

HEADY TIMES

MODELO ORO
THE NEW GOLD STANDARD
IN LIGHT BEER

**ZERO
SUGAR**
THE WELLNESS
SWEET SPOT

KRAMER BEVERAGE
Spring 2023 | V.48

WHY YOU
SHOULD BE SELLING
TOP DOG COCKTAILS

**GOLD
STANDARD
LIGHT BEER**

90 | **3g**
CAL | CARBS



BEER BREWED IN MEXICO

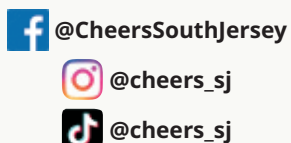
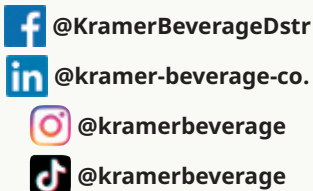
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As we quickly move towards the busy summer selling season, I am feeling more bullish than in the last few years about the potential of a strong season for our industry. While out and about for St. Patrick's Day, it was energizing to see so many people celebrating. Whether we believe that the worst of Covid is behind us or that we have just learned to live with it, people want to be with other people. This could be at a local bar, in someone's backyard, or down the shore. Either way, most of us want to make up for lost time and enjoy the company of others.

We are all in the business of providing enjoyment and there is always a reason to celebrate, whether it is a major accomplishment or successfully navigating another day at work. Beer can be a perfect complement to most festivities.

Fortunately, we have many tools at Kramer Beverage to assist you in boosting your sales. In the off-premise, the cooler is where most of the beer and related products are sold. With the proliferation of brands, packages, and categories, organized shelves with optimized sets can be a difference maker.

Our cooler reset process can help optimize navigation, layout, and assortment to meet the needs of your customers each time they are in the store. This could be as simple as a few tweaks to a single door or a complete cooler reset. We have the team, tools, and technology to make it happen. Please speak to your sales rep if you would like more information.

Social media is the preferred mode of communication for key drinking-age consumers. A recommendation from a fellow consumer through a video often holds more weight than a product website. We can help you promote a draught special, customer appreciation day, special event, or many other occasions. You can see examples of what we offer on our various CheersSJ pages which can be found on Facebook, Instagram, and TikTok.

While most of us likely believe the alcohol industry works well in serving the consumers of New Jersey, we must also remain attentive to proposed changes. Governor Murphy has made liquor license reform a high priority of his administration and significant changes would come to our industry if all his recommendations were enacted. It is important for all of us to stay informed and get involved when needed.

A partnership that includes the Beer Wholesaler Association of New Jersey, the New Jersey Wine & Spirits Wholesalers Association, and the Licensed Beverage Association has created the Coalition for Responsible Alcohol Licensing. The coalition will provide a commonsense approach to modernizing some of the liquor laws instead of a complete overhaul. If you are hearing about this topic for the first time, please take the time to read up on it.

As our company is now in its 99th year of operation, we recognize and appreciate that we cannot operate without each other. We thank you for your support and wish you the best for a successful summer selling season.

Warm regards,

Mark Kramer
President

On The Job With...



William (Zor) Lenz



Sal Franco

William (Zor) Lenz

Maintenance

If there was one thing you wanted everyone to know about you, what would it be? I take my job seriously and work hard to do the best I can for the company.

How long have you worked for Kramer Beverage? I've worked for Kramer since 2017. Prior to that, I worked for Trentacoste/Hub City for 18 years.

What does winning Plus One Performer of the Year for 2022 mean to you? I am thankful that the Executive Team cares enough to acknowledge an employee's performance, and I appreciate the honor.

What does your current position entail? Working with my partner to keep the fleet in order and the building in shape. Our team works to maintain a clean, safe working environment for the company.

What does it take to excel in your position? A mechanical mind and the ability to find different solutions to multiple problems.

Sal Franco

Driver

How long have you worked for Kramer Beverage? I've been with Kramer since 2017 and was with Hub City 13 years before that.

What does winning Plus One Performer of the Year for 2022 mean to you? It's a great appreciation for the work I do.

What does your current position entail? Delivery and rotation of our products, also anything from picking to unloading.

What does it take to excel in your position? Pride. Knowing I've done my job to the best of my ability.

What has been the best thing about your job? The relationships I've built with my fellow employees and customers.

What areas do you service? Salem, Gloucester, and Cumberland counties.

Where do you live? Newfield

What has been the best thing about your job? My job allows me to work on many different things and develop many new skills.

What's been most rewarding about your position? I work with a great team member who teaches me and allows me to gain from his knowledge.

Where do you live? Eastampton

Tell us about your family: I am married with five children and one grandson.

What are your favorite Kramer Beverage brands? Molson, Yuengling, and Corona.

Are you a sports fan? I'm not a huge sports fan, but I like to watch the Philly teams. I also enjoy watching MMA.

Do you have any favorite spring activities? If so, what are they? I like to ride my motorcycle and hike with my family.

Tell us about your family: I have been with my lovely girlfriend Heather for seven years, and we have our beautiful five-year-old daughter, Layla.

What are some of your hobbies outside of work? I play pool in a few leagues and enjoy taking my daughter to the park.

What is your favorite beer? Miller Lite and Sam Adams Cherry Wheat.

Do you have any favorite spring activities? If so, what are they? Going to the beach with my family... before the shoobies.

What are three things on your bucket list? Traveling to Europe, going to Levi Stadium, and winning Nationals for pool.

If you could be anywhere, drinking any beer... Where would you be and what kind of beer? Sitting around a firepit with my family and friends while sipping a cold Cherry Wheat.

Modelo Oro

The new GOLD standard in light beer proves that “Less can be More.”

As the entire category continues to premiumize, we [saw] an opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We’re really proud of this liquid.)

— GREG GALLAGHER,
Vice President of Brand
Marketing for Modelo

**PERFECTLY
BALANCED,
CRISP +
CLEAN.**

**PERFECTAMENTE
EQUILIBRADA,
FRESCA Y PURA.**

Modelo Oro
CERVEZA
GOLD STANDARD LIGHT BEER

Drink responsibly. Modelo® Oro Light Beer. Imported by Crown Imports, Chicago, IL.
Per 12 fl. oz. serving average analysis: Calories: 90, Carbohydrates: 3.0 grams, Protein: 0.6 grams, Fat: 0.0 grams.

Beba de manera responsable. Modelo® Oro Light Beer. Importada por Crown Imports, Chicago, IL.
Análisis por porción de 12 fl oz: 90 calorías, 3.0 gramos de carbohidratos, 0.6 gramos de proteínas, 0.0 gramos de grasas.

Modelo Oro harnesses the power of the Modelo family to expand the reach of the brand, appealing to high-end light beer drinkers, both in the general market and the Latino community.

A superb liquid with only 90 calories and 3 grams of carbs, this innovative beer inspired by the great taste and “Fighting Spirit” of Modelo Especial, is made for all the light beer drinkers who refuse to compromise on flavor.

When asked why he thinks **Modelo Oro** will be a big hit, Brand Manager Mauricio Ramirez got right to the point. “Liquid to lips. Great taste always wins,” he said without hesitation. “In our three test markets, Charlotte, Fresno and Houston, the velocity of sales and repeat purchases exceeded our expectations. Of course, we wanted to know why it performed so well. As I said, liquid to lips. A full 95% of consumers surveyed (the sampling included Hispanic and general market drinkers) gave it 4 out of 5 stars for taste. And retailers will be happy to know that

they were willing to pay more for this high-quality, light beer experience.”

The light beer segment is a huge part of the beer category, and many light beer drinkers want more *character* from their beer, not just fewer calories. “The key consumer demographics for Oro are general market men and Hispanics who are dissatisfied with mainstream lights,” said Constellation president Bill Newlands at the company’s most recent convention. “So, there is a differentiated opportunity amongst those brands because Oro stands out from the crowd with a name that communicates not only the color of the beer, but also the quality and Modelo’s authentic Mexican roots.”

Greg Gallagher, Vice President of Brand Marketing for Modelo agrees with Newlands and says, “As the entire category continues to premiumize, we saw an

opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid. Across the board, consumers love the taste of Oro so they don't mind spending a little more money. And cannibalization doesn't seem to be an issue. Sales are a remarkable 2/3's incremental to Especial for both Hispanic and general market consumers."

Casa Modelo — Brands Worth Their Weight in Gold

Constellation prefers to let their brands grow slow and strong with a focus on core brands and deliberate innovation rather than introducing new offshoots willy-nilly. Their top-notch portfolio of brands delivers efficient SKUs that grow volume and profits at retail. Consistently growing year after year, beers like **Modelo Especial** and **Negra Modelo** are bright spots in the category. Their portfolio has something for every consumer – from c-store darling **Modelo Chelada**, to golf course regular **Corona Premier**, to Gen Z-favorite **Pacifico**. This is not a company that chases any old trend; rather, they wait for something that's right



Modelo Especial and Modelo Negra may have been inspired by German and Austrian beer styles, but they're uniquely Mexican, and have been brewed there for nearly 100 years.

in their wheelhouse – like premium, BFY light beers – and hit it out of the park. We think you'll agree that they've done just that with Modelo Oro, Modelo's first major innovation since Modelo Chelada.

"We built an extremely strong foundation beginning with our core Hispanic consumer, who are critically important to our business," Gallagher says. He went on to say that the Modelo will never stop focusing on these consumers, but he also knows that beyond this demographic, there remains tremendous opportunity for Modelo brands. He went on to explain that swaths of consumers aren't familiar with **Modelo Especial**, despite current sales numbers. **This beer is poised to be the country's number one brand measured by sales.** Constellation aims to bring new consumers into the fold via continued marketing investment and thoughtful innovation with products like the much-anticipated **Modelo Oro**.



**BREWED FOR THOSE
WITH A FIGHTING SPIRIT**

Modelo has the largest share of voice in national media and the company plans to increase its spend by +15% in 2023, with a heavy emphasis on live sports, which accounts for 75% of its TV spend. Almost 45% of that is invested in NFL and NCAA football. As the media landscape continues to fragment, Modelo's investment in digital/social ads is nearly double what it was two years ago.

Modelo Especial has earned fans across demographics and is a perennial winner on draught in any setting.



Golden Opportunities, World-Class Marketing and Cinco de Mayo

There is no doubt that Oro will introduce Modelo brands to an even wider audience, from high-end light beer drinkers to Especial fans looking to mix in some moderation. To drive awareness, Oro's national roll-out is supported with a marketing investment of nearly \$30MM, which includes \$18MM for national TV and digital media that runs through Labor Day weekend. The launch includes sampling programs in the on- and off-premise to drive trial of this amazing liquid.

And we know you're wondering... just what does Modelo have planned for Cinco de Mayo? Well, they're playing that one close to the vest – but expect a celebration steeped in authenticity.

"Without giving away too much, we are once again bringing back our Modelo Mercado and encouraging consumers to 'Cinco Auténtico,'" says Gallagher. "We're honoring our heritage by working with local Mexican American artisans across the country to highlight items that consumers can bring to their Cinco festivities."

It takes more than luck to strike gold in this business, but Constellation has put in the work and is reaping the rewards – and so can you.



Modelo will encourage consumers to "Cinco Auténtico" again in 2023 with a suite of colorful POS that brings to mind traditional Mexican celebrations.



Spotlight on Modelo Chelada

The Modelo brand family's success is due in large part to remaining true to their heritage. One facet of that is creating authentic brand extensions that bring new drinkers into the Modelo family, like Modelo Chelada. This RTD play on the Mexican michelada cocktail is tasty, refreshing and versatile, with a variety of flavors to suit any taste.

1960s The **michelada**, a Mexican beer cocktail, is invented. Though the original cocktail featured only beer, lime, salt and ice, over time, regional variations developed, often including ingredients such as Tajin, Worcestershire sauce, chamoy, serrano peppers or clamato.

2013 Modelo develops and test markets **Modelo Chelada**, an imported, beer-based and flavor-packed extension of the Modelo brand family. Featuring traditional beer mixed with tomato, this 24 oz. RTD quickly found a home in c-store cooler doors.

2014 Modelo Chelada launches nationally, appealing to consumers that may not have previously drunk Modelo Especial, or even beer at all.

2017 Chelada's first flavor extension, **Tamarindo Picante**, launches, helping to drive strong increases in volume and distribution.

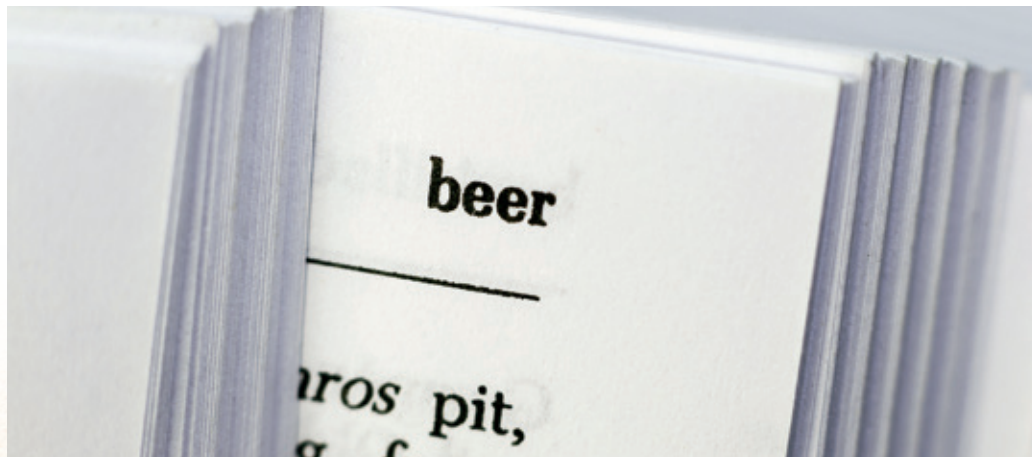
2018-2022 Tapping into the proven success of Chelada, Modelo introduces both new flavors and a new package, including fan-favorite **Limón y Sal**, **Piña Picante** and the **Modelo Chelada Variety Pack**, as well as 12 oz. cans for a few popular flavors and the variety pack.

Present Modelo Chelada continues to delight drinkers and expand to new audiences with the release of **Sandía Picante**, featuring refreshing watermelon and a dash of chile pepper and lime.

Your Beverage Vocabulary Needs an Update

No, there won't be a quiz, but as the way we talk about beverage alcohol changes, it's important to know new terms that have made their way into the industry's lexicon.

Language is always changing. Need proof? Just look at the 300 new words and phrases Merriam-Webster recently recognized as part of the English language – deadass, noob, TBH, the list goes on! While some of these phrases might be more useful than others (What the heck is a petfluencer?? Relax. We tell you later!), it's important for beverage professionals to keep up with industry terminology. So today we're here to separate the slang from the science, and give you the rundown on some new terms every retailer should be fluent in now.



Adaptogenic Ingredients

/ə, dæptəˈdʒenɪk ɪn ˈgrɛdɛənt / (noun) Herbs, plants and mushrooms that help bodies respond to anxiety and stress. A new class of booze-free, alcohol alternatives contain these botanicals.

Damp Drinking

/damp ˈdriŋkiŋ/ (noun) Taking a mindful approach to reduced alcohol consumption without giving it up altogether. Sometimes called moderation.

Day Drinking

/dā ˈdriŋkiŋ/ (noun) A song by the Grammy-winning country band Little Big Town, but *also* the favorite pastime of cracking open an alcoholic beverage at barbecues, tailgates and other daytime hurrahs.

Functional Beverage

/fuhŋk-shuh-nl bev-rij / (noun) A new trend in bev alcohol. A product made with ingredients that may produce a healthy benefit.

Generation Alpha

/jenəˈrāSH(ə)n ˈalfə/ (noun) The demographic that will succeed Gen Z. Generation Alpha may not have attained legal drinking age just yet, but in a few short years, they will be your new customers.

Gluten-free v. Gluten-removed

/glooŋ frē glooŋ rəˈmoovd/ (adjective) Gluten-free beverages are made with ingredients that never contained gluten, from start to finish. Gluten-removed beverages are made with gluten-containing ingredients, but undergo a process that reduces or eliminates it, making the final product safer for those with gluten intolerance to drink.

Hangxiety */haŋg zīədē/ (noun)* When a bad hangover goes beyond a headache and causes stress hormones to spike resulting in a foggy-headed anxiousness we'd all like to avoid.

Hazeboi

/'hāzē boi/ (noun) A passionate beer fan – often seen in a backwards hat, waiting in line outside an obscure craft brewery – who exclusively buys and geeks out about New England IPAs.

Omnibibulous

/omni- + bibulous/ (adjective) Someone who drinks a little bit of everything. Love beer? A sparkling hop water? Even a hard kombucha? Sounds like you're omnibibulous!

Sober Curious

/soh-ber kyoor-ee-uhs/ (adjective) A person who is more aware of how much booze they consume in order to develop a “healthier” relationship with alcohol. A lifestyle that encourages sobriety but still welcomes people who aren't ready, or willing, to give up their favorite alcoholic beverages completely.

Extra Credit: Mystery Definitions Revealed

There's much more slang to know than just these beverage alcohol-specific phrases. You might hear these extra credit words in your establishment.

Adorbs

/əˈdɔrbz/ (adjective) Shorthand for adorable.

Deadass */ded-as/ (adverb)* New York slang from the 90s meaning completely or seriously.

Noob */noob/ (noun)* A video game term for someone who is inexperienced.

Petfluencer */pet flooənsər/ (noun)* Online influencers who use their pets to gain attention on social media.



Here we have a hazeboi in his natural habitat. Regularly found in long lines outside obscure breweries, hazeboi is a playful nickname for anyone who goes crazy for NEIPAs.

Montauk Brewing Company

Nestled on the very tip of Long Island, New York you will find Montauk. A small, charming town famous for its sandy beaches, hiking trails, saltwater fishing, and now, craft beer. What began in 2012 as a cramped basement brewing operation by three local friends, Montauk Brewing Company has evolved to the fastest-selling craft brand family in Metro NY, selling two times faster than their competition.

Evolving out of the vibe of their taproom in Montauk, “Come As You Are” welcomes everyone into the Montauk Brew Co. family and wants everyone to enjoy quality craft beer made right up the coast. Montauk is a true beach lifestyle brand that focuses on living the No Frills Good Life, and that is something that has been built in a very natural way over the last 10 years.

Heady Times met with one of the founders, Vaughan Cutillo, to discuss everything we need to know about Montauk Brewing Company coming to the South Jersey market.

Heady Times (HT): Talk about the inception of Montauk Brewing Company.

Vaughan Cutillo (VC): We officially opened our doors to Montauk Brewing Company on June 30, 2012, but we started as a homebrew operation in my cramped basement in 2010. Cofounder, Eric Moss, was actually the one creating the recipes and remains our brewmaster to this day. We were becoming more well-known so the timing was just right. When we first opened, our first delivery vehicle was a beach cruiser with a keg trailer attached to it. The bicycle is a part of our DNA and can be found at the brewery today.

HT: What are some major changes from inception to now?

VC: The last 10 years have been a rocket ship for us and we threw out our crystal ball a long time ago. It’s been an ever-changing and exciting ride for the brand. At the end of the day, it’s our fans that dictate our success, it’s the people who ask for Montauk in bars or grab a six-pack from the shelf that has allowed us to expand the way we have.

In November 2022, Montauk Brewing Company was acquired by Tilray Brands. This marks the next chapter for us and with the added relationships and support, we can’t wait to see what the future holds. The partnership with Tilray has been a terrific experience. They identify as a true lifestyle brand and we fit that mold perfectly. This partnership allows us to grow the brand, build upon our already incredible team, and bring more Montauk to more fans than ever before!

HT: Let’s talk beer. What is your flagship? Can retailers expect spring seasonals?

VC: *Wave Chaser IPA* is our clear flagship. It’s known for its approachability. The perfect beer for IPA and non-IPA drinkers. *Wave Chaser* is the #1 selling IPA in Metro NY. As far as seasonals, we



MONTAUK BREWING CO.

Core Portfolio

MONTAUK WAVE CHASER

At Montauk Brewing Company, they love everything the ocean provides: fish

Wave Chaser is the #1 selling IPA in Metro NY

to feed their friends, winds to fill their sails, water to cool them down, and of course WAVES! They combine four hop varieties to pack this India Pale Ale with incredible tropical and pine aromas. May this beer lead you to endless waves, everywhere you go.



MONTAUK SUMMER ALE

The official beer of summers in Montauk, and well, the world! Light caramel malt blended with just the right amount of wheat give this brew a bold, yet refreshing, finish. Experience the season as it was meant to be - celebrated with Montauk Summer Ale.



MONTAUK WATERMELON SESSION

There's just something special about summers in Montauk: The sun, smiles, the endless good times. This highly refreshing brew combines delicious watermelon flavors with a crisp Session Ale that is perfect for sipping under the summer sun.



MONTAUK VARIETY PACK

Variety is the spice of life so they're keeping it spicy with their very first variety 12-pack. The Box of Montauk is filled with **Wave Chaser IPA, Juicy IPA, Tropical IPA, and The Surf Beer Golden Ale!**



Eric Moss, Co-Founder/Brewmaster + Operations & Vaughan Cutillo, Co-Founder and Brand Director

have our *Watermelon Session IPA* which has been a part of our portfolio for over six years and is the perfect summertime beer. It's light and flavorful, but not as fruit-forward as a Jolly Rancher. It's subtle and made with all-natural watermelon concentrate.

HT: Why did you choose to expand?

VC: We grew to be the #1 selling craft brand in Metro NY with only three wholesalers. The plan was to dig deep, not wide and that strategy has served us extremely well. We have constant requests for our beer across the country, so we certainly see opportunities to expand further.

Kramer will be one of the first additions to that growth plan and we couldn't be more excited to be present in the South Jersey market!

HT: What sets you apart from other breweries?

VC: We've organically been able to grow a lifestyle craft brand within the beer space, without spending much in terms of marketing dollars. We do have any TVs in our Taproom as we want to focus on conversations and connections. Our demographic is a wide range of people and our all-inclusive "Come As You Are" way of life adds to that.

“COME AS YOU ARE”[®]

Zero Sugar Beverages Hit the Wellness “Sweet Spot”

Consumers can't get enough of these fun, flavorful RTDs when they want to enjoy a cocktail, and feel like they're doing something good for their body. Diets are out. Wellness is in.

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced.

Consumers are serious about removing unwanted sugar from their diets. And that's where Phil Rosse, President of Mark Anthony Brands, sees growth opportunities for innovative beverage companies like his. “A staggering 94% of all consumers have reduced their sugar intake,” he said at a recent gathering of beverage industry professionals. “Zero sugar FMBs – like our **Cayman Jack Zero Sugar Margarita** – have high sales potential. It taps into consumer desire for a flavorful, premium beverage experience – but one that's not detrimental to their health,” Rosse explained.

Of course, sugar-free products are nothing new – diet sodas, many of which have been rebranded as zero-sugar sodas – have been available for decades. Sugar-free energy drinks like **Red Bull Sugarfree** have been selling well for years. In fact, sugar-free versions account for 40% of sales in the energy drink category.

“Sugar-free options are not new. What is new is the degree to which great swaths of the population are committed to reducing beverage-based sugar consumption,” says Fred Gross, VP of Sales and Marketing for Origlio Beverage. Gross added that the volume of independent data supporting his claim keeps rolling in. “The company GlobalData Research Group recently discovered that two-thirds of all millennials think about their health *before* purchasing an alcoholic beverage. And another data tracking firm, Insights, reported that 54% of Baby Boomers are buying more reduced sugar products to be healthier.”

No Tastebuds Left Behind

Based on these findings, it's not surprising that more players in the beverage alcohol space (like **Smirnoff Ice**, and **Crook & Marker**, just to name a couple) have developed their own successful sugar-free options. And thanks to advancements in



New Cayman Jack Zero Sugar exemplifies two huge trends in beverage alcohol: cocktail-inspired FMBs and zero sugar.

sweetener technology, these products deliver all the flavor drinkers want *without* the “artificial” taste they don't.

This spring, Smirnoff has added more products to its sugar-free lineup including a **sugar-free edition of their popular FMB seasonal, Red, White & Berry**.

And the new **Smirnoff Ice Zero Sugar Variety Pack** features four iconic flavors, Original, Raspberry, Red, White & Berry and Pink Lemonade. The brand also designed colorful, new packaging for Smirnoff Ice Zero Sugar products, including the iconic **Smirnoff Ice Zero Sugar Original**.



New Smirnoff Ice Zero Sugar Red, White & Berry is infused with cherry, citrus and blue raspberry flavors for a delicious and mindful choice that'll be a hit all summer long.

Brands like Crook & Marker are reimagining alcohol with a portfolio of zero-sugar USDA Organic RTD cocktails that are bursting with flavor – perfect for consumers who are trying to avoid loads of calories and carbs. They've brought several spirit-inspired innovations to market in the past year as we've expanded our RTD portfolio, including 5% ABV Margarita, Mojito and

Paloma canned cocktails, 15% ABV bottled Margaritas, and their new Crooked Cocktails Variety Pack.

Also taking sugar-free beverages in an innovative new direction are hop waters. This new segment in the booming non-alc category combines craft beer's favorite hops with the sparkling brightness of seltzer, creating a gluten-free beverage with zero alcohol, calories, carbs or sugar. Hop water can be enjoyed at any time and ticks a variety of boxes – including wellness, moderation and hop flavor – that could make it the next beverage of choice for millennials and Gen Z. will join the likes of **HOP WTR's** adaptogen-packed **HOP WTR Mixed Pack** on shelves. And with the surging popularity of the format, we can't help but wonder if other hop waters like **Sierra Nevada Hop Splash** won't be far behind!



Sierra Nevada is going national with their non-alc, zero-calorie, zero sugar hoppy sparkling water, Hop Splash.

An innovative, proprietary blend of plant-based sweeteners that's virtually identical to the great taste of his company's original **Mike's Hard Lemonade** is how Phil Rosse describes **Mike's Hard Lemonade Zero Sugar**. "Matching the taste of the original was our highest priority. We worked for years to get the recipe just right and we nailed it. Mike's Hard Lemonade Zero Sugar is just as tasty and its ABV is only 4.8%. That explains the impressive purchase intent numbers we have; 85% by FMB drinkers, and 92% by better-for-you FMB consumers."

Mark Anthony Brands' other successful FMB brand, **Cayman Jack**, also has a new sugar-free product launching this spring. As you would expect, **Cayman Jack Margarita Zero Sugar**



This variety pack transports you on a tropical flavor journey with each sip, featuring **Classic Lime Margarita, Strawberry Hibiscus Margarita, Blackberry Lime Mojito, and Piña Colada, which are all zero sugar and 100 calories.**

delivers all the classic Margarita flavor the RTD company is known for in the convenient packages customers prefer, while cutting sugar and calories.

Zero Sugar Equals More Sales

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced. And considering that sugar-free beverages already command a huge (and growing) share in soda and energy drink categories, zero sugar FMBs could bring new customers to the beer category. "Less sugar is the top reason lapsed FMB drinkers would drink FMBs again," says Mark Anthony's Rosse. And because these products are generally less sweet with fewer calories, we think Rosse's prediction might come true. We see "high sales possibilities" in your zero-sugar future, and you should, too.

“Less sugar is the top reason lapsed FMB drinkers would drink FMBs again.”

— PHIL ROSSE
President of
Mark Anthony Brands

Beyond Beer Goes All in with Sugar-Free Options

One of the biggest trends in beverage alcohol is about to get bigger. These sugar-free, BFY products pack all the flavor today's consumers demand *minus* the sugar they have sworn off.

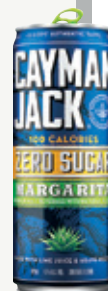
MIKE'S HARD LEMONADE ZERO SUGAR

Mike's Hard Lemonade's newest line extension is sugar-free, 100 calories per 12 oz. serving and packed with flavor. *Only available in Camden and Gloucester counties*



CAYMAN JACK MARGARITA ZERO SUGAR

This RTD FMB is styled after a classic margarita, proudly crafted with all the taste drinkers expect, but with zero sugar and only 100 calories. *Only available in Camden and Gloucester counties*



SMIRNOFF ICE ZERO SUGAR ORIGINAL

Debuting in May, the newly redesigned Smirnoff Ice Zero Sugar Original pool-inspired packaging is almost as refreshing to look at as it is to drink.



RED BULL SUGARFREE

One of the biggest brands in the sugar-free beverage game, Red Bull Sugarfree helps balance energy and physical performance with a fun and active lifestyle.



HOP WTR

With no calories, carbs, alcohol or gluten, plus plenty of mood-boosting active ingredients, HOP WTR ticks plenty of BFY boxes – and it's naturally sugar-free!



Top Dog Cocktails

As consumer trends continue to change, the ready-to-drink market is grabbing both the on and off-premises by storm. According to the Global Industry Analysis, the RTD beverage market was valued at \$89 billion in 2022. With many national brands entering the scene, Top Dog Cocktails is a spirit-based canned cocktail company with a local Philly flare. Top Dog started its RTD journey in early 2022 when founders Matt Satten and Joanna Manzo teamed up to produce canned cocktails for the high-end restaurant industry in Philadelphia. During the pandemic, Matt and Joanna saw a need to elevate the drinking experience by providing a high-ABV bar quality cocktail for consumers at home and easing the demand for short-staffed bars with an easy-to-serve beverage. Even as the pandemic restrictions subside, the convenience of serving a full-bodied cocktail in a can still proves itself a winner, especially in high-volume accounts such as concert venues, outdoor bars, and casinos.

Top Dog Cocktails has a unique selling proposition that allows it to stand out from the rest of its competitors. At 12.5% ABV, Top Dog Cocktails offers two full-flavored spirit-based cocktails in a single, convenient can. They also pride themselves on being all natural, never artificial. With a simple



crack of the can and an optional serving of ice, Top Dog Cocktails are perhaps one of the easiest ways to serve consumers something crafted, satisfying, and above the traditional 5% ABV of most canned cocktails and malt-based seltzers. Justin Knosp, Top Dog's Director of Sales, emphasizes that the cocktails are a great "bang for your buck" when comparing the ABV to dollars spent by the consumer. Plus, Top Dog has something for everyone, with four flavors and various spirit-based options like vodka, whiskey, and tequila agave spirit.

This summer, you can find Top Dog Cocktails all over the beach as they are the official sponsor of Boardwalk Hall and Atlantic City Convention Center. They have also been named the exclusive RTD of the Showboat Resort and will be hitting the AC dunes with two mobile beach carts that will sell all four tasty flavors. Outside of the shore, you can find Top Dog surrounding all things Philly sports, as they love to be the life of the tailgate and make video content with fans. To check out their tailgating videos or to see what Top Dog Cocktails is up to this summer, be sure to give them a follow on social media @TopDogCocktails!



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.



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.



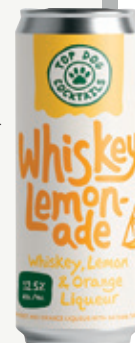
TOP DOG COCKTAILS PEACH MANGO TEA

Boasting big aromas of white peach and ripe mango, our vodka-based 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.



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.



Arnold Palmer Spiked Raspberry



Try the classic combo you know, now with a splash of natural raspberry flavor. With the half-and-half market on the rise and raspberry a standing fan-favorite flavor, Arnold Palmer Spiked Raspberry delivers what shoppers are craving with the perfect fruity tartness they need. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

Simply Spiked Peach



A peachy keen spring is in store for shoppers with the newest addition from Simply Spiked. Made with 5% real fruit juice, squeezed then concentrated, the new Simply Spiked Peach Variety Pack will feature **Signature Peach, Mango Peach, Strawberry Peach,** and **Kiwi Peach** flavors for the perfect sunny sip. Signature

Peach will also be available in single-flavor 24 oz. cans.

Availability: Now, year-round



Smirnoff Ice Smash Blue Raspberry Lemonade



Smirnoff Ice Smash Blue Raspberry Lemonade is a crowd-pleasing flavor in a versatile format. In a world where cans have come to dominate so many occasions, consumers appreciate the full-flavored, higher ABV options they can enjoy at any time. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in late May/June

Samuel Adams Boston Lager Remastered

Boston Lager just got better! This remastered brew has a pronounced noble hop aroma, a round malt impression, and a soft mouthfeel that leads to a fast finish with no lingering bitterness or astringency. **ABV:** 5% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now, year-round



Jim Beam Kentucky Coolers Strawberry Punch

Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers are a refreshing line of malt beverage lemonades and punches that are crisp, cool, and full of flavor. Strawberry Punch is a party in a can as it brings jammy strawberry flavor and a crisp finish. **ABV:** 5%

Package: 12 oz. slim cans only

Availability: Year-round, beginning in April



Jim Beam Kentucky Coolers Lemonade & Punch Share Pack

The Jim Beam Kentucky Coolers 2/12 slim can Share Pack includes two refreshing lemonades and two tasty punches that are all crisp, cool, and full of flavor at just 5% ABV.

Included in the mix are: **Strawberry Punch, Citrus Punch, Black Cherry Lemonade,** and **Sweet Tea Lemonade.**

Availability: Year-round, beginning in April



Jim Beam Black Cherry Lemonade

Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers is a line of refreshing lemonades and punches that are crisp, cool, and full of flavor: Black Cherry Lemonade is a blend of bold black cherry and refreshing lemonade, perfect for a hot day or an adventurous

cold day! **ABV:** 5.0% **Package:** 12 oz. slim cans only

Availability: Year-round, beginning in April



Montauk Brewing Co.

MONTAUK

BREWING CO.

For the first time ever, Montauk Brewing Company has launched outside of the NY metro with its expansion into South

Jersey! Evolving out of the vibe of the taproom in Montauk, Come As You Are welcomes everyone into the Montauk Brew Co. family and wants everyone to enjoy quality craft beer made right up the coast.



Montauk Wave Chaser

At Montauk Brewing Company, they love everything the ocean provides: fish to feed their friends, winds to fill their sails, water to cool them down, and of course WAVES! They combine four hop varieties to pack this India Pale Ale with incredible tropical and pine aromas. May this beer lead you to endless waves, everywhere you go. **ABV:** 6.4% **Package:** 12 oz. cans only **Availability:** Now, year-round



Montauk Summer Ale

The official beer of summers in Montauk, and well, the world! Light caramel malt blended with just the right amount of wheat give this brew a bold, yet refreshing, finish. Experience the season as it was meant to be – celebrated with Montauk Summer Ale. **ABV:** 5.6% **Package:** 12 oz. cans only **Availability:** Now!



Montauk Watermelon Session

There's just something special about summers in Montauk: The sun, smiles, the endless good times. This highly refreshing brew combines delicious watermelon flavors with a crisp Session Ale that is perfect for sipping under the summer sun. **ABV:** 4.9% **Package:** 12 oz. cans only **Availability:** Now!

Montauk Variety Pack



Variety is the spice of life so they're keeping it spicy with their very first variety 12-pack. The Box of Montauk is filled with **Wave Chaser IPA, Juicy IPA, Tropical IPA, and The Surf Beer Golden Ale!** **Package:** 12 oz. cans only **Availability:** Now!

Double Nickel The Long Weekend

New year-round hazy IPA double dry-hopped with Citra, Mosaic, and Amarillo.

ABV: 6.8% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April (*not available in Burlington or Mercer counties*)



Crook & Marker Crooked Cocktails Variety Pack

This variety pack transports you on a tropical flavor journey with each sip. **Classic Lime Margarita** and **Strawberry Hibiscus Margarita** contain real lime juice and feel-good



flavor. **Blackberry Lime Mojito** features real lime juice, a hint of mint and Cuban-inspired flavor. **Piña Colada** is an exotic taste medley of luscious coconut and pineapple flavors. **Package:** 11.5 oz. cans **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)

Woodchuck Blueberry

Once known as Summer Time, this crisp apple cider is topped off with a splash of blueberry juice to keep drinkers refreshed all year long. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



Evil Genius Variety Pack

Evil Genius's new variety pack includes: **There's No Crying In Baseball** Hazy Mango IPA, **Stacy's Mom** Citra IPA, **Purple Monkey Dishwasher** Chocolate Peanut Butter Porter and **I Said What I Said** Key Lime Margarita Sour. **Availability:** Now, year-round





Sierra Nevada Torpedo Extra IPA Has a New Look

Sierra's West Coast "Extra" IPA barreled onto the scene in 2009 and charges full hops ahead today. The iconic recipe is unchanged, and the explosive hops are still cranked to max flavor through the custom Hop Torpedo dry-hopping device, but the IPA has a bold, new look! Keep an eye out for the new packaging – both cans and bottles.

Availability: Now, year-round

Twisted Tea Party Pouch New Graphics for Summer

For a limited time, graphics for the Twisted Tea Party Pouch (5L bag in a box) will be decked out in new Americana packaging. Twisted Tea's most Twisted pack is big in size, energy, and fun – perfect for summer occasions. **Availability:** May



A New Mix & Summer Graphics for the Twisted Tea Party Pack

The Twisted Tea Party Pack is getting an All-American makeover to celebrate the tentpole summer holidays. This new 2/12 can mix features a red, white & blue outer wrap and new flavor **Rocket Pop**, along with Twisted Tea favorites:

Original, Half & Half, and Peach. This variety is perfect to crush in the sun all summer long. **Availability:** May



Limited Edition Yuengling Phillies Cans



Starting in April, the Official Lager of The Phillies is back with special Phillies packs! Fans can show their Philly spirit at all their summer gatherings by bringing 12-packs of either 12 or 24 oz. cans of Yuengling Traditional Lager in the limited-edition Phillies package. **Availability:** April



A New Mix for the Woodchuck Variety Pack

This spring, *new* **Woodchuck Blueberry** will join **Amber, Berry Snap, and Bubbly Pearsecco** in this 2/12 can mix. **Availability:** Year-round, beginning in May



Smirnoff Ice Zero Sugar Original Refresh

Lightly carbonated, with a delicious citrus bite and only 100 calories, Smirnoff Ice Zero Sugar (now with a new, bold look) is the perfect balance of full flavor and mindful choice. **ABV:** 4.5%

Package: 12 oz. slim cans only

Availability: Year-round, beginning in late May



A New Look & Mix for the Smirnoff Ice Zero Sugar Variety Pack

Now with a new look and two new flavor additions, the Smirnoff Ice Zero Sugar Variety Pack is the perfect balance of full flavor and mindful choice. This 2/12 slim can mix now includes four iconic core flavors: **Smirnoff Ice Zero Sugar Original, Raspberry, Red, White & Berry, and Pink Lemonade.**

Availability: Year-round, beginning in May



Double Nickel Sun Surfer 12-Pack Cans

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 now available in 12-pack cans and for a short time! **ABV:** 5.2% **Availability:** May (not available in Burlington or Mercer counties)



Flying Fish Block Party Transitions to 12-Pack Cans

Listen, listen, listen... they know you loved the previous version of Block Party but they really think they've struck gold with the newest version! Let us re-introduce you to BLOCK PARTY in its sleeker, more compact form. We've trimmed down from 15 to 12 cans – giving you **Crisp Golden Ale, Hazy Bones IPA, Salt and Sea, and Citra Pale Ale.** Change is inevitable and they just know embracing this will be easy! **Availability:** Now, year-round



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.

Smirnoff Ice Zero Sugar Red, White & Berry

NEW! New Smirnoff Ice Zero Sugar Red, White & Berry is Smirnoff Ice Zero Sugar infused with cherry, citrus, and blue raspberry flavors. This one will be a hit all summer long.

ABV: 4.5% **Package:** 12 oz. slim cans only **Availability:** April



Yellowstone Lone River Ranch Pack

Introducing a powerhouse partnership between Lone River & Paramount's hit show, *Yellowstone*. For the *Yellowstone* fanatic, the one who can't get the Dutton family out of their heads, this limited-time pack will be perfect for every Sunday viewing. Included in this 2/12 can mix are: **Ranch Water Original** and **Ranch Rita Classic**. **Availability:** Late May



NEW VARIETY PACK!

Sierra Nevada Hoptimum

Sierra Nevada brewers selected the finest, most flavorful hops, pushed them beyond their limits, and forged them into this all-new triple IPA. This reimagined Hoptimum is their hoppiest beer yet. It provides a blend of tropical and citrus hop aroma and delivers a refined yet aggressive character. **ABV:** 11% **Packages:** limited 12 oz. bottles and draught **Availability:** Mid-April

2023 EDITION!



Sierra Nevada Summerfest

It's time to soak up the sun, and this refreshing lager is the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead to a dry finish, and the sessionable ABV invites another round on those endless summer days. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April



Sierra Nevada Tropical Little Thing IPA

The newest brew in Sierra's Hazy Little Things rotating series is perfect for the warmer months. Ditch the mainland with Tropical Little Thing, a hazy island getaway with ripe aromas and flavors of mango, papaya, and passion fruit. Savor this tropical escape before the next hazy IPA rotator hits. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Late April



Sierra Nevada Fan Favorites Pack

Celebrate the arrival of spring with four Sierra Nevada favorites from the past in their newest variety 12-pack. Included in the mix are: **Hop Hunter IPA**, **Ruthless Rye IPA**, **Flipside IPA**, and **Nooner Pilsner**. *This variety pack will replace Hoppy Sampler.* **Availability:** Mid-April



NEW VARIETY PACK!

Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime, and lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day.

ABV: 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Late March

Samuel Adams Summer Ditch Days Variety Pack

NEW VARIETY PACK!

Sam's new summer variety pack contains two summer classics and two exciting innovations! The 2/12 can variety pack will tie into the Summer Ditch Days program

which encourages people to skip work and drink a Sam on them! The Ditch Days Variety Pack includes:

Summer Ale, Porch Rocker, new Take-A-Day IPA, and new Summer Adventure Lager. Availability: Late March



Samuel Adams Porch Rocker

Sweet, tangy, and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Sam Adams' take on this style starts with a golden Helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Late March



Angry Orchard Sunny Sessions Variety Pack

Angry Orchard Sunny Sessions 2/12 Variety Pack is the perfect summer mix to embrace good weather and good vibes! This mix includes: classic **Crisp Apple**, tart **Green Apple**, pineapple-forward **Tropical**, and *new*, limited-edition **Blueberry Rosé** made with real blueberry juice. You can't go wrong with this mix for any summer occasion. *This variety pack is available in slim cans & bottles.* **Availability:** Now!



NEW VARIETY PACK!

Dogfish Head Mandarin & Mango Crush

Mandarin Orange & Mango Crush is a fruit beer inspired by the classic Mid-Atlantic crush cocktail. Brewed with a base of pilsner malt, it's fermented with loads of tart mandarin orange and juicy Alphonso mangoes.

It's crisp and lightly sweet with a refreshing citrusy tartness and a crisp, dry finish... like a sip of Summer. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** April



Dogfish Head Off-Centered Summer Variety Pack

This off-centered variety pack inspires consumers to grab more than just a 12-pack on their way to the party. This new Variety Pack features *new* **Citrus Squall**, the perfect storm of double golden ale and paloma goodness as well as **SeaQuench Ale, 60 Minute IPA, and Blue Hen Pilsner. Availability:** April

NEW VARIETY PACK!



Truly Hard Seltzer Red White & Tru Variety Pack

When the sun is shining, the flags are flying and the beaches are open, it's time to officially celebrate summer with the new, limited-edition Truly Hard Seltzer Red White & Tru 2/12 slim can Variety Pack! This pack features four exciting Truly flavors: **Cherry Pop, Peach Burst, Iced Lemon, and Blue Razz. Availability:** May

NEW VARIETY PACK!



SEASONAL SELECTIONS

Vizzy Orange Cream Pop Hard Seltzer

Send your taste buds straight back to the good old days with Vizzy's newest limited-time 12-pack. Brimming with orange pop-inspired flavor in every can, it's a summer staple all grown up. **ABV:** 4.5%

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

NEW!



New Belgium Voodoo Ranger Atomic Citrus

Voodoo Ranger Atomic Citrus packs a seriously refreshing citrus punch. This beer is brewed with blood orange and clocks in at 7% ABV. The perfect 6-pack to bring poolside. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** April



New Belgium Voodoo Ranger 1985

Like totally loaded with juicy mango flavor, 1985 takes you back to the future of Hazy IPAs. Buckle up! **ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** April

Bell's Brewery Oberon Ale



Bell's Oberon is a wheat ale fermented with Bell's signature house ale yeast, mixing a spicy hop character with mildly fruity aromas. The addition of wheat malt lends a smooth mouthfeel, making it a classic summer beer.

ABV: 5.8% **Packages:** 12 oz. bottles, 12oz. cans, and draught **Availability:** Now!

Shiner Hill Country Peach Wheat

When you take a traditional wheat beer and add freshly picked peaches from Jenschke Orchards in Fredricksburg, TX, you get a match made in heaven. Peach Wheat is slightly sweet and unfiltered with a golden haze.

ABV: 4.5% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** April



Heavy Seas Impending Doom #5 Fuzzy Navel



The latest beer in Heavy Seas' Impending Doom series is brewed with orange juice and peach purée. This hazy double IPA is dominated by juicy stone fruit and citrus. Heavy additions of Cashmere, Simcoe, and Citra hops complement the massive amounts of malt, wheat, and oats. **ABV:** 9.5% **Package:** 12 oz. cans only **Availability:** Now! (not available in Burlington or Mercer counties)

Heavy Seas TropiCannon Pineapple IPA

Back by popular demand for a limited time, TropiCannon Pineapple is perfectly sweet and slightly tart. Exploding with rich pineapple flavor, the unexpectedly bold, tropical flavors of this IPA will set

you adrift in a tropical paradise. **ABV:** 7.25% **Package:** 12 oz. cans only **Availability:** Late April (not available in Burlington or Mercer counties)



Heavy Seas Barrel Aged Loose Cannon

Drawing inspiration from the classic beer and whiskey pairing the boilermaker, they aged their flagship beer, Loose Cannon, in bourbon barrels to create the boldest, most complex IPA they've ever brewed. Starting with all of the familiar Loose Cannon aromas and flavors, aging this beer in bourbon barrels added healthy notes of vanilla, oak, and warming whiskey that transformed Loose Cannon into a completely new experience. **ABV:** 8.5% **Package:** 16 oz. cans only **Availability:** April (not available in Burlington or Mercer counties)



Mike's Hard Limeade

Cloudy, light green in color, Mike's Hard Limeade is back! This zesty and delicious malt beverage has a nice balance of freshly squeezed lime tartness and juicy sweetness. It's refreshing, mouthwatering, and sessionable – perfect for warm weather consumption.

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



Narragansett Summer Variety Pack



Narragansett Beer was founded in Rhode Island, a tiny state that boasts 400 miles of coastline. Fittingly, they are offering a nautically themed Summer Variety Pack containing three crushable craft beers, perfect for a day on the water or along the shore. Included in the mix are: **Fresh Catch**, a

refreshing golden ale dry-hopped with Citra that pairs perfectly with any white fish or shellfish; **Summer Crusher**, a light and easy-drinking wheat ale made with Lemon Drop hops, and **Town Beach**, a crisp and refreshing IPA with loads of flavor courtesy of the tropical hop notes.

NEW VARIETY PACK!

Your customers will appreciate that these brews are light on ABV, but big on flavor and refreshment. **Availability:** April

UFO Strawberry Lemonade Shandy



The universe exudes harmony and balance, and this beer is no exception. Delightfully sweet and freshly-picked strawberry flavor combines with the refreshing tartness of homemade lemonade to create the ultimate warm-weather sipper (or crusher). Just like how your mother-ship used to make it! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** April

UFO Tropical Takeover Variety Pack



No backyard cookout or pool-party is safe from the imminent invasion of their brand-new Tropical Takeover mix pack, featuring **Florida Citrus** and **Strawberry Lemonade Shandy**

along with mix-pack exclusives: **Pineapple Patrol** and **Mango Martian**, this pack is sure to abduct your tastebuds and take them somewhere they've never gone before. **Package:** 12 oz. cans only **Availability:** April

Harpoon Summer Style

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



Harpoon Summer Vacation Variety Pack

Summer Vacation is made for hot days and long nights in the company of friends and family. Whether you're throwing bags on the beach or taking in the views on a hike, Rec. League and Summer Style are the perfect thirst quenchers to pack for the day. As the sun sets and the temps cools



off, crack open a Southie Lager, a full-bodied golden lager that is as versatile as it is flavorful, or a Juicer, a hazy IPA packed to the brim with juicy hops. No matter the occasion, Summer Vacation has something for everyone. This seasonal variety pack includes: **Juicer**, **Rec. League**, **Summer Style**, and **Southie Lager**. **Package:** 12 oz. cans only **Availability:** April

Harpoon Sticky Bun Stout

At Harpoon, inspiration finds them in many forms – whether experimenting with a new hop variety, learning an innovative brewing technique, or taking a trip to the neighborhood bakery. This was the case when members of our Product Innovation Team went out for coffee and sticky buns at our local Flour Bakery.



With nine locations throughout Boston, Flour is famous for their otherworldly 'Sticky Sticky Buns,' so much so that co-owner and James Beard Award-winning pastry chef Joanne Chang beat Bobby Flay on a Throwdown with Bobby Flay episode. Made in collaboration with Flour Bakery, this stout is made with real Sticky Sticky Buns from Flour, and features notes of toasted pecans, caramel, brown sugar, and cinnamon. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** April

LIMITED RELEASE!



Fegley's Blueberry Belch

The slightly tart flavors of this 4.2% ABV fruit beer are invigorating and ambrosial like a fragrant blueberry muffin on a refreshing, spring day. Please pardon the manner in which one produces an orotund eructation that escapes the lips. Always says "Excuse me" before reaching for another. **ABV:** 4.2% **Packages:** 12 oz. cans and draught **Availability:** April

DuClaw 'Lil Sour Me America

Like a patriotic, lip-puckering rocket popsi-cle in your glass, they've brought together three refreshing fruit flavors with 'Lil Sour Me America.' Sip freely! **ABV:** 6.2% **Package:** 12 oz. cans only **Availability:** April



DuClaw Sour Me Unicorn Farts

This glittered sour ale is brewed with cherries, tangerines, and limes. Fruity Pebbles cereal is added into the mash and it's finished off with a sprinkle of a natural, mineral-based edible glitter. A collaboration between DuClaw Brewing Company and Diablo Doughnuts. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** May



DuClaw Hop Tarts Orange Milkshake

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



DuClaw Pastry Archy S'mores Stout

You don't have to go camping to enjoy this treat! Take in the notes of smooth chocolate, toasted marshmallow, and golden graham cracker as you sip and enjoy this tall glass of layered perfection. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** May



Levante Escalante

Wheels up! You're on a non-stick flight to the land of fun and sun. Sink those toes into some warm white sand and crack open a cold can of Escalante, where light and refreshing meets smooth and complex. Filtered yet rich with malt and flaked maize, this crisp lager is ready for the beach... and might we suggest a lime? **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Late April

Double Nickel Sour Daddy Diesel Supreme

It's time for a 🎵 Kushed-Out Dance Party-Dance Party-Dance Party 🎵 Meet Sour Daddy Diesel Supreme, the latest addition to the ever-growing Mega Dank family. Our kettle-soured version of this year's Mega Dank is the perfect blend of an IPA and a sour; the same hopped-out dankness as the Grand Daddy, but pH downed to give it a bit of a bright twang. Fruity, tart notes of mango and pineapple are amplified by some acidity and roll up perfectly together with the OG hop-forward flavors from the double dry-hopping of Mosaic, Citra, and Azacca. With Sour Daddy Diesel Supreme you get the best of both worlds; hazy, hoppy, fruity, and a bit sour... Now that's dank. **ABV:** 5.5% **Package:** 16 oz. cans and draught **Availability:** April (not available in Burlington or Mercer counties)



Double Nickel Pico

Limited release Mexican Lager brewed with tortilla chips and lime zest. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** April (not available in Burlington or Mercer counties)



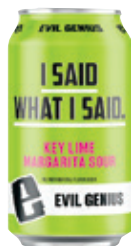
Double Nickel Super Mini Dank 420

A limited release to its little brother, Super Mega Dank. Lower ABV dank and hazy IPA double dry-hopped with Mosaic, Citra, and Azacca. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** April (not available in Burlington or Mercer counties)



Evil Genius I Said What I Said

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



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:** Now!



Evil Genius #LoveIsLove

Love who you want to, drink what you want to! Evil Genius hopes you'll want to drink this crisp blonde ale, which has just a hint of natural strawberry flavor. A portion of the proceeds from this beer will be donated to The Trevor Project, which benefits LGBTQIA+ youth. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** May

FOR A GOOD CAUSE!



Flying Fish Mango Smoothie



Their version of what a summer beer should be! Oozing with mango flavor yet light enough for a long day at the office (Pool, Beach, Lake. Get it?) This wheat ale shimmers with tropical fruit, mango, and passionfruit will serve you well as you apply your SPF 65. Safe Tanning! **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** April

Flying Fish High Hopes

Not every beer needs a story. But if you need to know, they brewed this drinkable style for the long season that they wouldn't trade for anything but a pennant. At 5.2% ABV, they hope to hit a home run or 18 and another MVP season. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** April



Flying Fish Splash Pack

Introducing Flying Fish's new and exciting variety pack! They're introducing two new beers for you to crush this summer! Included with their fan-favorite **Salt and Sea** this pack also has **Watermelon Splash** and **Pink Lemonade!** It's totally tubular! **Package:** 12 oz. cans only **Availability:** Now!



MudHen Rambler to Miami

NEIPA style which is single-hopped with Nelson Sauvignon from New Zealand. Floral aroma with flavors of crushed grapes and citrus. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Late April



MudHen Summer Gods

New England-style IPA featuring Galaxy hops. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** May



MudHen Sea Tiger

White IPA fermented with Belgian yeast and single-hopped with Citra. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** April



MudHen Bakers' Double

Unfiltered DIPAs brewed with a generous combination of both old and new school hop varieties. **ABV:** 8.7% **Packages:** limited 16 oz. cans and draught available year-round **Availability:** April



Dogfish Head Grapefruit & Pomegranate Vodka Crush



Inspired by the sun, surf, and beaches of their seaside home. They crafted a new take on the crush cocktail that is both citrus-forward and crush-able. At its heart, vodka is distilled over grapefruit and pomegranates. The ruby red grapefruit is balanced by the subtle sweetness from pomegranate, for a refreshing cocktail bursting with juicy flavor. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, year-round

Dogfish Head Crush Variety Pack



These cocktails are made using blissfully inefficient recipes, overactive imaginations and a distillation process of interfering and letting be. They hope you enjoy drinking in the goodness as much as they loved creating it. This crush-able 3/8 can variety pack includes:

Gin Crush Lemon & Lime, Vodka Crush Grapefruit & Pomegranate, Rum Crush Pineapple & Orange, and Vodka Crush Blood Orange & Mango.
Availability: Now, year-round

Steel Blu Orange Flavored Vodka



Steel Blu Vodka is a corn-based, hand-crafted spirit produced in Northern Delaware. It is six times distilled, Gluten Free, Kosher craft orange-flavored vodka. Like their motto, Steel Blu Vodka embodies the "Unapologetic American Spirit." **ABV:** 40% **Package:** 1L bottles only **Availability:** Now, year-round

Steel Blu Grapefruit Flavored Vodka

Steel Blu Vodka is a corn-based, hand-crafted spirit produced in Northern Delaware. It is six times distilled, Gluten Free, Kosher craft orange-flavored vodka. Like their motto, Steel Blu Vodka embodies the "Unapologetic American Spirit." **ABV:** 40% **Package:** 1L bottles only **Availability:** Now, year-round



Fresca Mixed

Remix your refreshment with Fresca™ Mixed – everything you love about the citrus taste of Fresca, now paired with real spirits in a ready-to-drink premium canned cocktail. So whether you vibe with a Vodka Spritz or relax with a Tequila Paloma, you can enjoy full flavor and a smooth sip that won't quit.



Fresca Mixed Vodka Spritz

Get your vibe on with their Vodka Spritz! Made with real vodka and the citrus taste of Fresca, this ready-to-drink cocktail is made for smooth sipping. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Fresca Mixed Tequila Paloma

Take it easy with their Tequila Paloma! A perfectly balanced blend made with authentic tequila blanco from Mexico, and the citrus taste of Fresca, their easy-to-enjoy paloma cocktail pulls through. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Fresca Mixed Vodka Spritz Variety Pack

Get your vibe on with their Vodka Spritz Variety Pack! Made with real vodka and the citrus taste of Fresca, this ready-to-drink cocktail is made for smooth sipping. This 8-pack variety includes: **Original Grapefruit Citrus, Mango Citrus, Mixed Berry Citrus, and Pineapple Citrus.** **Availability:** Now, year-round



Casa Azul

Casa Azul Tequila Sodas craft real Tequila from Jalisco, Mexico with natural fruit flavors, sparkling water, and agave nectar. The result is an anytime, anywhere

Tequila drink with the real flavor and character of Tequila. With only 100 calories and less than 1g carbs per can, Casa Azul is a clear upgrade from hard seltzers made with malt liquor.



Casa Azul Tequila Soda Lime Margarita

In a world full of trends, this classic cocktail will elevate any occasion you can throw at it. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Casa Azul Tequila Soda Peach Mango

A refreshing flavor combination that helps create a little tropical paradise. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Casa Azul Tequila Soda Strawberry Margarita

Naturally sweet strawberry and tequila to add some cool on those hot days. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Casa Azul Tequila Soda Watermelon

Imagine tequila-soaked juicy watermelon wedges, without the mess. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Casa Azul Tequila Soda Variety Pack



Four flavors crafted with real tequila from Jalisco, sparkling water, natural fruit flavors and agave nectar. In their house, together is better. Share a new flavor with an old friend, or an old favorite with someone new. All the fun in one convenient 8-pack which includes: **Lime Margarita, Peach Mango, Strawberry Margarita, and Watermelon.** **Availability:** Now, year-round

Availability: Now, year-round

Day Chaser Cocktails

Day Chaser is a ready-to-drink spirit-based canned cocktail with real fruit juice and sparkling water. This easy-drinking beverage is perfect for those living an active lifestyle full of adventure.



Day Chaser Vodka + Soda Variety Pack

Vodka with real fruit juice, natural flavor and carbonation. No added Sugar. Day Chaser is the perfect beverage while living life to the fullest. With real fruit juice and sparkling water, this spirit-based canned cocktail is ready-to-drink and won't slow you down. Includes **Cranberry, Lime, Budaberry, and Cucumber.** **Package:** 12 oz. cans only **Availability:** Now!



Day Chaser Tequila + Soda Variety Pack

Tequila with real fruit juice, natural flavor and carbonation. No added Sugar. Day Chaser is the perfect beverage while living life to the fullest. With real fruit juice and sparkling water, this spirit-based canned cocktail is ready-to-drink and won't slow you down. Includes **Lime, Grapefruit, Pineapple, and Spicy Mango.** **Package:** 12 oz. cans only **Availability:** Now!



Dewey Crush Crush Pack

They Crushed Summer with the epic East Coast summer cocktail – the Crush. They combine four mouth-watering fruit juices with real vodka, triple sec, and lemon lime soda. If summer had an official cocktail, it would be this. You can now take the summer with you anytime, anywhere. Explore all the flavors of their canned crush cocktail variety pack featuring: **Orange, Grapefruit, Watermelon, and new Lemon.** **Package:** 12 oz. cans only **Availability:** Now, year-round



Fishers Island Nude Peach



A peachy combination of our original lemonade craft cocktail recipe and real peach, for a full-flavor taste experience that will knock your bathing suit off...

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

Fishers Island Blueberry Wave



A flavorsome blend of our award-winning lemonade and real blueberry. A wave of sweet and tart flavor that will have you savoring this classic coast cocktail.

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



Fishers Island Beach Variety Pack

Their new Fishers Island Lemonade Beach

Pack includes: (4) **Fishers Original**, (2)

Fishers Blueberry Wave, and (2) **Fishers Nude Peach**.

Best enjoyed with friends at the beach, or wherever you find your island. **Availability:** April



Red Stripe Rum Punch Tropical Vibes

Red Stripe Rum Drinks are a refreshing range of full-flavored ready-to-drink cocktails. Their Rum Punch Tropical Vibes is made with real Caribbean Rum, natural flavors, and mango juice. **ABV:** 5.9% **Package:** 12 oz. slim can only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Red Stripe Rum Mojito Classic Flava

Red Stripe Rum Drinks are a refreshing range of full-flavored ready-to-drink cocktails. Their Rum Mojito Classic Flava is made with real Caribbean Rum, natural flavors and mango juice. **ABV:** 5.9% **Package:** 12 oz. slim can only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Dos Equis Mango Margarita



After the successful launch of Dos Equis® Classic Lime Margarita last summer and in line with consumer demand trends for canned cocktails, Dos Equis is launching a new Ready to Drink Canned Mango Margarita. They used their expertise at crafting smooth and refreshing beverages to carefully blend Blanco Tequila with high-quality ingredients to create a well-balanced taste profile. With real mango juice, this cocktail in a can won't give you that artificial taste others might. **ABV:** 10% **Package:** 12 oz.

slim cans only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Dos Equis Tequila + Soda Classic Lime

At 95 calories and 4.5% ABV this is a Hard Seltzer made from real Tequila, paired with pineapple or lime flavors and sparkling water for a refreshing drinking experience that is light and not too sweet. Made with Blanco Tequila, sparkling water, and a twist of lime flavor. (not available in Burlington or Mercer counties)



Dos Equis Tequila + Soda Pineapple

At 95 calories and 4.5% ABV this is a Hard Seltzer made from real Tequila, paired with pineapple or lime flavors and sparkling water for a refreshing drinking experience that is light and not too sweet. Made with Blanco Tequila, sparkling water, and a twist of pineapple. (not available in Burlington or Mercer counties)



ONEHOPE Wines

ONEHOPE

HOSPITALITY COLLECTION

They are a Napa Valley winery Rooted in Purpose. Crafted by a skilled team of expert winemakers, ONEHOPE wine is a rare indulgence that delivers exquisite quality along with meaningful impact. For every case sold

ONEHOPE donates 30 meals to local state food banks to help assist in ending hunger, nationally has donated over \$9m to over 35,000 non-profit organizations. To date, they've donated over eight million dollars.

ONEHOPE Cabernet Sauvignon



Aged in French and American Oak. Dark berry, violet, and plum aromas with hints of chocolate. The palate is bold with a sumptuous finish. **ABV:** 8% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

ONEHOPE Chardonnay



Aged 6 months in French and American Oak. Notes of vanilla, cream, and intense citrus aromas. The palate is rich with a lasting and almost creamy finish. **ABV:** 13% **Package:** 750ml

bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

ONEHOPE Pinot Noir



Aged in French and American Oak. Ripe strawberry and Bing cherry aromas with a hint of cinnamon and an elegant, silky finish. **ABV:** 13.5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



ONEHOPE Red Blend

Primarily Zinfandel, Cabernet Sauvignon, and Merlot, aged in French and American Oak. Raspberry and cocoa with hints of clove and allspice. **ABV:** 13.5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



ONEHOPE Sparkling Brut



Produced in the Méthod Charmat technique. Tropical aromas and notes of green apple and pear. **ABV:** 11.5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

Heavy Seas Crafted Cocktails

Crafted for crushability, each Heavy Seas Crafted Cocktail is made from real vodka and all natural ingredients. Included in their 8-pack variety are **Orange Crush, Watermelon Crush, Cherry Limeade, and Strawberry Lemonade.** **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April (not available in Burlington or Mercer counties)



NJ Farm Fresh Blueberry Rum



Pine Tavern Distillery is New Jersey's First Farm Distillery since Prohibition, and we are proud to introduce our newest spirit, NJ Farm Fresh Blueberry flavored Rum. This rum is distilled 3 times and then blended with the freshest New Jersey Blueberries grown right here in South Jersey. Add this rum to your favorite cocktail to experience a taste Jersey Fresh Blueberries this summer! **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round



Coors Banquet Turns 150

This spring, Coors Banquet will recruit new drinkers and excite loyalists by celebrating 150 years of brewing. Through commemorative marks on 15 different packs, Banquet will showcase their 150th anniversary from April through June with support from a robust marketing campaign including POS, on-premise tools, and more.



Coors Light & the Sixers Celebrate the Best Fans in the World

Standing at number one in consecutive NBA sellouts, the 76ers fan base is unlike any other. And Coors Light is celebrating those fans both on and off the court with a full suite of retail tools, exclusive merch and digital media.



Coors Light Is the Unofficial Beer of Summer

Starting May 1st, shoppers can scan Coors Light 12 oz. (12, 18, 24, and 30-pk) cans, as well as 24 oz. cans and POS for the chance to win Chill prizes from backpack beach chairs to floating cornhole and inflatable coolers.

Bring it to Chilladelphia with Coors Light and the Flyers

Now choosing a victory beer will be a no-brainer for Flyers fans. Coors Light is showing up on in-stadium touch points from LED signage to pre-game digital ads. Consumers can grab some mountain-cold refreshment and get ready to cheer on the Flyers, plus get a Coors Light and Flyers ice tray while supplies last!





Blue Moon Pairs with Any Summer Table

This summer, Blue Moon is brightening tables everywhere with a robust pairing program. Beautifully designed POS, such as recipe tear-pads, will help shoppers take summer meals to the next level, while offering a chance to win the ultimate summer dining experience – a curated dinner party complete with Blue Moon pairings. They'll also bring the brightness in-store with tools like pole toppers, cross-merch tables, and more, plus a full suite of on-premise tools and digital media support.



Blue Moon Brings its Origin Story to Life

Originally born in a ballpark, Blue Moon is celebrating their roots this baseball season with exclusive in-game content featuring DraftKings' Jared Carrabis. The video captures the podcaster's recent trip to Blue Moon's original Sandlot Brewery. Catch this special content for a look inside Blue Moon's storied past.



Catch the Original Light Beer at Barefoot Country Music Festival

In their second year as an official sponsor of BCMF, Miller Lite is bringing great taste to Wildwood, NJ from June 15-18. Plus, those who scan POS before the fest will have the chance to win free 4-day passes. So grab a can and catch your favorite country acts.



Keystone Light & Coleman Powersports Make Summer Smooth

Shoppers will be riding in style this summer when they scan the QR code on Keystone POS for the chance to win a Coleman Powersports UTV or Keystone x Realtree camo gear. Bring the program to life in-store with specialty cans, thematic packs, corrugate UTV displays and more. And with a new shoppable merch site, Keystone lovers everywhere will be living smooth all summer.



Topo Chico Hard Seltzer Rings in Cinco de Mayo

Topo Chico will be bringing authenticity in-store and to bars everywhere with a beautiful suite of "Topo Chico de Mayo" tools, including a retail theatre display, bar décor, and more. Eye-catching POS will urge shoppers to celebrate with a chance to win prizes for playing a branded Loteria digital card game. And in true Topo Chico fashion, they're teaming up with Tajin to get seltzer cans Cinco-ready with their iconic lime and chamoy rims.

PROGRAMS



Planters Peanuts Find a Match Made in the High Life

Two classics will unite this summer when Planters Peanuts and Miller High Life give shoppers the chance to win a year's worth of beer, peanuts and other dive bar essentials. Codes on POS and thematic packaging will encourage entry while highly covetable custom merch, off-premise retail theatre, regional CI offers and more bring the program to life.



Leinenkugel's Sends Shoppers Back to Camp

Adult camp, that is. From now through September 30th, drinkers can scan Camp Summer Shandy POS for the chance to head to a place where everything tastes like beer, lemonade, and summertime. The camp thematic will come to life with a collection of eye-catching on and off-premise tools.



Summertime is Miller Time

Miller Lite's "Tastes Like Summertime" program will give shoppers the chance to win beer money for all their favorite sunny day occasions – plus, they could score a char-broil grill and beer-coal for all the flipping and sipping they can imagine. Catch Americana-themed 16 oz. pints and thematic secondary packaging in stores. Supporting the sweeps are strategic national media and a hefty POS lineup to take over retail locations.



Great Rounds Deserve Great Taste

Miller Lite is giving stores a taste of the golf course with eye-catching new tools including a golf cart display, a putting green floor mat and more. Catch the new "Great Round, Great Taste" creative in stores this spring.



Summer Like an Italian with Peroni

Peroni invites shoppers to "Summer with True Italian Style," with the chance to win a trip to Italy. Chic on and off-premise tools will transport drinkers to Italia.

Vizzy Hard Seltzer Teams Up with the Professional Pickleball Association

To ring in the vibiest summer yet, Vizzy Hard Seltzer is pairing their new Orange Cream Pop Hard Seltzer with the U.S.'s fastest-growing sport in an epic partnership. With merch collabs, brand acts at the U.S. Open, display-driving retail tools and TV support, Vizzy's harnessing pickleball's hot lifestyle vibe to showcase their coolest flavor yet. Get your hands on these limited-release 12-packs dropping May 15.





Boston Beer Supports the Philadelphia Union

This season Boston Beer is bringing back their sponsorship with the Philadelphia Union with Dogfish Head as the official craft beer, Truly as the official hard seltzer, Twisted Tea as the official hard tea and Angry Orchard as the official hard cider. In addition, there will also be retail programming with Truly coming off their sponsorship with the US soccer team (and Truly x Union scarves and flags), a consumer sweeps with Twisted Tea and pre-game product samplings.



Dogfish Head Record Store Day

Dogfish Head is a brewery with a music problem. This year they're collaborating with Grateful Dead, Flaming Lips, Miles Davis, Pearl Jam and Jimmie Allen. 2023 will be their 8th year as the Official Brewery of Record Store Day. Dogfish will also be featured on WXPN, a local radio station, producing a limited run of DFH x WXPN records that will be given away at local record stores and beer stores/bars to support indy artists and Record Store Day.



Sam Summer Ditch Days

In 2023, Sam Adams will build on the success of Sam Summer Fridays and once again encourage drinkers to ditch work with their national campaign – Sam Summer Ditch Days!



Truly United in Flavor

Together, Truly and U.S. Soccer are teaming up to bring the flavor! Truly will leverage the power of the crest in North America, ultimately positioning Truly at the center of sports, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, from May 1st through September 1st, Truly, the official hard seltzer of U.S. soccer will execute a 360 degree, fully integrated campaign including Soccer IP on packaging, patriotic retail programming, a consumer giveaway and media!

Refresh Every Round with Corona Premier

Corona Premier is back for year five of its partnership with the U.S. Open. The 2023 tournament takes place at The LA Country Club in Los Angeles, California kicking off on Thursday June 15th through Sunday June 18th. Corona Premier is encouraging golf fans to keep their game light by introducing the Corona Premier Clubhouse. From March 1st through April 20th, consumers can enter for a chance to win a trip to LA, where they'll get a complete CP Clubhouse weekend experience featuring a decked-out golf dream house, event passes and the chance to play a round or two locally. Secondary and instant-win prizes include gear and other gadgets from partners TravisMathew and Foray Golf. Corona Premier

will have a robust, multi-channel media campaign to recruit new drinkers, drive momentum and help support building Premier as a lifestyle brand.



Corona is the Official Import Beer of Major League Baseball

Corona is kicking off year two of its partnership with MLB and will encourage consumers to live the finer side of sports. It's less about the score and more about the company around you. Both season-long and tentpole event-specific POS assets feature the entire Corona family and provide POS support at retail from spring training all the way to the postseason.

To support Hispanic activation, Spanish-language POS will be available year-round. Activation highlights include a content series and "Major League Vibes" baseball highlights. Corona Premier will return as the official beer of afternoon baseball across all MLB channels. At the center of this robust partnership is a powerful media plan that taps into all of MLB's platforms. Highlights include MLB media across TV and MLB digital/social amplification. Corona will also be including MLB assets as part of their summer program titled "Summer Is Calling." Consumers can claim their ticket to summer with the chance to win MLB tickets and other exclusive prizes. More to come in the next issue!



Pacífico La Cerveza del Cinco

Pacífico's bold Cinco De Mayo campaign returns from now through May 5th. Artist Daniel Diosdado will bring La Cerveza del Cinco to life using vibrant Cinco iconography. New messaging and high

energy displays will focus on Pacífico's roots. National TV launches in April to ensure Pacífico stays top of mind and a digital first strategy continues to align with LDA Gen Z consumption trends.



Get Outside and Thrive with HOP WTR

Warm weather is here and that means it's time to get outside and thrive with HOP WTR.

HOP WTR, the #1 hoppy water brand, will be doubling down on marketing activity as we head into the spring and summer months. To kick-off event season, the brand is partnering with multiple obstacle races and endurance event series including Tough Mudder, Spartan Trail and Highlander. HOP WTR will have activations at nearly two dozen Tough Mudder, Spartan and Highlander events nationwide throughout 2023 where the brand will be sampling race participants and giving away merchandise.

Beyond events, the brand will execute a 360-degree marketing campaign encouraging consumers to "get outside and thrive" with HOP WTR. The campaign will run April to June and span digital video, paid social, influencers, PR and consumer activations to drive top-funnel awareness while a robust in-store sampling program will drive velocity off the shelf. With the warmer weather, consumers will be stocking up on ice-cold low/non-alc options; be sure to capitalize with HOP WTR, The Healthy Way To Hops.



Make a Difference with Mike's

From May 1st through July 31st, one dollar of every Mike's Hard Lemonade 6-pack purchased will be donated to Boots on the Ground, an international non-profit humanitarian aid and charitable organization dedicated to empowering veterans and qualified civilians to provide in-field emergency and primary medical care, facilitating recovery and encouraging & promoting long-term development, stability and peace in underserved areas of the world. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Cayman Jack is Giving Away a Legendary Trip

This spring, from April 10th through May 31st, consumers can enter to win a trip for four to explore the cuisine of Mexico City, courtesy of Cayman Jack! The trip includes travel accommodations and a stipend. Consumers will enter to win via QR code on themed POS, which will unlock weekly Cinco de Mayo recipe ideas for legendary Cayman Jack food pairings. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



WIN A VIP CONCERT EXPERIENCE FOR TWO AT RED ROCKS



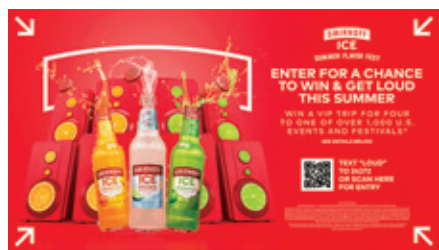
Win Big with White Claw

From May 1st through July 31st, consumers can enter to win a VIP concert experience for two at Red Rocks, including travel accommodations and a stipend, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Yuengling is Celebrating America All Summer Long

America's Oldest Brewery is highlighting the patriotic holidays of summer, celebrating good times and toasting to outdoor music and friends with the Stars & Stripes program featuring country music star, Lee Brice. 12 oz. camo cans and patriotic packs are back to help bring awareness to Team Red, White & Blue. Consumers can scan QR codes on cans and displays to listen to Brice's latest tunes, enter to win a Lee Brice party pack, and learn more about Yuengling's commitment to our military and Team RWB.



Smirnoff Ice Summer Flavor Fest

From now through September, Smirnoff Ice will be partnering with Live Nation for their 2023 events/concerts at 40+ venues and festivals nationally. Consumers can enter to win the ultimate concert experience via QR code scan or text-to-win entry. The grand prize (given to one winner per month) is a trip for 4 to the Live Nation concert of their choice including airfare, accommodations, and spending money. First prize winners (20 per month) will receive a \$200 Ticket Master gift cards. *Local Participating Venue: Freedom Mortgage Pavilion: Camden, NJ*

Lone River Partnership with Yellowstone

From May 15th through August 1st, Lone River is partnering with the #1 show on TV – Yellowstone – for season 5, with product integration in show and ad placements throughout the season. Lone River will continue working with on-show talent Ryan Bingham and new partner Lainey Wilson. The partnership will be highlighted by the Lone River *Yellowstone* limited edition variety pack and consumer sweepstakes with a chance to win dinner and a private concert with Lainey Wilson or a \$100 gift card. Consumers can enter to win by scanning the QR code on themed POS.



Graphics for this program were unavailable at the time of print



WIN THE ULTIMATE FAN EXPERIENCE



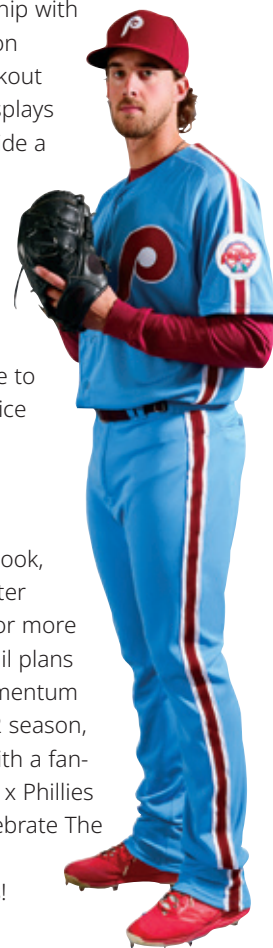
PRIZE INCLUDES TWO (2) DIAMOND CLUB SEATS, WATCHING BATTING PRACTICE FROM THE FIELD, AND A SIGNED BALL AND JERSEY.

OFFICIAL LAGER OF THE **Phillies**

Cheers to Yuengling and Another Great Phillies Season

Yuengling Lager is proud to be the Official Lager of the Phillies and their continued partnership with All Star pitcher, Aaron Nola. Be on the lookout for new, exciting displays and apparel alongside a sweepstakes that gives consumers a chance to win the ultimate fan experience including Diamond Club seats, a chance to watch batting practice and a signed ball and jersey!

Fans can follow Yuengling on Facebook, Instagram and Twitter (@yuenglingbeer) for more details as they unveil plans to build on the momentum of the exciting 2022 season, coming in strong with a fan-centered Yuengling x Phillies sweepstakes to celebrate The Official Lager of the Philadelphia Phillies!





**The Paulaner Grill Off.
Which Are Your Preferred Flavors?**

Follow @PaulanerUSA on Instagram and help choose which bier pairs better with our grilling recipes. You could win a deluxe grill set or other prizes!



#Biergoals



It's a given that BBQ and beer go well together, so this spring, there will be a grill off on @PaulanerUSA's Instagram. Now consumers will look out for the Paulaner Grill Off posts and help pair popular grilling recipes with either Paulaner Münchner Lager or Paulaner Hefe-Weizen. Consumers who comment with their bier pick and include both #PaulanerGrillOff and #Sweepstakes will be entered to win a deluxe grill set and other grilling accessories! *(not available in Burlington or Mercer counties)*

**Celebrate
Cinco de Margo
and Save with
Crook & Marker**

Celebrate the Spring season with Crook & Marker's Cinco de Margo savings programs! Shoppers can receive a digital rebate of up to \$10 on the purchase of any Crook & Marker products, including our new **Crooked Cocktails Variety Pack** featuring our Margaritas and other luscious tropical flavors that are perfect for Cinco de Mayo. In addition, our cross-merch program offers \$4 cash back on the purchase of Cinco celebration essentials including tequila, corn chips, and salsa, with the purchase of any Crook & Marker product. Colorful POS items are available to highlight these Cinco de Margo savings offers in-store. *(not available in Burlington or Mercer counties)*



**Celebrate
Father's Day with
Moosehead**

From May 1st through June 30th, Moosehead wants consumers to share with them why their dad is the best dad for a chance to win a trip for two (themselves and their dad) to their choice of the NFL 2023/2024 AFC or NFC championship! The incredible prize includes airfare, lodging, game tickets, and \$200 in spending money!

Consumers can enter the sweepstakes via QR code scan on relevant POS materials or visit MooseheadLager.com where there will upload an essay (250 words or less) and/or a video submission telling Moosehead why their dad deserves to go to the professional football conference playoff game.

Shiner BEERS for Pickleball Players

Scan here to learn how to play Pickleball

Pickleball is undoubtedly the fastest growing game in the United State, an estimated 4.8 million players or "picklers" currently play with an estimated increase to 40 million by the year 2030. It's safe to say that everyone either plays Pickleball or knows someone who plays. Previously seen as a retiree's sport, studies show that a vast majority of picklers are under 55 and the under 24 segment is the sports fastest growing age group. With the likes of Tom Brady and LeBron James investing heavily into Major League Pickleball (MLP), this sport is here to stay. I guess you could say it's a lot like Shiner beers in that sense, two cultural main stays that are widely popular amongst a wide age group. Much like Pickleball, Shiner Beers has something for everyone, and with this summer program they plan to share that with the masses!



Heineken Silver is Your Ticket to the Inside Track

This April and May, Heineken will celebrate the sophistication of F1 culture by giving fans a chance to connect with the action on race day like never before! Fans can enter via QR code scan for a chance to win one-of-a-kind VIP treatment for themselves and a friend at the Inaugural Formula 1 Heineken Silver Las Vegas Grand Prix – one of the most anticipated events of 2023! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



#DOOP for the Brew with Heineken

Calling all Philly Union fans! MLS season is upon us, so let's "DOOP for the brew, Philly!" Consumers can scan the QR code on themed POS to enter to win tickets and a trip to the MLS All Star game in DC at Audi Field! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Celebrate Cinco with Dos Equis

87% million adults in America celebrate Cinco! So jump in with Dos Equis this May! By simply scanning the QR code on themed POS and entering their DOB, consumers will have the chance to win prizes to celebrate Cinco the way everyone should, with plenty of flavors! Lucky winners will be rewarded with the following: *(not available in Burlington or Mercer counties)*

- Cinco-centric catering by a local food truck
- Live music with a DJ
- Dress for your Dos Equis bartending station
- Dos Equis-inspired party décor
- Fiesta party games!

It's Time to Get Serious About Social

According to Sprout Social, 75% of people reported purchasing a product after seeing it on social media.

The COVID-19 crisis altered how, when and where we shop, choose to dine & what we buy. Out of necessity, consumers honed their digital skills and they expect you to do the same. Now more than ever, crafting an online identity is vital. Isn't it time you got serious about social media?

Social media isn't optional anymore

Think of it as a set of tools you need to reach customers. And we're not just talking about new customers. Your regular patrons aren't limited by geography or transportation anymore. Most consumers routinely use digital resources to decide where they might want to eat, or even to consider what *kind* of takeout they are in the mood to order. These same people likely shop across channels and don't think twice about researching products & prices before physically visiting a store or restaurant. And you probably do these things, too.

Go beyond the basics

No doubt you have a website and a Facebook page, and that used to be enough. But have you considered Instagram, Twitter or TikTok?

Each platform has its own distinct style and purpose. Instagram and TikTok are strong on visual content and appeal to younger audiences. Twitter is ideal for information that is timely and relevant.

SCAN THE QR CODE AND GIVE US A FOLLOW!



It's also a great way to engage customers and keep a conversation going. But if you're not sure how to start, here are a few examples...

Instagram – Filmed a timelapse of last night's happy hour at your bar, or a before and after clip of a new beer display? Head to Instagram.

Twitter – Drive traffic to your website, highlight new menu items or post job opportunities on Twitter.

TikTok – Have a fun, short video of an employee dancing as they get ready for their shift? Sounds like a perfect TikTok post!

Don't forget that the content you post on social media is the voice of your business. Cultivate one that is welcoming, entertaining, ethical and genuine.

Make sure you are staying up-to-date with the newest products and company updates by following us at @KramerBeverage. We share our content across Instagram, Facebook, Twitter, and LinkedIn. We mainly post important notices, internal news, our philanthropic efforts, and #KramerFlavor, which highlights products we carry every other week. More recently, we have gotten behind the TikTok wave, so check it out to see some videos, you may even see your Sales Rep featured! We mainly post important notices, internal news, our philanthropic efforts, and #KramerFlavor, which highlight products we carry every other week.

Another way to stay up-to-date with the newest consumer trends is to follow our consumer facing page, @Cheers_SJ. We currently share our content across Instagram, Facebook, Twitter and TikTok. We feature accounts, promotions, and specials focused on the South Jersey consumer. Social media is great way to target your existing loyal customer base, but it also has the potential to unlock an entirely new group of consumers.



Social media gives your business increased access, builds trust, bolsters your reputation and provides a space to create a dialogue with your customers.



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From now through May 5th, Modelo will continue to Cinco Autentico and encourage consumers to celebrate heritage and what Modelo is made of. Modelo is partnering with artisans to create an authentic-yet-modern celebration. Consumers will be able to shop the Modelo Mercado to find apparel, décor and more. At retail, Modelo will partner with Mission Foods and Cholula with cross-merch displays featuring authentic recipes. Modelo's TV and media plan will include high profile English and Spanish-language TV, and a strong social and digital presence. Dedicated social support will highlight the second year of the Modelo Mercado, connecting users to local merchants through an Instagram experience.

This year Corona is dropping a lime, raising a toast and kicking off Cinco the right way; with a Corona in hand. How do you take Corona Cinco to the next level? By giving consumers an unexpected and inclusive experience that is sure to heighten their love for Cinco. Corona invites consumers to play Cinco Roulette.

From now through May 5th, consumers will jump-start their fiestas by spinning a digital wheel for a chance to win curated party-starters. Prizes include Uber rides, Uber Eats credits and taco tabs paid via Venmo to ensure Corona de Mayo will once again be the can't-miss event of the year. Corona will also share the most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, Corona Extra will have strong National TV weight with a high-profile presence in the NFL draft.

CELEBRATE AUTHENTICALLY WITH
ARTISAN-MADE APPAREL, DECOR & MORE

