

Fall 2022 | V.45

KRAMER BEVERAGE

Heady Times

GEN Z

CONSUMERS COME OF AGE

AND THE BOSTON BEER CO.
HAS JUST WHAT THEY'RE SEARCHING FOR



Delivering Excellence Seasonals Industry Spotlight New Products Programs

FLYING FISH BREWING COMPANY | FALL SELECTIONS | PUMPKIN BEERS RING IN THE SEASON

Letter From *THE PRESIDENT*



A RECENT BEER BUSINESS DAILY EMAIL OFFERED SOME interesting insight into Gen Z. In case you were unsure like me, the Gen Z generation was born between 1997 and 2012 and is currently aged 10-25. They comprise the youngest group of the legal drinking age (LDA) consumers, but that 21-25 group is also influential and impressionable. Additionally, 40% of Gen Z legal drinkers are mostly influenced by social media.

- 51% of Gen Z research brands via social media
- 38% of Gen Z are finding products to purchase
- 26% of Gen Z follow restaurants, events, and food & drink personalities
- 26% of Gen Z get brand recommendations
- The typical Gen Z spends 3+ hours a day on social media

In other words, they often look to their social network to help make their purchase decisions rather than the staff in your establishment. It is not only Gen Z. Every generation has a share of people that look online for information. For example, I often look to Untappd for beer reviews and Vivino for wine tips. It reinforces the importance for all of us to have a strong social media presence.

The desire for variety is a reality in our industry and life. Gen Z has grown up in a society with unlimited options. If you have been in our industry for any time, you can probably remember when there were significantly fewer choices.

While many people enjoy the opportunity to try new products, there are also many people that can get overwhelmed at times by the sheer volume of options, myself included. The explosion of new products has added complexity to our industry, but Gen Z and many of our consumers have responded positively. Our consumers expect us to embrace that increased selection, and we have worked to continue to provide you with new and exciting products.

While Flying Fish has been providing outstanding craft products for over 25 years, they continue to innovate and bring new brands to market. Read about the Headless Horseman, a higher ABV pumpkin beer on page 6.

I am looking forward to sampling the new higher ABV Angry Orchard Hardcore Dark Cherry Apple. Sounds perfect for a fall evening. You can learn more on page 9.

Some Gen Z prefer to have low or nonalcoholic drinks as an option. One of our new offerings is Sierra Nevada Hop Splash which is a sparkling water made with Citra and Amarillo hops but has zero alcohol, zero calories, and is loaded with flavor. Sounds interesting! Turn to page 9 for more details.

As we head into fall, we look forward to providing you with the brands and services to help you succeed. While we continue to deal with supply chain issues, your patience and understanding is greatly appreciated. Thank you for your continued support.

Warm regards,

Mark Kramer
President

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Delivering THE TASTE OF EXCELLENCE

Kramer People Get The Job Done

Nicole Mancini

Account Executive

What's one thing you would want everyone to know about you? I'm OBSESSED with Remember the Titans. Denzel is my jam.

How long have you worked for Kramer Beverage? Three and a half years.

What does your current position entail? Selling in and merchandising our Wine and Spirits portfolio.

What other positions have you held in the company? I have been a Merchandiser and Route Relief before starting this position and receiving my own route.

What has been the best thing about your job? Building relationships with both my accounts and my coworkers. I enjoy the social aspect of this job and have met so many people in doing so.

What areas do you service? Camden and Gloucester counties.

How do you provide the best service to your customers? Open communication and staying reliable. I do my best to keep my accounts happy and informed.

Tell us about your family: I have my mom, dad, brother, and my fiancé. We are getting married this September!

What are your favorite Kramer Beverage brands? I am a big fan of our local breweries. Flying fish is a favorite of mine, right along with Double Nickel.

Ray Bethea

Delivery Driver

What's one thing you would want everyone to know about you? I am a great father.

How long have you worked for Kramer Beverage? 23 years.

What does your current position entail? I deliver bulk loads with pallets of beer.

What other positions have you held in the company? Forklift Operator, Order Selector, and Helper.

What does it take to excel in your position? Completing tasks that most people would struggle with and getting them done in a timely matter.

How do you provide the best service to your customers? By making the customer's needs and wants a priority.

Where do you live? Egg Harbor Township, but I was raised in Atlantic City.

Tell us about your family: I have been married to my high school sweetheart for 24 years, and we have been together for 40 years. We have two children, Natasha and Raymond.



What are three things on your bucket list? 1. Travel to Greece 2. Hoping to start a family. 3. Eventually own a boat. There's something about the quiet water and a beer in my hand.

If you could be anywhere, drinking any beer... It would be at my favorite spot in the summertime, down in Sea Isle City with ice cold Sierra Nevada Hazy Little Thing in my hand.



What are some of your hobbies outside of work? I enjoy bike riding, and basketball.

What are three things on your bucket list? 1. Visit Africa 2. Attend the Superbowl 3. Go to the NBA Finals.

If you could be anywhere, drinking any beer... It would be the Golden Coast of Africa drinking a Corona.

Gen Z Consumers Come of Age

Thirsting for flavor, face-to-face fun and products that are “real,” the next generation of LDA consumers aren’t just drinking less, they are drinking *different*. And The Boston Beer Company has just what they are searching for.

Back in July, the knowledgeable people of Boston Beer got on the phone with Heady Times’ staff writers. The conversation was all about Generation Z and how they purchase alcohol. The take-away is this: **The beverage has to suit the occasion & the occasion is mostly an afternoon affair.** Here’s the rest of what they had to say...

“I think young drinkers today are kind of like cross-drinkers. They like seltzers. They like craft beer and they are all about convenient, ready-to-drink canned cocktails with lots of flavor,” began Sam Calagione, the founder of Dogfish Head Brewery, a company that is arguably one of the OG breweries dedicated to flavor. “And it’s never been a better time to be a lover of diverse beverages.”

“Absolutely. But for me, what’s really interesting is not just what they are drinking,” chimed in Dave Burwick, BBC’s President and CEO. “It’s *when* they are drinking. It’s much earlier in the day. Late-night drinking is less of a thing with this age group. So, thinking ahead to the fall and what Gen Z is likely to purchase, this is what retailers should take to heart. The occasion is likely to be something like a tailgate. It takes place in the afternoon and it’s going to last for hours, so the beverages they bring to the party are easy-to-drink, approachable and lower in alcohol. The sweet spot is between 4% & 5% ABV.”



[Think of an approachable beverage as something with a taste that isn’t too complex. It’s straight forward and refreshing like an **Octoberfest** lager, **Twisted Tea** or the reformulated **Truly** made with real fruit juice for lots more flavor. It’s not an Imperial stout with aromas of chocolate and coffee.]

“It’s a beverage that can keep them in the moment, not anything that’s going to weigh them down. They want a product that enhances their enjoyment of the occasion by imparting a pleasant buzz... something they can keep drinking longer through the day while celebrating with their friends,” explained Audrey Chee-Read, Senior Leader of BBC’s Consumer Insights Team.



“I think young drinkers today are kind of like cross-drinkers. They like seltzers. They like craft beer and they are all about convenient, ready-to-drink canned cocktails with lots of flavor.”

– Sam Calagione,
Founder of Dogfish Head Brewery



This fall's Truly x Takis partnership was made with Gen Z in mind and includes a suite of POS that will boldly stand out at retail and drive incremental sales.

"That's definitely the case," said Sam Calagione. "And getting back to what I said earlier about the Gen Z consumer being a cross-drinker, variety is important. We know that because the sale of variety packs are up. When you buy a variety pack, you get to experience different flavors. And be confident that everyone else at the party will find something they like because the group of people they are hanging out with will be as diverse as the stuff they are drinking. It's so cool that Gen Z is very inclusive and open to accepting others who are different from them."

PROFILE OF A GEN Z CONSUMER (BORN AFTER 1996)

Authenticity – They want the real, raw deal. Imposters need not apply.

Skeptical – They hate jargon and won't be "sold to" with a lame marketing pitch. Recommendations from their peers are more persuasive than Facebook or Twitter campaigns.

Shopping Habits – They enjoy going to a store with friends as a social activity. When buying online, they use their phone & would rather buy from a store or brand than use Amazon.

Brand Loyalty – They are fickle, but gravitate to brands that prize inclusivity and demonstrate commitment to various causes like the environment or social justice.

Gen Z Approved. These Beverages Check All the Boxes.



Truly

Hard seltzer is still the beverage of the new generation and Truly is the dominant product in hard seltzer's full-flavor segment. The product now contains real fruit juice to amp up the taste, but it's still sessionable and authentic. In terms of flavor, there is something for everyone, so it checks the box for inclusivity.

Samuel Adams Oktoberfest

Oktoberfest is the number one fall seasonal and has authenticity in spades. The Samuel Adams Stein Hoisting program is perfect for a generation that prizes fun group activities.



Sam Adams Sweater Weather Variety Pack & Dogfish Head Off-Centered Party Pack

These variety packs are chock-full of approachable, sessionable brews and have something for everyone.



Twisted Tea

The brand that launched a category, Twisted Tea has everything Gen Z likes in an adult beverage. Tasty & sessionable, it appeals to many different demographics and the advertising shows real customers enjoying the product.



Pumpkin Beers *RING IN THE SEASON*

Pumpkin, Spice & Everything Nice

A beloved seasonal with colonial American roots is still a best-seller.

Long before pumpkin spice lattes signaled the unofficial start of fall, pumpkin beers rang in the season. The arrival of the first orange six-packs & cases is still a cause for celebration. But have you ever wondered why anyone would make a beer with pumpkin in the first place?

Turns out, these beers are historic!

An important symbol of American culture, the pumpkin was a staple of the colonial diet, especially when it was fermented. Because pumpkins are full of starches and sugars, colonists used them to craft the earliest “pumpkin beer,” with recipes for the brew published as early as 1771. But those early beers would hardly be recognizable to today’s craft beer drinker – made without any malt, they were more like a hoppy pumpkin cider.

Today, a variety of pumpkin beers are enjoyed as a seasonal alternative to the West Coast IPAs of summer that are relished before the barleywines and porters of winter.

Pumpkin beers can run the gamut from brown ales brewed with real pumpkin (like Dogfish Head’s classic **Punkin Ale**) to roasty porters with sweet, spicy notes (like Evil Genius **Trick or Treat**). They might finish sweet or dry, range in color from clear amber to opaque & dark and the included pumpkin may be raw, roasted, juiced or pureed, or not be present at all. In fact, many pumpkin beers don’t actually contain pumpkin! Instead, the unifying characteristic of modern pumpkin beers is the inclusion of spices

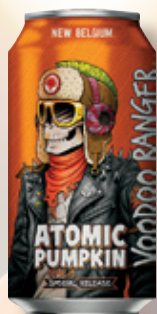
and flavors typically found in pumpkin pie: cinnamon, nutmeg, allspice and vanilla. These flavors can be added via steeping spices in the beer like tea, or by aging the beer in bourbon barrels for vanilla notes (like in Heavy Seas’ **The Great’er Pumpkin**).

It’s that characteristic combination of flavors that makes pumpkin beers the perfect choice for fall. **With a strong malt backbone, higher ABV and fall spice notes, these beers pair incredibly well with cooler temperatures and heartier cuisine**, from roasted chicken and turkey to creamy squash soup to – you guessed it – pie.

And the best part? While pumpkin beers might get the most play in the weeks leading up to Halloween, their ideal sipping season runs all autumn long. From the first changing leaves to Thanksgiving dinner, there’s no better accompaniment to fall festivities than a frosty pumpkin beer!

U-Pick Pumpkins – Fresh from the Tank

Can’t get enough of that good orange stuff? Here are a few pumpkin brews your customers are looking forward to this fall!



New Belgium Voodoo Ranger Atomic Pumpkin

Not too spicy, not too sweet, and not like any pumpkin beer you’ve had before brewed with Saigon Cinnamon, Habanero, and De Arbol peppers for an explosion of flavors.



Dogfish Head Punkin Ale

Dogfish Head’s classic, full-bodied brown ale features smooth hints of real pumpkin, brown sugar and spice.



Evil Genius Trick or Treat

This dark, roasty porter is brewed with cinnamon, clove, nutmeg and chocolate.



Sam Adams Jack-O

Jack-O is packed with flavors that recall memories of homemade pumpkin pie: fresh pumpkin, cinnamon and nutmeg. A subtle note of fresh citrus balances out the spices to offer a crisp, refreshing finish.



Heavy Seas The Great’er Pumpkin

This bourbon barrel-aged pumpkin beer is a copper-colored ale with notes of vanilla, oak, pumpkin and flavors of autumnal spice.



Woodchuck Pumpkin Cider

A natural pumpkin profile and spiced notes play perfectly against the red culinary apple varieties blended in this seasonal cider.

Get to Know Mary Pat Parson of Mudhen Brewing Company

Situated just three miles off the Garden State Parkway lies a refurbished motorcycle shop, MudHen Brewing Company, which has become quite the staple in Wildwood, NJ. Whether it's the four fully stocked bars, spacious interior, or extensive list of craft beers, MudHen is the place to be all year-round. Since 2018, MudHen has continued to grow with a recent brewery expansion, and the brand has spread to the Philadelphia region. None of this could've been done without the Director of Sales, Mary Pat Parson.

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

Mary Pat Parson (MP): I've been involved in the hospitality industry since I was 16. I was born and raised in Wildwood, and my first job was bussing tables at a local Italian restaurant. Then, I moved into hostessing, waitressing, bartending, and managing; I've done almost every front-of-house position. I graduated from Bloomsburg University with my master's in marketing and moved to Center City. I did various jobs in the city until COVID hit and was furloughed. I moved back to the shore and have been here ever since. The owner of MudHen, Brendan Sciarra, needed someone to fill a social media role for all three of his restaurants and I couldn't pass up on the opportunity.

HT: What other positions have you held within the company?

MP: I was the Social Media Manager for MudHen Brewing, Dogtooth Bar and Grill, and Poppies Brick Oven Pizza. I managed all of the social media pages, marketing, advertising, entertainment booking, and other tasks. Nine months later, I was promoted to Head of Marketing and Advertising for all three locations. I even picked up in-house promotional events like our huge Oktoberfest celebration this fall, Christmas, Mother's Day, etc. Lastly, I took over creating and all the consumer merchandise.

HT: What led to your current position at MudHen?

MP: To be honest, before I started at MudHen, I wasn't into the whole craft beer scene but over time I became more and more intrigued. Tony Cunha, our Brew Master, completely opened my eyes to a



Mary Pat Parson, Sales Director

whole new world. He introduced me to different styles, flavor profiles, hops and completely transformed my palate. It was an industry that I was so unfamiliar with and wanted to learn more. So I pushed my way into working the off-site beer events, like Atlantic City Beer and Music Festival and Witchcraft, and that's how I really developed relationships and connections within the industry. I like being out there and being a brand ambassador for MudHen. In January, I was offered the opportunity to step in a sales role and became the Director of Sales for MudHen Brewing. I have only been in this position for six and a half months, but I am always up for a challenge, and I consider myself a sponge. Every day, I learn something new.

HT: Can you talk about the recent expansion?

MP: Our new expansion is dedicated to distribution. We broke ground on Monday, January 3 and expanded 90 feet west into our parking lot. We have four 30-barrel tanks, and recently installed our canning line. On our brew-pub side, we had 180 barrels of fermentation space, and we have expanded to 300. So, 120 of that is dedicated to distribution. Our owner, Brendan, believes in our product, team, and brand. He is willing to go to great lengths to get those things done, which is why this expansion has been such a success. We are now able to produce an exponential amount of liquid, which is imperative as we continue to grow.



Flying Fish Brewing Company

Just a stone's throw away from Philadelphia, PA is Flying Fish Brewing Company. With more than 100 craft breweries in the state, one local brewery has been perfecting its trade for almost 30 years. Founded in 1995, Flying Fish originated as the state's first "virtual microbrewery" with its very own website, which was revolutionary back in the mid-90s, let alone in the beer industry. The site was centered around the process of opening a brewery and provided advice on financing and shopping for brewery equipment. Flying Fish has since progressed, and their award-winning brews are staples in regional liquor stores, bars, and restaurants. Their beers are full-flavored yet highly drinkable, and they continue to innovate with new releases and brand updates. *Heady Times* sat down with a Salt & Sea in hand and discussed Flying Fish Brewing Company with Head Brewer, Chris Vaughn.

Heady Times (HT): How did you get started in the industry?

Chris Vaughn (CV): I originally went to school for Horticulture, which led to me having my own landscaping business. Back in the 90s, I got a homebrewing kit for Christmas, so while I was running my business, I was homebrewing on the side. Then the economy crashed in 2007, and I wasn't making enough money. I had been homebrewing at this point for years and decided to attend the American Brewers Guild, where I received my Brewing Science and Engineering certificates. Guidance Counselors always say "Find something you love to do and find a way to get paid for it." I didn't figure that out until later in life, but now I'm doing something I love to do daily. It's a job of passion and it comes easy for me. It's a feel-good moment when consumers say they love my beer.

HT: Can you talk about your new, year-round Hopped Heavy Variety Pack?

CV: Our IPAs continue to sell well for us. We did a one-off release of each beer, sold them individually, and now we're putting them in our *Hopped Heavy Variety Pack*. We wanted to showcase quality, not necessarily just the brand of the week. We thought transitioning them to 12 oz. cans and putting them in a variety pack would make them more accessible for consumers. We believe our beers are occasion-based, and 12 packs are the perfect package for it.



Chris Vaughn, Head Brewer

HT: Any exciting releases for the fall months?

CV: This fall, we are releasing a beer that's never been done in the history of Flying Fish. We brewed our very **first pumpkin beer**, and it's going to be called *Headless Horseman*. It's the first time we've ever brewed pumpkin in our brewery and we're very excited about it. Also, this time of year, we bleed green around here, so brewed our hazy, juicy Pale Ale, *Go Birds*. This beer always sells extremely well for us during football season. Lastly, we have our Märzen style beer, *OktoberFish*. It comes out every year and it's quite the staple. We have been tweaking up the recipe, and this year it's been brewed with a different yeast that tastes really good.



Flying Fish Brewing Co.

BrewerHIGHLIGHT

HT: Can you talk about your recent brand refresh?

CV: People buy with their eyes before they know what the beer tastes like. These days people are used to change and have to adapt to it regularly. In the beer industry, it's important to keep changing your brand and making it fresh. President, Frank Rio introduced the idea when he came aboard in May 2021. We wanted to bring our look together on the shelf, be distinguishable in the cooler, and clean up our 16 oz. We even thought it would be a great time to release our core variety pack, *Block Party*. Let's just rip the band-aid off and redo everything. Our new labels are now much cleaner, more uniform, and clever-looking. With Hazy Bones, consumers loved the sugar skull, which we could incorporate into the new design, and it looks fantastic. Then we introduced our new releases, *Big Pineapple* and *Hopped Heavy Variety Pack*, which we have received nothing but positive feedback on so far. I believe the brand refresh was a great success for us and look forward to the future.



HT: Why should retailers carry Flying Fish?

CV: For a while, I feel like retailers walked away from Flying Fish. We didn't have a presence on the street, but we have greatly improved on that. We are a local, award-winning brewery and have been around for nearly 30 years. To run a business successfully for this long is rare. At the end of the day, it all boils down to quality and consistency. We are at a point where we're continuing to reinvent ourselves and our brand. It's tough, it's challenging, but you know, we're embracing it. For those who have walked away or given up shelf space, our beer is great quality, priced right, and the liquid speaks for itself.

Seasonal Releases

Go Birds

This hazy, juicy Pale Ale evokes hints of citrus and mango, perfect for the professional Ornithologist or casual birder alike! Keep your eyes to the skies and raise a glass to our favorite birds!



OktoberFish

A tribute to the classic fest-styles of Germany the O'Fish uses European malts hops and yeast. A beautiful reddish color, a savory malt profile and nice hop flavor, make this festbier quite drinkable. OktoberFish is great with food and especially great with Lederhosen.



Headless Horsemen

A shriek in the night sky gave them the inspiration for this cornucopia of fall flavors. Real pumpkin, cinnamon, clove, and nutmeg give this midnight rider the perfect balance of flavor to accompany its rich malty backbone.

LIMITED RELEASE



Caramel Espresso Porter

Alluring aromas of rich caramel, bright roast, and hints of chocolate lead to decadent notes of coffee and caramel sweetness in this full-bodied porter.

LIMITED RELEASE



900 Kennedy Blvd, Somerdale, NJ 08083



@flyingfishbrew



@flyingfishbrew



@flyingfishbrew

Why You Should *BE SELLING*...

“Little Things,” Sierra Nevada’s Successful, Inclusive Craft Brand Family, is a BIG Success

Four years ago, as the hazy/New England IPA craze was moving full steam ahead, Sierra Nevada created Hazy Little Thing IPA. “I’d been talking with a lot of people in the industry and told them we were working on a hazy IPA,” Sean Lavery, Sierra’s Vice President of Technical Innovation and Brewing told VinePair in a recent interview. “They gave me a lot of sh*t for it. They were like, ‘Don’t tell me Sierra Nevada is going down the path of chasing trends.’”

The chase paid off, and Hazy Little Thing has become a big success – **it’s in its fifth year of growth and has overtaken Pale Ale as Sierra’s top-volume brand. It’s also the top hazy IPA, which is a pretty big deal, as hazy IPAs are now about 21% of the IPA category in Nielsen.**

Following in the footsteps of Hazy Little Thing, Sierra Nevada added a second beer to the Little Things lineup: **Wild Little Thing**, a slightly sour ale that is **uniquely approachable and appreciated by beer lovers and non-beer lovers alike.** Its depth of fruit flavor, paired with a slight tartness, provides a nice balance for those who tend to shy away from drinking sour beers. “By lightly souring Wild Little Thing and adding guava, hibiscus and strawberry, we created a beer that’s balanced, glowing and

full of interesting flavors, but still wildly drinkable,” said Sierra Nevada Brewmaster Scott Jennings.

In 2021, Sierra introduced the third member of the Little Things family, an Imperial IPA – **Big Little Thing.** And they did so in a *big* way... by setting a Guinness World Record for catapulting a keg of beer over 438 feet. The gigantic beer boasts a full malt body, 9% ABV, 45 IBUs and enormous tropical hop flavors of mango, grapefruit and tangerine. **To date, Big Little Thing Imperial IPA sales have increased more than 20%.**

Sierra’s Vice President of Marketing, Noelle Haley, said that in order to round out the Little Things family, they looked for the largest area of white space and biggest volume opportunity for the collection. So, they added an approachable wheat beer. **Sunny Little Thing**, released earlier this year, is already Sierra’s number three on-premise brand year-to-date and has also gained some impressive recognition, **taking home the bronze medal in the fruit wheat beer category at the 2022 World Beer Cup.** “With this fourth beer, the company aims to **establish the Little Things family as the ‘inclusive craft brand,’** with something for everyone,” said Haley.

Speaking of something for everyone, Hazy Little Thing, Big Little Thing, Wild Little Thing and Sunny Little Thing are also available in the **Little Things Party Pack**, the perfect addition to any get-together.

What’s Your Thing?



Hazy Little Thing

Juicy hops and silky malt meet in Hazy Little Thing with fruit-forward flavor, modest bitterness and a smooth finish. ABV: 6.7%



Wild Little Thing

Slightly sour Wild Little Thing has just the right smack of tartness for serious refreshment, while guava, hibiscus & strawberry lend fruity-sweet depth and a bright pop of color. ABV: 5.5%



Big Little Thing

Big Little Thing, an Imperial IPA, flexes a full malt body, restrained sweetness and tropical hop flavors of mango, grapefruit & tangerine. ABV: 9%



Sunny Little Thing

This wheat ale is made with citrus for radiant flavor that’s bold yet easy-going and balanced by a soft, smooth finish. ABV: 5%



Little Things Party Pack

From hazy to wild to bold to sunny, Sierra has come up with just the thing to bring the party to any party! Four styles, 12 cans, endless good times.

New PRODUCTS

Sierra Nevada Hop Splash

Non-Alcoholic!

Not the right time for a beer, but got a hop craving? Drench it with Hop Splash, Sierra Nevada's new sparkling water infused with Citra and Amarillo hops for refreshing notes of peach, mango, and grapefruit. Hop Splash has zero alcohol, zero calories, and maximum hop flavor. **ABV:** Non-alcoholic **Package:** 12 oz. cans only **Availability:** Now, year-round



Vicky Chamoy



Introducing Victoria's first U.S. innovation, Vicky Chamoy. Touting an authentically Mexican flavor and capitalizing on the success of Vicky Chamoy in Mexico, this beer stays true to its roots by offering a mix of tamarind and chamoy, providing the perfect balance of salty and sweet. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in September

Modelo Chelada Variety Pack



The Modelo Chelada 12 oz. can Variety Pack is the brand's newest multi-pack offering and first variety pack, featuring fruit-forward flavors: **Mango y Chile, Naranja Picoso, Limón y Sal, and Piña Picante.** This new variety pack will continue to drive incremental brand growth

by tapping into new drinking occasions and consumers and unlocking channel distribution opportunities. **Availability:** Year-round, beginning in September

Angry Orchard Hardcore Dark Cherry Apple



Angry Orchard Hardcore Dark Cherry Apple is bursting with flavor and real fruit. Featuring bittersweet apples blended with dark cherries, this well-balanced Imperial hard cider, with an 8% ABV, is robust yet smooth. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Bell's IPAppreciation Pack

IPAs pack a wide range of tropical and fruity hop aromas, and this variety pack is full of them. Three of their favorites: **Two Hearted Ale, Official,** and **Light Hearted Ale,** as well as an exclusive new **West Coast Hazy,** an IPA



that's big and juicy with tropical hop aromas. Building on the popularity of both IPAs and the growth of variety packs, this offering is perfect for the craft beer fan who wants to taste the range of options Bell's has to offer.

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

Crook & Marker Cosmo Rosa

Cosmo Rosa features an elegant blend of cranberry, orange, and lime flavor made with organic tequila rosa, and real fruit juice. It's blended with organic alcohol and carefully brewed with the finest ingredients including quinoa, amaranth, millet, and cassava root. Cosmo Rosa is a zero-sugar, guilt-free flavor experience fusing big-city vibrance with the spirit of Mexico. **ABV:** 10% **Package:** 11.5 oz. cans only **Availability:** September (not available in Burlington or Mercer counties)



Crook & Marker Espresso Martini

Crook & Marker's zero sugar Espresso Martini is made with organic alcohol that's carefully brewed from the finest ingredients, so you can sip infinite flavor with zero guilt. This classic cocktail



includes bold organic coffee plus flavor made with premium vodka and a hint of vanilla for a kick that'll make your good times even better. **ABV:** 10%

Package: 11.5 oz. cans only **Availability:** September (not available in Burlington or Mercer counties)



New PRODUCTS

Evil Genius Variety Pack

This new variety pack features fan favorites that include: **There's No Crying in Baseball**, a Mango IPA brewed with a delicate balance of malted barley and wheat then hopped with three of the juiciest hops they could find; **Stacy's Mom**, an American IPA dry-hopped exclusively with Citra hops that provide an explosive aroma of tropical fruits, lemon peel, peach and mango; **Purple Monkey Dishwasher**, a robust porter made with chocolate and peanut butter that finishes with notes of chocolate, sweet malts, caramel, and molasses; and **I Said What I Said**, a blonde ale that has been fermented with a special hybrid sour yeast for the perfect level of acidic tartness and then dosed with natural margarita flavor. **Package:** 12 oz. cans only **Availability:** October



Flying Fish Hopped Heavy

This new hop-forward, high ABV variety pack includes: **Big Pineapple**, a Double IPA that finishes with flavors of juicy pineapple, ripe fruit, and lime zest; **Rumblefish**, a West Coast Double IPA with Antathum, Citra, and Chinook that provides dank hop aromas of citrus and pine; **Stormy Skies**, a classic NEIPA features ample haze, and is double dry-hopped with Citra and Mosaic, providing hints of pineapple and mango; and **Dually**, a light golden American Double IPA with aromatics of peach, mango, and fresh squeezed orange that's generously hopped with Citra, Strata, Mosaic, and Azacca. **Package:** 12 oz. cans only **Availability:** Now!



New PACKAGES

Miller Lite's Got Eagles Fans Covered



Miller Lite's new alliance packaging puts Eagles love front and center. Printed with a refreshed eagle illustration and the iconic "Fly Eagles Fly" rally cry,

these 15-packs will have fans celebrating every victory with great taste. **Availability:** Now!

Guinness and DraftKings Limited Edition Package

This limited edition 8-pack of 14.9 oz. Guinness cans highlight the partnership between Guinness and DraftKings – the leader in interactive sports entertainment with over 2 million monthly unique players – and communicates the Guinness Time Daily Fantasy Challenge. **Availability:** September



Guinness Notre Dame Limited Edition Package

Guinness is the official beer of Notre Dame alumni and fans! The two are both undeniably Irish, steeped in tradition, and huge sports fans. To celebrate, Guinness has released it's limited edition Notre Dame 8-pack cans with the original Guinness Draught you all know and love. **ABV:** 4.2% **Package:** 14.9 oz. cans only **Availability:** October



SeasonalSELECTIONS

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.

Leinenkugel's Oktoberfest



Leinenkugel's is paying homage to their German roots with the return of their traditional Märzen-style beer. Brewed to deliver a toasted malt flavor and subtly spicy hop notes, it's perfect for all the fall festivities. **ABV:** 5.1%

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

Leinenkugel's Sunset Wheat



Sunset Wheat is back by popular demand this fall. This limited-batch Belgian-style witbier serves up notes of orange and blueberry with a tart finish. Top it with an orange wheel to deepen the citrus notes and settle in for a sudsy sunset. **ABV:** 4.9%

Package: 12 oz. cans only

Availability: Now!

Leinenkugel's Lodge Pack



Twelve cans, four flavors, one fall catch-all. Leinenkugel's Lodge Pack will feature fan-favorite **Sunset Wheat** along with the **Lemon Haze IPA**, **Juicy Peach**, and Lodge Pack-exclusive **Snowdrift Vanilla Porter**, drift into winter with its full-bodied

flavor brewed with hints of cocoa, coffee, and caramel – all brought out by roasted malts and aged on real vanilla. It's smooth, creamy, and outfitted to fight the fall temps. **Availability:** September

Sierra Nevada Narwhal

Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain, and a light hint of smoke, Narwhal is a massive malt-forward monster. Aggressive but refined with a very smooth body and decadent finish, Narwhal will age in the bottle for years to come. **ABV:** 10.2% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Sierra Nevada Liquid Hoppiness IPA

Replacing Oktoberfest this year, Liquid Hoppiness wants you to ride the rapids of liquid hoppiness flowing through the canyons of hops and haze, where fruity notes of pineapple, grapefruit, orange, and fresh berries thrive in this juicy flavorscape. **ABV:** 7% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!



NEW!

Yuengling Oktoberfest

The third largest grower of seasonal beer dollars sales in 2021, Yuengling Oktoberfest is copper in color with a medium body. It pours slightly sweet with toasted character and mild herbal bitterness. This seasonal offering is the perfect blend of roasted malts with just the right amount of Tettnang and Hallertau hops, capturing a true representation of the Märzen style. **ABV:** 5.4% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, brought together Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate to create this deliciously smooth porter with hints of roasted malts and a rich chocolate finish. In 2021, Yuengling Hershey's Chocolate Porter was the single largest grower of craft dollars in Yuengling's 24-state footprint, and it earned its place on draught with the 4th highest velocity in its category. **ABV:** 4.7% **Packages:** 12 oz. bottles and draught **Availability:** October



Seasonal SELECTIONS

Samuel Adams Oktoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Samuel Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season, or whatever you're celebrating. **ABV:** 5.3%

Packages: 12 oz. bottles, 12 oz. cans and draught

Availability: Now!

Samuel Adams Festbier



The "fest" in Festbier means the barley and hops have been gathered, and Sam Adams' growers have their first moment to celebrate another successful harvest. This beer has a medium body, clean finish and notes of toasty Munich malt. The slight noble hop aroma rounds this sessionable beer. Festbier is brewed to

toast and enjoy. **ABV:** 5.8% **Package:** 12 oz. bottles only **Availability:** Now!

Samuel Adams Jack-O Pumpkin Ale



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition

of summer into cooler days and nights. **ABV:** 4.4% **Package:** 12 oz. bottles only **Availability:** Now!



Samuel Adams Sweater Weather (Can) Variety Pack



This seasonal assortment of cans includes: **Oktoberfest**, a hearty Märzen with a roasty malt sweetness and a light hop character; **Jack-O**, a pumpkin beer packed with flavors that recall memories of homemade pumpkin pie; **Boston Lager**, bold, rich and complex, Samuel Adams' flagship

brew offers caramel and toffee malt notes and a distinct noble hop character with hints of spicy pine and citrus and **Festbier**, brewed to toast and enjoy, Festbier offers a malty sweetness balanced by moderate hop bitterness and a touch of honey. **Availability:** Now!

Dogfish Head Off-Centered Party Pack

Featuring a variety pack-exclusive brewed to pair perfectly with cheese, this 12-pack drives incrementality at retail as consumers explore beyond the can and bring the perfect pairing to the party. The Dogfish Head Off-Centered Party Pack includes a hoppy-leaning lineup for cooler weather drinking: **60 Minute**,

90 Minute, **Blue Hen Pilsner**, and *new/exclusive to this mix*, **The Perfect Pairing Pale Ale**, an unfiltered, juicy pale ale developed from a sensory perspective with Dogfish Head's pals at Cabot Creamery to be the perfect pairing for sharp cheddar cheese. And the packaging includes a QR code that links to an interactive, digital cheese pairing page to experience pairings for each beer in the pack!



NEW
VARIETY
PACK!

Dogfish Head Punkin' Ale

This full-bodied brown ale is made with REAL pumpkin, brown sugar, allspice, nutmeg, and cinnamon. Fun fact: six months before Dogfish even opened their doors for business, Punkin' Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut

in 1995, they've brewed Punkin' Ale each-and-every-fall. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** September



Bell's Oktoberfest



Crafted as a flavorful session beer, Bell's Oktoberfest is perfect for a week-long wedding celebration in Germany or the start of the Michigan autumn. As with Bell's Lager, Oktoberfest spends a full six weeks maturing in the fermentation vessels.

Unlike its cousin, Oktoberfest trades in the assertive hop presence for a focus on a light caramel malt note, lending body without too much sweetness. **ABV:** 5.5% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Seasonal SELECTIONS

Shiner Oktoberfest



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

Shiner Bonfire Brewskis



As the seasons change and the air begins to cool, people begin to gather in backyards and the great outdoors. No matter where they are, there's something great about pairing a warm fire with a cold beer. Bonfire Brewskis includes three beers that make these good

times even better: **Toasted Amber Lager**, **Chocolate Raspberry Porter**, and **Vanilla Cold Brew Coffee Ale**. **Availability:** September

Harpoon Flannel Friday

This Hoppy Amber Ale is our tribute to the quintessential season of change. A bright hop aroma from late hop additions plays with its strong malt backbone. Amber-hued, medium-bodied, with hints of citrus and pine, this ale is made for the crisp days (and nights) of fall. **ABV:** 5.7% **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Dunkin' Pumpkin



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

Harpoon Dunkin' Box O' Beer

Inspired by everyone's favorite fall brews, this Harpoon Box O' Beer variety pack will include: **Dunkin' Pumpkin**, **Dunkin' Cold Brew**, **Dunkin' Hazelnut**, and **Dunkin' Coffee Roll**. **Package:** 12 oz. cans only **Availability:** September



UFO Pumpkin

Real pumpkin, seasonal spices, and fresh-from-the-patch flavor. Some people say pumpkins are fruit. Other people say pumpkins are vegetables. We say... they're tasty! So we brewed our fall-



spiced hefeweizen with pure pumpkin – a truly delicious fruitveggie! **ABV:** 5.9%

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



Evil Genius Is Butter A Carb?



NEW
COLLAB WITH
AUNTIE
ANNE'S!

It's time to get knotty. The only thing better than pretzels and beer is pretzels *in* beer, and Evil Genius has teamed up with Auntie Anne's to bring you just that.

This crisp Oktoberfest-style lager was brewed with malt, hops and warm, soft pretzels for an extra dose of rich flavor.

Don't get it twisted. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** September

Evil Genius Trick or Treat



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

Evil Genius Om Nom Nom



Go nuts for donuts! Brewed with toasty malt, cinnamon, and natural apple flavor, this apple cider donut ale is the perfect companion for autumn. Crack one of these, sit back and don't think about the fact that it'll be dark at 4 o'clock soon. Hey! I said don't think about it! **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!

SeasonalSELECTIONS

Heavy Seas The Great'er Pumpkin



As fall approaches and thoughts turn to Halloween, The Great'er Pumpkin is released! This bourbon barrel-aged pumpkin beer is a copper-colored ale with notes of vanilla, oak, pumpkin and flavors of autumnal spice. This seasonal brew pairs well with crisp fall weather, crunchy fallen leaves and the knowledge that your kids

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

Heavy Seas Impending Doom #3 Double Hazy Tangerine IPA



For the third installment of the Impending Doom series, Heavy Seas has crafted the IPA of their tangerine dreams. Brewed with tangerine purée, Citra and Simcoe hops for maximum juiciness and wheat malts & oats for optimum haziness, this tangerine juice bomb will blow your mind with reckless abandon.

Embrace the DOOM! **ABV:** 9.5%
Package: 12 oz. bottles only
Availability: September
(not available in Burlington or Mercer counties)



Woodchuck Pumpkin Hard Cider

The naked pumpkin profile and oak aging plays perfectly against the red culinary apple varieties blended in this hard cider. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** September

New Belgium Voodoo Ranger Atomic Pumpkin



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

New Belgium Voodoo Ranger Hop Raider



Voodoo Ranger has unearthed world-class hops packed with big notes of citrus, stone fruit, and a refreshingly bitter bite. At 8.1% ABV, hold on tight. **Package:** 12 oz. cans and draught in **limited quantities** **Availability:** Now!

2SP Delcofest



Less hops, more malt. For their yearly Oktoberfest beer, 2SP brewers choose to do a Märzen style that is a step above a Vienna and step below a dunkel, unlike other Märzens that are pale and less robust. The end product is a caramel malt-forward lager with big biscuit and bread flavors. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!



2SP Really Dirty Money

Double dry-hopped with Citra and Idaho 7 grown on the same hop farm in Idaho. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now!



2SP 7th Anniversary

2SP put on their birthday suits and brewed up a special IPA with just a touch of blueberry honey for their 7th-year beer. 7th Anniversary is made with experimental hop HBC 630 (sweet fruity aromas & flavors), Citra (high alpha acid hop that yields smooth floral & citrus aromas), and Callista (used for dry hopping. Passion fruit & caramel). The blueberry honey gives it a nice touch of sweetness but really rounds out this birthday beer body. **ABV:** 6.8% **Packages:** 16 oz. cans and draught **Availability:** Now!

Seasonal SELECTIONS

Fegley's Psychedelic Astronaut



Psychedelic Astronaut is our latest New England IPA juice rocket! Groovy amounts of Munich and Pale malts are blended with rolled oats and a touch of wheat. A harmonic convergence of Tangerine and Blood Oranges are added to blast you to new tastes and otherworldly experiences. Dry-hopped with Simcoe, Mandarin Bavaria, and Mosaic, strap in and enjoy

the ride! **ABV:** 7.7% **Package:** 16 oz. cans only
Availability: Now!

Fegley's Devious Imperial Pumpkin



Devious. Yes. This fall seasonal ups the ABV to 9% from a standard Pumpkin Ale. Imperial Pumpkin Ale is deceptively mild, with a malty backbone that's balanced by the additional alcohol. The spices takes the lead here but doesn't overwhelm the natural pumpkin that's used in this brew. **ABV:** 9%
Packages: 16 oz. cans and draught
Availability: Now!

Deschutes Black Butte XXXIV

Cheers to Deschutes' 34th Anniversary with this imperial homage to Black Butte porter. This year, they took inspiration from the dessert, Tiramisu, which translated from Italian means "cheer me up." Raise a glass to raise your spirits! **ABV:** 11% **Package:** 12 oz. bottles only
Availability: Now!



Deschutes Black Butte Raspberry



Deschutes' iconic Black Butte Porter, is boosted in silkiness to balance the vivid tartness of naturally sweet

red raspberries. **ABV:** 6.8%
Packages: 12 oz. bottles and draught
Availability: Now!



DuClaw 31

This medium-bodied, amber German-style lager combines frighteningly smooth malt flavor with a haunting, spicy finish of cinnamon and nutmeg, for a scary good brew that is definitely... All Treat, No Trick. **ABV:** 5.7%

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



DuClaw Sour Me Cherry Watermelon Sour Ale

A wistful, tart yet sweet, sour ale is made with an iconic cherry-watermelon flavor combo. Crack open for a crisp candy scent with a sip that packs a juicy punch. You've seriously got to have it! **ABV:** 5.5% **Packages:** 16 oz. cans and draught
Availability: October



DuClaw Hop Tarts Strawberry Milkshake

Care to shake things up? DuClaw thought so. After your first sip of creamy, fruity decadence, we won't be surprised if you grab a straw to enjoy this supreme swirl of strawberries. Treat yourself. **ABV:** 7.2% **Packages:** 16 oz. cans and draught
Availability: October



DuClaw PastryArchy Unicorn Farts After Dark

Glitter shines brighter in the dark. Giddy up for this french toast flavor frenzy, complete with alluring chocolate and spiced cinnamon. A beautifully dark take on the original "Unicorn Farts" collaboration between DuClaw Brewing Co. and Diablo Doughnuts. Now brewed as a dessert stout with chocolatey, cinnamon cereal and gold edible glitter. **ABV:** 8.5% **Packages:** 16 oz. cans and draught
Availability: October



Seasonal SELECTIONS

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:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Weltgeist

A classic easy-drinking festbier made with strong notes of malt and caramel.

ABV: 5.6% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Scrub Daddy

This 7.1% ABV banana milkshake IPA pours a thick creamy straw-colored body with a nice white fluffy head. A strong nose highlighted by vanilla gives way to subtle notes of banana and citrus that invite you to indulge in this delicious brew. Smooth banana flavor and a sweet vanilla finish round out this decadent milkshake

IPA that is sure to leave you smiling. **ABV:** 7.1%

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

Mike's Hard Lemonade Apple Pear

Crisp apple and authentic bosc pear perfectly complement each other in Mike's newest seasonal. Mike's Hard Lemonade Apple Pear has just the right balance of tartness and sweetness that makes every sip refreshing. **ABV:** 5%

Package: 12 oz. bottles only

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



NEW!



Flying Fish Go Birds

This hazy, juicy Pale Ale evokes hints of citrus and mango, perfect for the professional Ornithologist or casual birder alike! Keep your eyes to the skies and raise a glass to our favorite birds! **ABV:** 6%

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



Flying Fish OktoberFish

First released in 2002 and sold out in two weeks. A tribute to the classic fest styles of Germany, the O'Fish uses European malts hops and yeast.

A beautiful reddish color, a savory malt profile and nice hop flavor, make this festbier quite drinkable. OktoberFish is great with food and especially great with Lederhosen. **ABV:** 6%

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

Flying Fish Headless Horsemen



A shriek in the night sky gave them the inspiration for this cornucopia of fall flavors. Real pumpkin, cinnamon, clove, and nutmeg give this midnight rider the perfect balance of flavor to accompany its rich

malty backbone. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Flying Fish Caramel Espresso Porter

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

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



Seasonal SELECTIONS

MudHen MärzHen

Ring in the fall and celebrate Oktoberfest with MudHen's toasty Festbier lager... Prost!

ABV: 5.7% **Package:** Draught only

Availability: Now!



MudHen Nummy Pumpkin

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



Glasstown Clash of the Pumpkins

Our signature pumpkin beer back! Brewed with real pumpkin and just enough spice to get you into that fall season spirit. Enjoy this fall treat brewed with real pumpkin, spices and lactose. It is smooth, sweet, slightly spicy and full of flavor!

ABV: 7.2% **Packages:** 16 oz. cans and draught **Availability:** September



Glasstown October

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



Wine, SPIRITS & RTDs

FitVine Red Zinfandel

FitVine Red Zinfandel has luscious flavor, smooth finish, and low in carbs. This wine honors the Naval Special Warfare community and its families.

FitVine donates \$5 of every bottle sold to the Navy Seal Foundation.

Raise a glass to their sacrifice.

ABV: 14.9% **Package:** 750 ml bottles only **Availability:** September (not available in Burlington or Mercer counties)



Fresca Mixed Tequila Palmona & Vodka Spritz

Fresca Mixed is a new brand launching its first two offerings, vodka and tequila-based RTD cocktails blended with Fresca's signature grapefruit soda. These premium offerings will allow the brand to directly compete against existing hard seltzers by creating a white space that balances Fresca brand familiarity and premium quality. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** September



PROST!

Oktoberfest in Munich, Germany is the world's largest folk festival – and the most popular. Year after year, consumers look for their favorite German beers to cheers in the on-and-off premise. Many enjoy these authentic and established German brews all year long, but when the leaves change, and the temps slightly drop, heaping plates of sausage, the clinking of beer steins and frothy German brews become top of mind.

Paulaner Oktoberfest Bier



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

Paulaner Oktoberfest Märzen



This amber beer style was developed more than 200 years ago to celebrate the original Munich Oktoberfest. The Märzen name originates from "March beer" because it was historically brewed in March, to be available for its peak flavor by the Oktoberfest celebration. This full-bodied beer, with its rich malt flavor and dark toffee notes, has an underlying fruitiness and masterful hop balance. *(not available in Burlington or Mercer counties)*

Hacker-Pschorr Oktoberfest Märzen



Hacker-Pschorr Original Oktoberfest makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their Brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast, and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops. *(not available in Burlington or Mercer counties)*



Hofbräu Oktoberfestbier

This is the authentic and original Oktoberfest Bier, and the same beer served in the Hofbräu Tent at the Munich Oktoberfest and exported around the world! A rich, golden color, the beer is brewed with a blend of four exquisite Hallertauer hops and three specially selected Bavarian malts. The aroma is filled with fresh fruity hops, and the flavor is rich and full-bodied. This brilliant and authentic lager style beer offers the true Oktoberfest experience. A beer that brings the world together.



Warsteiner Oktoberfest

Warsteiner's seasonal Bavarian-style specialty delivers an authentic, lively taste sensation nuanced with subtle notes of malty sweetness and a satisfying, smooth finish.

Programs



This college football season, Coors Light is rallying fans behind one mission: Chill On. With a suite of in-store and on-premise tools for each local alliance, fans all over the country will get a chance to win game day prizes like tickets, fanny packs and tailgate chairs, plus a chance to connect with one of the greats – courtesy of Cameo Calls. First to the Cameo lineup is broadcaster and former Patriots quarterback Scott Zolak, who will be Chilling On with New England's winners.

Celebrate Hispanic Heritage with Topo Chico and Tajin

Make this Hispanic Heritage Month legendary with the most authentic hard seltzer in the game. Topo Chico Hard Seltzer is teaming up with Tajin to bring shoppers a flavor combo they can turn into a lasting ritual. With beautiful in-store POS and engaging on-premise tools, Topo Chico Hard Seltzer will support incremental displays, while giving shoppers a taste of culture.



With craft beer's popularity among football fans, Hop Valley's flavorful yet sessionable IPAs are the perfect solution for everything from the tailgate to the post-game. Now through October 1st, Hop Valley will capture IPA lovers with localized creative and merch. The new look will come to life on eye-catching POS like case stackers and wobblers, along with on-premise tools that incorporate brand education on Hop Valley's unique Cryo Hops®.

Programs



Miller High Life and Tie Bar Refresh Your Wardrobe

Now when you taste the High Life, you can look the part too. Miller High Life has partnered with formalwear destination Tie Bar to spruce up closets everywhere. From chic pocket squares to bottle cap cufflinks, the limited-edition collection is sure to have drinkers enjoying the champagne of beers in style. And joining the fashion revolution are the High Life cans themselves – with the award-winning coupe design back for a limited time.

Get Ghoulish with Miller Lite

Miller Lite is dressing up their iconic can this Halloween with a brand-new look. Beginning October 1, they'll be outfitting bars with a full suite of tools from a thematic photo frame to disposable cups and beverage wraps. Drinkers can face off for best costume for a chance to win a coveted "can ghost" t-shirt while enjoying the great taste of Miller Lite.



Win Football Season with Vizzy

Vizzy Hard Seltzer is putting alliances front and center this football season with an all-new look for the Baltimore Ravens, Philadelphia Eagles and many more. Creative features alliance marks and rally cries to draw in fans and remind them that Vizzy is the seltzer for cheering on their team all season long. The nationally supported program will come to life with bold branded destinations, mobile sampling units and experiential & influencer extensions – all in tandem with a full suite of tools to drive feature and display.

IT'S
Miller
TIME,
PHILADELPHIA



It's Miller Time, Philly

Miller Lite is helping Philadelphia represent with the It's Miller Time localization program. New "It's Miller Time, Philadelphia" creative merges the Miller Lite can with an iconic Philly landmark for a sense of whimsy that every shopper will covet. Find the custom illustration in on-premise POS, in-store displays and exclusive merch.

Programs



Sierra Nevada: Your Grill's Best Friend

Labor Day: a tribute to all those hard-working folks out there, and the perfect time for a backyard barbecue & a Sierra Nevada Pale Ale. This August and September, Sierra Nevada is giving consumers the opportunity to win a Big Green Egg Grill package or one of several custom Sierra Nevada grilling essential kits to make it the best backyard barbeque experience. Consumers will simply scan a QR code on themed POS to enter to win.



Make Halloween a Hazy One with Sierra Nevada

Sierra's Make Halloween a Hazy One program delivers a 360-degree support plan designed to engage and influence drinkers at each point along the shopper's journey. The program, which runs from September 15th through October 31st, includes a media campaign, in-store displays and market activation.



A Pschorr Thing

Many aspire to attend Munich's Oktoberfest. For those who can't travel halfway across the world, Hacker-Pschorr is bringing the best of Oktoberfest to you! Now through October 9th, consumers can head to PschorrThing.com to enter to win authentic Hacker-Pschorr Oktoberfest gear and garb. *(not available in Burlington or Mercer counties)*



Oktoberfest With The Best

Who wants to Oktoberfest with the Best? Paulaner is looking for the best fans to drink the best bier at the world's best party – Munich's Oktoberfest in 2023! Now through October 9th, consumers can submit their best Paulaner fan pics at OktoberfestWithTheBest.com or post on Instagram using the hashtags #PaulanerBest and #Sweepstakes for a chance to win! In addition to the trip to Germany, Paulaner has teamed up with New York City's iconic butcher shop, Schaller and Weber, to offer Oktoberfest Bavarian gift boxes. *(not available in Burlington or Mercer counties)*



HOP WTR Wants the Sober Curious to Sober "HOPtober" in Style

The sober curious movement is on the rise: 35% of legal-aged US adults completed Dry January in 2022, up from the previous high of 21% who participated in 2019. Enter Sober October: the second most popular low/no-alc month on the sober curious calendar.

HOP WTR, the one-of-a-kind functional non-alcoholic sparkling hop water brand, has big plans to celebrate Sober "HOPtober" in style. The brand will execute an integrated Sober HOPtober marketing program featuring: targeted connected TV, digital video, paid social campaigns and a roster of influencers and content creators. The campaign will run throughout the month of October and extend into retail with all-new point-of-sale materials and dedicated in-store sampling programs to drive velocity. Consumers will be stocking up on low/no-alc options and mocktail ingredients all-month long; be sure to capitalize on the sober curious trend this Sober October with HOP WTR.

Programs

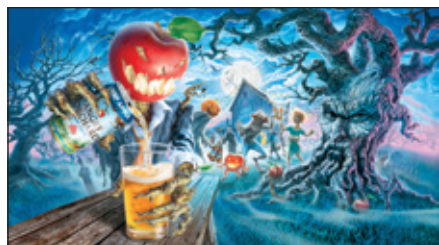


Truly x Takis

Truly is a leader with younger drinkers, flavor and innovation. This fall, the Truly x Takis partnership will include a suite of POS to boldly stand out at retail and drive incremental sales. The partnership will drive engagement and motivate drinkers to level up their “homegames” and tailgates this football season.

The program includes:

- A national partnership with the hottest snack brand
- A consumer sweeps for 3 grand prize trips to the Rose Bowl in Los Angeles
- Recipe pairings available at the Truly x Takis micro-site
- Media and social/digital support



Angry Orchard Halloween Harvest

Through thematic packs and products, as well as exclusive partnerships and sweepstakes, Angry Orchard will help drive store-level shopper excitement and drinker joy during the fall/Halloween season.



This fall, Sam Adams is giving Octoberfest drinkers a fun new way to own the party and celebrate beer with beer! From August through October, Sam Adams is giving away 650 customized ceramic steins! Drinkers will enter via QR code on themed POS and 50 winners will be selected every week! Winners will then upload a picture of themselves (or their friend, spouse, dog, goldfish, etc..) and Sam Adams will put that mug on a mug! Personalized steins will be delivered to winners in the first quarter of 2023.



Twisted Tea & College Football

This college football season, Twisted Tea will drive relevance and displays to earn share of mind with drinkers during football and tailgating season.



Programs



Corona Football: For Fans of the Fine Life

This fall through October 31st, Snoop Dogg and Corona are going all in on football and helping consumers experience the Fine Life during every game day throughout the season. Corona will be providing fans the opportunity to optimize their game day experience by giving them the chance to score resort wear Gameday Gear every week of the season via prized bundles. Corona's here to help make this football season the very best yet with 360-degree marketing support including strong TV presence during NFL and college football games and on and off-premise support tools to win at retail.



Día de los Muertos: Life is Made for Celebration

By celebrating life's moments as well as the people that came before us, Corona reminds us to take advantage of all that life has to offer. To continue the Día de los Muertos tradition, Corona's 2022 program, running from October 1st through November 2nd, will be supported by refreshed on and off-premise POS bundles and pieces reminding everyone life is made for celebration.



Raise One in Their Honor with Modelo

Modelo invites consumers to celebrate Día de los Muertos as it is meant to be – by immersing themselves in the art and iconography of the holiday. Modelo is once again enlisting legendary, LA-based artist Mister Cartoon to bring the celebrations to new levels through his custom artwork and personal story. This year, Modelo is giving consumers a chance to take home the artistry of Día de los Muertos with limited-edition packaging designed by Mister Cartoon and a sweepstakes, running in October and November, to win Mister Cartoon apparel.



Modelo is the Official Beer of Fans with the Fighting Spirit

As the #2 beer in America, Modelo Especial continues to be ready every week for gameday as the official beer of fans with the Fighting Spirit. In partnership with DraftKings, consumers will fight to the top of the leaderboard every football Sunday (from September 1st through October 31st) in free-to-enter contests for the chance to win a share of \$5k in cash each week. One lucky consumer who racks up the most points over the nine-week promotion will win a grand prize trip to Vegas inclusive of a Modelo x Las Vegas Raiders curated gameday experience. The brand's football support will also include strong linear TV presence and digital and social media across sports properties like ESPN as well as the DraftKings platform.



Pacífico will continue the summer momentum this fall with an engaging retail campaign that invites consumers to "adventure further." Pacífico will continue to build equity in outdoor adventure by offering consumers a chance to win a special limited-edition Pacífico Super73 e-bike, a brand that outperforms with Gen Z. The program will be supported by TV, digital and social media and on and off-premise retail tools.

Programs



DraftKings & Guinness Time Challenge

From September 8th through February 12th, Guinness and Draft Kings will run a 22-week fantasy football consumer contest. That's 18 weeks of regular season, three weeks of play-offs and one week for the big game. Consumers will submit a weekly fantasy line-up on draftkings.com. Each week, a prize pool of \$5k (\$10k for big game week) will be split among winning consumers: \$115,000 total!



Guinness: The Official Beer of Notre Dame Alumni & Fans

The Guinness and Notre Dame partnership (which runs all football season long) keeps getting stronger and stronger; a partnership over 260 years in the making, with over 41 million avid Notre Dame fans!



Follow It West to The National Finals Rodeo Sweepstakes

This fall, consumers can enter to win one of four national VIP trips for two to Vegas (including VIP tickets, airfare, and hotel accommodations) for The National Finals Rodeo in December, plus \$1,000 spending cash! The event includes a live rodeo competition, music headliners and exhibits designed to transform Vegas into a complete country western experience. Consumers can enter to win via text or QR code scan on themed POS.



Smirnoff Flavor Fandom Sweepstakes

Smirnoff Ice and Fanatics are giving away a \$1,500 "Super Fan" shopping spree from Fanatics.com to five lucky winners! From September 1st through October 31st, consumers can either text TOUCHDOWN to 24272 or scan a QR code on themed POS to enter for a chance to win.



Win a VIP College Football National Championship Experience from Dos Equis

Dos Equis kicks off football season with even more reasons to cheer every week! Now partnered with many colleges, Dos Equis wants to help college football fans enjoy the game with their favorite beer! Now through January 9th, consumers can enjoy Dos Equis and scan the QR code on themed POS for a chance to win a VIP experience at the college football national championship game! (not available in Burlington or Mercer counties)

Programs



Win a Backyard Movie Theatre with Mike's

Now through September, consumers will have a chance to win a backyard movie theatre including a digital projector, film screen, and a blue tooth sound system from Mike's Hard Lemonade! Consumers will scan a QR code on themed POS to enter to win. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Win a Lakeside Retreat with White Claw

This fall, White Claw is giving away a lakeside retreat to one lucky winner and three of their friends, plus exclusive White Claw Hard Seltzer two-person kayaks. To enter to win, consumers will scan a QR code on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Moosehead Delivers The "Ultimate Wild Weekend" in Vegas

Beginning on October 1 and concluding on December 31, 2022, consumers can visit Moosehead displays and enter to win a trip for two to Vegas to experience the "Ultimate Wild Weekend!" Consumers will simply scan the QR code on themed POS to be instantly transferred to the sweepstakes entry platform. Winners will experience a one-of-a-kind, round-the-clock party only Vegas can deliver, complete with two tickets to the ultimate adrenaline rush, an MMA bout! The trip for two includes airfare, hotel and tickets to the MMA event.

In addition, consumers can save up to \$5 on the purchase of a Moosehead 24-pack by redeeming the rebate featured on the program point of sale.

Stay Wild with Moosehead Lager!



Yuengling & DraftKings Are Back with the Football Prediction Challenge

This football season will be bigger than ever! Fans will be heading out to college tailgate parties and meeting friends at local bars and restaurants for the kickoff of pro football season. And there's no better beer to accompany football traditions than Yuengling Traditional Lager. Yuengling is Bringing the Goods this season with weekly chances to win up to \$100,000 with free-to-play weekly football predictions. This challenge gives fans a chance to get their skin in the game in a casual & fun way. Displays will feature thematic signage and links to enter to win.

Why DraftKings?

- 98% of DraftKings' users are 21+
- 92% drink alcohol
- Football is the most popular betting sport in the US
- More money is wagered on pro football than NBA, MLB and NHL combined





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Make a Scary Big Difference with Coors Light

Coors Light and St. Jude Children's Hospital are celebrating over 25 years of partnership with this year's Halloween donation program. Starting October 1st and running through November 1st, shoppers will scan new and improved "Hauntingly Chill" POS to learn how they can donate. This program aims to add \$7 million to the over \$100 million in past donations through the partnership and will be supported across digital platforms and in on-premise accounts with tools from coasters to tearpads.



Protect Our Protectors with Coors Banquet

Created for the hardworking miners who first enjoyed it and born in the heart of wildfire country, Coors Banquet is committed to supporting firefighters everywhere. Equipped with new, velocity-driving promotional packaging, they'll be donating to the Wildland Firefighter Foundation and local fire departments with every purchase. The refreshed Protect Our Protectors platform is backed by local activations, an exclusive merch collab and above-the-line support from influencer outreach and national PR to radio and out of home.