in April



## Shiner TexHex IPA Series

In the treacherous heart of the Texas desert, a dark shaman roams the land. Known as “La Bruja,” her shadow wanders the moonlight, gathering ingredients for her otherworldly creations. The first two brews in an ever-changing, an ever-expanding TexHex IPA series are...

### Shiner TexHex Bruja's Brew



The flagship in Shiner's TexHex IPA series is a West Coast-style IPA brewed with cactus water and Amarillo hops. A bright minerality is accompanied by tangerine, pineapple, stone fruit and cactus

blossom. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

### Shiner TexHex Desert Mirage



This hazy, full-bodied IPA is brewed with cactus water and has notes of apricot, mango, and tangerine. With hints of black tea and resin, it's long, complex, and sure to impress any

drinker. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in April

## Dos Equis Ranch Water Hard Seltzer

Dos Equis Ranch Water Hard Seltzer is inspired by the flavors of the classic West Texas drink: Tequila, sparkling mineral water and lime. Dos Equis Ranch Water Hard Seltzer is just 90 calories at a sessionable 4.5% ABV. It's naturally flavored and delivers a light, balanced taste when regular refreshment won't cut it.

## Dos Equis Ranch Water Hard Seltzer Variety Pack

Dos Equis is doubling down on flavor with the refreshing taste of their new Ranch Water Hard Seltzer. Consumers get even more of the tastes they love with the highly sought-after Dos Equis Ranch Water Hard Seltzer 2/12 can Variety Pack.



The wide range of unique flavors included in the mix are: **Classic Lime, Blood Orange, Mango, and Spicy Grapefruit.** **Availability:** Now, year-round (not available in Burlington or Mercer counties)

## Dos Equis Lime & Salt

Dos Equis Lime & Salt is Dos Equis Especial Lager with a refreshing touch of lime and salt. This exciting new beer brings the on-premise ritual of adding lime and salt to Dos Equis Lager into a can. The aroma is a nuanced blend of malts, spices, and earth notes, with a touch of sweet lime and just a hint of salt for a refreshing finish. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



## Dos Equis Lager Especial Variety Pack

This exciting, new variety pack from Dos Equis includes four Dos Equis flavored lagers, each with a refreshing hint of natural fruit flavor and a touch of lime and salt. Light and smooth at only 4.2% ABV, each Mexican-style lager has a crisp flavor with low bitterness and a medium body. Lime and salt are present but not overpowering. Included in the mix are: **Dos Equis Lime & Salt, Watermelon, Pineapple, and Cucumber.** **Availability:** Now, year-round (not available in Burlington or Mercer counties)





# New PRODUCTS

## Jack Daniel's Country Cocktails Variety Pack



Jack Daniel's Country Cocktails is the only flavored malt beverage today that combines natural citrus fruit flavors with a slight flavor of Jack Daniel's Tennessee Whiskey to create a refreshing concoction with just a hint of Jack Daniel's attitude. This refreshing fruit

flavor 12-pack bottle variety includes: **Downhome Punch, Southern Peach, Watermelon Punch, and Lynchburg Lemonade.** Package: 10 oz. bottles only  
**Availability:** April

## Crook & Marker Strawberry Hibiscus Margarita Organic Canned Cocktail



Consumers love the flavor and refreshment of Margaritas, but not the 300 calories and 20–30g of sugar that come with them. Crook & Marker's new USDA Organic Strawberry Hibiscus Margarita delivers what they want. Crook & Marker cocktails are made with our Organic Supergrain Alcohol – which is carefully crafted using organic quinoa, amaranth, millet, and cassava root – and they are gluten-

free, non-GMO and vegan. **ABV:** 5% **Package:** 11.5 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

## Crook & Marker Ready-to-Serve Organic Margaritas



The ready-to-serve cocktail category is booming, but it's missing a premium organic player. Enter Crook & Marker. Available year-round, Crook & Marker's 15% ABV ready-to-serve series in 750ml bottles introduces two classic flavors that are perfect over ice: Lime Margarita and Strawberry Hibiscus Margarita. With zero sugar, 110 calories per serving and the finest organic ingredients, these guilt-free flavor fiestas will inspire consumers to trade up into the better-for-you category as they seek alternatives to wine and other pre-mixed cocktails. **ABV:** 15% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

## Flying Fish Rebrand



In February 2022, the Flying Fish Brewing Company released a new look for its line of quality brews. Being in the craft beer business for 25 years, the NJ-based "OG" brewer has transcended fickle industry fads, consistently crafting quality, local beer worthy of the Flying Fish name. The brand refresh will yield a new **Block Party** variety pack and three new brews: **Dually Double IPA, Crisp Ale, and Citra Pale Ale.** You will find the result is a clean, no-nonsense, fun approach to brewing and marketing, just like the brewery and its people.

## Flying Fish Dually Double IPA

Loaded with Citra, Strata, Azacca and Mosaic hops, mango and fresh orange lead the aromatics charge, and in a sip, you will savor peach and grapefruit flavors. This beer salutes all of us who work hard and the chariots that get us there, no matter how many tires they have! **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Flying Fish Crisp Ale

Not every beer needs to be an IPA or hazy to be great. This gold, clean and light ale refreshes every occasion and snaps in at just 5% ABV. Crisp Ale pairs well with everything, especially hot dogs and trash-talking! **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Flying Fish Citra Pale Ale

If an incredibly drinkable, flavor-packed beer sounds great, this is your beer! Intense nose from Citra and Warrior hops gives this beer flavors of tangerine and citrus fruit, and a touch of haze make this the perfect day-drinker. Pair this with tacos and light appetizers to instantly impress your friends! **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



## Flying Fish Block Party

The new Block Party variety pack includes Flying Fish staples **Hazy Bones** and **Salt & Sea**, along with new **Dually Double IPA, Crisp Ale** and **Citra Pale Ale.** **Availability:** Now, year-round



## NewPRODUCTS

### WhistlePig PiggyBack Barrel Aged Rye Smash



What happens when you let whiskey distillers cut loose on cans? You get PiggyBack Barrel Aged Rye Smash, an all-natural, slightly tart, barely sweet, and perfectly balanced beverage experience to enjoy wherever your adventures take you.

### WhistlePig Fresh Ginger Lime



Respect or tradition mixed with a willingness to turn it on its head just hit the libationary jackpot. Inspired by the Moscow Mule, it strikes a unique balance between the spicy warmth of ginger, juicy citrus, and a hint of 100% Rye whiskey. Not just any Rye whiskey, but award-winning

WhistlePig PiggyBack 100% Rye. It's slightly dry, like the best jokes. Generously effervescent like the best of friends. The perfect drink before a barbecue or after a summer day. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

### WhistlePig Blackberry Lemon Fizz



It's not often you get to sip a drink of this caliber in a can and call it refreshing. Blackberry Lemon Fizz is the upscale party in your hand that doesn't ask for anything more than a room with good music and good friends. It's slightly sweet and naturally effervescent that features floral and berry

notes doing a delicate balancing act with a touch of WhistlePig PiggyBack 100% Rye essence. Turn up the music, then turn up a can and let the notes of barrel-aged blackberry and lemon take your senses for a tour around. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



### WhistlePig Citrus Mint

The Session Citrus Mint features the sweetness and tartness of a farm-fresh lemonade balanced with notes of WhistlePig Piggyback 100% Rye and a hint of mint. It's the cocktail companion for floating down

a river, chilling on a porch or kicking off a memorable night at the grill. So pop open this tasty carbonated drink made with barrel-aged lemons and let the good times roll. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

## NewPACKAGES

### Miller Lite – The Original Red, White and Blue

The original light beer will be the centerpiece of every July 4<sup>th</sup> beer display this summer, thanks to the return of Miller Lite's iconic Americana packaging. Each striped and spangled secondary pack full of classic Miller Lite cans lets stores build impressive American flag displays – and lets shoppers bring home a little Americana of their own.

**Packages:** 12, 16, and 24 oz. cans **Availability:** May



### Leinie's Summer Shandy Packaging

Spotting Leinie's Summer Shandy on shelves is the official sign that summer has unofficially begun, and this year they're helping shoppers get their first taste of summer even earlier! Updated Summer Shandy displays showcase the new lemon fresh packaging by inviting everyone to bring their own summer whenever they're ready. **Availability:** Now, year-round



### Coors Light Summer Packaging

This summer, blue mountains are a sign it's about to get more Chill than ever. When limited-edition Coors Light summer cans and aluminum pints turn as



cold as the Rockies, a blue QR code is revealed to take drinkers on a journey to summer Chill where they'll find the chance to win Chill experiences such as tube rides, salsa lessons, and more! **Availability:** May



# New PACKAGES

## Blue Moon Baseball Packaging

Blue Moon Belgian-Style Wheat Ale was originally crafted at Coors Field's Sandlot in Denver, Colorado, and this season they're shouting from the stands that this unique taste could only be born in a ballpark. Fans can pick up baseball packaging featuring ballgame-themed "Made Brighter" illustrations and baseball stitching added to the iconic moon logo. Fans can also scan the diamond-shaped QR code



on every pack to learn more about Blue Moon's baseball roots and unlock new DraftKings challenges for the chance to win baseball prizes every day! **Availability:** April



## FLIGHT by Yuengling 24 oz. Cans

Now available in 24 oz. cans, Yuengling's upscale light beer FLIGHT is designed to elevate the drinking experience for consumers who want more from their beer. Born from six generations of brewing expertise, FLIGHT by Yuengling is the Next Generation of Light Beer that will bring even better taste to the refreshment category, with only 2.6 g of carbs, 95 calories, and 4.2% ABV. **Availability:** Now, year-round



## Limited-Edition Yuengling Lager Phillies Cans

Yuengling Traditional Lager is back as the official Lager of the Phillies! With that comes the return of the limited-edition 12 and 16 oz. Yuengling Lager Phillies cans. **Availability:** April

## Limited-Edition Yuengling Flag Packs with Camo Cans



This spring, 12 and 24 oz. limited-edition Yuengling Traditional Lager flag packs, including camouflage cans, will support and build awareness for Team Red, White & Blue, an organization with a mission to enrich the lives of veterans. Consumers can also scan QR codes on the camo cans to watch Lee Brice's video, "More Beer", featuring Yuengling Lager! **Availability:** May

## Corona Light 24-Pack Slim Cans

With only 99 calories and 4.8g carbs, Corona Light is a pilsner-style lager for those seeking a uniquely crafted, flavorful, and refreshing light beer taste. Corona is expanding its offerings of Corona Light 12 oz. slim cans to 24-packs to capture share of the 12 oz. can opportunity, coupled with premium light beer large format growth. **Availability:** Year-round, beginning in April



## A New Mix for the Heavy Seas TropiCannon Can Sampler

The TropiCannon variety pack will soon include three new, exciting flavors available exclusively in this 12-pack of cans. The new mix includes:

**TropiCannon Citrus IPA, Strawberry Banana IPA, Melon IPA, and Piña Colada IPA.**

**Availability:** Year-round, beginning in late May (not available in Burlington or Mercer counties)



## Jack Daniel's Country Cocktails Now Available in 23.5 oz. Cans

Jack Daniel's Country Cocktails is the only flavored malt beverage today that combines natural citrus fruit flavors with a slight flavor of Jack Daniel's Tennessee Whiskey. In addition to the 10 oz. bottles, these country cocktails will now be available in 23.5 oz. cans! Flavors include: **Downhome Punch, Southern Peach, and Watermelon Punch.** **Availability:** April



## 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, pre-orders, as well as new and seasonal offerings. If you are interested in receiving these emails, please contact [info@kramerbev.com](mailto:info@kramerbev.com).

## Guinness Salt & Lime Ale



Salt & Lime Ale is inspired by the tradition of adding a lime wedge and a salted rim to a glass of beer. Key lime purée is added to the beer for a bit of tartness and a big lime flavor. The refreshing saltiness comes

from the addition of Chesapeake Bay sea salt sourced from a small business in Virginia, Barrier Island Salt Company. This is a perfect beer for spring and summer, with a lovely lime aroma and flavor, hint of tartness, and a refreshing bit of salt at the end. **ABV:** 5%

**Package:** 12 oz. cans only **Availability:** May



Check out this video on Guinness Salt & Lime from the Open Gate Brewery featuring national Guinness Brewery Ambassador Ryan Wagner and Brewmaster Peter Wiens.

## Narragansett Del's Variety Pack



**NEW MIX!**

Del's Variety Pack is being refreshed this year. New **Black Cherry Shandy** will replace Mango Passionfruit Shandy and join **Lemon Shandy** and **Watermelon Shandy** in the 2/12-pack (4 cans of each). **Availability:** Now!

## Sierra Nevada Summer Break IPA



Drop into summertime stocked with a session hazy IPA brewed for long days of play. Fruit-forward hops come together to contribute to juicy tropical notes and inviting aromas of mango and passionfruit. **ABV:** 4.6% **Packages:** 12 oz. cans and draught **Availability:** Late March

## Sierra Nevada Hoptimum Triple IPA



For the 2022 edition of Hoptimum, part of the brewery's High Altitude Series, Sierra Nevada selected the finest, most flavorful hops, pushed them beyond their limits and forged them into this all-new triple IPA. This reimagined Hoptimum is their hoppiest beer yet, providing a blend of tropical and citrus hop aroma and delivering a refined yet aggressive character. **ABV:** 11% **Packages:** 12 oz. bottles and draught **Availability:** April

**2022 EDITION!**

## Sierra Nevada Hoppy Sampler Pack



As the warm months approach, sit back and enjoy three Sierra Nevada favorites: **Pale Ale**, **Dankful West Coast IPA**, and **Torpedo Extra IPA** along with a new beer, exclusive to the 12-pack bottle Sampler Pack – **Cold Torpedo Cold IPA**. The newest Sampler Pack, which will replace the current Sampler Pack, will bring a smile to those wishing to sample the faithful and the new from Sierra Nevada. **Availability:** April

**NEW MIX!**

## Shiner Texas Heat Wave

Available this year in cans, this spring/ summer variety pack is bursting at the seams with refreshing innovations from Shiner. Included in the 2/12 mix are: **White Wing**, a true-to-style Belgian wheat ale with the addition of coriander, orange peel, and the right balance makes this delightful white ale; **Kolsch**, a crisp and refreshing Kolsch style ale that honors old-world roots through warm fermentation and cold aging; **Weisse 'N' Easy Raspberry**, this Shiner original has all the flavor of a wheat beer that's unfiltered and brewed with raspberries. **Availability:** April





# Seasonal SELECTIONS



## Samuel Adams Summer Ale

Golden, hazy, and thirst-quenching. This American citrus wheat ale is synonymous with summer. A blend of orange, lime and lemon peel creates a refreshing citrus aroma. Grains of paradise accent the crisp wheat character with a subtle spice that finishes clean. Iconic as it is refreshing, Summer Ale is just right for any summer day. **ABV:** 5.3%

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



## Samuel Adams Porch Rocker

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

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

## Samuel Adams Summer Squeeze Variety Pack



This 12-pack bottle variety features four easy-drinking beers for spontaneous summer occasions. Seasonal favorites **Summer Ale** and **Porch Rocker** are joined by VP exclusives **Beach Session IPA** and new **Tropical Wheat Ale**. **Availability:** Now!

NEW MIX!

## Angry Orchard Summer Party Pack



The perfect flavors for warm weather and good vibes, Angry Orchard's Summer Party Pack features four deliciously refreshing hard ciders fit for summertime sipping. The 2/12 mix (available in cans and

bottles) includes: **Crisp Apple**, **Peach Mango**, **Strawberry**, and new **Tropical Hard Fruit Cider**. The perfect pack to pick up for any summer activity, Angry Orchard's Summer Party Pack offers a fruity flavor for everyone. **Availability:** Now!

NEW MIX!

## Dogfish Head and Patagonia Provisions Kernza® Pils

Dogfish Head collaborated with their friends at Patagonia Provisions to make a beer with a revolutionary new grain: Kernza, a long-rooted perennial developed by The Land Institute. Besides the benefits to our ecosystem, Kernza adds a snappy crispness to this refreshing pilsner. Every sip you take helps them plant more Kernza, fight the climate crisis and brew more delicious beer. Drink up to drawdown.

**ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Late March



NEW!

## Dogfish Head Mandarin & Mango Crush

Inspired by the classic Mid-Atlantic Crush cocktail, Mandarin & Mango Crush is a fruit beer brewed with a base of pilsner malt and fermented with loads of tart mandarin oranges and juicy Alphonso mangos. Refreshing and lightly sweet with a delightful, citrusy tartness and crisp, dry finish, it tastes like a sip of summer! Part of Dogfish Head's annual Off-Centered Art Series, Mandarin & Mango Crush features colorful label artwork by Max Mahn.

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



NEW!

## Dogfish Head 120 Minute IPA



Unfiltered and abundantly hoppy, 120 Minute IPA is the Holy Grail for hopheads! Making its return with all-new label artwork, this continually hopped Imperial IPA is brewed with a copious amount of high-alpha American hops throughout the boil and whirlpool, and then is dry-hopped with even more hops. Clocking in at 15-20% ABV, 120 Minute IPA's high ABV makes it an excellent candidate for aging. **ABV:** 15-20% **Packages:** 12 oz. bottles and draught **Availability:** April

## Truly Hard Seltzer Poolside Variety Pack

Turn up the music and kick back with Truly's new limited-edition 12-pack slim can variety, inspired by Grammy winner Dua Lipa. This summer mix is chock-full of fun, cocktail-inspired seltzers including: **Strawberry Melon Fizz**, **Orange Peach Fizz**, **HIWI Mojito Style Seltzer**, and **Piña Colada Style Seltzer**. **Availability:** May

NEW VARIETY PACK!



# Seasonal SELECTIONS

## Harpoon Summer Style



Beer is the ultimate summer accessory, and there's no wrong way to mix or match when you're drinking this crispy Blonde ale that is a hoppy, hazy beer dry-hopped with a blend of modern German and American hops. So nail it in those Nantucket reds or jam out in your jean shorts. Tighten up your trail runners or slide into a sundress. Get social in some seersucker or bust out your buddy's bucket hat. No matter how fresh your 'fit is, this beer is instant Summer Style. **ABV:** 5% **Packages:** 12 oz. bottles and draught **Availability:** May

**NEW!**

## Harpoon Summer Vacation Variety Pack

From Chatham to Lake Champlain, no lineup of beers will pair better with your New England summer adventures than our Summer Vacation mix – featuring



our ultimate cooldown companion. This 2/12 variety pack includes: **Rec. League**, new **Summer Style**, **Camp Wannamango**, and mix-pack exclusive, **Harpoon IPA**. **Availability:** May

## UFO Georgia Peach



This hazy wheat beer is our ode to Georgia's one-of-a-kind peaches. Juicy and refreshing with just the right touch of sweetness (just like a Georgia Peach), this mouth-watering seasonal beer will abduct your thirst! **ABV:** 5.1% **Packages:** 12 oz. cans and draught **Availability:** May



## UFO Splash Down Variety Pack

Splash down with UFO's new summer mix pack. Featuring some fun seasonal flavors including their fan-favorite summer

seasonal, **Georgia Peach**, and a new mix pack exclusive, **Watermelon World**, made in collaboration with renowned chef Andy Husbunds. **Availability:** May

## Heavy Seas Impending Doom #2 West Coast Style Double IPA

Impending Doom is an ongoing series of captivating, bold IPAs. Every variation of Impending Doom is a completely unique recipe from start to finish, pushing the boundaries of Heavy Seas' creativity and imagination.



The second installment in the series is a highly hopped, dangerously dank double West Coast IPA. Notes of grapefruit, lemon, and pine complement the strong malt backbone of this distinguished double. Brewed with Simcoe, Palisade, and Cascade hops, Impending Doom 2 is as bold as it is balanced. **ABV:** 9.5% **Packages:** 12 oz. bottles and draught **Availability:** May (not available in Burlington or Mercer counties)

## Heavy Seas TropiCannon Pineapple IPA



Soon to be replaced in the TropiCannon Sampler, customers wanted Heavy Seas to bring this beer back! So, the brewery listened. TropiCannon Pineapple will be available this summer for a limited time! Perfectly sweet and slightly tart, this IPA is exploding with rich pineapple flavor. The unexpectedly bold, tropical flavors of TropiCannon Pineapple will set you adrift in a tropical paradise.

**ABV:** 7.25% **Package:** 12 oz. cans only **Availability:** Late May (not available in Burlington or Mercer counties)



## Heavy Seas Rip Currant

Rip Currant is sure to be a fruity and refreshing favorite. Waves of raspberry and black currant blend together to give this beer its sweet and bright juiciness.

**ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** May (not available in Burlington or Mercer counties)





# Seasonal SELECTIONS



## DuClaw Rose Colored Glasses

Shaken, not stirred with chardonnay juice and homemade rose water, this is our hoppy homage to the legendary French 75. Sip slowly to savor the sour with its

balance of mouth-puckering lemon and freshly plucked juniper berries. Raise your rose-colored glasses, this Parisian-perfect pour deserves a toast! **ABV:** 7.25%

**Packages:** 12 oz. cans and draught **Availability:** April

LIMITED!



## DuClaw Turn West

Catch good vibes on the golden coastline with this mellow and malty brew, jam-packed with citrus and pine hops. Soak up sunny rays as you bask in the soothing scent of apricot, orange, and red grapefruit. Raise a can as we toast to a new coast! **ABV:** 7.5%

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

LIMITED!



## DuClaw Pastry Archy Chocolate Cherry Cake Stout

A stout that will have you saying, or shouting, "seconds, please." This splendidly smooth pour is crafted with tart cherry and rich chocolate.

Dark and decadent, this brew is best served with a generous slice of crumbly cake. **ABV:** 9.4%

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

LIMITED!



## DuClaw Sour Me Unicorn Farts



This glittered sour ale is brewed with cherries, tangerines, and limes. Fruity Pebbles cereal is added into the mash, and it's finished off with a sprinkle of a natural, mineral-based edible glitter. A collaboration between DuClaw Brewing Company and Diablo Doughnuts.

**ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** May

LIMITED!

## Flying Fish Rumblefish

Brewed to be badass, this West Coast Double IPA weighs in at 8.1% ABV and, true to style, provides dank hop aromas of citrus and pine. Take a gratuitous bite of grapefruit and citrus flavors as a resinous tang hangs around for just a second. The hop build features Antathum, Citra, and Chinook. Brewed as a nod to one of our favorite bands of the 90s whose music is battle-tested, as is this style and our beers. Raise a glass to "The Goats" – Philly Born and Bred. **ABV:** 8.1% **Packages:** 16 oz. cans and draught **Availability:** April



## Flying Fish Mango Smoothie



A refreshingly fruity wheat ale brewed with mango and notes of tropical passionfruit. Perfect for those late summer nights or those warm summer days. **ABV:** 5%

**Packages:** 12 oz. cans and draught **Availability:** April



## Fegley's Blueberry Belch

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

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



## Fegley's Weird Kids on the Block

'Sup, home skillet? How you doin'? Wanna know the 411 on this fly 6.8% New England IPA? Pilsner and Pale malts are blended with oats and milk sugar, fermented with a mixture of pineapple and mango, then hella dry-hopped with Azzaca, Simcoe, and Mandarin Bavaria hops. Schwing! **ABV:** 4.2% **Packages:** 16 oz. cans and draught **Availability:** April



# SeasonalSELECTIONS

## Evil Genius #ICANTEVEN



Do you want to drink beer and eat watermelon but only want to use one hand? Then this blonde ale infused with natural watermelon flavor is the one for you. And it won't get your mitts all sticky.

**ABV:** 5.6% **Packages:** 12 oz. cans and draught **Availability:** Mid-May



## Evil Genius I Said What I Said



**NEW!** Salt rims are for cans too. This light blonde ale has been fermented with a special hybrid sour yeast for the perfect level of acidic tartness and then dosed with natural margarita flavor. No blender required. **ABV:** 5% **Packages:** 12 oz. cans and **limited** draught **Availability:** April



## Evil Genius I Love Lamp

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

## Deschutes Abyss Coconut



A decadent beer with roasted coconut flakes, licorice, cherry bark, and vanilla beans on top of a rich imperial stout that's aged in whiskey barrels. Enjoy the first Abyss variant since its 4-pack introduction.

**ABV:** 12% **Package:** 12 oz. bottles only **Availability:** May



## MudHen Sea Tiger



Each summer, a patrol of men and women are responsible for safeguarding Wildwood's visitors enjoying the recreation of its waters. There are those among these trained and tested athletes who separate themselves from the streak. They prowl the shoreline, always keeping a watchful eye, ever ready to dash into the surf and rescue those in distress. MudHen brewed this White IPA, single hopped with Citra and fermented with Belgian ale yeast, with these fearless Sea Tigers in mind. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** April

**LIMITED!**

## MudHen Wildwood Haze



This New England Style India Pale Ale features New Zealand Motueka and American Cashmere hops with overtones of tropical lime, mango, and melon. Perfect for those Wild, Wild, Wildwood Daze! **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** April

## MudHen Holly Beach Wheat

The first stop in the Wildwoods was a land known as the "Forest by the Sea," covered with wildly growing Holly trees all the way to the beach. The anticipation was bursting when you heard the Conductor call, "next stop Holly Beach." This is the wheat beer you've been waiting for with notes of sweet orange peel and fresh ginger. **ABV:** 5.6% **Packages:** 12 oz. cans and draught **Availability:** May



## MudHen Pils

A pilsner-style brewed with noble type hops for a light refreshing taste. **ABV:** 4.6% **Packages:** 12 oz. cans and draught **Availability:** May





# Seasonal SELECTIONS

## Double Nickel

### Super Mega Dank 420 Chronic Kush Grand Daddy Supreme



Stuffed to the gills with oats, flaked oats, and wheat to give you a floating on Cloud 9 base that mingles ever so nicely with our hot dab, a cold double plunge of Citra, Mosaic, and Azacca. Super Mega Dank 420 Chronic Kush Grand Daddy Supreme allows you to elevate to a higher plane and into the dank juicy clouds of hop-powered tangerine, peach, and apricot. A thick, coating mouthfeel with an intense

fruity hoppiness lets you celebrate 4/20! **ABV:** 7%

**Packages:** 16 oz. cans and draught **Availability:** April (not available in Burlington or Mercer counties)

## Double Nickel

### Sour Daddy Diesel Supreme



Meet the last edition to the ever-growing Mega Dank family. Their kettle-soured version of this year's Mega Dank is the perfect blend of an IPA and a sour; the same hopped-out dankness as the Grand Daddy, but pH downed to give it a bit of a bright twang. Fruity, tart notes of mango and pineapple are amplified by some acidity and roll up perfectly together with the OG hop-forward flavors from the

double dry-hopping of Mosaic, Citra, and Azacca. With Sour Daddy Diesel Supreme you get the best of both worlds; hazy, hoppy, fruity, and a bit sour... Now that's dank. **ABV:** 7% **Packages:** 16 oz. cans and draught

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



## Double Nickel Jetro

Jetro is a heavily oated NEIPA brewed with a tasteful amount of lactose and double dry-hopped with Galaxy and Azacca, making for a refreshing burst of passionfruit and apricot with a citrusy backdrop. **ABV:** 5.6%

**Packages:** 16 oz. cans and draught **Availability:** April (not available in Burlington or Mercer counties)



## Double Nickel Sun Surfer

Sun Surfer is a refreshing go-to summer crusher brewed with Valencia oranges to give it a hint of citrus. It's the perfect warm-weather escape! **ABV:** 5.2% **Packages:** 12 oz.

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

## Double Nickel Woosh



With all the sensory overload that summer days can bring, like jamming bands, the blazing sun, and packed bars, when it comes to toning it down and relaxing sometimes less is more. With this in mind Double Nickel brewed Whoosh as a super crusher NEIPA dry-hopped with Citra, Equinox, Cascade, and tastefully light additions of grapefruit.

**ABV:** 5.8% **Packages:** 16 oz. cans and draught **Availability:** May (not available in Burlington or Mercer counties)

## Double Nickel Ripe Mango



Fresh off the tree and ripe for the drinking, Double Nickel is running it back with another fresh batch of Ripe – but this time in a brand new Mango variant! Coming in at 7.1%, Ripe starts off with a thick base thanks to the addition of oats and rolled oats in the mash to get it nice and chewy. The juice factor gets dialed up to an 11 with a huge double dry-hopping of some of their favorite tropical

fruit-forward hops, El Dorado & Azacca, giving it fierce stone fruit and pineapple notes. Instead of just the hops providing all the juiciness, they added loads of mango to this stone fruit behemoth during fermentation to really make it sing. Mango Ripe is bright, hoppy, juicy, and an absolute treat right as it starts to slowly warm up here. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** April (not available in Burlington or Mercer counties)

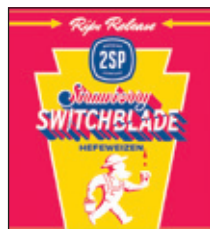
## Double Nickel Ripe Key Lime

Coming in at 7.1%, Ripe starts off with a thick base thanks to the addition of oats and rolled oats in the mash to get it nice and chewy. It then gets dialed up to an 11 with a huge double dry-hopping of some of our favorite fruit-forward hops, Cashmere and Galaxy, giving it intense notes of lime, lemon, and a dashing of peach. And then instead of just the hops providing all the juiciness, we added heaps of Mexican grown Key Limes to this lime behemoth during fermentation to really make it sing. Key Lime Ripe is tangy, hoppy, and full of love for those warm-weather tree fruits. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** May (not available in Burlington or Mercer counties)



# Seasonal SELECTIONS

## 2SP Strawberry Switchblade



**NEW!**

This new hefeweizen with big banana flavors is made with large helpings of fresh strawberry purée and hibiscus – a refreshing beer to cut through the summer heat.

**ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April



## 2SP Voluptuous Fuzz

Brewed with 25 pounds per barrel of peach and apricot puree and finished with sheep sorrel. Sheep sorrel is a common weed that has a tart and effervescent lemon character that adds a bright acidity. This helps bring out the

delicate flavors from the peach and apricots. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** April



## Glasstown A Walk to Nowhere

Inspired by long walks with their dogs during COVID-19, this IPA is hopped exclusively with Idaho 7. It's juicy and piney with tropical fruit and citrus notes.

**ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** Now!



## Glasstown The Manor

A Saison brewed with peppercorn and orange peel then fermented with a French Saison yeast.

**ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** April

**LIMITED!**



## Glasstown Seaside Summer Wit

Seaside Summer Wit is a perfect beer for the summer! It is a light and refreshing witbier with a hint of lemon. **ABV:** 5.5%

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



## Glasstown Into the Dankness

Into the Dankness is a double India Pale Ale that's brewed with Mosaic, Citra, Idaho 7, and Amarillo hops.

**ABV:** 7.8% **Package:** 16 oz. cans only **Availability:** April

# Wine, SPIRITS & RTDs

## 7Cellars



7Cellars was founded by professional football icon John Elway, and his long-time business partner, Jeff Sperbeck. With the success of Elway's Steakhouses, John wanted to create a wine that would live up to his ideals and be a proud representation of his family's name. They partnered with iconic winemaker Rob Mondavi,

Jr. to release the company's first vintage of Reserve wines, with a 2013 Cabernet and a 2014 Chardonnay. After five successful and sold-out vintages of the Reserve, 7Cellars has expanded with another collection. The Farm Collection was released in March of 2020. This collection is offered at a more approachable price point, but with the same superior quality for which the brand is known. Both Elway's Reserve and The Farm Collection wines are found in retail stores and served in top restaurants and event venues across the country.



## 7Cellars Chardonnay

A medium-bodied Chardonnay that is bright, fruit-forward wine with tropical fruit, lime, and pear. It's complete with balanced acidity and a well-structured wine with flavors of green apple, and a touch of toasted oak on the finish. **ABV:** 13.4% **Package:** 750ml bottles only **Availability:** April (not available in Burlington or Mercer counties)

## 7Cellars Pinot Noir

A medium-bodied Pinot Noir that is elegant and refined. On the palate, there are notes of bright cherry, ripe plum, cola, and dried herbs, with a touch of vanilla and toasted oak on the finish. **ABV:** 13.2% **Package:** 750ml bottles only **Availability:** April (not available in Burlington or Mercer counties)



## 7Cellars Cabernet

A rich, medium to full-bodied Cabernet Sauvignon that has deep blue and black fruit notes, warm spice components and anise flavors. The tannins are integrated and the wine ends with a velvety finish. **ABV:** 13.2% **Package:** 750ml bottles only **Availability:** April (not available in Burlington or Mercer counties)





# Wine, *SPIRITS* & *RTDs*

## Spinelli Wines



The company was founded in 1975 by Vincenzo Spinelli. Their company is a family business and everything that matters is within their history. The grapes are grown in Abruzzo, Italy, between the Maiella mountain and the sea. Geographically the property is between the

Frentane hills and the hills of Medio Sangro in the province of Chieti, an area that is particularly suitable for grape growing and one of the most important wine producing regions in Italy.

### Spinelli Pinot Grigio

Delicate, characteristic fruity notes with hints of melon and lemon. It can be paired with all seafood and meat dishes and starters. **ABV:** 12%

**Packages:** 750ml and 1.5L bottles

**Availability:** Now



### Spinelli Montepulciano

Ruby red with bright purple hues, this wine has generous aromas of red fruit and spicy notes. It's perfect for Mediterranean dishes and pairs very well with first courses seasoned with meat sauces as well as red and white grilled meat.

**ABV:** 13% **Package:** 750ml bottles only **Availability:** Now!



### Spinelli Sangiovese

Intense ruby red color and elegant nose of ripe red fruit with fine spicy notes of tobacco and pepper. It pairs well with starters, first courses with tomato sauce, red meat and game, semi-mature cheeses and cold cuts.

**ABV:** 12.5% **Package:** 750ml bottles only **Availability:** Now!



### Spinelli Trebbiano

Pale yellow with pleasant aromas of fresh exotic fruit blending with delicate floral notes. It is full-bodied, soft, and flavourful. It's excellent as an aperitif, but deal with fish, delicate first courses, white meat, fresh cheese and string cheese.

**ABV:** 12.5% **Package:** 750ml bottles only **Availability:** Now!



## Spinelli Cabernet Sauvignon

Intense aroma of mature fruit, with herbal hints and delicate spicy notes. Pairs well with starters, first courses with tomato sauce, meat, and semi-mature cheese. **ABV:** 12.5%

**Package:** 750ml bottles only

**Availability:** Now!



## Steel Blu Vodka



Steel Blu Vodka is an all-American local, craft vodka distilled and bottled in Bear, DE. It is a gluten-free product that is distilled six times and is a premium quality vodka that's perfect for summer spent with friends and

family. **ABV:** 40% **Packages:** 750ml, 1.75L, and 50ml bottles only **Availability:** Now!

## Fishers Island Lemonade Craft Cocktails Variety Pack

The award-winning Fishers Island Lemonade craft cocktails is now available in a variety pack which includes: **Fishers Island Lemonade Original**, is their full-flavor, authentic "FIL" recipe from the Pequot Inn on Fishers Island NY launched in 2014 and comes in at 9% ABV; **Fishers Pink Flamingo**, a delicious blend of their original spiked lemonade craft cocktail and real cranberry; and **Fishers Spiked Tea**, their new twist on a classic, a perfectly balanced half-and-half of our original spiked lemonade with fresh brewed black tea. All Fishers Island Lemonade canned cocktails are gluten-free and made with the unique dual spirits foundation of premium vodka, barrel-aged whiskey, combined with real honey and lemon. **Package:** 12 oz. bottles only **Availability:** Now!

NEW  
VARIETY  
PACK!





## Miller Lite – Official Partner of the Phillies

Phillies fans welcome back Miller Lite as an official partner of the Philadelphia Phillies this season with a host of retail programming, including a self-liquidating offer for a Miller Lite Phillies “Homer Hat”! This offer will be complemented by a custom lineup of POS and merch created by local Philadelphia artist Paul Carpenter. Homer Hats and limited-edition Paul Carpenter “It’s Miller Time” merch will be in limited supply, so take advantage of these great tools early in the season!



## Great Round, Great Taste

Every round of golf and every round of beers can be served with great taste thanks to the 96 calories of the original light beer. Miller Lite is bringing the excitement of the links into every store with golf cart case stackers, dimensional golfer standees and putting green floor mats.



## Summer Loves Beer

There are certain moments where only a beer will do – and we call that summer. And to celebrate the season that beer was made for, Miller Lite is celebrating beer loud and proud all summer. Drinkers at the Jersey Shore will encounter custom localized pole toppers and LEDs wherever they find the original light beer, and shoppers everywhere can scan POS to unlock exclusive offers for every summer holiday and chances to have Miller Lite pick up their tab!



# Programs



## Miller Lite Pride

Miller Lite knows a thing or two about originality, and this year they're helping everyone be proud of their authentic, original selves. Limited-edition LGBTQ+ visuals feature can designs inspired by the colors of progress and identity flags, and raise awareness of Miller Lite's partnership with the Equality Federation.



## Summer as Italians Do

When shoppers pick up the crisp, refreshing taste of Peroni Nastro Azzurro, they'll unlock the secret to a truly Italian summer all around them. When shoppers scan POS on displays, they'll sign up for alerts and reminders for authentic Italian ways to enjoy summer with prizes, offers and inspiration all summer long – from local Italian eatery guides, \$10 to craft mid-summer Peroni cocktails or even their own authentic Italian pizza oven!



## Barefoot Country Music Festival

Miller Lite is proud to announce its partnership as the official beer sponsor of the Barefoot Country Music Fest, held just off the Jersey Shore's famed Wildwood Boardwalk, June 16-19, 2022. The four-day, live-concert experience will bring 40+ of country music's biggest stars and up-and-coming performers to the beach, where (21+) concertgoers will enjoy a wide range of experiential marketing and world-class activations including line dancing, make-your-own merch, interactive games and more!



## Pass the Summer Vibe

This summer, Vizzy fans won't just be sharing the bold flavors of their favorite hard seltzer made with antioxidant vitamin C – they'll also be passing the Vizzy Vibe! When drinkers scan any Vizzy can, they'll unlock positive messages and have the chance to win cold hard cash with every share.

# Programs

## Coors Light and TravisMathew Signature Gear

Lifestyle golf brand TravisMathew has been soaring to new heights ever since it was founded in 2007, and now the brand that's been embraced by celebrities (Mark Wahlberg and Chris Pratt) and athletes (Matt Ryan, Jimmy Garoppolo, and world's #1 golfer Jon Rahm) has created a signature line of gear that's perfect for an afternoon on the links or grabbing some Chill in the clubhouse.



## Celebrate the Spirit of Cinco with Topo Chico Hard Seltzer

This Cinco, the Mexican flavors of Topo Chico Hard Seltzer will bring everyone authentic ways to celebrate one of Mexico's most storied traditions. Messaging featuring custom Papel Picado visuals will draw in shoppers, while scannable codes on every display will lead them to countless authentic recipes for all their Cinco hosting needs, thanks to the brand's newest partner, Chicory.

### Keystone Light and Realtree Summer Camo Collection

Keystone Light and Realtree are teaming up to make sure nobody has to hunt for a cold one this summer. POS features a brand-new Realtree camo pattern created just for Keystone Light and shows shoppers the only way fans can get their hands on it. Scan codes on POS for the chance to instantly win a hat, cooler, fishing shirt and more gear featuring the exclusive pattern.



## Blue Moon Makes Summer Brighter

No matter how people spend the summer, Blue Moon can make it brighter! Whether they are dancing at a festival, relaxing by the water or cheering at the ballpark, scanning Blue Moon POS will unlock a spin wheel for chances to instantly win prizes that make all three occasions even brighter! And, for the month of the solstice (6/21), everyone can celebrate even more with the chance to win \$621 in beer money!



# Programs



## Tastes Like Beer, Lemonade and Summertime

Nothing says summer like Leinie's Summer Shandy, and now shoppers can find more summer fun everywhere they find the unofficial flavor of summer! Scan Summer Shandy POS everywhere for the chance to spend summer Leinie's style with your own inflatable Leinie's lemon.

## Moosehead Celebrates New Dads

Moosehead celebrates Father's Day this year by recognizing the once-in-a-lifetime moment of becoming a dad for the first time! From May 1<sup>st</sup> through June 30<sup>th</sup> consumers can enter-to-win a \$2000 gift card to help offset the cost of fatherhood! Consumers will simply visit a Moosehead display at a participating retailer and scan the QR code on themed POS to enter the sweepstakes.

In addition, consumers will enjoy a \$5 rebate on select packages of the award-winning lager!

There's no moment quite like becoming a dad for the first time and Moosehead will be there to join the celebration!



## Tee Time Meets Lemonade

Arnold Palmer Spiked was inspired by the golf course, and this summer they're teaming up with Nation Golf Co. for a custom merch sweepstakes! Shoppers can scan refreshed golf displays featuring dimensional golf cart pack-outs for the chance to win exclusive Nation Golf Co. golf polos and classic high-crown twill snapback caps!



## Celebrate Cinco de Margo® with Crook & Marker

Crook & Marker is celebrating Cinco de Margo® by giving consumers an opportunity to save as they sample the brand's Zero Sugar Organic Cocktails portfolio – including its new 5% ABV Strawberry Margarita canned cocktail and 15% ABV Lime and Strawberry Hibiscus Margaritas in 750ml bottles.

From now through May, Crook & Marker is offering a mix-and-match digital rebate of \$14 off the purchase of any two 8-packs of 11.5 oz. cans or 750ml bottles. The Cinco de Margo campaign will be supported with digital advertising, influencer marketing and high-impact thematic displays.



# Programs



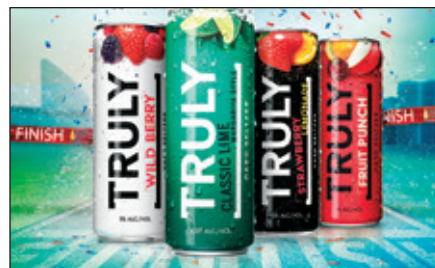
## Win Tickets to Philly Union Home Matches

Truly Hard Seltzer and Angry Orchard Hard Cider are back as official partners of the Philadelphia Union with Twisted Tea coming on as the official & exclusive hard tea, and Dogfish Head coming on as an official local craft beer. Angry Orchard, Truly, Twisted Tea and Dogfish Head will be available for purchase at concession stands and premium areas throughout Subaru Park. Boston Beer will also be stationed on the plaza at Subaru Park this season, sampling new products and giving away prizes at select home matches.

In-market programming and retail campaigns will give consumers a chance to win tickets to home matches as well as a few suite nights throughout the season. Additionally, Boston Beer will run a campaign on the Union's social media channels that will offer fans the chance to win a spot at their VIP Tasting Experience to be held at Subaru Park this summer.

## Dogfish Head Celebrates Earth Month

Aligning with the cultural moment of Earth Month, Dogfish Head's "Mother Nature, Let's Do This!" retail program is returning for a second year this April with an even more impactful approach, including eco-conscious brand collaborations, thoughtfully sourced and designed POS materials and a call-to-action that encourages drinkers to give back. On-premise, Dogfish Head will work to drive features of 60 Minute IPA and Hazy-O! by utilizing Earth Month POS and offering a special sweepstakes to consumers. Off-premise, the brand will focus on driving displays of its variety 12-packs alongside 12-packs of its core products, 60 Minute IPA, SeaQuench Ale, Slightly Mighty and Hazy-O!



## Truly and Dogfish Head Sponsor the Broad Street Run

For the fourth year, Truly is the official hard seltzer of the Blue Cross Broad Street Run this May and for the third year, Dogfish Head is the official craft beer of the run! In-market sweepstakes and social campaigns will offer consumers the chance to win race entries available now.





# Programs

## Raise the Bar with Yuengling and Imagine Dragons

Yuengling and Imagine Dragons are teaming up to Raise the Bar this summer! The platinum selling rock band will be featured on FLIGHT summer packs and materials including an epic summer-long sweepstakes for fans. Consumers will have a chance to win a VIP fly-away Imagine Dragons concert experience, plus daily instant-win prizes like Uber and DoorDash gift cards, FLIGHT swag and more!

In-store signage will guide shoppers to the specially marked Imagine Dragons 12-packs of FLIGHT cans where they will scan to enter-to-win. Fans can enjoy more Imagine Dragons with the limited-release cans inside the pack which feature a QR code linking to the hit band's latest music.

Bars and restaurants carrying FLIGHT by Yuengling will have signage, coasters and table tents with a link to enter their own VIP experience sweeps just for the on-premise.

Raise the bar this summer with FLIGHT by Yuengling!



## Cheers to the Stars & Stripes with Yuengling and Lee Brice

Yuengling is proud to be back with the Cheers to the Stars & Stripes program, celebrating the good times of summer, toasting to outdoor music & friends and helping to raise awareness for their partner Team Red, White & Blue.

Lee Brice is partnering with Yuengling again this summer and fans will have a chance to win concert tickets to one of his shows! Details can be found on Yuengling Traditional Lager summer displays.

And mark your calendars, because everyone's invited to the Yuengling Stars & Stripes Celebration with Lee Brice on July 9<sup>th</sup> in Pottsville! Come raise a Lager at the free concert and festival in the home of America's Oldest Brewery.

Cheers to the Stars & Stripes!



*Yuengling*

# Programs



**THE CERVEZA  
OF THE  
2022 SEASON**

**2022  
OPENING DAY**

**Corona Premier**

**Corona Extra**

**Corona is the Official Import Beer of Major League Baseball**

This season, Corona refreshes American's pastime, bringing energy and optimism and inspiring fans to live every inning to the fullest. As an Official MLB partner, Corona will be able to feature MLB marks nationally, leveraging these marks across broadcast/TV, digital, social, radio, retail and print. Activated brands include Corona Extra, Corona Premier, Corona Hard Seltzer and Corona Refresca. Stay tuned for national retail programming kicking off later this year around the MLB All Star Game and the Postseason. More details to follow!



**JOIN US  
FOR A ROUND**

WIN U.S. OPEN TICKETS OR MORE

SCAN HERE

**The Premier U.S. Open Experience**

Corona Premier is back for year four of its partnership with the U.S. Open. This year, Corona Hard Seltzer will also be joining in on the fun! The 2022 tournament takes place at The Country Club in Brookline, Massachusetts from Thursday, June 13<sup>th</sup> through Sunday, June 16<sup>th</sup>. Corona is offering consumers a chance to win tickets to the tournament or experience the premier golf experience wherever they are with prizes from partners GolfNow and TravisMathew. Corona Premier is launching a robust multi-channel media campaign to recruit new drinkers and drive momentum for the brand. Highly targeted media placements include on-air presence during the PGA Championship, U.S. Open and on-site sponsorship of American Century Championship.



## Fiesta Further with Pacifico

Pacifico believes Cinco de Mayo is more than just a day. It's being in the moment. It's getting together and raising your glass (or bottle) to the independent spirit in you. This year, Pacifico is celebrating in a big way and encouraging consumers to Fiesta Further with updated creative featuring bright, bold visuals from award-winning illustrator Daniel Diosdado. National TV launches in April, plus increased national digital support, resonating with Millennial and LDA Gen Z consumers alike.

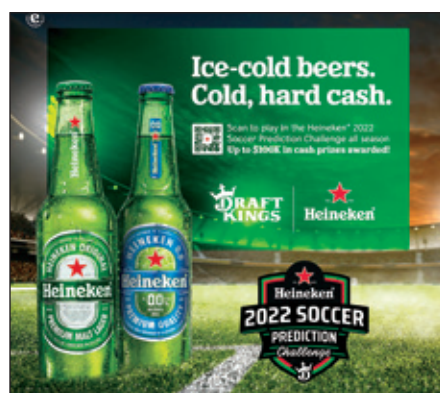


# Programs



## Win Big with Heineken and Philly Union

This soccer season, from mid-February through mid-September, Heineken and the Philly Union are offering soccer fans a chance to win tickets to an upcoming match. Consumers will either text-to-enter or scan the QR code on Heineken/Philly Union-branded POS and scratch off the Philly Union soccer ball image to see if they are an instant winner!



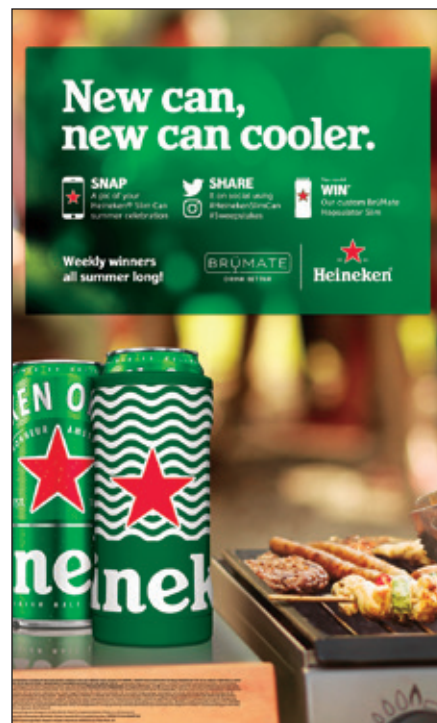
## Heineken 2022 Soccer Prediction Challenge

This year, Heineken is partnering with DraftKings to add more excitement to match day. With a free-to-play prediction series timed around major soccer moments in 2022, the Heineken Soccer Prediction Challenge will give consumers the potential to win up to \$100K in cash prizes over 20 contests throughout season. From now to December 31<sup>st</sup>, Heineken will ensure that consumers can get in on the action of key matches.



## Win the Ultimate Heineken Experience

Now through end of the year, Heineken will reinforce to consumers that it is the perfect choice for those in search of uncompromised taste from an authentic brand. Through a simple QR code scan, consumers will participate in an interactive trivia experience where they will be educated on the quality credentials unique to the Heineken brewing process and they can test their knowledge. The first 100 consumers per month to answer four questions correctly will receive a \$7 cash payout for their next Heineken purchase. One lucky winner (and a guest) will win a trip to Amsterdam for the *Ultimate Heineken Experience*.



## Heineken Slim Can Sweeps

Summer is the perfect time to cool off with a crisp, refreshing Heineken and now, Heineken is sleeker than ever before in its newly packaged slim can. Consumers will snap a pic of their summer celebration occasion with Heineken, share on social with #Heinekenslimcan and be entered to win a custom Brûmate Hopsulator Slim. There will be weekly winners all summer long!



## Celebrate Cinco with Dos Equis

Cinco de Mayo is a time of celebration, tasty food and chilled cervezas. Dos Equis is amplifying the good times by inviting consumers to make lasting memories at home or at their favorite Mexican restaurant. Because this Cinco, consumers who purchase Dos Equis are being rewarded with tiered prizes on the day of Cinco and beyond. They will simply scan the QR code, then upload to [dosequis.com/cincomayo](https://dosequis.com/cincomayo). Two winners will receive \$500 gift cards, while 25 winners will win custom Cinco gift boxes.



# Programs



**WIN A TRIP TO THE 2023 KENTUCKY DERBY**

**PROUD PARTNER OF THE KENTUCKY DERBY**

SCAN TO ENTER FOR A CHANCE TO WIN

## Win a Trip to the 2023 Kentucky Derby with White Claw

This April and May, consumers can scan a QR code on themed White Claw POS to enter-to-win a trip to the Kentucky Derby in 2023!

## Smirnoff Ice and Smirnoff Seltzer Summer Flavor Fest Sweeps

Smirnoff Ice and Smirnoff Seltzer are doing what they do best: flavors and fun! From May 1<sup>st</sup> through September 10<sup>th</sup>, consumers will have a chance to win the ultimate concert experience! The Summer Flavor Fest Sweepstakes will award one lucky grand prize winner with a trip for six to the concert of their choice, complete with airfare/ accommodations, limousine service and spending money. The first-place winner will receive a trip for two to the concert experience of their choice and 100 winners will receive a JBL pillbox speaker! Dynamic POS communicates the program and features any number of Smirnoff Ice and Smirnoff Seltzer current and new flavors, anchored by a bright Smirnoff concert tour bus mass stacker display centerpiece.



**WIN A PERSONAL WATER CRAFT**



**Win a Personal White Claw Water Craft**

From May through July, White Claw is offering consumers the chance to win a personal Water Craft or exclusive White Claw Hard Seltzer water sports gear, simply by scanning a QR code on themed POS.



**SMIRNOFF SUMMER FLAVOR FEST**

**COOL Classic**

**SMIRNOFF ICE SMASH**

RED, WHITE & BERRY

FLAVORS for THE PEOPLE



**O.G. Classic**

**SMIRNOFF ICE**

ORIGINAL

FLAVORS for THE PEOPLE



**SUNSET Sipping**

**SMIRNOFF SELTZER**

Pink, Peach, Blue Raspberry, Pineapple

FLAVORS for THE PEOPLE



**SMIRNOFF SUMMER FLAVOR FEST**

**New HITS**

**SMIRNOFF ICE**

Mango Chili, Pineapple Jalapeno, Spicy Tamarind, Spicy Margarita

FLAVORS for THE PEOPLE



# Rethinking RETAIL

## Don't Waste Your Space

Maximize profits with a tailor-made space optimization program.

NASA says space is infinite, but in retail we know that space is more limited than ever. **That's why top U.S. breweries have their best analysts evaluating consumer shopping habits to develop space allocation programs – the most effective tool in your arsenal to increase sales of highly-profitable, single-serve packages.** With summer approaching, there's never been a better time to reset the cooler box, allocating more space to big earners.

However you choose to approach your reset, **allocating space is all about finding the right ratio of velocity & margin** – products that make money because they move fast vs. products that make money because they bring in more dollars per unit – and allocating shelf space accordingly. Some programs give more weight to high velocity items, while others focus on the SKUs that have more bang for the buck. **Ultimately,**

**the goal is to find the right mix of products that make your customers happy while increasing profits. Single-serve packages are high-margin items, averaging 35 – 45%, so an optimized assortment is a game changer.**

That mix must be evaluated often, but it's a lot easier to nail down when you have the right data at your fingertips, and the right tools to collect it. If your business has a POS system and detailed digital records, you're ahead of the game because you can review sales history. But if you don't have that kind of resource, **Kramer Beverage's sales reps and space management team are available to create shelf sets that will enhance the profitability of your business no matter the size, location or customer base.** Within our company, there is always a familiar face who knows your business and is willing to lend a hand. It's what we do.

## NJ NEW SINGLE-SERVE SKU INNOVATION DATA

We have introduced 27 New SKUs to our client base since January 2022.

### Here are our Top 10:

Modelo Chelada Pina Picante  
24 oz. Can

Modelo Chelada Naranja  
24 oz. Can

Twisted Tea Light 24 oz. Can

Truly Fruit Punch 24 oz. Can

Mike's Hard Blue Freeze  
23.5 oz. Can

Mike's Harder Half & Half  
23.5 oz. Can

Mike's Hard Red Freeze  
23.5 oz. Can

New Belgium Voodoo Juice Force  
19.2 oz. Can

Arnold Palmer Iced Tea  
24 oz. Can

Smir Ice Smash Pink Lemonade  
23.5 oz. Can

## Best-Selling Single-Serves by County

Here are some best-sellers broken down by county to help in your selection process.

ATLANTIC	BURLINGTON	CAMDEN	CAPE MAY	CUMBERLAND	GLOUCESTER	MERCER	SALEM
Coors Light 24 oz. Can	Coors Light 24 oz. Can	Corona Extra Grande 24 oz. NR	Coors Light 24 oz. Can	Coors Light 24 oz. Can	Coors Light 24 oz. Can	Coors Light 24 oz. Can	Coors Light 24 oz. Can
Miller Lite 24 oz. Can	Miller Lite 24 oz. Can	Modelo Especial 24 oz. Can	Labatt Ice 24 oz. Can	Miller Lite 24 oz. Can	Miller Lite 24 oz. Can	Miller Lite 24 oz. Can	Corona Extra Grande 24 oz. NR
Modelo Especial 24 oz. Can	Keystone Light 24 oz. Can	Miller High Life 24 oz. Can	Miller Lite 24 oz. Can	Corona Extra Grande 24 oz. NR	Twisted Tea 24 oz. Can	Modelo Especial 24 oz. Can	Miller Lite 24 oz. Can
Corona Extra Grande 24 oz. NR	Labatt Ice 24 oz. Can	Old English 24 oz. Can	Modelo Especial 24 oz. Can	Labatt Ice 24 oz. Can	Labatt Ice 24 oz. Can	Corona Extra Grande 24 oz. NR	Labatt Ice 24 oz. Can
Corona Extra 24 oz. Can	Yueng Lager 24 oz. Can	Colt 45 24 oz. Can	Twistd Tea 24 oz. Can	Modelo Especial 24 oz. Can	Twisted Tea Half & Half 24 oz. Can	Modelo Especial Chelada 24 oz. Can	Colt 45 24 oz. Can
Modelo Chelada Mango Y Chile 24 oz. Can	Corona Extra Grande 24 oz. NR	Keystone Light 24 oz. Can	Pabst 24 oz. Can	Modelo Chelada Mango Y Chile 24 oz. Can	Yueng Lager 24 oz. Can	Corona Extra 24 oz. Can	Miller High Life 24 oz. Can
Earthquake Hi-Gravity Lager 24 oz. Can	Twisted Tea 24 oz. Can	Pabst 24 oz. Can	Yueng Lager 24 oz. Can	Twistd Tea 24 oz. Can	Corona Extra Grande 24 oz. NR	Yueng Lager 24 oz. Can	Steel Reserve 24 oz. Can
Colt 45 24 oz. Can	Twisted Tea Half & Half 24 oz. Can	Steel Reserve Pineapple 24 oz. Can	Milwaukee's Best Ice 24 oz. Can	Colt 45 24 oz. Can	Modelo Especial 24 oz. Can	Steel Reserve 24 oz. Can	Twisted Tea 24 oz. Can
Pabst 24 oz. Can	Pabst 24 oz. Can	Coors Banquet 24 oz. Can	Miller High Life 24 oz. Can	Twisted Tea Half & Half 24 oz. Can	Miller High Life 24 oz. Can	Old English 24 oz. Can	Modelo Especial 24 oz. Can
Modelo Chelada Limon y Sal 24 oz. Can	Modelo Especial 24 oz. Can	Blue Moon Belg White 24 oz. Can	Twistd Tea Half & Half 24 oz. Can	Yueng Lager 24 oz. Can	Steel Reserve 24 oz. Can	Keystone Light 24 oz. Can	Twisted Tea Half & Half 24 oz. Can
Blue Moon Belg White 24 oz. Can	Steel Reserve 24 oz. Can	Mike's Harder Lemonade 23.5 oz. Can	Modelo Especial Chelada 24 oz. Can	Modelo Chelada Limon y Sal 24 oz. Can	Keystone Light 24 oz. Can	Colt 45 24 oz. Can	Old English 24 oz. Can
Keystone Light 24 oz. Can	Labatt Blue 24 oz. Can	Labatt Blue 24 oz. Can	Redd's Wicked Apple 24 oz. Can	Modelo Chelada Pina Picante 24 oz. Can	Pabst 24 oz. Can	Labatt Ice 24 oz. Can	Corona Extra 24 oz. Can
Coors Banquet 24 oz. Can	Corona Extra 24 oz. Can	White Claw Seltzer Black Cherry 19.2 oz. Can	Corona Extra Grande 24 oz. NR	Coors Banquet 24 oz. Can	Arnold Palmer Half & Half 24 oz. Can	Modelo Chelada Limon y Sal 24 oz. Can	Pabst 24 oz. Can
Genesee Ice 24 oz. Can	Miller High Life 24 oz. Can	Smir Ice Bopper 24 oz. NR	Modelo Chelada Mango Y Chile 24 oz. Can	Modelo Especial Chelada 24 oz. Can	Modelo Chelada Limon y Sal 24 oz. Can	Twisted Tea 24 oz. Can	Milwaukee's Best Ice 24 oz. Can
Modelo Chelada Tamarindo 24 oz. Can	Blue Moon Belg White 24 oz. Can	White Claw Seltzer Mango 19.2 oz. Can	Modelo Chelada Limon y Sal 24 oz. Can	Corona Extra 24 oz. Can	Redd's Wicked Apple 24 oz. Can	Coors Banquet 24 oz. Can	Yueng Lager 24 oz. Can

This detail is based on volume (CE's) thru 4/1/2022.



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## Corona de Mayo

Corona can't wait to see consumers on Cinco for the brand's most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, look out for a high-profile TV spot during the NFL draft, plus additional digital and social support to drive relevance between Corona and Cinco celebrations.



## Modelo Celebrates What We're Made Of

As the #1 import beer of Cinco de Mayo, Modelo is celebrating what we're made of, with its all-new Viva Modelo campaign, featuring iconic mosaic tile creative that brings renewed life to the Cinco celebration. As the authentic beer of choice for Cinco de Mayo celebrations, Modelo's TV and media plan will include high profile English and Spanish language TV, and a strong social and digital presence. Modelo is partnering with 5 top Mexican American Chefs – from restaurateurs to bloggers and food truck entrepreneurs. Each chef will share how they use food to showcase their modern Mexican culture with the world.