

Summer 2022 | V.44

KRAMER BEVERAGE

Heady Times

TOPO CHICO

IS MAKING WAVES



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

CROOK & MARKER | SUMMER SELECTIONS | LAGER BOOM | VARIETY PACKS

Letter From *THE PRESIDENT*



INSTANT GRATIFICATION IS A TERM THAT HAS BECOME very prevalent today. Never has so much been accessible so easily. One source defined it as the immediate fulfillment of a person's needs or desires.

If I hear a song on the radio, I can instantly have that song, album, or the entire music catalog of the artist on my phone, courtesy of a music streaming service. Or if I realize that I need light bulbs, I can place an order online and often have it the next day.

Too much instant gratification can be problematic, for example, if you order your meals from fast-food drive thru, or door-dash delivery. However, technology and innovation can combine to help make life more enjoyable.

In the alcoholic beverage industry, there are opportunities to help the consumer find refreshment sooner and that results in satisfied customers. Gaining efficiencies is critical, as so many of us have experienced labor shortages. When it comes to the on premise, using buckets is a tried-and-true option. Buckets can fit 4 to 5 cans or bottles at a time. The handle makes it easy to carry and it allows for less trips to the bar. We have buckets with a variety of different logos to choose from. Please speak to your sales representative if you would like more information.



Ready-to-drink (RTDs) canned cocktails are another option that works both in the on and off premise. RTDs are a newer innovation but are quickly gaining in popularity as today's consumer enjoys the ease of enjoying a mixed drink right out of the can. In the on premise, RTDs can help meet the consumers that prefer spirits when there may not be a fully staffed crew of bartenders that have the time to mix drinks. In the off premise, cans allow for easier transport and can go places that bottles cannot. RTDs provide an effortless way to have the best of both worlds.

Kramer Beverage offers a wide selection of RTDs. Fisher Island Lemonade and Dogfish Culinary Crafted Cocktails are two of our most popular offerings. You can also find more information on the RTD's on pages 18 & 25.

Our industry will always remain a customer service business and a business with top notch service will have repeat customers. However, we also know that just like we enjoy instant gratification, so do our customers. Any way to bring them satisfaction sooner is worth exploring.

Best wishes for a successful summer selling season. Thank you for your support and understanding as we strive to provide you outstanding customer service.

Warm regards,

Mark Kramer
President

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Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done

Christina Dunleavy

Operations Administrative Assistant

If there was one thing you wanted everyone to know about you, what would it be? I can do the voice of Cartman from South Park.

How long have you worked for Kramer Beverage? Since March of 2020.

What does your current position entail? My job responsibilities include monitoring time and attendance, payroll, and workers comp.

What does it take to excel in your position? Patience, creativity, and multi-tasking.

What has been the best thing about your job? My co-workers are the best part of this job.

How do you provide the best service to your customers? My customers are mostly internal, so I try my best daily to answer questions and be supportive when needed.

What's been most rewarding about your position? I get to create all the fun surprises for the drivers and warehouse staff. It's not much, but they deserve it!

What are some of your hobbies outside of work? Shopping, reading, and taking dance classes. I just finished a ballet class a few weeks ago.

What is your favorite beer? Angry Orchard Crisp Hard Cider.

Are you a sports fan? If so, who are your favorite teams? I'm a hometown girl: Eagles, Phillies, Sixers, and Flyers!

Angel Rosario

Draught Technician

If there was one thing you wanted everyone to know about you, what would it be? I can be very outgoing.

How long have you worked for Kramer Beverage? I have been with Kramer since 2017, and I was with Hub City 18 years before that.

What does your current position entail? Service and maintenance of our draught lines.

What does it take to excel in your position? Politeness and punctuality.

What has been the best thing about your job? I am able to meet all kinds of people on a daily basis.

What areas do you service? I service Hamilton and Ewing areas.

How do you provide the best service to your customers? Being courteous and making sure that our draft lines are up to brewery standards.

What's been most rewarding about your position? Working alongside my fellow draught team members. They're a great group of guys.



Do you have any favorite spring activities? If so, what are they? I love to go to food truck festivals!

What are three things on your bucket list? Go to Paris, see John Mayer in concert, and publish my very own book.

If you could be anywhere, drinking any beer... Mirror Lake in Colorado with an ice-cold Angry Orchard.



Where do you live? Philadelphia.

Tell us about your family: I have a beautiful wife and three children.

What are some of your hobbies outside of work? I love bowling.

What is your favorite beer? Corona and Coors Light.

Are you a sports fan? If so, who are your favorite teams? I like the Philadelphia Phillies!

Topo Chico is Making Waves in a Sea of Hard Seltzers

Among all the new entrants to this increasingly busy and still-growing category, only Topo Chico Hard Seltzer took share from established brands right out of the gate. Already ranked #4 in the segment with a 5% share nationally, this “grown-up” version of Topo Chico Mineral Water – *the only mineral water with a cult following & country western song singing its praises* – deserves a spot in your lineup.

*It's the next big thing. It's authentic. It can't fail, so order a lot of it. How many times have you heard this about a new product? Too often, the “sure bet” ends up collecting dust and going out of code – all sizzle, no steak. But sometimes, all the promises are true. Sometimes there's sizzle and steak. Sometimes, there's a product like **Topo Chico Hard Seltzer**.*

This new entrant to the national hard seltzer stage doesn't just have potential, it's a proven winner. **Topo Chico is the third-fastest turning hard seltzer with the highest repeat purchase rate** of all the brands launched by Molson Coors in the last two years. And the **Topo Chico Hard Seltzer Variety Pack** (featuring Tangy Lemon Lime, Strawberry Guava, Tropical Mango & Exotic Pineapple flavors) has become a **top-10 best-selling package** in the category since its January debut. Another mouth-watering flavor, **Topo Chico Margarita Hard Seltzer**, has just hit the market, and customers love it.

Legendary Taste, a Cult-like Following and an Aztec Princess

The success of Topo Chico Hard Seltzer isn't accidental. The brand has tapped into the passion that surrounds Topo Chico Mineral Water, the non-alc brand that inspired the hard seltzer. The mineral water is celebrated for its gentle fizz, hint of citrus and subtle salinity, which combine for a taste that fans call liquified heaven. *Coastal Current* magazine even ran an article in the September 2021 edition titled, “Topo Chico Makes Everything Better.” And country western star Robert Ellis dedicated a song on his album *Texas Piano Man* to his favorite bubbly beverage, singing “**Every time they open the top, I hope they don't ever stop.**”



Topo Chico Hard Seltzer is available in a 12 oz. can 12-pack variety, 16 oz. cans (Tangy Lemon Lime), 24 oz. cans (Strawberry Guava & Tangy Lemon Lime) and new Strawberry Guava 12 oz. can 12-packs.



For an authentic twist on a classic, serve Topo Chico Hard Seltzer Pico Chico style, with a rim dipped in chamoy, Tajin and lime juice.

Besides great taste, Topo Chico entices fans with a mystique that stretches back for centuries. The story goes that even the Aztecs partook of Topo Chico (via the spring from which the water is bottled in Monterrey, Mexico), and believed the mineral water had healing powers. It's even said that bathing in that spring saved the life of a beloved Aztec princess. The minerals that naturally occur in the water – magnesium, calcium & sodium – are considered essential electrolytes vital for health, so the legend could be true!

Big Support for the Next Best Thing

“The level of excitement around Topo Chico Hard Seltzer is incredible,” says Matt Escalante VP of Hard Seltzers for the Molson Coors Beverage Company. Because the mineral water has a very loyal base of Hispanic consumers in the U.S., and a sizeable millennial following, bringing this brand to the beer aisle was a logical next step. **Retail sales increased 67% year-over-year (2021 compared to 2022) proving that consumers want a hard seltzer with minerals for taste, fresh & unique fruit flavors and a heaping helping of authenticity.**

Even though Topo Chico Hard Seltzer is delicious enough to sell via word of mouth



Topo Chico Hard Seltzer has the BFY credentials drinkers are looking for – it's gluten-free, sessionable and contains only 100 calories and 2g of sugar per 12 oz. can.

alone, Molson Coors is supporting the brand with unprecedented media coverage designed to meet consumers where they are. **A combination of paid social, digital advertising, PR and TV spots in English will reach 95% of consumers in the 21- to 34-year-old age range, an average of ten times per month, building awareness in this valuable demographic. Additionally, Topo Chico programming targeting Latinos will reach 95% of that important market upwards of 12 times per month.**

And don't forget Topo Chico's stunning packaging and POS for both the on and off-premise. With bright yellow labels, signage and scene-stealing display pieces – as well as unique cocktail recipes like Pico Chico & Picosito – customers won't be able to resist this authentic, refreshing hard seltzer.

With all this momentum and support, Topo Chico Hard Seltzer is one brand that's going nowhere but up. Before the summer heat sets in, call your Kramer sales rep to get the must-have hard seltzer of the season.

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“Because the mineral water has a very loyal base of Hispanic consumers in the U.S. and a sizeable millennial following, bringing [Topo Chico Hard Seltzer] to the beer aisle was a logical next step.”

— Matt Escalante, VP of Hard Seltzers at Molson Coors

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Making the Margarita Nueva Again

The team behind Topo Chico Hard Seltzer loves a margarita as much as anyone – but the cocktail's public image has taken a hit over the decades. That's why Topo Chico Hard Seltzer is taking on the task of updating the classic drink with their newest line extension: **Topo Chico Margarita Hard Seltzer**.

“The margarita is a beloved drink, but it comes with some baggage, in the way of cheesy margarita culture,” says Matt Escalante, VP of Hard Seltzers at Molson Coors Beverage Company. “Our new spots show how Topo Chico Margarita Hard Seltzer is making the margarita ‘nueva’ again with a new take on the classic cocktail.”

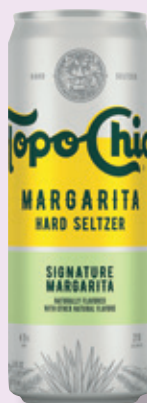
Topo Chico Margarita Hard Seltzer will be supported by brand-new national ad spots that highlight the brand's cool, yet classic take on the margarita.

TOPO CHICO MARGARITA HARD SELTZER VARIETY PACK

At 100 calories and 4.5% alcohol by volume, Topo Chico Margarita Hard Seltzer boasts the flavors of margaritas without the high sugar content and calories of the spirit-based version. This 12-pack variety of cans contains four authentic flavors: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**.



TOPO CHICO HARD SELTZER SIGNATURE MARGARITA



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 a hint of salt.

OMG Lagers are Cool Again

These days it might seem like everyone is drinking IPAs, but the reality is that lagers remain the world's most popular beers. Lagers are more varied than you might think, they are light, crisp, clean, and smooth. A lager just looks like a beer should. Modelo Especial sales are up 63.4% nationally. Hop fatigue has finally set in, and now lagers are making a comeback.



For years, lagers suffered from the common misconception that they all taste the same, but now, breweries large and small are taking up this style's mantle, showing just how distinctive lagers can be. And thankfully for us, for the first time in the modern beer movement, both IPA aficionados and loyal lager drinkers are reaping the rewards.

Treasured for its clean, crisp taste and beautiful clarity (once upon a time beers looked like muddy, roiling concoctions)

The lager was eclipsed by that darling of the craft beer movement, The IPA. Prized for their "complexity" and palate-wrecking prowess, IPAs became an outright phenomenon, as accessible, easy-drinking lagers no longer ignited the imaginations of curious beer-hunters searching for the bold, rare, and increasingly bizarre brew that ignited the next big thing.

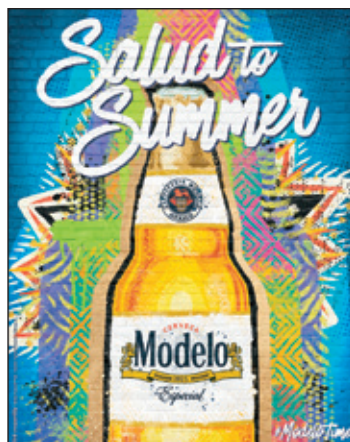
Palates are maturing. Brewers are innovating. And calorie-conscious consumers, looking for lighter, healthier alcoholic drink options, are rediscovering the beauty and simplicity of a German-inspired lager. Some favorites include **Coors Light**, **Miller Lite**, **Yuengling Lager**, **Brooklyn Lager**, **Narragansett**, **Pabst**, or **Modelo Especial**.

It takes a lot of skill to master the lager process (in which bottom fermentation gives way to aging for extended periods at cold temperatures) and well-made brews are garnering attention. Whether it be a new, innovative take on a storied lager, or a crisp, slow-pour pilsner at a taproom, brewers want to master this difficult style and in doing so, they have put lagers back in the spotlight where they belong.

Local breweries like **2SP**, **Double Nickel**, **Glasstown**, **MudHen** and others understand how versatile the style can be. 2SP Brewing is arguably built on the back of their caramel malt-forward **Delco Lager** which has been a fan favorite since conception. **Double Nickel Vienna Lager** is rich amber brown pour has a bread backbone that is balanced by a variety of German style hops and is available year-round. **MudHen Pils**, a pilsner style beer brewed with noble type hops for a crisp, clean taste. Lastly, **Czech Pilsner** from **Glasstown Brewery**, is an easy drinking, super crisp and balanced, very refreshing brewed with extra premium pale malt and Saaz hops.



Other options to bring you light easy drinking lagers, New Belgium Fat Tire delivers drinkers everywhere a flavorful, balanced beer with a fresh herbal hop profile, fine malt presence and a touch of



fruity yeast, making it a timeless beer with broad appeal. With every sip of **Pilsner Urquell**, you will notice a refreshing crispness from natural carbonation, then subtle caramel tones, and a clean finish with a pleasing thirst-quenching beer.

But the truth is, lagers never really went away. In 2021, light lagers continued to be the

first choice of many consumers, even increasing market share by 24.6%. The classic lager, was second and IPA finishing third.

Even larger breweries are reimagining what a lager can be. With **FLIGHT by Yuengling** and **Sapporo Pure**, breweries are meeting consumer demand by creating exceptional light beers that cut calories without compromising flavor. And beers like **Dos Equis** have had their classic cerveza flavor tweaked with a fruity option, like **Dos Equis Lime & Salt**.

So, if anyone asks you what is new, you can tell them to check out beer's best kept secret: the lager.

Feature

A New Category of Grown-up Refreshment – Featuring Headliners HOP WTR & Sierra Nevada Hop Splash – is Taking the Beverage World by Storm

Who knew you could do a lot more with hops than just brew beer? A new beverage that marries the fizzy, fruity fun of seltzer with the vibrance of hops is a match made in non-alc heaven. Category leaders even boast zero calories & no added sugar. Mighty tasty on their own – some surprisingly taste more like fruit – hop waters also make great mixers. And the repeat sales aren't bad either.



All four fan-favorite flavors (Classic, Lime, Blood Orange and Mango) are available in HOP WTR's Variety Pack.

It's Wednesday night, and you're looking to unwind. Normally, you'd reach for a beer, but you've been watching your carbs and have an early start the next morning. A can of non-alc seltzer would be refreshing, but let's face it, that's not what you're craving.

Then you remember: You can still savor big, IPA hop flavors without hating yourself in the morning because in your fridge, you've got some of that new, sparkling, non-alc hop water.

These days, many of your customers find themselves in this situation – more than ever, consumers have wellness in mind when choosing beverages. **And while there's always time for a beer at happy hour or a 12-pack split with friends on the weekend, there are nights (or afternoons) when your customers want to indulge in something hoppy without committing to beer's ABV.**

Enter hop waters. **This new segment in the booming non-alc category combines craft beer's favorite hops with the sparkling brightness of seltzer, creating a gluten-free beverage with zero alcohol, calories, carbs or sugar.** Hop water can be enjoyed at any time and ticks a variety of boxes – including wellness, moderation and hop flavor – that could make it the next beverage of choice for millennials and Gen Z.

This exceptional brand, **HOP WTR**, also captures the deliciousness of hops in their non-alc water. But HOP WTR has stress-reducing, BFY adaptogens and nootropics like L-Theanine & ashwagandha as well. Co-founder Nick Taranto explains adaptogens as ingredients that have stress-reducing properties which work with the body, contributing to relaxation and better sleep.

HOP WTR has seen 500% year-over-year growth, no doubt because the brand's credentials (no alcohol, calories, carbs, sugar, gluten or GMOs) and BFY ingredients are valued by wellness-minded drinkers. But its light, crisp and satisfying flavors appeal to everyone.

As a category, **hop waters bring the complex and varied flavors of hops to a wider audience.** They're great for beer-lovers avoiding gluten, giving them a chance to enjoy hops. It's a unique experience

HOP WTR



HOP WTR is sparkling water crafted with a brewer-approved blend of hops and infused with adaptogens and nootropics to reduce stress without a drop of alcohol – the perfect balance between fun & functional.

Sierra Nevada Hop Splash

Coming this fall! Hop Splash is a sparkling, hop-infused water that goes 100% on hop flavor and nada on everything else: zero alcohol, zero calories, zero carbs and zero sugar. This hop water is a showcase exclusively for hops from one of the top IPA brewers in the country.



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“... the next beverage of choice for millennials and Gen Z.”

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for even the most experienced craft beer aficionado. But Sierra Nevada Innovation Brewer Isaiah Mangold, who's responsible for **Sierra Nevada's Hop Splash** (release date fall of 2022), points out, “People may think there's actual fruit in Hop Splash, but there's not – it's just Citra and Amarillo hops which express totally different in hop water.”

Ben Weiss of Crook & Marker

A lifelong entrepreneur, Ben Weiss founded the antioxidant beverage company Bai in his basement in 2009 and swiftly built it into the fastest-growing brand in the industry. With Bai, Weiss led a “bevolution” against giant soda companies by delivering great-tasting drinks without mounds of sugar and artificial ingredients. After leaving the brand upon Dr Pepper Snapple Group’s \$1.7 billion acquisition of Bai in 2017, Weiss wondered if his fight was over. But he quickly found a new outlet for his battle against sugar and broken ingredients by entering the alcohol space with Crook & Marker, his brand of zero sugar organic cocktails.

In the following interview, Weiss discusses Crook & Marker’s mission, the growth of the ready-to-drink (RTD) category and exciting new initiatives for the brand.



Heady Times (HT): Why did you get into the alcohol beverage space after Bai?

Ben Weiss (BW): With Bai, we proved that bold flavor and better ingredients can go hand in hand, allowing consumers to feel good about what they were putting inside their bodies without compromising enjoyment. By the time my journey with Bai concluded, the Millennial consumers who fueled Bai’s growth were of legal

drinking age. The natural progression of my “Bevolution” was to meet those disruptive consumers where they were going by providing them with better-for-you options in alcoholic beverages.

HT: What is your mission now with Crook & Marker?

BW: Crook & Marker is reimagining alcohol with a portfolio of zero sugar USDA Organic RTD cocktails that are bursting with flavor – perfect for consumers who are trying to avoid loads of calories and carbs. We’ve brought several spirit-inspired innovations to market in the past year as we’ve expanded our RTD portfolio, including new 5% ABV Margarita, Mojito and Paloma canned cocktails and 15% ABV bottled Margaritas. (See sidebar for full portfolio description.)

All of our cocktails are made with our Organic Supergrain Alcohol, which is uniquely fermented with millet from the plains of the Midwest, amaranth from the Himalayans, quinoa from Bolivia and cassava from the gulf of Thailand.

And we’re committed to providing the transparency that today’s consumers demand, with a full nutritional panel and ingredients list on every can. That way consumers know they are getting great flavor they can trust.

HT: Why should retailers sell Crook & Marker?

BW: The Crook & Marker portfolio is bringing true innovation to the beer and RTD categories as the growth of hard seltzer – their primary engine



Ben Weiss, Founder

in recent years – is slowing. And we’re at the forefront of two major trends in consumer behavior.

Consumers, particularly Millennials and Gen Z’ers, are facing a clear dilemma. In recent years they ran to hard seltzer as they sought better-for-you alternatives, mainly because of its low sugar and calories. But ultimately, they want more flavor and variety. This has opened up the door and led them to the RTD cocktail category, where flavor still largely relies on sugar and non-transparent ingredients. By delivering flavor with better-for-you ingredients, Crook & Marker is perfectly positioned to answer this dilemma for these consumers who are driving the explosive growth in the RTD category.

Further, recent consumer research shows that perceived healthiness and transparency are the top attributes influencing alcohol brand purchasing decisions among Gen Z consumers. Broader grocery trends show that focus leads consumers to spend more money on organic products. With Crook & Marker, they can enjoy the first fully USDA Organic portfolio of delicious cocktails.

Because Crook & Marker is made with the finest organic ingredients, it allows our retail partners to offer a premium-priced RTD product that not only appeals to consumers’ tastes but also drives substantially higher profit margins than hard seltzers.

HT: Why did you add bottled products to your lineup?

BrewerHIGHLIGHT

BW: The bottled products are the evolution of our portfolio after the success of our canned cocktail innovations launched last year. Starting with the launch of our 15% ABV Lime and Strawberry Margaritas earlier this year, we're now providing consumers with a higher-ABV premium malt-based offering designed for occasions that are typically dominated by wine and spirits.

We believe these new products are game-changing for us and for our wholesaler and retailer partners as they deliver wine and spirit-level margins, while being distributed and sold to consumers as a beer. As we call it, this is "beer reimagined." And we have more bottled innovations planned for this year, so stay tuned!

HT: You recently announced that the Grammy-winning singer Zac Brown joined Crook & Marker as Chief Creative Officer. What's behind that partnership and what does it mean for consumers?

BW: Not only is Zac a multi-platinum musician, he's also one of the best entrepreneurial minds I've ever met. He's launched several successful businesses including coffee and wine labels – and will greatly benefit our business as a leader and brand evangelist. Zac was an early investor and fundamental to our success as Bai. As our new Chief Creative Officer, he will be working directly with me and our leadership team on new innovation and making our brand culturally relevant.

Crook & Marker is sponsoring the Zac Brown Band's national concert tour this summer and we're promoting the sweepstakes with fantastic retail displays and social media content. For consumers in your area, the sweepstakes will include two tickets and lounge access for the band's show in Camden, NJ, on August 26.

HT: You've also been busy on another front – starring in a new TV show! What can you tell us about that?

BW: The show, *Billion Dollar Idea*, premiered on FOX Business in prime time starting in late April. My career as an entrepreneur has taken me in a lot of different directions over the last two decades, but it's definitely been a whole new experience developing and filming a TV show.

The idea of the show is to unearth the next great American entrepreneur. It begins with me traveling around the country to meet 15 contestants, then I invite six of them back to Crook & Marker's headquarters (we call it the House of Crook) in Trenton, New Jersey, to compete in special elimination challenges. These are designed to test their business acumen, products and, most importantly, their grit.

With the House of Crook serving as the primary set location for the show, it's a great opportunity to bring the Crook & Marker brand to a primetime audience while showcasing the unique culture and team driving our Bevolution. In addition to hosting the challenges, Crook & Marker employees appear in the series and Crook & Marker cocktails are featured. We also have an integrated advertising campaign as well as thematic retail displays planned to build on the increased interest in the brand as a national audience discovers the show.

I couldn't pass up the opportunity to participate in this show to highlight the importance of entrepreneurship and to introduce audiences to the Crook & Marker brand – two things very close to my heart!

Crook & Marker is not available in Burlington or Mercer counties.

Summer Hits

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.



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.



Launching August

Crook & Marker Cosmo Rosa

This flavorful spin on the classic Cosmo fuses the spirit of Mexico with the vibrance of the big city in one exquisite ready-to-serve cocktail. With an elegant blend of cranberry, orange, and lime flavor made with organic tequila rosa, this guilt-free brewed cocktail pairs the timeless taste of tequila with the stunning rosé pink tinge that symbolizes sophisticated sipping.



Why You Should *BE SELLING...*

FLIGHT by Yuengling

The Need to Sell a Premium Light Beer Has Never Been More Pressing.

It was time to “Raise the Bar for Light Beer.”

Dubbed the “next generation of light beer,” FLIGHT by Yuengling is a crisp, refreshing, 95-calorie premium light beer. With only 2.6g of carbs and 4.2% ABV per 12 oz. serving, FLIGHT is perfectly positioned to attract consumers looking for a beer that complements active lifestyles.

Younger drinkers are more health-conscious than previous generations – the majority of millennial and Gen Z consumers care about their well-being and are willing to pay for it. In fact, 80% of millennials say that when buying food and beverage, quality is important to their purchase decision, and 68% will spend more for it.

As an upscale light beer, FLIGHT by Yuengling is in a unique position to attract these consumers. **And nearly 50% of FLIGHT drinkers trade up from a domestic premium beer, helping drive higher**

basket rings and check totals. When compared to other mainstream light beers, FLIGHT is trending faster in both dollar sales and velocity. **Additionally, FLIGHT is introducing new consumers to Yuengling’s entire portfolio.**

Giving FLIGHT even more lift this summer, **Yuengling has teamed up with multi-platinum, Grammy award-**

winning rock band Imagine Dragons. As pop culture plays a bigger part in today’s marketing strategies, this collaboration has the potential to reach a huge audience. “Yuengling and Imagine Dragons are ‘raising the bar’ when it comes to summer fun and creating one-of-a-kind music experiences for our fans,” said Wendy Yuengling, Chief Administrative Officer. “It’s an amazing collaboration for FLIGHT by Yuengling to align with such a great band that is known for their high-energy, entertaining performances.”

The partnership brings music and beer lovers together for a once-in-a-lifetime opportunity to win an epic VIP concert experience with Imagine Dragons and instant win prizes all summer long. For the off-premise, in-store signage will guide shoppers to the specially marked Imagine Dragons 12-pack FLIGHT cans where they will scan a QR code to enter. 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 available to them with a link to enter an on-premise-exclusive VIP experience sweeps.

As part of the FLIGHT by Yuengling summer collaboration, **Yuengling will also be joining the band in donating to the Tyler Robinson Foundation, which aims to strengthen families who are financially and emotionally impacted by a pediatric cancer diagnosis.**



FLIGHT is trending faster in both dollar sales and velocity when compared to other mainstream light beers.

Why FLIGHT?

More consumers want upscale beers in the low-calorie and low-carb category. 43% of Americans claim to be on the lookout for healthy options when shopping and 61% of diners say they are making healthier choices when dining out. FLIGHT by Yuengling is...

- Crisp, premium refreshment with only 2.6g of carbs & 95 calories
- Perfectly positioned to attract health-conscious consumers
- Bringing new drinkers to the entire Yuengling portfolio
- Partnering with Imagine Dragons to offer promotional activity all summer long
- Available in 12 oz. bottles, 12 oz. cans, 16 oz. cans, 24 oz. cans and draught



Yuengling and Imagine Dragons are raising the bar when it comes to summer fun and creating one-of-a-kind music experiences for their fans.



Shiner TexHex IPA Series

Colorful, Edgy & Cool, Shiner TexHex IPAs Take a “Texas Two-Step” Out of its Comfort Zone.

A magical new series of beers can't sit on the shelf with a boring label. That would be a disservice to the delicious liquid hiding in the can yearning to be enjoyed. And so, a little brewery from Texas – best known for its legendary German-style bock beer – drew inspiration from its local southern Texas roots and brewed a series of IPAs with cactus water. But that's not all.

To capture the attention of IPA drinkers, TexHex cans bear the likeness of “La Bruja,” a sorceress who moves with the treacherous heat of the Texas desert. La Bruja roams the land with fire in her eyes. Her shadowy figure wanders in the moonlight gathering ingredients for her otherworldly creations. Brewed with fire, magic and sin – her IPAs are only for the worthy, the ones called by the wind.

Fans have been clamoring for more IPAs from Shiner, and with 43% of all craft dollar sales coming from IPAs, the series not only represents a new and exciting chapter for Shiner, it's also attracting new fans to this classic craft brewery. With Shiner's most edgy and eye-catching graphics to-date, the TexHex series will no doubt grab customers' attention, while its deliciously unique recipe will keep them coming back for more.

The first release of the series, **Bruja's Brew**, is a West Coast-style IPA brewed with Amarillo hops, delivering flavors from tangerine and pineapple to citrus and stone fruit. This brew has a bright, fruity finish with notes of minerality and cactus blossom. On the package, La Bruja is featured in western wear under a vibrant desert sky.

The second release, **Desert Mirage**, is a full-bodied, hazy IPA with tropical pineapple and tangerine flavors. Floral and resinous, this brew has a long, complex finish. Reminiscent of a hazy Texas evening, the graphics fade from striking red to yellow, with La Bruja atop a horse, ready to ride off into a Wild West sunset.

Twin Dream, the third brew in the series, is set to be released later this year. This enigmatic double IPA is brewed with a vexing double act of Idaho 7 and Citra hops. Playing into the name and the duo of hops, La Bruja's face on this package is split down the middle – each half incorporating vibrant, psychedelic colors.

“Shiner could not be more excited by the launch of TexHex IPAs. Our fans have demanded that we get back into the IPA category, and we believe TexHex delivers in a groundbreaking way,” says Matt Pechman, Spokesperson for Shiner. “With unique Southwestern ingredients like cactus water, and a taste that we know connects with IPA drinkers, we are incredibly proud of these beers. We can't wait to see what else La Bruja has in store for us in 2022 and beyond.”



Good things come in threes. The TexHex IPA series represents a new and exciting chapter for Shiner.



Packaging for the TexHex IPA Series creates an intriguing billboard effect when stacked.

“Shiner fans have demanded that we get back into the IPA category, and we believe TexHex delivers in a groundbreaking way.”

– Matt Pechman, Spokesperson for Shiner

Get To Know Mike Contreras of 2SP Brewing Company

Pretentious? Never. Passionate? Always.

That phrase describes 2SP Brewing Co., the small but mighty craft brewery and pride of Delco to a T, but it's also a fitting description of their Director of Sales and Marketing, Mike Contreras. While Contreras originally had dreams of obtaining a PhD., his mother recognized that his talents and passion (not to mention his outsized personality) might be better suited to craft beer. Thankfully, Contreras took her sage advice. Now, alongside head brewer Bob Barrar, Contreras leads 2SP, one of the country's most renowned breweries. From a humble operation and against Everest-sized odds, this brewery continues to defy expectations.

Heady Times caught up with Contreras to learn more about his mother's fateful craft beer intervention, what his dream collab would be and what new beers 2SP is releasing this summer. We can't wait to try Strawberry Switchblade Hefeweizen and enjoy another Voluptuous Fuzz.

Heady Times (HT): How'd you get your start in craft beer?

Mike Contreras (MC): My mom sent my resume to Boston Beer while I was in graduate school. I thought I was going to go for my Ph.D., but my mom put a stop to that. She said, "Honey, you know how much I love you... Well, I've seen your writing and got to meet some of your classmates. Maybe beer sales would be a better fit." She was right! Boston Beer passed on me (good move on them), and I found a nice home at Rogue Ales & Spirits.

HT: You're OG 2SP and have been with the brewery since the beginning – what are some of your favorite memories & milestones?

MC: We employ unemployables. Any accomplishment feels like an absolute triumph against Everest-sized odds. When our team wins medals at GABF and World Beer Cup, it's a tremendous compliment we all take pride in. A little brewery in Delco being awarded top prizes for quality is a huge validation. Looking back, we have grown at a nice, steady pace. There has been no compromise in our values and the brand feels like a genuine extension of our people. To see where we are today is a solid reflection of our team, no matter how bald and gray we've become.

HT: Last year you did a total package rebrand. Tell us about the process and how you and the team decided on the local slant for the design.

MC: When the pandemic hit, our weaknesses were exposed. Although we loved our original design, it didn't have the full billboard effect that a brand needs to stick out on the shelf. Our beers weren't selling well at retail compared to the on-premise, and we felt packaging was a primary reason. COVID made that weakness borderline debilitating. (Thankfully we made it out of the pandemic without having to furlough or let any of our employees go!) In working with our designers, we wanted to showcase three things: consistency in design, Bob the Brewer and a sense of place. The result is different colors, but the same layout, including a different Bob character and a keystone. Even with the pandemic, we are +20% on our core package with the redesign.



Mike Contreras has helped steer 2SP from a humble, local operation to one of the country's most renowned craft breweries "against Everest-sized odds."

HT: 2SP recently opened a new brewpub in Chadds Ford – how long has that been in the works? Will there be more locations in the future?

MC: The Taphouse has been in the works for some time. We wanted to have an outpost for our brand on the other side of Delaware County, as our brewery is in Aston. It's been great. The other half of our ownership got their start in restaurants and currently operate Two Stones Pub with locations in Delaware and Chester counties. Not gonna lie here... we're not planning anything new right now. We're pretty busy at the brewery.

HT: You continue your stellar streak of collaborations with Wawa and released a great one last year with Sly Fox – Dog Will Hunt. What other breweries would you like to work with?

MC: I'd say Allagash or Sierra Nevada for two reasons: They're at the top of our teams' list as favorites and we'd love to take them out in Delco just to have them hear what the locals think of their fancy Patagonia gear.

HT: What can retailers and beer fans get excited about from 2SP this spring/summer?

MC: Voluptuous Fuzz Peach Wheat & Strawberry Switchblade Hefeweizen. We're brewing accessible fruited beers that consumers will want to drink when it's humid AF this summer. Y'all won't be disappointed.

New PRODUCTS

Truss Veryvell CBD Sparkling Water



Veryvell™ is a product of Truss CBD USA, a joint venture between Molson Coors Beverage Company and Hexo Corp – both leaders in the Beverage and CBD space. Veryvell is a non-alcoholic, non-intoxicating beverage with emulsion superiority that delivers high absorption

rates and predictable experiences. Whether you want to boost your clarity, restore your balance, or let go of your day, Veryvell's unique blend of CBD and adaptogens offer a flavor for every mood.



Veryvell Focus Sparkling CBD Water

Boost your clarity with 20mg of Hemp CBD + Ginseng and Guarana in a lightly carbonated mix of grapefruit and tarragon. Four simple ingredients, 0 calories, 0 sugar, and 0 carbs. Perfect for morning walks, podcast binges, or client calls. **Package:** 12 oz. cans only **Availability:** Now, year-round



Veryvell Mind & Body Sparkling CBD Water

Restore your balance with 20mg of hemp CBD + Ashwagandha and Elderberry in a lightly carbonated mix of strawberry and hibiscus. Four simple ingredients, 0 calories, 0 zero sugar. Perfect for Mondays, midday scrolling, and afternoon pep-talks. **Package:** 12 oz. cans only **Availability:** Now, year-round



Veryvell Unwind Sparkling CBD Water

Let go of your day with 20mg of hemp CBD + L-Theanine and Ashwagandha in a lightly carbonated mix of blueberry and lavender. Four simple ingredients, 0 calories, 0 zero sugar. Perfect for sunsets, streaming, and kicking back on the couch. **Package:** 12 oz. cans only **Availability:** Now, year-round

Simply Spiked Lemonade

Introducing Simply Spiked Lemonade™, a line of sparkling spiked lemonades from Simply® – the lemonade experts. These ready-to-drink spiked beverages are available in **Signature Lemonade**, **Strawberry Lemonade**, **Watermelon Lemonade**, and **Blueberry Lemonade**. Each flavor combines expertly blended alcohol and the bold, yet refreshing taste of real fruit juice for a naturally flavored beverage bursting with sweet, tart lemonade taste!

ABV: 5% **Package:** 12 oz. slim can multipack, 24 oz single

Availability: Now, year-round



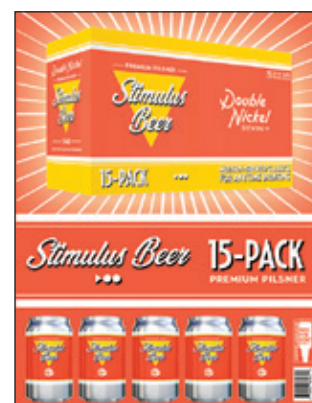
Arnold Palmer Spiked Lite



Introducing Arnold Palmer Spiked Lite: A refreshing remix of the classic half iced tea/half lemonade with only 100 calories and 2g sugar per 12 oz. serving – all without compromising on flavor. The perfect choice for the backyard or the back nine. **ABV:** 4.5% **Packages:** 12 and 24 oz. cans **Availability:** Now, year-round

Double Nickel Stimulus Beer

Beer of the people, by the people, for the people. Stimulus Beer is their 5% easy-drinking PILS they created in order to help restock your quarantine supplies without breaking the bank. Sweet from the malt, crispy from the flaked rice, and lagered to perfection – Stimulus Beer is like an old friend who is always there for you. The definition of a highly drinkable crusher that all can appreciate; it's simple, straightforward, and most of all, delicious. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round (not available in Burlington or Mercer counties)



New PRODUCTS

Bell's Brewery



Inspired Brewing®

Bell's has been creating unique and inspired craft beer in Michigan for more than three decades. The first Michigan brewery to open an onsite pub and sell beer by the glass, Bell's has grown to become a premier craft brew destination for the Great

Lakes region and beyond with distribution in 43 states, two facilities, a taproom, a concert venue, a unique beer garden, and 500+ passionate employees making thoughtfully, artistically, and creatively-brewed quality craft beers.

NOW
SELLING

Bell's Brewery Two Hearted Ale



Named after fishing waters in Michigan's Upper Peninsula, Two Hearted is an American IPA brewed and dry hopped with 100% Centennial hops. Beloved by longtime and new craft beer drinkers, Two Hearted is an iconic ale that's perfect for any occasion. **ABV:** 7% **Packages:** 12 oz. bottles, 12 oz. cans, 19.2 oz. cans, and draught **Availability:** Now, year-round



Bell's Brewery Official Hazy IPA

A refined beer for those who love hops and for those who prefer wheat beers. Go ahead and make it Official. **ABV:** 6.4% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Bell's Brewery Light Hearted Ale

Aromatic, balanced, and incredibly easy-drinking. This low-cal IPA has Centennial and Galaxy hops that result in citrus and pine aromas, while a variety of specialty malts help give its body and flavor. **ABV:** 6.4% **Package:** 12 oz. cans only **Availability:** Now, year-round



Bell's Brewery Lager of the Lakes

Following in the tradition of Czech Pilsners this crushable lager offers a combination of firm malt and herbal hop bitterness, this beer is as refreshing and crisp as a swim in the Great Lakes. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Bell's Brewery Oberon Ale



Oberon is a wheat ale that embodies everything we love about summer. Brewed with just wheat malt, hops, water, and their signature house ale yeast, Oberon has a bright orange color that is citrusy, smooth, and refreshing. **ABV:** 5.8% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now, through September

DuClaw Haze of Glory



This medium-bodied New England style IPA delivers a juicy, hazy squeeze to your palate at 6.3% ABV. Balanced citrus burst and hop haze shows they ain't no young gun when it comes to IPAs or juicy beers. Let it give your tongue a squeeze, and go out in a haze of glory. **Package:** 12 oz. cans only **Availability:** Now, year-round

DuClaw Strawberry Letter 23



Brewed with lactose, London Ale III Yeast, and Mosaic Lupulin Powder, soured with Lactobacillus delbrueckii and fermented on top of ripe strawberries, this brew blurs the lines between an IPA, sour ale, and fruited ale for a unique and refreshing brew. **ABV:** 7.1% **Package:** 12 oz. cans only **Availability:** Now, year-round



DuClaw Low Key

Look on the light side with this one-of-a-kind brew. Bursting with pineapple juice, yet low on calories, this sip was made for your sweet moments of chill. Enjoy the easy tropical breeze of mango and passion fruit, coupled with crisp notes of citrus and pine. After all, sometimes less IS more. **ABV:** 3.6% **Package:** 12 oz. cans only **Availability:** Now, year-round

New PRODUCTS

Paradox Brewery



Paradox Brewery is a certified Veteran owned, independent craft brewery founded in the heart of the Adirondack Mountains brewing innovative beer of the highest quality. Their roots trace 40 years back to when our president and founder, Paul Mrocka, fell in love with beer and brewing in Germany while stationed as an army pilot.

The foundation of their beer is within the water they use, which can only be found in the granite 600 feet below, Adirondack Park. The water is so pure that it needs no filtering or treatment before brewing it with the best malts and hops.

Paradox Beaver Bite



Our flagship New England IPA. They brew Beaver Bite with choice English crystal malt, copious amounts of American hops, which are then fermented with our house ale strain. It's the beer that got us started. You know it. You

love it. If you don't, that's okay! It's always available and always will be. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Paradox Beaver Overbite



Distinguishable from our flagship Beaver Bite IPA, Beaver Overbite Imperial IPA is a hop-saturated affair. This double dry-hopped brew showcases a blend of Citra and Amarillo hops and is sure to impress. Bold notes of

citrus and apricot consume the drinker with an outcome of an incredibly delicious and highly drinkable Imperial IPA. Any time is right for their Beaver Overbite. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Paradox Pils



A crispy mashup between a Czech and a German-Style Pilsner. This golden hue lager is too hoppy to be considered a German Pilsner, yet differs in hops from a true Czech Pilsner. At this conjunction, Paradox Pilsner remains a

perfect drinking experience from its old-world Pilsner malt and generous use of noble hops! **ABV:** 5%

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

White Claw REFRSHR Lemonade Variety Pack

Now's the right time for White Claw, as the category leader, to define the taste benchmark for lemonade seltzer. This past spring, White Claw REFRSHR Lemonade launched in four



refreshing, unique, and exciting flavors, all just 100 calories, 1g carbs, and gluten-free. The 12-pack can mix includes: **Limón** with a hint of Calamansi (a popular citrus fruit from Japan right down the Pacific rim to Australia, noted for its sharp citrus taste with the sourness of lime and sweetness of orange); **Blackberry** with a hint of red cherry, **Blood Orange** with a hint of black raspberry and **Strawberry** with a hint of kiwi. **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

White Claw REFRSHR Iced Tea Variety Pack

White Claw REFRSHR Iced Tea is made with sustainably sourced, brewed tea certified by the Rainforest Alliance. It delivers fantastic, real brewed tea refreshment at only 100 calories and 1g of sugar. Included in the 12-pack can variety are four fantastic, gluten-free iced tea flavors: **Peach**, **Lemon**, **Strawberry**, and **Mango**. **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



New PRODUCTS

Rey Azul Tequila & Soda



The story of Rey Azul begins around a UNESCO heritage site of one of the most beautiful agave landscapes

at the foot of a volcano in a distillery called "La Magdalena". Because of the high concentration of lava rock (called 'obsidian') found here, flavorful agave grows in dark, mineral-rich soil. The distillery where Rey Azul's tequila originates is small. Everything throughout the process, from growing, harvesting, and distilling, is painstakingly done by the 2nd generation of the same family of 'Agaveros' (Agave Farmers). The result is an unreal, refreshing ready-to-drink cocktail made with Premium Blanco Tequila, natural flavors, and crisp sparkling water.

Rey Azul Tequila & Soda Lime



Unmistakable tequila notes are perfectly complimented with zesty lime and just a hint of cucumber essence for a crisp, clean, refreshing finish. Best served cold, over ice, or straight from the can.

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

Rey Azul Tequila & Soda Variety Pack

This new and refreshing 3/8 variety pack includes:

Tequila & Soda Lime, Pineapple, and Mango.

Availability: Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



New PACKAGES

Smirnoff Ice Pink Lemonade 24 oz. Bottles



Already available in 12 oz. cans and bottles, Smirnoff Ice Pink Lemonade will be available in 24 oz. bottles year-round, beginning this summer! Pink Lemonade taps into one of the fastest growing flavor trends in adult drinks, a refreshing combination of tart, juicy lemon notes and sweet red berries for a flavor you know and love. This carefully balanced flavor is delicious enough to elevate your most iconic moments of summer – for when the sunsets are so good, they're pink.

Availability: Year-round, beginning in July



Ceria Can Re-Fresh

Ceria Brewing Company has re-designed its 12 oz. cans to highlight "Alcohol Free" and "0.00% ALC BY VOL" on the face of the can. Ceria's special

brewing method means they are the only beer to claim 0.00% ABV and want to catch the consumer's eyes with these updated cans. **Availability:** Now!

White Claw 19.2 oz. Cans Transition to 24 oz. Cans

Due to producers not being able to meet demand, White Claw 19.2 oz. cans will be transitioned to 24 oz. cans. The new 24 oz. cans will retain the same UPC as the 19.2 oz. cans they will replace. Across the industry, 24 oz. cans represent 78% of all single-serve can sales and accounted for the largest dollar sales growth last year. This package change will resonate with the consumer and keep these brands in a premium position.

Availability: Now! (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



New PACKAGES

New Belgium Voodoo Ranger Juicy Haze 19.2 oz. Cans



Packed with bright tropical aromas and brilliant citrusy flavors, this unfiltered Juicy Haze IPA wraps up with a pleasantly smooth finish and is now available in 19.2 oz. cans. **ABV:** 7.5%

Availability: Now, year-round



New Belgium Variety Pack Flavor Swap

The weather is warming up just in time for summer. Get your hands on these refreshing New Belgium brews perfect for laying out by the pool or catching rays on the beach. Available in this 12-pack can variety includes: **Summer Bliss**, a lemon and mango summer tango; **Mountain Time**, a crisp and clean lager; **Dominga Mimosa Sour**, a wood-aged golden sour and Calamansi oranges, and **Voodoo Ranger Juicy Haze IPA**, a tropical, citrus and hazy brew with a smooth finish.

Availability: Now!

Seasonal SELECTIONS

When Demand Exceeds Supply

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

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

Dogfish Head Tru-Action IPA

NEW!

A small-batch collaboration with Trillium, Tru-Action is a hazy IPA brewed with malted wheat for a pillowy soft body and malted rye for a subtle spiciness. Continually dry-hopped with an iconic blend of hops for maximum juicy flavor, it boasts delicious notes of mango, pineapple and candied citrus.

ABV: 6.5% **Package:** 16 oz. cans only
Availability: Now!



Shiner Agua Fresca

This refreshing beer puts a twist on the traditional Agua Fresca. With sweet watermelon supported by bright lime, this fruited Mexican lager invigorates the palate. Notes of agave and hibiscus create a delicious thirst quencher, perfect in the summer heat. **ABV:** 4.5%

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



NEW!

Shiner Sea Salt & Lime

Inspired by the Texas tradition of dressing a beer with lime and salt, this summer seasonal is brewed with real lime peel and artisanal sea salt for a crisp flavor and refreshing finish. An easy-drinking beer designed for the summer. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now!



Woodchuck Variety Pack

The Woodchuck Variety Pack has a new mix for summer! Woodchuck has been crafting America's original hard cider since 1991. Back then, they didn't care that the world was drinking beer, because they had a passion for hard cider. So that's what they made. Cider may be more popular now, but Woodchuck has stayed true to their roots, fermenting quality, innovative ciders with every batch. This warm weather mix includes four deliciously refreshing Woodchuck Hard Ciders: **Amber**, **Berry Snap**, **Bubbly Pearsecco** and **Blueberry**. **Availability:** Now!



NEW MIX!

Seasonal SELECTIONS

UFO Maine Blueberry



Maine Blueberry is brewed with, you guessed it, real Maine blueberries for the authentic taste of Maine's signature berries. Notes of blueberry start with Maine Blueberries inviting aroma and continue with a wave of sweet blueberry flavor in each sip. Balanced by a light body and crisp finish, Maine Blueberry is more than a sweet

treat, it's a satisfying and refreshing ale dedicated to the best wild blueberries around. **ABV:** 4.8%

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

Heavy Seas TropiCannon Mango Lime IPA



Previously only available in the TropiCannon Variety Pack, Mango Lime IPA will be available as a stand-alone package for a limited time this summer! Bursting with tropical flavors, this IPA is as juicy

as it is zesty. A twist on a fan favorite, Mango Lime IPA is another perfect way to escape to your very own tropical paradise. **ABV:** 7.25% **Package:** 12 oz. cans only **Availability:** Mid-July (not available in Burlington or Mercer counties)



Mike's Pineapple Passion Fruit

Sweet, juicy pineapple notes are perfectly balanced with tropical passion fruit in Mike's newest seasonal. With just the right balance of sweetness and tartness, every sip is extremely refreshing and drinkable. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now! (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Deschutes Fresh Pack



You asked, and they answered. Deschutes Brewery IPA favorites new and old are together for the first time in this exciting can format. This 2/12 variety brings back returning favorites **Fresh Haze IPA** and **Fresh Squeezed IPA** with new additions: **Symphonic**

Chronic Dank IPA, melodious mashup mixing West Coast kettle hopping with East Coast dry hopping, bio-transforming hop aroma and flavor into a bright, skunky, tropical symphony, and **Farmstand Fresh Mango IPA**, a breezy blend of juicy hops and delicate malt character that's dripping with fresh citrus flavors and zesty aroma. Bring the Fresh Family along on any of your adventures. **Availability:** Now!

New Belgium Summer Bliss

Summer Bliss is an easy-drinking wheat beer featuring waves of citrusy-sweet mango and Meyer lemons, and complimented with a touch of coriander and coconut to bring those tropical aromas to life. It won't be around for long, so get your bliss and raise a glass to the long, sunny days ahead. **ABV:** 5.5%

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



New Belgium Voodoo Ranger 1985



Like totally loaded with juicy mango flavor, 1985 takes you back to the future of hazy IPAs. Buckle up. **ABV:** 6.7%

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

DuClaw Blackberry Ballad



DuClaw wanted to know what love is, so they made a brew to belt your heart out to. A harmonious balance of blackberry and lemon, let your senses sing along to a delicate duet of sweet yet sour sips. Pour a tall glass to see a melodic maroon hue. So go, grab the karaoke mic, and we'll stand by you, faithfully. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** July

Fegley's Rainbow Flip-Flops



Proudly coming out with a blend of strawberry and vanilla flavors accentuated with lactose, this 6.7% ABV Strawberry Hazy IPA is just what your palate needs for the late summer. **Packages:** 16 oz. cans and draught **Availability:** Late June

SweetWater Radler

Let it bleed with this brisk new brew that starts out as an authentic and tasty Hallertau and Mitt hopped lager, lightly dosed with a hit of real blood orange juice to deliver a refreshingly cool new beery twist to your taste buds. **ABV:** 4% **Packages:** 12 oz. cans only **Availability:** Now! (not available in Burlington or Mercer counties)



Seasonal SELECTIONS

Evil Genius #LoveIsLove

Love who you want to, drink what you want to! Evil Genius hopes you'll want to drink this crisp blonde ale, which has just a hint of natural strawberry flavor. A portion of the proceeds from this beer will be donated to The

FOR A
GOOD
CAUSE!



Trevor Project, which benefits LGBTQIA+ youth. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Late June

Evil Genius You're Killin' Me Smalls



We are very excited to present our newest warm weather quencher, a raspberry-infused lemon shandy! Brewed with a base of 2-row barley and wheat, hopped delicately with warrior, fermented with our house ale yeast, and infused with all-natural raspberry and lemon. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Late June

2SP Circadian

Made with 88lbs of late addition Amarillo hops (think orange & tangerine), then brewed with rye and oats, this beer is big on the juicy business. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Deschutes Peanut Butter Obsidian



Who knew peanut butter whiskey would become as American as apple pie? They sure didn't see it coming, but hey, they'll cheers to that! Enjoy this inspired take on Deschutes' very own Obsidian Stout. **ABV:** 9% **Package:** 12 oz. bottles only **Availability:** Now!

Flying Fish Big Pineapple

A double IPA featuring New Zealand Hops and Imperial's "Juicy" yeast strain. Double dry-hopped using Motueka hops and yields flavors of juicy pineapple, ripe fruit and lime zest. **ABV:** 8.2% **Package:** 16 oz. cans only **Availability:** Now!

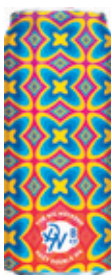


Double Nickel Pool Noodle

This tart, tangy, and refreshing kettle sour is fruited with strawberry, pineapple, and coconut. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel The Big Weekend



Pack your bags, you're going places with this hazy double IPA that's double dry-hopped with Idaho 7 and Citra. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)

Glasstown Neon Stars



Neon Stars is a bright and citrusy IPA, brewed with Cryo Pop blend, Talus hops, and double dry-hopped with Talus. This slightly hazy IPA takes on notes of tangerine and clementine. **ABV:** 5.7% **Package:** 16 oz. cans only **Availability:** Now!

Glasstown Sparkles Sky Dancer



Owner Paul Simmons was dubbed Sparkles Sky Dancer by his niece, which inspired them to create a Strawberry Shortcake Sour Ale. This sour ale is tart and slightly sweet, bursting with flavor! A strawberry shortcake sour ale is the perfect treat for the summer! **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!

Glasstown Seaside Summer Wit

Seaside Summer Wit is a super refreshing witbier with a hint of lemon. It is the perfect Jersey Shore beach beer! **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



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:** 750 ml bottles only

Availability: July (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:** 750 ml bottles only

Availability: July (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:** 750 ml bottles only **Availability:** July (not available in Burlington or Mercer counties)



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. cans only **Availability:** Now!



Hard Rock Expert Ready-to-Drink Cocktails

The Hard Rock spirit is the key ingredient in their new line of ready-to-drink cocktails. This delicious 6-pack variety will include: **Margarita**, **Mojito**, and **Moscow Mule**. These iconic cocktails are inspired by those expertly made at Hard Rock International properties worldwide, ranging from the beloved Hard Rock Cafes to the iconic Hard Rock Hotels to the booming Hard Rock Casinos. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Programs

Blue Moon Born in a Ballpark

Blue Moon Belgian-Style Wheat Ale was originally crafted at Coors Field's Sandlot in Denver, Colorado, and this season, it's being shouted from the stands that this unique taste could only be born in a ballpark. Fans can pick up baseball packaging featuring ballgame-themed illustrations and baseball stitching added to Blue Moon's iconic moon logo, and they can scan the diamond-shaped QR code on every pack and coaster to learn more about Blue Moon's baseball roots. And consumers can unlock new DraftKings challenges for the chance to win baseball prizes every day!



Miller Lite Phillies Homer Hats

This season, Miller Lite knocks it out of the park as a continued official partner of the Philadelphia Phillies. Fans can expect the excitement to be hotter than ever this July when they can bring home a Miller Lite Phillies straw "Homer Hat" SLO any time they pick up a 24-pack or larger of the original light beer.



Celebrate Summer with Corona

Corona is inviting consumers to join them at the Corona Beach House where all things that make summer, summer are coming together. Additionally, the Protect Our Beaches campaign is back with more sustainable partnership collabs, beach cleanups and ways to give back to the waterfront places that make summers great! Corona will continue to leverage their partnership with Oceanic Global, helping to lead the conversation efforts to #protectourbeaches. Corona will maintain heavy levels of TV and media support across key summer holiday weekends and high-profile sporting events such as the NBA playoffs and Gold Cup. Limited-edition summer packaging will also return, driving awareness to the cause and featuring a QR code, making it even easier for consumers to enter-to-win.



Corona to Sponsor the 2022 MLB All-Star Game

As the Official Import Beer of Major League Baseball, Corona is excited to sponsor the 2022 All-Star Game, taking place on July 19th at Dodgers Stadium in LA. Retail tools and dedicated assets are now available for Corona Extra, Corona Premier, Corona Hard Seltzer and Corona Refresca. Through a simple QR code scan, consumers can enter to win the grand prize of an All-Star game experience, as well as instant-win prizes from MLBShop.com.



Pacifico Preserves

This summer, in partnership with The Conservation Alliance and American Parks Network, Pacifico is fueling adventures to help preserve the places where adventure happens. Pacifico is inviting consumers to get outdoors and explore for more. By discovering map pins, consumers will unlock chances to win unique outdoor stays and Pacifico x Quicksilver gear. With every pin that gets found, explorers can earn a sweepstakes entry and help do a little good by triggering a donation to the Conservation Alliance. Consumers will scan QR codes on POS and limited-edition packaging to access the pacificopreserves.com microsite with details on the promotion. New, eye-catching, summer-themed POS will bring this program to life at retail.

Programs



Salud to Summer

EXCLUSIVE COLLABS
RELEASING EVERY FRIDAY

This summer, Modelo is partnering with the hottest brands to unlock exclusive collaborations every week, encouraging consumers to celebrate summer and enhance their #ModeloTime. This program taps into true “drops” culture and is sure to generate excitement all summer long, creating weekly engagement that consumers will not want to miss. 18 weekly drops will feature limited-edition pricing includes hits from partners such as Bumpboxx, Traeger Grill, Midnight Studios and more. Modelo will maintain dominance in national TV, on air every week this summer. Highlights include a larger focus on live sports, year-round soccer coverage, digital players such as HBO, Hulu, and new Spanish language digital TV platforms such as PrendeTV to further reach the Latino consumer.



WIN THE ULTIMATE SUMMERSLAM WATCH PARTY

GRAND PRIZE VIEWING KITS AVAILABLE THROUGH JULY 10TH. WWE MERCHANDISE AVAILABLE THROUGH AUGUST 31ST

THE OFFICIAL BEER

WWE SUMMER SLAM

SCAN HERE

SUPERSTAR REY MYSTERIO



Victoria Extends Its Partnership with WWE & Rey Mysterio

Victoria is back as “The Official Beer of SummerSlam” and wants to be the official beer of consumers’ watch parties. This year’s all-new, national retail program focuses on the summer season, featuring Superstar ambassador Rey Mysterio. Grand prize winners of the sweepstakes will receive a kitted out viewing experience that brings the event to their backyard with a massive pop-up big screen, fully stocked Victoria coolers, a grill and all the essentials for an authentic Mexican BBQ provided by Guerrero.



Programs



Smirnoff Summer Smash Cash for Gas

This summer, consumers can win Summer Smash Cash for Gas! To enter to win, they'll simply text "SMASH" to 24272 or scan the QR code on themed POS. Three grand prize winners will receive a \$1,000 gift card and 100 first prize winners will receive a \$100 gift card!



Smirnoff Introduces Ty Dolla \$ign

This summer, Smirnoff is teaming up with one of music's hottest acts to make it a summer worth celebrating. Meet the newest face of Smirnoff: Ty Dolla \$ign – Artist, Producer, Collaborator... the life of the party. Nominated for three 2022 Grammy awards, his hit songs include *Or Nah*, *Work from Home*, *Hot Girl Summer* and *Spicy*, and he's Spotify's no. 77 most globally streamed artist with 3.4 million followers on YouTube and over 12 million followers across all social platforms – with 70% of his audience ranging in age from 21 to 35. His arsenal of collaborators include: The Weeknd, Ariana Grande, Drake, Jason Derulo, Megan Thee Stallion, Fifth Harmony and Young Thug.

"Ty Dolla \$ign is the musical equivalent of hot sauce – he goes on everything." – Rolling Stone



Smirnoff Red, White & Berry How to Summer: Grown Up Edition

Smirnoff Red, White & Berry makes the classic thrills of summer lit for adults by inspiring them to get that classic summer feeling. With actress Kaley Cuoco as a guide, Smirnoff RW&B will prove how adulthood can be fun and make this a "Summer for the People."



Lone River Ranch Rita Campaign

The West has always conjured visions of solitude, independence and stoicism, but it's more than that. It's more than a direction or a place. It's something you feel, something you share with your friends, a good kinda loud in the right kinda bar, two-stepping in the moonlight or under the neon. It's a cantina buzz, watering-hole chic, broken-in boots and danced-in high heels. The spirit of the real West can't be tamed, but it can be captured – in a 12 oz. can of Lone River Ranch Rita. If you want to go fast, go alone. If you want to go far, go together. Follow It West.

This summer program will bring Ranch Rita to life, attracting people to a good time out West. Lone River's brand rancher and modern cowboy, Ryan Bingham, is joined by the siren of the cantina, Ranch Rita. A musician with a hint of mystery and a badass western attitude, Rita is a distinct yet complementing character.

Programs



Win a Personal Water Craft from White Claw

Now through July 31st, White Claw is offering fans a chance to win a Personal Watercraft that will be perfect for those warm summer months ahead. Plus, fans could also win exclusive White Claw Hard Seltzer Water Sports gear! To enter to win, consumers will simply scan a QR code on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, and Salem counties)*



Heavy Seas Gives Back

Heavy Seas is proud to announce that they will donate \$1.00 for every TropiCannon Variety 12-pack sold to consumers to the UN Ukrainian Humanitarian Fund. Throughout the duration of the program, Heavy Seas will continue to use social media posts to drive awareness, and a sticker placed on each TropiCannon 12-pack will inform consumers of the donation. The program will run until inventory of the current version of the TropiCannon 12-pack Variety is depleted. Heavy Seas estimates that they will be able to donate \$6,000 to the UN Ukrainian Humanitarian Fund.



Win a Backyard Makeover from Mike's

77% of Mike's shoppers enjoy and plan to entertain outdoors this summer, so Mike's is offering consumers the chance to win the ultimate backyard makeover worth \$50,000 or 50 first prizes including Mike's FMB chairs, a charcoal grill, a cornhole set and a set of string lights. Consumers can enter to win via QR code scan on themed POS. The taste of summer is sweeter with Mike's. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, and Salem counties)*



Win a Mike's Summer Fun Pass Powered by Stubhub

Mike's Hard Seltzer fans value live experiences and sharing them on social media for badge value. So this summer, Mike's is offering fans a chance to win a Mike's Summer Fun Pass powered by Stubhub: \$200 – \$250 Stubhub gift codes, with prizes being given out weekly! To enter to win, consumers will simply scan a QR code on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, and Salem counties)*

FLIGHT by Yuengling: The Next Generation of Light Beer is Reaching New Drinkers



Born from six generations of brewing expertise to combine superior taste with low carbs and calories, FLIGHT is a leader in the light beer refreshment category and now the third largest grower of super-premium dollars. (IRI, 13 weeks ending 3/13/2022)

FLIGHT taps into the trust of America's Oldest Brewery, while delivering the ideal stats of 2.6g of carbs, 95 calories and 4.2% ABV.

Now in prime beer selling season, FLIGHT is reaching a new active lifestyle consumer through a media mix of social, digital, billboards and broadcast channels featuring sports, lifestyle and entertainment, with a strong focus on building the brand through experiential FLIGHT decks at selected sports arenas and FLIGHT Brand Ambassadors touring across the footprint sampling FLIGHT and rewarding drinkers with premium giveaways, sweepstakes and rebates.

FLIGHT's summer concert partnership with the multi-platinum, Grammy award-winning band Imagine Dragons, including an on-pack sweepstakes to a flyaway VIP concert experience and daily instant win prizes, will show young, active beer drinkers that Yuengling is Raising The Bar with FLIGHT by Yuengling.

Programs



Moosehead Wicked & Wild Sweepstakes

From July 1st through September 30th, Moosehead is celebrating the baddest transportation on the planet by giving consumers the chance to win a “Wicked Thumb Destroyer 750” electric bike! The 750 features a fully blacked-out finish, 13.5-inch ape hanger handlebars and a top speed of 28mph! Consumers visiting participating Moosehead retailers will scan the QR code on themed POS to enter-to-win one of 10 bikes being given away – nearly one bike every week! Stay Wild with Moosehead Lager!



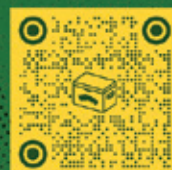
Celebrate International Sushi Day with Sapporo

There is no better pairing for sushi than Sapporo. So to celebrate International Sushi Day on June 18th, Sapporo is giving consumers the chance to win a sushi day kit and a meal through Sushify (a sushi meal kit delivery service). To enter, consumers will scan the QR code on themed POS which will take them to the International Sushi Day website for details on the Sushify partnership and how to win!

COLLECT PALE POINTS SCORE SUMMER GEAR

SCAN THE QR CODE TO START COLLECTING!

OR VISIT PALEPOINTSLOYALTY2022.COM



Summer of 2022 will be the summer of Pale Points, a unique, collect-and-get, on-package consumer promotion. From now through September 30th, Pale Ale fans can collect Pale Points and redeem them for a gift card to the Sierra Nevada Brewing Co. gift shop or a limited-quantity partner item like a Pale Ale YETI cooler, Osprey backpack or an Eno hammock. Pale Points are earned in different ways depending on legalities within the state. In no-purchase states, including NJ and PA, users will earn points by taking quizzes, surveys and playing Pale Ale games each month.

Programs

WHEREVER SUMMER TAKES YOU GO WITH PAULANER CANS

Scan to follow @PaulanerUSA on Instagram and play the SUMMER CANS game for a chance to WIN A PAULANER CAN FRIDGE

No purchase necessary. Restrictions apply. Must be 21 years of age or older. Open to US residents, excluding residents of Most Favored Nations. Promotion begins on 06/01/17 and ends on 08/31/17. Void where prohibited. Winner's choice of Official Rules and Terms to enter. Additional restrictions and prize limitations apply. See Official Rules for details.

PAULANERUSA

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Go with Paulaner Cans

The world-class beers of Paulaner are now available in 4-pack cans, making this summer one to remember! Whether it's Hefe-Weizen while rocking a concert, relaxing by the campfire with Münchner Lager, cooling down poolside with a Grapefruit Radler, or just hanging out with friends with a Pils, Paulaner cans make every summer activity even more special. To kick off fun in the sun, Paulaner created the Go with Paulaner Cans game, an interactive game on Instagram arriving just in time for all the season's best activities! To play, fans will follow @PaulanerUSA on Instagram and take a guess at how many Paulaner cans are in the Go with Paulaner Cans posts for the chance to win a Paulaner mini-fridge! Get the beach towels and sunscreen packed, grab some Paulaner cans and get ready to go wherever summer takes you! *(not available in Burlington or Mercer counties)*

OPEN FOR POSSIBILITY

WIN A TRIP TO CHINA FOR THE QINGDAO INTERNATIONAL BEER FESTIVAL

Scan to follow @Tsingtao_USA on Instagram for a chance to go to the legendary Qingdao International Beer Festival in China

The promotion is restricted to US residents. Must be 21 years of age or older. Open to US residents, excluding residents of Most Favored Nations. Promotion begins on 06/01/17 and ends on 08/31/17. Void where prohibited. Winner's choice of Official Rules and Terms to enter. Additional restrictions and prize limitations apply. See Official Rules for details.

TSINGTAO_USA **TSINGTAOUSA**

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Tsingtao Open for Possibility

Tsingtao, the authentic Chinese Lager, is looking for people who are Open for (the) Possibility of traveling to new places. Those bold enough will be rewarded with an epic trip to visit the city of Qingdao (where Tsingtao beer comes from) to experience the legendary Qingdao International Beer Festival, which overflows with beer, fun, and local foods! Consumers can follow @Tsingtao_USA on Instagram and look for the Open for Possibility posts starting on June 3rd. Each post will feature scenes of the famous beer festival. Those who comment on the posts will be entered to win an all-expense-paid trip to Qingdao, China, while weekly winners will receive custom cooking prizes.

Rethinking RETAIL

Boost Summer Sales with Variety Packs

The classic 12-pack continues to entice consumers.

With so many exciting choices on the shelf and in the cooler these days, customers get overwhelmed.

That makes variety packs a priceless addition to any retailer's arsenal, especially the cooler, and even more so as summer begins.

These valuable SKUs do much more than offer customers an assortment at a fair price – they also allow breweries to curate a pack that introduces consumers to their best brews, offer unique brews for craft fans seeking the latest & greatest and, best of all, inspire impulse purchases.

Trial is a big reason to love variety packs. No matter where you fall in the three-tier system, packs like **White Claw Flavor Collection #1, #2 or #3** or the **Heat Wave Tour** from **Shiner** offer a mix of some of the brands'

most beloved offerings and some of their newest. That's valuable not only to drinkers discovering these brands for the first time, but also to steadfast fans looking for a convenient assortment of their favorites.

Consumers love variety packs because they're great value for their money, containing as many as 12 different beers in one convenient package. But you should love them because **they are a boost to your bottom line – variety pack sales are often incremental to your customers' regular beer purchases**, whether a brightly colored package caught their eye on the way to the register or they're shopping for a crowd. Even better, customers might add something new to their regular shopping list!

Reach out to your Kramer sales rep today to learn more about the variety packs that will sell best in your store.

Exciting Summer Variety Packs



For the Juice Fan: *Simply Spiked Lemonade*

New collaboration from MolsonCoors and Coca Cola Company coming in June. Simply Spiked Lemonade has four flavors, they include **signature lemonade, strawberry lemonade, blueberry lemonade and watermelon lemonade**. All at 5% ABV, and ready to bring a smile as bright as the sun to your friends and family.



For the Cider Lovers: *Angry Orchard – Summer Party Pack*

Perfect flavor for warm weather and good vibes. This Summer Party offers four deliciously refreshing ciders for summertime sipping. **Crisp Apple, Peach Mango, Strawberry, and new Tropical Hard Fruit Cider.**



For the Margarita Fan: *Topo Chico Margarita Hard Seltzer Variety Pack*

This 12-pack variety contains four authentic flavors, **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple and Prickly Pear**. 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.



For the Treasure Beer Hunter: *Leinenkugel's Lodge Pack*

Nothing says summer like Leinie's. The Lodge Pack 1 includes four delicious flavors: **Summer Shandy, Lemon Haze IPA, Juicy Peach, and Grapefruit Shandy**. Now Leinenkugel's fans can enjoy their range of beers from old favorites to new innovations. Perfect for gatherings with friends or trips to the lake, everyone can enjoy their favorites or try something new.



For the Drink Local Supporter: *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**. You will find the result is clean, no-nonsense, fun approach to all parties.



For the Beach Bum: *Sierra Nevada Little Things Variety Pack*

There's something for everyone and every occasion in the Little Things Party Pack. It contains all four Little Things beers: **Hazy Little Thing IPA, Big Little Thing Imperial IPA, Wild Little Thing Slightly Sour Ale, Sunny Little Thing Citrus Wheat**. What is your favorite little thing?



For the Cocktail Lover: *Dogfish Head Culinary-Crafted Cocktails Bar Cart Variety Pack*

Your mobile-bar in a nifty 8-can variety pack of culinary crafted cocktails, including: **Strawberry Honeyberry Vodka Lemonade, Blueberry Shrub Vodka Soda, Blood Orange & Mango Vodka Crush, and Lemon & Lime Gin Crush**. This award-winning variety pack has two full-proof shots in every can.



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This summer, consumers can enter for a chance to win the ultimate road trip SUV plus other prizes to maximize their summer adventures with Sam Adams. Two grand prize winners will drive home a fully loaded 2022 Ford Bronco customized by Maxlider and 400 winners will fuel their road trips with gift cards for summer essentials. Sam Adams will even reward drinkers for skipping out of work early and heading to the bar on Fridays by buying them a Sam Summer Ale with a CashApp promotion!



Go Summer with Sierra Nevada

People are seeking freedom in the outdoors and prefer to travel in a safe, convenient way. Sierra Nevada embodies spirited exploration through their independent spirit and passion for discovery. Sierra consumers thrive in the outdoors and are often active, adventurous and curious. So, this summer, Sierra is giving consumers a chance to win a 10-day Campervan adventure! To enter the sweeps, consumers will scan the QR code on themed POS.