

HEADY TIMES

KRAMER BEVERAGE
Winter 2023 | V.47

WHY YOU
SHOULD BE SELLING
GUINNESS ZERO

**COORS
BANQUET**

IS THE
OFFICIAL BEER
OF PARAMOUNT'S
YELLOWSTONE

**SIERRA
NEVADA**
TAKES ITS SHOT AT
BEYOND BEER

NEW SEASON

ONLY ON



**Y
YELLOWSTONE**

**LIVE LIKE A
DUTTON**

GRAB A BANQUET



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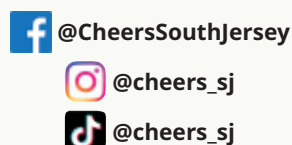
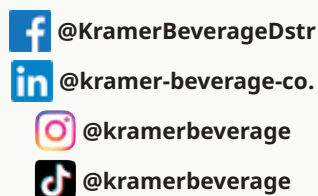
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As 2023 has just begun, I have been thinking quite a bit about New Year's resolutions. The start of a new year often gives each of us the chance to wipe the slate clean on those resolutions from 2022 that we did not quite reach. The most popular goals include living healthier, exercising more, and improving relationships. Many people, however, believe setting resolutions is a fool's errand as most individuals give up before reaching the month of February.

I was reading an article that provided data from YouGovAmerica. It suggests about a quarter of Americans will make resolutions and most think they will accomplish them. Unfortunately, a study from the University of Scranton suggests that only 8% of people will be successful. Ouch!

I think it is good to set personal and professional goals. At Kramer Beverage, a consistent yearly goal is to look for ways to improve the level of our customer service. One way that we will look to do this in the off-premise is through a higher focus on cold box shelf sets. When a shelf set is at maximum effectiveness, the consumer is more likely to purchase higher-margin items. It also helps to properly space the products in the cooler to help reduce out-of-stocks on the shelf.

We also want to improve our delivery service and we are going to use a tried and true method of calling your bar or liquor store to ask you how we are doing. We will ask about your most recent delivery and how can we make it better. Thank you in advance for taking our call!

As mentioned, there is also a place for personal goals and after much thought, I have decided that my resolution is to sample new products more often. Luckily, if I just start with the new product offerings that are in this issue, I will definitely make it into February and beyond.

Here are some products that I am excited to try.

Top Dog makes ready-to-drink (RTD) cocktails right over the bridge in Pennsylvania. These spirit-based drinks use all-natural ingredients and clock in at 12.5% ABV. Four different flavors are ready to sample.

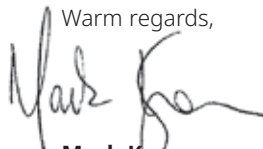
New Belgium Voodoo Ranger Juice Force has been a force of nature since the launch of the brand last March. The excitement is palpable for Fruit Force, which has an ABV of 9.5% and will launch in February. It has a taste of fruit punch, which is sure to appeal to a wide range of consumers.

Dogfish Head always brings interesting products to market and Nordic Spring will be yet another winner. This hazy IPA has hints of both citrus and tropical flavors. Juniper berries, orange peel, and rye malt put this 6.5% offering at the top of my list. It is available in January.

One last brew that I will share here is Simple Circuitry from the Double Nickel team in Pennsauken. This double dry-hopped IPA also has juicy flavors bursting from the can and comes in at 8.1%.

Thank you for all your support. We look forward to meeting and exceeding your needs in 2023. Here is to even better days ahead.

Warm regards,


Mark Kramer
 President

Kramer People Get The Job Done



Frank Westcott

Frank Westcott *Forklift Operator*

If there was one thing you wanted everyone to know about you, what would it be? I think most people would be surprised to find out how conservative and family-oriented I am. People see me as some bearded knucklehead with no morals, but I assure you I am the exact opposite.

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

What does your current position entail? Most aspects of the warehouse duties; building and wrapping pallets, loading trucks, training, and moving trucks.

What other positions have you held in the company? Delivery Driver.

What has been the best thing about your job? Training and educating new workers.

What's the most exciting part of your job? Being the old guy that the younger generation goes to for help.

What's been most rewarding about your position? Being chosen for things like this. It is nice to be appreciated.

Where do you live? Pleasantville.

Tell us about your family: I have a 17-year-old daughter, (going on 30), a wife of over 20 years, and my mother, all living together.

What are some of your hobbies outside of work? Spoiling my daughter, playing drums, and seeing how angry I can get my wife.

What are your favorite Kramer Beverage brands? Yuengling.

Are you a sports fan? If so, who are your favorite teams? Any team playing a Philadelphia team.

Do you have any fun trips planned for 2023? Going on a cruise.



Michelle Ell

Michelle Ell *Accounting Assistant*

If there was one thing you wanted everyone to know about you, what would it be? My love of family and traditions runs deep with my Hammonton Italian Heritage.

How long have you worked for Kramer Beverage? 18 years.

What does your current position entail? Maintaining all Marketing Budgets, Billing Breweries, Bank Reconciliation, and CPL Proofreading.

What does it take to excel in your position? Being organized.

What has been the best thing about your job? The great co-workers I have the pleasure of working with.

What's been most rewarding about your position? The satisfaction of a job well done by working with the Marketing Managers and the Finance team to balance the many brand budgets and bank statements.

What's the most exciting part of your job? When all my numbers tie-out!

Where do you live? Hammonton.

Tell us about your family: I'm married to my wonderful husband Layne, and together we have three daughters, Danielle, Desiree, and Samantha. We also have one grandson Lukey.

What are some of your hobbies outside of work? Layne and I love to travel.

What is your favorite beer? Corona Light.

Do you have any fun trips planned for 2023? In the process of planning a trip to an all-inclusive for some R&R.

If you could be anywhere, drinking any beer... Where would you be and what kind of beer? On a beach in the Caribbean drinking a Corona Light.

As the Official Beer of Paramount's *Yellowstone*, Coors Banquet is Winning the West, All Over Again



NEW SEASON

SUNDAYS 8/7C
EXCLUSIVELY ON



Y
YELLOWSTONE

**LIVE LIKE A
DUTTON**

Coors
Banquet
GOLDEN, COLORADO



SCAN FOR YOUR CHANCE TO
**WIN* A MONTANA RANCH
VACATION + *Seager* GEAR**

To celebrate Coors Banquet becoming *Yellowstone*'s official beer partner in the show's fifth season, the brands are also partnering to send one winner and three friends on a trip to the Big Mountain Ranch in Whitefish, Montana where they'll be able to "Live Like A Dutton" for a weekend. The weekend will be complete with horseback riding, roping and family-style dinners paired with their favorite beer. Plus, all the gear they'll need to enjoy a Coors Banquet in true Dutton style will be provided by Seager, a longstanding merchandise partner of Coors Banquet.

It's not often that legacy beers exceed expectations, but Coors Banquet is doing just that. Sales are up by 12% — and that's before consumers have the chance to "Live Like A Dutton."



Despite being one of the oldest brands in the Molson Coors portfolio, Banquet had one of its most successful selling years in 2022 and is one of the fast-growing in sales across the portfolio.

Not too long ago, Molson Coors's newly appointed President of U.S. Sales Brian Feiro, addressed a gathering of industry insiders at a seminar in New York City and said, "Beer is back." And as an illustration of his belief, Feiro went on to reveal to the crowd that Coors Banquet is **America's fastest-growing domestic premium.**

It's always difficult to pinpoint why some brands are more successful than others, but **Coors Banquet is a brand with real history.** Brewed in Golden, Colorado since 1873, it was nicknamed "Banquet Beer" by the miners of Clear Creek Canyon, who drank it in banquet halls (or in huge banquet tents when there were no halls). After 150 years of continuous production, calling this beer an authentic American classic would almost be an understatement.

And that's why **Coors Banquet is the exclusive beer of Paramount's hit series *Yellowstone*.**

The relationship between Coors Banquet and *Yellowstone* began in 2018 when the iconic Coors Banquet cans and stubby bottles made cameos throughout the show. Product placements only succeed when they look like they are an authentic part of the story, and Coors Banquet goes along with the western drama of *Yellowstone* like a cowboy and spurs.



As a brand that has been a staple of pop culture for decades, it is no surprise that Coors Banquet has appeared in popular hit shows such as Netflix's *Cobra Kai*, *Midnight Mass* and *Stranger Things*, as well as TNT's *Animal Kingdom*. Coors Banquet's appearances in these shows are complementary to Gen Z's interest in authentic and retro-chic brands.

When *Yellowstone*'s pre-eminent ranch hand Rip and his wife Beth Dutton take long swigs from Coors Banquet's iconic stubby bottle, the scene couldn't be more, well... authentic. After the success of previous cameos, the two brands decided to form an official partnership for season five in 2022 to make Coors Banquet the show's official beer and retail partner for the season.

To kick off the relationship, the brand worked with the show to give fans the ultimate *Yellowstone* experience by creating the "Live Like A Dutton" sweepstakes. The winner of the grand prize will take three friends to a ranch in Montana where they will participate in *Yellowstone*-inspired activities like horseback riding, roping and family-style dinners. To complete the experience, the winner will receive all the gear needed to enjoy drinking Coors Banquet in true Dutton style, courtesy of western outfitter, Seager. Fans can go to BanquetYellowstoneGiveaway.com to learn more.

Season five of *Yellowstone* will eventually come to an end, but there's plenty more in store for Coors Banquet. 2023 marks the beer's 150th anniversary, with events and programming planned for later this year.

The relationship between Coors Banquet and *Yellowstone* began in 2018 when the iconic Coors Banquet cans and stubby bottles made cameos throughout the show.

GRAB A BANQUET FOR THE BUNKHOUSE

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It's important for Coors Banquet to collaborate with partners that already have an authentic relationship with the brand and share similar values. As with any brand that has lasted the test of time – Coors Banquet's 150th anniversary is right around the corner – Banquet is always looking to reach more drinkers, particularly those who take interest in the things that the brand's loyalists value. So, partnering with *Yellowstone* has allowed Coors Banquet to naturally expand the brand's reach and grow.



Francisco De Oliveira District Sales Manager – South NJ / Delaware

D.G. Yuengling & Son

Experience is an understatement when it comes to Francisco De Oliveira of Yuengling. From growing up in the hospitality and restaurant industry to making his way through the beer industry, Francisco has quite an extensive resume in the business.

Heady Times (HT): What is your background?

Francisco De Oliveira (FO): I was born in Portugal and came to the U.S. when I was seven years old. My father was a chef, and I grew up in the restaurant world. From a young age, I was following and helping him throughout the kitchen. As I got older, I ran through every position in the front of the house, from busser, server, and bartender, all the way up to General Manager and Beverage Director at various restaurant groups in northern N.J.

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

FO: While working in the restaurant industry, I got married, and we had our first child, Emma. The restaurant industry comes with long hours and working most weekends and holidays. You can imagine I missed a lot of special occasions with my family. I decided that the restaurant industry was not conducive to my family and I wanted to take a more integral part in my daughter's life. My brother, who happens to be a sales rep at Peerless Beverage, came to me with an opportunity to come over to the supplier side of the beverage industry. A Retail Account Manager position in N.J. opened at InBev USA, and I jumped at the opportunity. I have not looked back ever since. From InBev, I moved over to Anheuser-Busch for a few years, then to R&R Marketing as a Sales Rep, then to US Beverage as a Brand Sales Manager for just over 11 years. I then spent two years at Radeberger Gruppe USA as a National Account Manager. Finally, I found my home at D.G. Yuengling & Son, where everyone has made me feel like a member of the family.

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

FO: I have truly enjoyed working and learning from everyone I have encountered in this industry. I've made many mentors, friendships, and comraderies along the way that continue to be part of my daily life including the people I met at the distributors/

wholesalers, sales teams, and the great retailers that I work with every day.

HT: Do you enjoy being out in the trade?

FO: Yes, I truly enjoy being out in the trade. I love getting to know our retailers and interacting with our passionate consumers. They love to tell me about when they had a Yuengling Lager for the first time and provide me with unsolicited advice on what we should bring back, like Summer Wheat or Porter. Sometimes the consumers feel the need to tell me how much they love Yuengling. We genuinely have the most passionate fans. I love it!

HT: What does an average day look like for you in your current position?

FO: Well, no two days are the same, and each day brings something new. It's a mix of lots of different housekeeping functions. From working with Nick Lee on current inventory and ordering control, to working closely with Matt Candelori and the Sales team to focus on current program planning and initiatives. But getting out in the streets and assisting at retail to drive sales is where I thrive.

HT: What can retailers and consumers get excited about next from Yuengling in 2023?

FO: As always, we have great plans for 2023. We are continuing our partnerships with RWB/Stars & Stripes with Lee Brice returning. Also, back by popular demand, our Phillies sponsorship continues with our exclusive Phillies can packs. We are adding Flight summer sweepstakes and introducing Bongo Fizz, a mango beer, which will be a new product offering. We will keep you updated on all the exciting things to come in 2023 and beyond for Yuengling.

HT: What's your favorite product from Yuengling?

FO: How do you choose with so many great brews? For me, I particularly like Lord Chesterfield Ale, love me some Chetty. I also really like Black and Tan, and of course Lager is always great. You can't go wrong with so many great, iconic brands.

Lee Lord of Narragansett

Lord's dedication to brewing explains why an American classic like Narragansett Lager is still enjoyed today.



Lord counts herself lucky to have the full support and assistance of Narragansett CEO Mark Hellendrung (right) along with the rest of the Narragansett team. *Photo credit: Mike Lianza*

Lee Lord's passion for beer never wavered as she pursued her goal to become a professional brewer. Now as head brewer for Rhode Island's beloved Narragansett, Lord not only brews up the classics, but also experiments with this historic brand's recipes – and still finds time to collaborate with other brewers to create tasty, limited-edition brews. In addition to perseverance and hard work, Lord credits much of her success to the Pink Boots Society & the support of coworkers, particularly Narragansett's intrepid CEO Mark Hellendrung.

This 132-year-old brewery has weathered many challenges thanks to Hellendrung's vision and a team of talented professionals making beer the Rhode Island way.

Heady Times (HT): The revival of Narragansett has been inspiring to watch – what has it been like to help restore the brand alongside Mark Hellendrung and the rest of the Narragansett team?

Lee Lord (LL): It's been a huge honor to work for such an iconic brand. I'm so proud of the work we're doing, and it's been incredible to work with Mark and the team.

They've always been enthusiastic about rolling up their sleeves to do the hard work, whether that's hanging the glycol lines that chill our tanks, milling the grain... really anything we need. They're a constant source of encouragement and I count myself very lucky to have them.

HT: How did you get started brewing?

LL: I began my journey as a brewer at the very bottom of the ladder. I walked into a little brewpub outside of my hometown and asked if I could help – they threw me a mop and said, "Start helping." I learned so much in those early days when I could only dream of being the head brewer at Narragansett.

HT: You are very involved with the Pink Boots Society (a non-profit association that supports career opportunities for women in brewing). What is your role and why is your participation important to you?

LL: I wouldn't be where I am now without the Pink Boots Society (PBS). I received a scholarship through them to complete UC Davis' Brewing Science program, and I wouldn't be the head brewer of



Lord and production manager Tony Barber helped design Narragansett's Providence brewhouse, ensuring that the facility adequately serves the brewery's bustling taproom. *Photo credit: Mike Lianza*

Narragansett without the confidence and knowledge that opportunity gave me. I'm a member of the Northeast chapter and most of our work focuses on fundraising that goes directly towards PBS's scholarship program for both veteran and upcoming brewers. Every year, Narragansett does a Pink Boots brew day where I invite other women to come learn and brew with me and we donate proceeds to the scholarship fund. An added bonus of the organization is all of the connections and friendships that are made.

HT: In the last few years, you've collaborated on quite a few special-edition brews, like Nordic-inspired farmhouse ale Norse x NorseWest made with Kelly McKnight of New Belgium and Good Luck Malt Liquor with Sam Adams brewer Eryn Bottens. What inspired those collaborations?

LL: Friendship was my biggest inspiration. The brewing community is amazing because of how collaborative and how welcoming folks are. Kelly and Eryn are two of my closest friends in this industry and I was elated to create beers with them. Brewing with New Belgium and Sam Adams was also amazing because these giants of craft beer eagerly share their knowledge and resources. Collaborations help bring brewers together to share different ideas and everybody comes out with a greater understanding and perspective.

HT: Narragansett beers are famous for repping Rhode Island culture. Are there any RI institutions or traditions you would like to honor with a beer?

LL: I'm always looking for inspiration from my state. I'm working on a recipe honoring Newport Polo, one of the first polo clubs in the country. I traveled to Buenos Aires and sourced some hops and malts for it. Argentina is the polo capital of the world, and my favorite Newport polo pony was trained there.

But the Rhode Island-inspired beer I'm most proud of is our recent

collaboration with the Rhode Island Historical Society. My passion, aside from brewing, is history – I'm a historic reenactor with 18th century sites and museums. RIHS was founded in 1822, so I did a lot of research to make a porter based on a recipe I found from that time. It was a bit of a trust fall, because I wasn't sure how the beer would taste using the proportions of malts common to that time, but it turned out amazing!

HT: Say some Pennsylvania-based beer lovers made the trek to Providence – what can they expect from a visit to Narragansett, and what else should they do while they're in Rhode Island?

LL: Get ready for an unbelievable sunset over the Seekonk River and a beer for every kind of palate. Our taproom has twelve draught lines with a wide selection of styles, so there's something for everyone! Rhode Island is also home to some unbelievable seafood. Grab a stuffie and a lobster roll, or a cup of chowder at a nearby place, and enjoy!

HT: Narragansett has made a lot of big moves in the last few years; what's next for 2023?

LL: Expect more innovation and creativity out of our brewery here in Providence. We love embracing and experimenting with different styles, both new and old. Technology in hops and malting is always evolving and we like to be at the forefront of that. On the other side of things, we also love being able to embrace classic styles like our Bohemian Pilsner and Hanley's Peerless Ale, and give nods to the past with beers like 1822 Porter and Norse x NorseWest. Our portfolio of beers continues to grow, and I can't wait to add to it!

Narragansett Lager: An American Classic

Narragansett Lager is a true classic – it was the first beer brewed by Narragansett back in 1890, and it's what fuels the brand's modern revival. But how well do you know Lager?

- Narragansett Lager was the best-selling beer in New England from the 1930s to the 1970s, and Narragansett was the largest producer of lager in the region for decades.
- The current Lager can design was inspired by vintage Narragansett signs dating back at least to 1911.
- During Prohibition, Narragansett couldn't brew beer – but it did make malt extract for pharmacies! The extract was thought to “reinvigorate” patients and “enrich” their blood.
- Narragansett was the first alcohol company to officially sponsor a sports team when they partnered with the Boston Red Sox in 1944. This partnership lasted through 1975 and led to a boom in sales, particularly of the brewery's flagship Lager.
- In 1959, Narragansett brewed 1 million barrels in a year for the first time. They celebrated by distributing gold-plated Lager bottles to brewery staff.
- Though the Lager recipe has been through many changes over the years, today Narragansett Lager is brewed with 6-row malt, seedless hops, corn from Iowa, the purest water from Lakes Ontario & Hemlock and the same lager strain the brewery has depended on since just after Prohibition.





Founder of Sierra Nevada, Ken Grossman (pictured), has given the green light on a new "Can Do Innovation Center" that will double Sierra's share of the beyond beer category.

Beyond the Pale Ale: Sierra Nevada Takes its Shot at Beyond Beer

No longer a catchy buzzword, beyond beer is the future of the industry and Sierra Nevada knows this better than most. Always at the forefront of innovation — Sierra's sparkling, non-alcoholic hop water, Hop Splash, is killing it at retail — the people behind the top-selling IPA Hazy Little Thing are committed to doubling their share of the great beyond over the next five years.

"Everything we do at Sierra Nevada is rooted in consumer behaviors and insights," says Sierra's Brand Director Kyle Ingram. "We see drinkers migrating. It's not that they don't like beer anymore, but they're interested in trying new things and expanding their repertoire. These customers are younger, more diverse, 50/50 male & female... and they're always looking for something new."

Armed with a solid understanding of what millennial and Gen Z consumers want, Sierra's CFO Paul Janicki announced that the company is committed to doubling the size of their beyond beer portfolio in five years. To achieve this goal, the brewery is making major investments, including a new 85,000 square-foot "Can Do Innovation Center" production facility that's already under construction.

But don't let that five-year timeline confuse you. Sierra Nevada already makes beyond beer products that are major hits with consumers. Sierra entered the category some time ago with the hard kombucha **Strainge Beast**, which continues to grow and evolve as a brand. And recently, the company was among the first to launch a non-alcoholic sparkling hop water — the highly successful **Hop Splash**.



Once consumers try Straine Beast Hard Kombucha, they are likely to become repeat customers.



Sierra Nevada's reputation for award-winning hoppy beers almost guaranteed the success of non-alcoholic sparkling water, Hop Splash.

The story behind Hop Splash demonstrates just how forward-thinking Sierra's brewers really are. As you might expect, the talented people responsible for making beers like **Torpedo Extra IPA** and **Big Little Thing** not only understand how to use hops, they also happen to like the way they taste. Looking for something non-alcoholic to drink while on the job, Sierra Nevada brewmasters developed the recipe for what became Hop Splash, which debuted nationally last fall.

Commenting on the success of Hop Splash, Ingram explains, "We knew it was a product we could make well and have instant credibility with, given our reputation for hops." To keep the momentum going, Ingram said that Sierra is spending heavily behind the brand. Look for the release of new flavors this year.

"We see drinkers migrating. It's not that they don't like beer anymore, but they're interested in trying new things and expanding their repertoire."

— KYLE INGRAM,
Sierra Nevada Brand Director

Ingram went on to say that this is just the beginning for Sierra's non-alc portfolio. "Drinkers are embracing the idea of moderation as a means of improving mental, physical and financial health. We're currently in development of many new and exciting alcoholic beverages that meet those requirements." But he added, "True to Sierra Nevada's ethos of quality and innovation, the company isn't just focused on 'what's not in it,' but rather 'what non-alc products can enable our consumers to do.'"

As you can see, instead of playing catch-up to changing trends, Sierra Nevada is leading the way with a stellar portfolio of innovative beyond beer offerings. Always on top of their game, the company understands that successful products offer solutions that meet the changing tastes of today's consumers. In fact, based on the success of Hop Water and Straine Beast, they're already doing just that.

Beyond Beer the Sierra Nevada Way

As you might expect, a brewery with two top-five best-selling craft beers (Sierra Nevada Pale Ale & Hazy Little Thing), Sierra Nevada knows how to build brands that last. The brewery's beyond beer offerings are created and marketed based on the same rigorous research behind the success of the company's many award-winning beers, so they might just be the next big thing.

STRAINE BEAST

Already boasting a high conversion rate once consumers try the liquid, next year's priorities for the brand lie in flavor innovation and capitalizing on the growing canned cocktail trend. A Straine Beast Mimosa line extension will be available in the spring. This new "fermented cocktail" is slow crafted through a more natural process than other RTDs, producing alcohol through fermentation for big flavor and wild effervescence.



HOP SPLASH

Hop Splash's launch has exceeded expectations. Sierra Nevada's new zero alcohol, zero calorie sparkling water infused with Citra and Amarillo hops for refreshing notes of peach, mango and grapefruit already has 100 points of distribution in Philadelphia, and it will be a major focus in 2023 with a new program called "Enter the Splash Zone." Sierra Nevada brewer Isaiah Mangold says, "If you're a beer drinker, and you want something that scratches the itch a little bit, this does for sure."



Guinness 0 Non Alcoholic Draught Stout

Not drinking? There's a Guinness for that! Years of development at Guinness have yielded a delightfully true-to-taste non-alcoholic stout.

Beer makers all over the world are putting their brewing prowess to the test, trying to make NA options that work in their portfolios. The brewers from Guinness' iconic St. James's Gate Brewery are no exception, and their challenge was formidable. Could they create a NA liquid that is unmistakably Guinness, with the same dark, ruby red liquid, creamy head and notes of sweet, roasty chocolate & coffee?

Stout lovers, rejoice! **Guinness 0 Non Alcoholic Draught** is the NA stout the world has been waiting for.

To create Guinness 0, the St. James's Gate brewers start by brewing Guinness exactly as they always have, using the same natural ingredients – water, barley, hops and yeast – before gently removing the alcohol through a cold filtration method. This process allows the alcohol to be filtered out without heating the beer, which helps to protect the integrity of its taste and character. The brewers then carefully blend and balance the flavors to ensure the distinctive flavor and taste profile of Guinness. **The result is a beautifully smooth beer with perfectly balanced flavor and unique dark color that tastes just like a Guinness... only without the alcohol.**

If the taste of Guinness 0 isn't enough to tempt you, there are plenty of other reasons why you should be selling this world-class NA. According to NielsenIQ, **between August 2021 and August 2022, total dollar sales of non-alcoholic drinks in the U.S. stood at \$395 million, showing a year-on-year growth of 20.6%.** And Duane Stanford, editor of *Beverage Digest*, says **this growth is driven in large part by younger consumers who want to drink less, but don't want to give up alcohol completely. In other words, your customers demand it.**

Of course, Guinness 0 can be enjoyed all year-round, but it is perfect for the winter months when Dry January and

St. Patrick's Day are observed. According to surveys conducted by CGA, a food and drink research firm, 35% of LDA adults in the U.S. abstained from alcohol for the entire month of January in 2022, a trend that has been growing with each passing year. For drinkers who choose to refrain from drinking alcohol but crave a smooth, roasty beer, Guinness 0 is the perfect option.

And it's a great option to have for those celebrating St. Patrick's Day (or any occasion) with moderation in mind.

St. Pat's is the fourth most popular drinking holiday in the U.S., with

Guinness' signature Draught Stout served 819% more than on any other day of the year.

In the on-premise, offering a non-alcoholic version of this iconic beer will allow revelers to extend their celebrations, leading to higher check totals. And for customers in the off-premise, **Guinness 0 is the ideal incremental purchase** for drinkers picking up cases of Guinness Draught Stout for the holiday.

Total dollar sales of non-alcoholic drinks showed year-on-year growth of 20.6% between August 2021 and August 2022.



Guinness 0 isn't only for people who are forgoing alcohol – it's a great option for those celebrating St. Patrick's Day (or any occasion) with moderation in mind.



A New Look for New Belgium Fat Tire

America's first certified carbon-neutral beer is getting a refresh. Consumers have been enjoying New Belgium's flagship beer, Fat Tire Amber Ale, for over 30 years.

Fat Tire was born on a bike. When their co-founder pedaled his way through Europe, sampling beer along the way, the tires on his mountain bike garnered glances and comments that inspired the name of a craft beer icon. Fat Tire's unique flavor profile originates from 1930s Belgium. During this era, small breweries began offering easy-drinking beer crafted with signature Belgian yeast in order to satisfy the tastes of visiting British soldiers.

To create a modern Fat Tire for today's drinkers while also preserving Fat Tire's legacy, New Belgium's brewers experimented until they arrived at a new, reimagined recipe. They retained the signature balanced profile that makes it a favorite, but Fat Tire now features a fruitier, more floral profile with a lighter body and cleaner finish.

New Belgium didn't stop there. They wanted to focus their attention on a look that was both dynamic and visual. This new, modernized yet vintage aesthetic pays homage to its history and the sustainability efforts that New Belgium partakes in yearly. It feels both contemporary and classic. With clear climate-focused messaging, a fresh look, and backed by the largest media investment that the brand has ever seen, Fat Tire is sure to attract those consumers seeking brands that prioritize values over profit.



New Liquid, New Look



Leinenkugel's Juicy Peach



Get ready for a sweet start to 2023, because Leinenkugel's Juicy Peach is getting its nationwide, year-round launch on January 2. This slightly sour and deliciously sweet-tasting addition to the Leinie's family is made with peach juice and natural peach flavor. It's a little southern, a little midwestern, and a whole lot of the balanced taste consumers have come to love about Leinenkugel's. **ABV:** 4.4% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Peroni 0.0



In a time where more consumers are seeking non-alc options, Peroni Nastro Azzurro 0.0% offers to take drinkers on a taste-tour of The Boot through superior Italian ingredients. Made with the signature Nostrano dell'Isola maize, which is grown exclusively for us in the north of Italy, it delivers the crisp flavor and light body of Peroni with 0.0% alcohol but all of the "deliziosa!"

Retail point of sale and promotional tools are available.

ABV: 0.0% **Packs:** 6 pk bottles **Availability:** Year-round, beginning in February



Arnold Palmer Spiked Raspberry

The undeniably classic taste of Arnold Palmer Spiked is teeing off 2023 on a sweet note. The original half-lemonade, half-tea beverage is getting a splash of natural raspberry flavor with Arnold Palmer Spiked Raspberry, giving a refreshingly fruity note to the beverage that brings the club house to your house. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in February

Sierra Nevada Strange Beast Mimosa



Pop the bubbly and let the brunch begin. This ready-to-drink fermented cocktail wonder is a weekend dream. Strange Beast Mimosa comes alive with the wild, fizzy flavor that won't sit still, just like your

brunch crawl. Let's see where the

day leads. **ABV:** 7% **Package:** 12 oz. cans only

Availability: Year-round, beginning in late February

Corona Non-Alcoholic



Introducing the all-new Corona Non-Alcoholic – a brew with the same crisp, refreshing flavor of the classic Corona beer you know and love, but with less than 0.5% ABV. Each bottle of Corona NA is brewed using the same state-of-the-art brewing process that captures the crisp, clean, balanced flavors of Corona Extra. **ABV:** 0.5%

Package: 12 oz. bottles only **Availability:** Year-round, beginning in March

Corona Refresca Hard Tropical Punch Variety Pack

Corona Refresca will refresh its packaging to introduce its new flavor lineup: Hard Tropical Punch Variety Pack. These vibrant, flavor-filled beverages (all at 4.5% ABV) will turn up the celebration! A new Mango flavor will be added to the line up replacing Coconut Lime. Media support will include both Spanish and English language national TV, digital and social. Flavors included in the Hard Tropical Punch Variety Pack are: **Passionfruit, Mango, Guava and Pineapple.**

Availability: Year-round, beginning March



Modelo Oro

Introducing Modelo Oro – a time-crafted, sessionable cerveza that seals in Modelo's golden flavor to deliver an exceptionally smooth, light beer with a crisp, clean finish. Modelo Oro is the gold standard of light beer, at only 90 calories and 3g of carbs. As consumers continue their quest for lighter, more premium, sessionable options, Modelo Oro delivers the full-bodied flavor you expect from Modelo, but with fewer calories and the right ABV. **ABV:** 4% **Packages:** 12 and 24 oz. cans **Availability:** Year-round, beginning in March



Modelo Chelada Sandía Picante

Modelo Chelada will optimize its flavor lineup by continuing to capitalize on fruit-flavored trends that have broad flavor appeal. Brewed with refreshing flavors of watermelon and a dash of chile, **Sandía Picante** is the newest flavor that delivers a perfect balance of fruity watermelon and savory tones of chile and lime. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in March



Dogfish Head Citrus Squall

This golden double ale is brewed with blue agave, grapefruit purée, grapefruit & lime peels, pilsner malt, sea salt, and a special tequila yeast that drinks like the tequila-based cocktail that inspired it: The Paloma. **ABV:** 8%

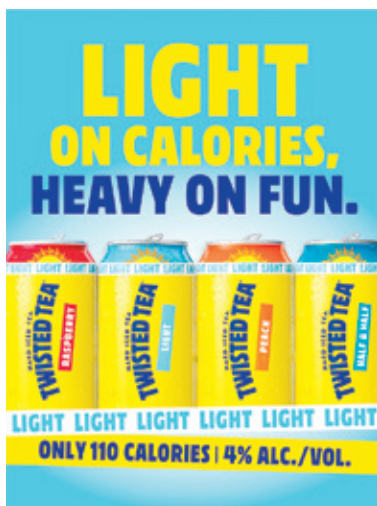
Packages: 12 and 19 oz. cans and draught
Availability: Year-round, beginning in February

COCKTAIL
INSPIRED!



Twisted Tea Light Variety Pack

This new variety pack features the same great flavors Twisted Tea drinkers love, but with better-for-you attributes (only 110 calories and 4% ABV) to keep the party going all day long. Included in this 12 oz. can 12-pack mix are: **Original Light, Half & Half, Peach, and Raspberry.**
Availability: Now, year-round



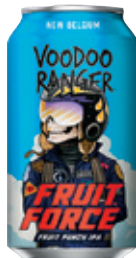
Twisted Tea Pineapple

Twisted Tea's newest year-round flavor is real brewed tea with refreshing pineapple flavors and no carbonation. **ABV:** 5% **Package:** 24 oz. cans only
Availability: Year-round, beginning in February

New Belgium Voodoo Ranger Fruit Force

Fruit Force takes key features of the American-style hazy imperial IPA with a fruit-forward hop aroma and flavor with a fruit punch twist, Fruit Force has a lighter body compared to most hazy imperials with a hint of residual sweetness. Voodoo Ranger breaks the ceiling on what can be an American-style Hazy Imperial and leaves you wanting more with its gorgeous golden straw color, and slight haze. **ABV:** 9.5%

Packages: 12 and 19.2 oz. cans **Availability:** Year-round, beginning in February



Smirnoff Ice Blue Raspberry Lemonade

From the world of Smirnoff Ice Pink Lemonade, Neon Lemonades and Red, White & Berry, comes the brightest innovation yet. New Smirnoff Ice Blue Raspberry Lemonade combines the nostalgic taste of blue raspberries with sweet and refreshing lemonade for a tastebud-bursting beverage. Smirnoff Ice Blue Raspberry Lemonade is available alongside Pink, Pineapple and Peach Lemonades in the Smirnoff Ice Neon Lemonades Variety Pack and now, it's also available in 6-packs – ready for any occasion. For those looking for something ready to drink, just chill and enjoy the next new Smirnoff Ice flavor sensation – Blue Raspberry Lemonade. **ABV:** 4.5% **Package:** 11.2 oz. bottles only
Availability: Year-round, beginning in March



Lone River Ranch Rita Variety Pack

Lone River Ranch Rita, a deliciously light, premium-brewed, margarita-style beverage made with real lime juice and agave nectar, is now available in a 12 oz. can 12-pack variety! The mix includes four delicious margarita flavors, all at 5% ABV: **Classic, Spicy, Mango, and Blood Orange.** **Available:** Now, year-round



Shiner Taproom Variety Pack

The Shiner Taproom Variety Pack sums up the hard work of the oldest independent craft brewery in Texas. This 12-pack variety has everything you could try in Shiner's taproom, but you can stay in your living room to enjoy! Included in the mix are: **Black, Ruby Redbird, Sea Salt & Lime, Light Blonde, Black Lager, and ¡Órale!** *The Taproom Variety Pack will replace the Shiner Brewery Tour VP.* **Availability:** Year-round, beginning in March



White Claw Vodka + Soda

Introducing the White Claw's newest innovation made with Triple Wave Filtered Vodka + real fruit juice comes White Claw Vodka + Soda. Only 100 calories and 4.5% ABV, this is what vodka soda should be.



White Claw Vodka + Soda Peach

The perfect balance of tartness and sweetness juicy fuzzy peach with a fresh and refreshing bite. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw Vodka + Soda Wild Cherry

Light and refreshing made with real wild red/dark cherry with just the right balance of sweetness and sourness. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw Vodka + Soda Pineapple

Freshly cut and perfectly ripe juicy pineapple flavor with the ideal balance of tartness and sweetness. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw Vodka + Soda Watermelon

Freshly sliced full-flavored watermelon flavor with a bright and crisp finish. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

White Claw Vodka + Soda Variety Pack

White Claw Vodka + Soda 12-pack variety includes: **Peach, Wild Cherry, Pineapple, and Watermelon.** **Availability:** March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw Peach

New White Claw Peach has a whole peach fruit taste that is clean and balanced. A refreshing amount of acidity is coupled with just the right amount of sweetness. A culmination of flavor produces an extremely sessionable hard seltzer. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Mike's Hard Lemonade Zero Sugar



Introducing Mike's Zero Sugar! At only 100 calories per serving, zero sugar and an amazing taste, Mike's Zero Sugar is crafted with Mike's own proprietary plant-based sweeteners. It's deliciously sessionable with zero aftertaste, this one's a winner. **ABV:** 4.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Cayman Jack Margarita Zero Sugar



New Cayman Jack Margarita Zero Sugar is a delicious, pre-made drink that delivers a unique, sophisticated, hand-crafted experience. Made with 100% blue agave nectar and lime juice, Cayman Jack Zero Sugar makes it easy to discover something unexpectedly great. **ABV:** 4.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Year-round, beginning in March (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Flying Fish Untold Riches



Remember finding a heads-up penny on the street? You walked away a touch richer! Fun, clean, exhilarated! Untold Riches delivers the same sensations in a sip. Just a clean, great, timely IPA!

ABV: 6% **Packages:** 12 oz. cans and draught **Availability:** March

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% **Packages:** 16 oz. cans and draught

Availability: Year-round, beginning in February

Flying Fish Splash Pack



This 12-pack variety contains fan-favorite **Strawberry Lime** and two new flavors, **Watermelon Splash** and **Pink Lemonade**. Perfect pack for gatherings, beach, BBQs, tailgating, etc. **Package:** 12 oz. cans only

Availability: March

NEW PACKAGES



Corona Refresca Hard Tropical Punch Guava Lime 24 oz. Cans

Corona Refresca is launching its most popular flavor in a 24 oz. can. Hard Tropical Punch Guava Lime will bring its bold tropical identity to the single-serve shelf. Corona Refresca will encourage consumers to Let Flavor Reign through its distinguished and vibrant marketing campaign. **Availability:** Year-round, beginning March



Corona Hard Seltzer Blueberry-Acai 24 oz. Cans

Corona Hard Seltzer is bringing its most popular flavor to single-serve cans this March. As the Official Hard Seltzer of MiLB and the US Open, Corona Hard Seltzer will continue to bring bright flavors and beach vibes to consumers' favorite occasions all year long.

Availability: Year-round, beginning March

Modelito Especial 7 oz. Bottles



The beloved 7 oz. Modelito bottle is back and better than ever. The relaunch will include enhanced packaging with the addition of "Mini Bottles" and a stronger callout of the 7 oz.

size to minimize confusion on the shelf. Modelito will capitalize on Modelo's momentum to drive small format category dollar growth and profitability. **Availability:** Year-round, beginning in March

Modelo Chelada Especial 12 oz. Cans



With the successful launch of the Limón y Sal and the Chelada variety 12 oz.

12-pack cans, Modelo will continue to expand its lineup. The Modelo Chelada original and best-selling flavor, Modelo Chelada Especial, will launch in this same format, so consumers can get more of their favorite flavor in a more sessionable 12 oz. can in 12-packs to be able to share with friends and family.

Availability: Year-round, beginning in March

Steel Reserve Alloy Series Brand Refresh

Since its launch in 2013, the Steel Reserve Alloy Series has delivered a full lineup of bold flavors that made it a powerhouse economy brand.



But as the times have changed, so has their key demographic. To serve a more diverse audience who are shifting away from beer and seeking more innovative beverage options, The Steel Reserve Alloy Series is launching a 360-degree refresh, featuring a modernized brand logo, head-turning packaging and a cohesive portfolio design of Alloy and Tiki editions.

Availability: Year-round, beginning in Mid-February

MudHen 1883 IPA 12 oz. Cans

MudHen's flagship IPA is now available in 12oz. 6-pack cans! Floral, citrus, and pine components are complemented by a notably dry finish, making this your go-to West Coast-style IPA. **ABV:** 6.7%

Availability: Year-round, beginning in February



Narragansett Ski Cans Are Back

'Tis the season to hit the slopes and Narragansett has you covered with their popular ski cans! This winter, for a limited time, Narragansett's 12 oz. ski cans (12 and 30-packs) will return. **Availability:** Now!



New Belgium Fat Tire Redesign

A modern icon of American beer, Fat Tire blends a subtle malt presence with a slightly fruity hop profile and crisp finish, to create a bright and balanced beer that drinks easy, anywhere.

Made with premium ingredients, this bright and balanced beer is brewed to be easy-drinking and easy on the planet. **Packages:** 12 oz. cans, 12 oz. bottles, and draught **Availability:** Now, year-round

Two Hearted Package Refinements



Two Hearted Ale is getting a slightly new look and will now be Two Hearted IPA. The can will now be seen with an updated label that calls out and emphasizes IPA and also the 7% ABV. This move keeps the Two Hearted branding

more uniform with the rest of the variations and releases.

Availability: Now!

Jack Daniel's Variety Pack 12 oz. Slim Cans

A refreshing fruit flavor variety pack that is now available in 12-pack slim cans. This pack features Jack Daniel's Country Cocktails' most popular flavors: **Downhome Punch**, **Southern Peach**, **Southern Citrus**, and **Berry Punch**. **Availability:** Year-round, beginning in March



Jack Daniel's Lynchburg Lemonade 23.5 oz. Cans

Sit back and crack open a cold 23.5 oz. Jack Daniel's Country Cocktail. With seven different flavors to choose from, they're a refreshing change of pace. Very refreshing, in fact. LYNCHBURG LEMONADE Can you beat plain old lemonade for delicious refreshment? Why, yes. Yes, you can. **ABV:** 4.8% **Availability:** Year-round, beginning in March

White Claw Blackberry 6-Pack Cans

Available in the White Claw Variety Pack #3, White Claw Blackberry – the #1 most requested single flavor – will soon be available in 6-pack cans! White Claw Blackberry has a genuine, ripe blackberry taste with perfectly balanced sweetness and tartness and a very clean finish.



With the carbonation at just the right level, this makes for an extremely sessionable beverage. **ABV:** 5% **Packages:** 12 and 19.2 oz. cans **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

A New Mix for Mike's Variety Pack

This winter, Mike's **Limeade** will replace Pineapple Strawberry in the Mike's Variety Pack. Zesty and delicious Limeade, one of Mike's most requested flavors, will join **Original Lemonade**, **Black Cherry Lemonade** and **Strawberry Lemonade** in this new 12-pack mix.



Availability: Year-round, beginning in February (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Smirnoff Ice Redesign

Smirnoff Ice has a new look! Smirnoff Ice has always been a brand that stands for flavor, so to call that out, significant changes were made to upgrade its look with flavor-forward imagery. **Available:** Year-round, beginning this winter



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.

Samuel Adams Cold Snap



At this time of year, there's nothing like this unfiltered white ale and its exotic blend of ten fruits, spices and florals. Bright orange notes and a touch of vanilla add smooth, subtle sweetness, creating a refreshing flavor that signals spring is on its way. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!



Samuel Adams Alpine Lager

Hazy, golden and bright, this unfiltered lager is a breath of fresh air. The crisp maltiness and lively citrus notes transport drinkers to brisk, sunny days out in the mountains. **ABV:** 5.5%

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



Samuel Adams GameDay Beers Variety Pack

This seasonal 12-pack variety (available in cans and bottles) features **Boston Lager**, **Cold Snap**, **Alpine Lager** and *new* **Golden Pilsner**. **Availability:** Now!

Dogfish Head Nordic Spring



Nordic Spring is a super citrusy, hazy IPA brewed with Norwegian Kviek yeast, wild juniper berries, orange peel, and Danko rye malt. Kviek yeast ferments at higher temperatures and imparts strong citrus and tropical notes

NEW!

in the fermentation process. Paying homage to its Norwegian roots, this IPA is brewed with Norwegian staples including wild-harvested red juniper needles & berries, orange peel, and Danko rye malt, and is hopped with Simcoe, Citra, and Comet hop varieties. The result is a hazy, citrusy, piney IPA. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** Now!

Dogfish Head Continually Hopped Variety Pack

NEW!

This 12-pack can variety features a lineup of continually hopped ales including iconic brands: **60 Minute IPA** and **90 Minute IPA**, alongside two pack exclusives: a continually hopped take on OG **Shelter Pale Ale** and a continually hopped Italian pilsner called **Un'Ora Pilsner**. **Availability:** Now!



Truly Hard Seltzer Wonderworld Variety Pack

NEW!

This 2/12 slim can mix pack contains four fresh, new Truly flavors. With the first three – **Peach Paradise**, **Citrus Clouds** and **Strawberry Breeze** – delight your senses with the fruit you see and a surprise twist as you crack open each can. The final one, **Wonder What...?**, is a complete mystery to keep drinkers wondering for months to come. **Availability:** February



Bell's Hearted IPA Variety Pack

You keep asking for variety packs. So here's another one. After 25 years of IPA Perfection, we took everything that makes Two Hearted special and brewed three new, distinct IPAs. This 2/12-pack variety includes: **Two Hearted**, **Hazy Hearted**, **Big Hearted**, and **Change of Heart**. **Package:** 12 oz. cans only **Availability:** February



Shiner Trail Ale



NEW!

When you can't enjoy the great outdoors, bring the trails to you! Trail Ale is robust and packed with all the flavors of your favorite on-the-go snack. Brewed with nuts, chocolate and dried fruit, this ale is complex with a smooth finish. **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Shiner Strawberry Blonde



Shiner, TX is known for beer and Poteet, TX is known for strawberries. Strawberry Blonde is the delicious result of these two iconic towns coming together. Strawberry Blonde is made with single origin strawberries from Jim Collum's Farm. **ABV:** 4.3% **Package:** 12 oz. bottles only **Availability:** February

New Belgium Accumulation



With a powdery soft body and a mountain of fruit-forward hops, this limited-time hazy IPA is only available during their favorite time of year – SKI SEASON! **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Now!

New Belgium Voodoo Ranger Danger Beach IPA



Chosen by consumers from their "Vote Voodoo" campaign, Danger Beach is a hazy IPA armed with tropical flavor and an undercover bitter finish. **ABV:** 7.1% **Package:** 12 oz. cans only **Availability:** Now!

Mike's Hard Lemonade Strawberry Kiwi

Smooth and refreshing, Mike's Strawberry Kiwi is a fresh and creamy malt beverage with a perfect balance of sour and sweetness. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now! (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

NEW!



Heavy Seas Impending Doom #4 Hazy Double IPA



Impending Doom is an ongoing series of captivating, bold IPAs inspired by Heavy Seas' undying sense of exploration and their never-ending quest to brew the most flavorful and well-balanced IPAs on land or sea. Every variation of Impending Doom is a completely unique recipe from start to finish, pushing the boundaries of their creativity and imagination. Impending Doom #4 is a massive, hazy, and juicy double IPA similar to the first Impending Doom in the series. Brewed with Citra, Enigma, Cashmere, and Sabro, this special blend of hops is dripping with fresh citrus juice and tropical aromas. **ABV:** 9.5% **Package:** 12 oz. cans only **Availability:** January (not available in Burlington or Mercer counties)

Heavy Seas Blackbeard's Breakfast



Blackbeard's Breakfast is a robust porter with a new world twist. Aged in bourbon barrels and brewed with Chesapeake Bay Roasting Company's Dark Sumatra coffee, this porter is flavorful and complex. Featuring unique English malts, this brew will have strong notes of caramel and a slight nut character. Paired with bourbon notes and the sumptuous Sumatra coffee, Blackbeard's Breakfast will please coffee and beer connoisseurs alike. **ABV:** 10% **Packages:** 12 oz. bottles and draught **Availability:** Now! (not available in Burlington or Mercer counties)

Heavy Seas Barrel Aged Double Cannon



How do you add more firepower to their already immense Double Cannon? Well, they decided to age it in bourbon barrels to blast its already massive malt and hop complexity into the stratosphere. Lending plenty of notes of bourbon, charred wood, and caramel sweetness, this limited-time offer of Double Cannon aged in bourbon

barrels showcases the power of bringing in the extra heavy artillery. **ABV:** 10.5% **Package:** 16 oz. cans only **Availability:** February (not available in Burlington or Mercer counties)



DuClaw Sour Me Double Triple Berry



Triple the berry for triple the flavor! Sip back on this sweet sour as a cascade of berry essence flows out with aromas of juicy strawberries, blackberries, and red raspberries.

ABV: 7% **Packages:** 16 oz. cans and draught

Availability: Now!

DuClaw Hop Tarts Vanilla Milkshake IPA



Shake things up with the Hop Tarts series. This supreme swirl of creamy vanilla is balanced by juicy hops in every sip for the perfect milkshake IPA. Treat yourself! **ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** Now!

DuClaw PastryArchy Three Scoops



What's better than one scoop? Three! DuClaw is bringing your childhood staple straight to your grown-up tastebuds by packing in rich vanilla, strawberry, and decadent dark chocolate flavors of the classic Neapolitan ice cream.

ABV: 7.5% **Packages:** 16 oz. cans and draught

Availability: Now!

DuClaw Sweet Baby Banana



Enjoy this enticing encore to their original heavenly favorite! This addition of sweet banana to their smooth and creamy chocolate peanut butter experience will have you ready to exclaim a new name. **ABV:** 6.2% **Packages:** 12 oz. cans and draught **Availability:** Now!

DuClaw Give A Crap



Wow! We can really tell that you give a crap by picking up this can. First, you'll enjoy the sweet sour ale with notes of blueberry and vanilla, and second, critical dollars will be donated to fight colon cancer. You're crushing it! (Cancer and this beer, obvi.) Brought to you by Colon Cancer Foundation, DuClaw Brewing Company, and Squatty Potty. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** February

DuClaw Sour Me Peach Sherbet



A velvety sour ale bursting with ripe, juicy peaches and a creamy mouthfeel that we can all drift away on sip after sip. **ABV:** 5.5%

Packages: 16 oz. cans and draught

Availability: March

DuClaw Hop Tarts Pineapple Milkshake



Shake things up with the Hop Tarts series. This supreme swirl of pineapple is balanced by juicy hops in every sip for the perfect milkshake IPA. Treat yourself! **ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** March

DuClaw PastryArchy Cookies & Cream



Inspired by the iconic combination of chocolatey cookie crumbles dunked in delicious vanilla ice cream, we introduce you to a roasty, full-bodied white stout infused with cookies and cream ice cream, lactose, and cacao for a beautiful golden

beer. Made in collaboration with Maryland-based, family-owned creamery, Keyes Creamery in celebration of their tenth anniversary and three generations of a family dream. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** March

Evil Genius Imma Head Out

It's got the 'cots! When I say "fruit," what's the first thing you think of? Apricot! Of course! Everyone's favorite. And you, you lucky duck, are in the proximity of this hazy IPA with a sweet lil' dose of natural apricot flavor. Check you out.

ABV: 6% **Packages:** 12 oz. cans and draught

Availability: Now!



Evil Genius Main Character Energy

Oh my, who's that stunning specimen? It's a Hazy Kiwi Dragonfruit-flavored IPA! And it has a generous dose of Simcoe and Strata hops? Now that's bold! **ABV:** 6% **Package:** 12 oz. cans only

Availability: March





Harpoon New England Pale Ale

Packed full of hops and haze but balanced enough to be your go-to companion for all your New England adventures. Whether it's a meet up with friends in town or recapping the day's highlights at a mountainside lodge this hazy pale ale is destined to be a part of the action. **ABV:** 5.5% **Package:** 12 oz. bottles only **Availability:** Now!



Double Nickel Simple Circuitry

Newly brewed double dry-hopped IPA coming in at 8.1% ABV and brewed with Galaxy hops. Juicy flavors of guava, peach, and citrus bring a complex profile to a deliciously simple ingredient mix. **ABV:** 8.1% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel All Season Stout

All season stout is our everyday stout, brewed with oats, chocolate malt, and roasted malt. A perfectly smooth, easy-drinking simple stout, designed to drink during any season. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** January (not available in Burlington or Mercer counties)



Double Nickel Ripe Mango

Coming in at 7.1%, Ripe starts off with a thick base thanks to the addition of oats and rolled oats in the mash to get it nice and chewy. The juice factor gets dialed up to an 11 with a huge double dry-hopping of some



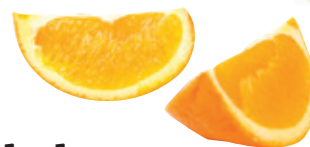
of our favorite tropical fruit-forward hops, El Dorado & Azacca, giving it fierce notes of stone fruit and pineapple. Instead of just the hops providing all the juiciness, they added loads of mango to this stone fruit behemoth during

fermentation to really make it sing. Mango Ripe is bright, hoppy, juicy, and an absolute treat as it starts to slowly warm up here. **ABV:** 7.1% **Package:** 16 oz. cans and draught **Availability:** February (not available in Burlington or Mercer counties)

Double Nickel Sun Surfer

Sun Surfer is a refreshing go-to summer crusher brewed with Valencia oranges to give it a hint of citrus. It's the perfect warm-weather escape!

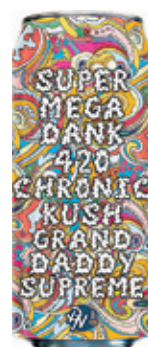
ABV: 5.2% **Packages:** 12 oz. cans and draught **Availability:** March (not available in Burlington or Mercer counties)



Double Nickel Super Mega Dank 420 Kush Daddy Supreme

Stuffed to the gills with oats, flaked oats, and wheat to give you a floating on Cloud 9 base that mingles ever so nicely with our hot dab, a cold double plunge of Citra, Mosaic, and Azacca. Super Mega Dank 420 Chronic Kush Grand Daddy Supreme allows you to elevate to a higher plane and into the dank juicy clouds of hop-powered tangerine, peach, and apricot. A thick, coating mouthfeel with an intense fruity hoppiness lets you celebrate 4/20!

ABV: 7% **Packages:** 16 oz. cans and draught **Availability:** March (not available in Burlington or Mercer counties)



Double Nickel Jetro

Jetro is a heavily oated NEIPA brewed with a tasteful amount of lactose and double dry-hopped with Galaxy and Azacca, making for a refreshing burst of passionfruit and apricot with a citrusy backdrop. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** March (not available in Burlington or Mercer counties)



MudHen Captain Doug's Porter



This Dark Ale has slight roast undertones and a distinct chocolate character. Make a toast to those who marked the charts for us to follow while enjoying this Robust Porter. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** January



Fegley's Puffy Jacket Weather

The wind has picked up and those fuzzy socks from the back of the drawer are being worn again...so you know what else the weather calls for. Our 6.7% ABV Hazy IPA compliments your winter ensemble this season. **Package:** 16 oz. cans only **Availability:** January



Fegley's Squishy Kitty New England IPA

The spirit is willing but the flesh is weak... especially when it comes to this 7.2% ABV India Pale Ale dry hopped with Mandarina Bavaria, Amarillo, and Mosaic, then fermented with grapefruit and milk sugar. They find less motivation than to get up and start moving to combat their own squishiness and more motivation to stay on the couch and crack open another one of these. #GetSquishy with Fegley's! **ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** March

WINE & SPIRITS

Top Dog Cocktails

Sophisticated cocktail consumers are looking for authentic, Spirit-Based drinks with all-natural ingredients. The can's convenience



allows your bartenders to handle larger volume more quickly with no waste and a consistent pour every time. And at 12.5%, it's a two-cocktail equivalent allowing flexibility in your pricing structure while increasing check averages and profit margins.

Top Dog Cocktails Greyhound



A classic cocktail featuring vodka and grapefruit, their Greyhound is reimagined with aromatics and flavors of rosemary and elderflower. Pouring the palest of pink hues, this concoction is as refreshing as it is beautiful when garnished with a twist of grapefruit or a sprig of rosemary. **ABV:** 12.5% **Package:** 12 oz. cans only **Availability:** Now!

Top Dog Cocktails Blood Orange Margarita



Feel free to salt the rim on the rocks glass when you pour their Blood Orange Margarita from a shaken can. The vibrant, almost electric, red-orange color invites the drinker in while the combination of sweet, tart, and tangy from the agave spirit and citrus fruits delight the tastebuds. **ABV:** 12.5% **Package:** 12 oz. cans only **Availability:** Now!



Top Dog Cocktails Peach Mango Tea



Boasting big aromas of white peach and ripe mango, our vodka-basked cocktail is full-flavored from the first sip to the last drip from the can. Not overtly sweet or sugary, there's nothing artificial to distract you

from the tropical fruitiness and hint of lemon. There's no tea quite like it on the market. **ABV:** 12.5% **Package:** 12 oz. cans only **Availability:** Now!



Top Dog Cocktails Whiskey Lemonade

Upon cracking open a shaken can, you're immediately greeted with a bright, lemon aroma. More tangy than sour, the smooth whiskey flavor is complemented by a vibrant lemon burst on

the tongue that concludes with a subtle sweetness and lemon zest, rounded out by a light orange

garnish. **ABV:** 12.5% **Package:** 12 oz. cans only **Availability:** Now!





It might be hard to come across a pot of gold this St. Patrick's Day, but spending it with the beer that's Made to Chill means you'll *definitely* find a pint o' cold. Posters, flags, window decals, and other POS will let bargoers know they can stay refreshed with Coors Light specials to keep their Paddy's fun and, more importantly, Chill.



Primed for Paddy's with Miller Lite

It may not be completely Irish, but it is the beer that makes St. Paddy's time Miller Time. Miller Lite is showing up in a big way for St. Patrick's Day 2023 with tools that dial up the green-hued fun for consumers. On-premise décor plus buttons, sunglasses and beverage wraps will tell St. Paddy's fans "YOU'RE IN LUCK, IT'S MILLER TIME" and keep them enjoying the great taste of Miller Lite, whether Irish or not.



A Big Year for Blue Moon Brewing Co.

In 2022, Blue Moon's Made Brighter brand world championed the flavor of Blue Moon Belgian White through bright, whimsical illustration. For 2023, they're leveraging the same energy through the visual identity of Blue Moon Brewing Company, reinforcing their craft credentials and showcasing their full lineup of Belgian White, Moon Haze and LightSky. And, as the beer born in a ballpark, Blue Moon is sponsoring the Jared Carrabis podcast.





Coors Banquet & Yellowstone – A Match Made on the Ranch

Coors Banquet and Paramount Network's "Yellowstone" go together like cowboy hats and, well, cowboys. Now, the two are teaming up to encourage consumers to grab a Banquet for the show's newest season. Bold, ranch-style POS displays promote season five and invite drinkers to enter for a chance to "Live Like a Dutton" on a getaway to Big Mountain Ranch in Whitefish, Montana, or receive co-branded outdoor gear bundles from Coors Banquet and Seager.



Focusing the Vibe

Vizzy 2.0 is coming in 2023, with a fresh platform highlighting our "Flavors for Every Vibe." Additionally, Vizzy is simplifying and streamlining their portfolio and visual ID for one consistent look that speaks, nay, screams to the vibes they're bringing, while highlighting taste with a new "Vibrant Dual Flavors" callout. And for summer, the vibe-iest season of the year, they're introducing a limited-edition orange cream pop flavor.

WIN A BEACHSIDE STAY AND U.S. OPEN TICKETS



OFFICIAL SPONSOR OF



Corona Premier Invites you to the U.S. Open 2023

For Corona Premier's 5th year as an official sponsor of the U.S. Open, they're showing today's golfers how Corona is refreshing the game. Introducing the all-new Corona Premier Clubhouse. The Corona Premier Clubhouse will come alive with fresh displays and always-on digital, and a branded pro shop experience beachside in L.A. From March 1st through April 30th, consumers can enter for a chance to win a beachside stay along with tickets and VIP access to the U.S. Open.



From March 1st through April 3rd, Corona is letting fans of the fine life embrace tournament action by partnering with DraftKings to be the exclusive sponsor of their NCAA tournament bracket challenge. With bountiful media amplifications, cash prizes and always-on engagement opportunities, Corona plans to score big during March basketball this year.



Live The 76ers Fine Life with Corona

In partnership with the 76ers, Corona is encouraging consumers to Live the 76ers' Fine Life. Now through March 15th, consumers can enter for a chance to win the ultimate gameday experience including courtside seats for them and a friend, access to pre-game warmups, and participation in the captain's huddle. The experience will take place during the April 6th home game. Secondary prizes include Corona and Sixers branded merch.



Modelo: Brewed For The Fight

Modelo begins its 6th year as the Official Beer of UFC. This year UFC celebrates its 30th anniversary. To honor that milestone, Modelo and UFC are coming together for an epic promotion called "Brewed For The Fight." From February 1st to April 1st, consumers will have an opportunity to win the ultimate golden ticket including floor seats and travel with friends to a premier UFC fight, penthouse accommodations, and VIP access.



Samuel Adams Gameday Game Plan

In 2023, Sam Adams will make their spring portfolio synonymous with football and a “must have” for all football-watching occasions! With a NEW smoother and more refreshing Cold Snap, a NEW variety pack, NEW POS, and an exciting NEW media campaign, Sam Adams is set up to “move the ball down the field” and across the goal line.



Sam Adams Celebrates Dry January for Beer Lovers

Celebrate beer by giving beer lovers what they want – great-tasting non-alc beer! Sam Adams non-alc beer, Just The Haze focuses on flavor, quality, and craftsmanship, making it the go-to option for drinkers who want non-alc without sacrificing flavor.



Samuel Adams Brackets & Beers

This year, Sam Adams is making their spring portfolio synonymous with March Madness and a “must have” for all of those college hoops watching occasions! With a NEW smoother and more refreshing Cold Snap, a NEW variety pack, freshened up “Brackets & Beers” POS and a NEW and exciting media campaign, they’re set up to win!



Grab Big Flavor for the Big Game with Twisted Tea

Twisted Tea is gearing up for Super Bowl 2023 with the ultimate beyond beer gameday solution – a shopper-centric program encouraging shoppers to upgrade their gameday party list and score more flavor for the big game. Drive trade-up purchasing during a shopping occasion that’s traditionally mass domestics.

WHEN THE
#MOOSEISLOOSE,
YOU COULD WIN A

\$50,000

EPIC ADVENTURE!

SCAN
TO ENTER



The Moose is Loose Epic Adventure Sweeps

The Moose is Loose again in 2023! From January 3rd through December 31st, consumers can enter to win an epic North American travel adventure. To enter, consumers will submit a brief video that shows how they "Let the Moose Loose" via QR code scan on themed POS or Moosehead's social media platforms. Kicking off the weekend with friends, hitting the slopes, celebrating a birthday, enjoying a BBQ, tailgating with friends or hitting the beach are just some of the ways consumers can "Let the Moose Loose." One lucky winner will receive an epic adventure featuring the Canadian Rockies, the Great Plains of Yellowstone, the reefs of Dry Tortugas and the towering Mount McKinley in Denali – a prize package worth over \$50,000!



Cheers to your plan for a drier Jan

Tag @Heineken_US and a friend you're rooting for this Jan using #CheersForJanuary #Sweepstakes for a chance to win a personalized cheers from the celeb of your choice!



Cheers to a Drier Jan with Heineken 0.0

Throughout this Dry Jan, Heineken will celebrate consumers' big & small victories by inspiring them to keep going, start again or even start late. Partnering with Cameo, Heineken will provide lucky sweepstakes winners with some advice and encouragement from their favorite celebrities. Consumers will tag @Heineken_US and a friend they're rooting for this January on social with the hashtags #CheersForJanuary and #Sweepstakes for a chance to win a personalized message from the celebrity of their choice to keep them both motivated all Dry Jan long! (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



WIN A TRIP TO SUNDANCE FILM FESTIVAL 2024



*SCAN TO ENTER FOR A CHANCE TO WIN



Win a Trip to Sundance Festival with White Claw

This winter, White Claw is giving away a trip for one winner and a guest to the Sundance Film Festival in 2024! Consumers will scan the QR code on themed POS to enter for a chance to win tickets to the event/films, as well as flights, hotel accommodations and a stipend for incidentals. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Win a Culinary Adventure with Tsingtao

This Lunar New Year, Tsingtao wants to spread luck and prosperity by sending some lucky winners to Vegas for a culinary adventure hosted by the legendary Chef Martin Yan. Starting on January 1st, consumers can head to TsingtaoLunarNewYear.com to play the Tsingtao casino game for a chance to win! Other prizes include limited-edition Tsingtao cooking tools.



Double the Flavor and Double the Rewards with Paulaner Salvator

From January 1st through February 28th, fans can follow @paulanerusa on Instagram, look out for the Salvator Double Rewards posts and tag a friend they'd like to double up with in the comments. The two friends will then both be entered to win double the rewards including a trip for two to Munich's Salvatorfest (also known as Starkbierfest) in 2024 and other winter-themed Paulaner prizes! *(not available in Burlington or Mercer counties)*



Raise the Bar on New Year's Resolutions with FLIGHT by Yuengling

FLIGHT by Yuengling is helping consumers RAISE THE BAR on their New Year's resolution. With just 95 calories and 2.6 grams of carbs, FLIGHT is the perfect option to stick to their goals. Displays will feature workout gear and a chance to win a mirror home gym!

Bring The Goods with Yuengling

Yuengling Traditional Lager is back again with March Hoops. Displays will feature thematic backboards and sideline chairs plus the Lager basketball player reminding shoppers to BRING THE GOODS to hoops-watching parties. Consumers can scan the QR code on themed POS for a chance to win a pop-a-shot customized with their favorite team.



HOP WTR Has Your Back This Dry January

Dry January is the biggest sober-curious moment of the year: more than a third of U.S. adults completed Dry January in 2022, an increase of nearly 2X from 2019. Whether you're looking to moderate your alcohol intake for the month or resetting your health goals as you kick off the New Year, HOP WTR has your back.

HOP WTR, the leading functional non-alcoholic sparkling hop water, will be kicking off 2023 in a BIG way with an integrated 360-degree marketing campaign to support the brand's biggest month of the year: Dry January. Digital video, paid social, influencers, a massive PR push and consumer activations will deliver top-funnel awareness while a robust in-store sampling program and all-new point-of-sale materials will drive velocity off the shelf. The campaign will run throughout the month of January and be supported with display programs to capitalize on this key selling period for the brand. 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 Dry January with HOP WTR, The Healthy Way To Hops.

Celebrate St. Pat's with an Irish Neighbor

This St. Patrick's Day, Narragansett wants consumers to enjoy an Irish Neighbor: half Narragansett Lager, half (Guinness) stout. In the off-premise, display Narragansett Lager next to Irish stouts with Narragansett's Irish Neighbor POS to encourage consumers to purchase both Guinness Stout AND Narragansett Lager to make Half & Halfs.

In the on-premise, offer your customers an Irish Neighbor!

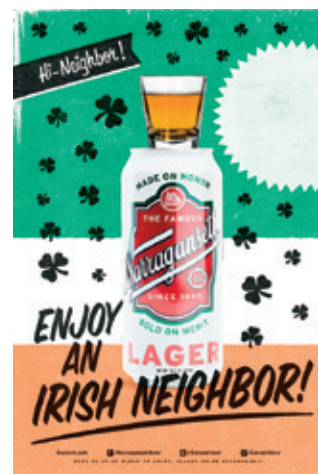
1. Fill a pint glass halfway with Narragansett Lager
2. Pour Guinness Stout slowly over a spoon on top of the 'Gansett

3. Bottoms up!

You can also offer your customers a variation of the traditional Irish Neighbor with 'Gansett Lager and an Irish whiskey shot. Not only does it upsell customers to get a beer and a shot, it's as simple as 1, 2, 3. Customers can...

1. Order a Narragansett Lager & a shot of Irish whiskey
2. Take the shot and chase it with a swig of 'Gansett
3. Enjoy!

Available POS and social media will let consumers know to enjoy an Irish Neighbor this St. Patrick's Day, whether celebrating at home or at their favorite bar.



What to Do with Too Many SKUs

Maximize customer happiness — and profits — with SKU rationalization customized to your business' needs.

Variety vs. shelf-space — just one of the many tightropes a business owner walks every day to keep their customers happy and their business healthy. You want to offer your customers a wide variety of products that excite and satisfy, but there's only so much space in your store. Add to that the constant innovation and seasonal turnover of an industry like ours, and **it may feel like your inventory is growing out of control — unless, of course, you have a plan in place.**

SKU rationalization is a process that helps businesses track sales of individual products to make informed decisions about what to stock and when to cut underperformers — saving time and making money via freed-up shelf space for higher velocity SKUs. To better understand the benefits of SKU rationalization, Heady Times set out to get the details of Kramer's own SKU rationalization philosophy and processes and help retailers establish similar plans they can benefit from.

Kramer's approach to SKU rationalization is straightforward: Create sales thresholds for products and evaluate their performance each month. Then, if a SKU is not meeting the established threshold, Kramer works with the relevant supplier to come up with a plan for the product.

Having a SKU rationalization process allows conversations to take place between Kramer and the supplier. With an outline of well-defined expectations, both sides are clear on what they each want to accomplish.

Failing to meet a threshold does not mean a product is immediately discontinued, only that more conversation and planning is needed to ensure that Kramer's efforts are directed at providing the right mix of products for you, our partners in the beverage business.

Arizona's unique retail environment is critical in the SKU rationalization process.

Because of the large amount of business done in chain retailers, what those chains choose to bring in helps us determine what the end customer likes and wants to buy, and knowing that helps all retailers. That purchase data is used to streamline Kramer's portfolio, and allows us to help independent retailers increase floor, cooler and shelf space for SKUs that have better velocity.

SKU rationalization can and should be practiced at all tiers of the beer industry. Though goals and benefits look different at every tier, the process helps any business, from the largest brewery to the smallest c-store, make thoughtful choices about inventory that maximize customer satisfaction. **At the retail level, the process looks very similar to the steps Kramer takes: tracking product performance, regularly evaluating data and making logical cuts to SKUs in your inventory. What those thresholds are and what failing to meet them means is up to you.**

Kramer sales reps are happy to help independent retailers with SKU rationalization and resets. It's our job to know what products are doing well, what new products might be a good fit and what you may be able to cut to streamline your shelves. But, ultimately, accounts are in the best position to determine their own process, because they know their customers.

And because SKU rationalization can be tailored to your specific business and customer base, the risk of unhappy customers is low.

In fact, by opening up space on the floor and in the cooler, you'll be making it easier for your customers to find the SKUs they're looking for and to check out new innovations that are in line with their preferences, making for a more satisfactory shopping experience.

Want to learn more about SKU rationalization and how it can benefit your store? There's never been a better time to get started. Reach out to your Kramer sales rep today for more information!



SKU rationalization is important at all levels of the beer industry, from large breweries to small c-stores.



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After the last few years, we're all tired of "settling". Just like the nitrogen bubbles in Guinness Draught, we're ready to surge forward and upward, so this year, we're surging together! More momentum. More togetherness. More Guinness everywhere. Not only will Guinness celebrate St. Pat's in a BIG way this year, they're also offering consumers a chance to win some awesome prizes! Now through St. Patrick's Day, consumers can get involved in a nationwide consumer Guinness toast contest. Consumers can enter to win prizes (\$1M dollars in total) by submitting a video entry. QR codes on themed POS will show shoppers how to submit the entry to win. There will be two winners in each state which will be announced and promoted during the lead up to St. Patrick's Day.



GUINNESS ST. PATRICK'S DAY



The Guinness You Know and Love for Those Occasions When You're Not Drinking

Brewed at St. James's Gate in Dublin, the home of Guinness, each pint of Guinness 0 is packed with the same quality Irish malt and roasted barley to deliver the remarkably smooth and bittersweet Guinness Draught Stout that consumers know and love, without the alcohol! For those looking for a non-alcoholic option this St. Patrick's Day season, why not offer Guinness 0 Non Alcoholic Draught?