

HEADY TIMES

THE PUMPKIN BEER RENAISSANCE

KRAMER BEVERAGE
Fall 2023 | V.49

ATHLETIC
BREWING
BLAZES
A NEW
TRAIL

COORS
BANQUET
CELEBRATING
150 YEARS OF
BREWING
EXCELLENCE




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The popularity of fall brews has been steadily growing for several years. As craft breweries continue to innovate and experiment with flavors, fall-themed beers have become a staple for many beer enthusiasts. These brews offer a unique twist on traditional beer styles, incorporating seasonal ingredients and spices that evoke the warm and comforting feeling of autumn. Whether it's the rich and spiced notes of pumpkin or the earthy flavors of fall fruits, these brews are designed to capture the essence of the season.

Pumpkin beers are perhaps the most iconic of the fall brews. Brewed with spices like cinnamon, nutmeg, and allspice, these beers offer a delightful blend of sweetness and warmth. You can read about pumpkin beers in much more detail with our cover story on page 2.

While pumpkin beers often steal the spotlight during the fall season, there is a wide variety of other fall brews to explore. Craft breweries have embraced the flavors of the season and created unique offerings that capture the essence of autumn. From amber ales to stouts, each beer style brings its own distinct characteristics to the table.

Oktoberfest beers, also known as Märzen beers, are a traditional German style brewed for the annual Oktoberfest celebration. These beers are characterized by their amber color, malty sweetness, and clean finish. They pair well with grilled sausages, pretzels, and other hearty German fare. Did you know that the Paulaner Brewery was founded in Munich, Germany in 1634? You can learn all about Paulaner in our Brewery Spotlight on page 8.

Spiced ales are a popular choice during the fall season, offering a delightful blend of warming spices that complement the cool weather. These beers often incorporate that create a cozy and aromatic drinking experience.

Fall brews often evoke images of pumpkin beers and spiced ales, and while I happen to be a big fan, not everyone will enjoy these flavors. Craft breweries have responded to this by offering a wide variety of fall-themed options, catering to different taste preferences and dietary restrictions.

Cider and wine enthusiasts can also find a range of seasonal options to indulge in. From spiced apple ciders to rich and robust red wines, there are plenty of fall flavors to explore across the alcoholic beverage spectrum. Our New Products section has many terrific seasonal options that can meet almost any fall-themed need. Turn to page 13 to read about those products.

With 2024 quickly approaching, Kramer Beverage will celebrate 100 years in business. It is a milestone that only happens with the support of our retailers and suppliers. For that, we say thank you!

Cheers to the craftsmanship and innovation of brewers, the enjoyment of fall brews, and the vibrant community that surrounds them. We look forward to providing the brands, services, and support you need that will lead to our collective success!

Warm regards,

Mark Kramer
President

On The Job With...



Colleen Henry

Colleen Henry

Senior Marketing Communications Coordinator

How long have you worked for Kramer Beverage? I have been with Kramer Beverage since October 2019.

What does your current position entail? I manage all of Kramer Beverage's B2C and B2B social media pages, as well as our digital media, company websites, email marketing, advertising, corporate communications, and the Heady Times publication.

What other positions have you held in the company? Marketing Intern & Marketing Communications Coordinator.

What has been the best thing about your job? Getting to utilize both my degrees (Marketing & Graphic Design) in my daily responsibilities.

What's something you find challenging about your position? Keeping up with the latest trends in the ever-changing realm of social media.

What's been most rewarding about your position? Creating content that resonates with our target audience and seeing the

positive impact through our click-through rate & social media engagement.

Where do you live? Galloway

What are some of your hobbies outside of work? Going on adventures with my dog, Lola, and being active.

What are your favorite Kramer Beverage brands? Dogfish has been my go-to recently. I'm a sucker for SeaQuench Ale.

What is your favorite beer? Miller Lite.

Are you a sports fan? If so, who are your favorite teams? I bleed Philly green. Go Birds!

Do you have any favorite fall activities? If so, what are they? Spending too much money on Starbucks' Pumpkin Spice Lattes & watching scary movies.

What are three things on your bucket list? Take my dad to Ireland, visit all Disney theme parks worldwide, and see Taylor Swift in Europe!

If you could be anywhere, drinking any beer... I'd be on a tropical island with an ice-cold Corona in my hand!

Mike Maddrey

Forklift Operator

How long have you worked for Kramer Beverage? I have worked for Kramer for five years and Warren for 11 years before that.

What does your current position entail? Unloading trucks when they come back to the warehouse from finishing their deliveries, storing and organizing empty kegs, and putting returns and breakage in their proper area.

What does it take to excel in your position? Have a sense of urgency, common sense, knowledge of safety protocols, and forklift skills.

What has been the best thing about your job? Being blessed with a paycheck that enables me to take care of my family and the opportunity to work with some of my co-workers who have become lifelong friends.

What's the most exciting part of your job? Working with my co-workers, getting the job done right, and clocking out to go home to my family.

Where do you live? I just bought a beautiful home in Williamstown.

Tell us about your family: I have a lovely, beautiful wife Danielle, a daughter Sharne, two sons Damon and Jamil, and two Yorkies, Kami Sue and Dior!

What is your favorite beer? I don't drink but if I had a favorite, it would be the Champagne of Beers – Miller High Life.

Are you a sports fan? If so, who are your favorite teams? Yes, I love all sports, especially boxing. Football is another favorite. Fly Eagles Fly!!

Do you have any favorite fall activities? If so, what are they? Going out in the community with my church family and helping people in need. I also love watching football and eating Thanksgiving dinner.

What are three things on your bucket list? On my bucket list, I would love to go see the Grand Canyon, Jamaica, and try zip lining.



Mike Maddrey

The Pumpkin Beer Renaissance

Reliable pumpkin beers are proving the haters wrong, as they continue to drive growth for retailers.

“Seasonal beer has consistently seen share gains during the fall months over the past several years.”

– LIZ PAQUETTE
Head of Consumer Insights
for Drizly

There was a time in the early 2010s when seasonal beer releases were the overall top-selling craft beer category. No matter the season, a brewery's quarterly releases saw predictable volume growth. The fall release calendar specifically held a special place in the hearts of beer fans. Stouts, porters, scotch ales and Märzens started to line the shelves and fridges of retailers across the country. But they all paled in comparison to the undisputed king of fall beers: the mighty pumpkin beer.

But as quickly as pumpkin beers rode the seasonal frenzy to great popularity, they soon became the butt of many a craft beer joke – with a viral tweet referring to them as the “mullet of craft beers” and *Smithsonian Magazine* running a headline that read “Are Pumpkin Beers, Thank God, Finally on the Way Out?” With a market flooded with pumpkin offerings and the initial novelty having lost its luster, sales plummeted.

Today, seasonal beers are still a helpful way for retailers and breweries to drive incremental growth, but have pumpkin beers shaken their reputation as a has-been style of craft beer?

People Still Love Pumpkin Beer

Fall seasonals still drive sales and growth for retailers, and next to Oktoberfest releases, **pumpkin beers are still the most popular of fall flavors.** “Seasonal beer has consistently seen share gains during the fall months over the past several years,” says Liz Paquette, head of consumer insights for Drizly. “Special releases offer an opportunity for retailers to set themselves apart from other stores and attract consumers seeking something new.”

It may be hard to believe, but **every October, Google Trends still show an annual spike in interest for pumpkin beers.** And over the last three years, that spike has seen an increasing uptick. According to Tastewise, an organization that tracks trends and online communication consumers are having,



social conversations about pumpkin beer were up 68% last year.

And last year's Great American Beer Festival saw a sizeable increase in breweries submitting pumpkin beers.

Entries for pumpkin beers in 2022 totaled 77, up from a mere 10 a few years prior, seeming to suggest a renewed interest in the style by both breweries and consumers.

Pumpkin Brands with Staying Power

As we all know, the beer market goes through cycles, and with consumers becoming more interested in pumpkin beers, we see they're turning to pumpkin beer brands with lasting power. With less noise in the pumpkin beer market, retailers aren't shying away from standout brands that have weathered the seasonal storm and remain popular with both consumers and retailers.



Sam Calagione first brewed Dogfish Head's beloved Punkin Ale in 1994, and it's been the brewery's best-selling seasonal beer ever since.



Dogfish Head Punkin Ale is one of the earliest examples of the style, or as Sam Calagione, Dogfish Head's founder and brewer puts it, "the pumpkin beer you've known and loved since 1994!" A full-bodied brown ale with smooth hints of pumpkin and brown sugar, thanks to Dogfish brewers using real pumpkin meat, Punkin Ale is the perfect beer to warm up with.

It also remains Dogfish Head's best-selling seasonal beer.

"Dogfish Head has been brewing and distributing our Punkin Ale since the early days of the craft beer renaissance in the mid-1990s," says Calagione. **"It has been our highest-volume seasonal beer every year of our 26 years of existence.** I think it stands out in the field (or pumpkin patch) because it's brewed with real pumpkin, real freshly ground spices and real brown sugar, and is fermented to a hearty 7% ABV."

Like so many of Dogfish Head's beers, Punkin Ale has an off-centered origin story all its own. While it made its first commercial appearance in 1995, its official debut occurred a year earlier at the 1994 Punkin Chunkin World Championship, a fall event held annually to see who could hurl a pumpkin the farthest. "I entered my first-ever batch of pumpkin beer into a baking contest [held at the event]" recalls Calagione. "It ended up winning

first place – beating out a boatload of homemade pumpkin cookies, pies, cakes – and Punkin Ale as we know it was born."

At the height of the pumpkin craze, Imperial Pumpkin Ale accounted for nearly 10% of the beer Weyerbacher produced each year and was released as early as mid-July. Though times have changed, the Easton brewery continues to brew their beloved classic, and reported that their Imperial Pumpkin has continued to grow its market presence in recent years and has had "an ever-so-slight refresh on its spice blend."



Fall seasonals still drive sales and growth for retailers, and pumpkin beers, like Evil Genius' Trick or Treat, are still one of the most popular fall flavors.

Other strong brands that have stood the test of time include **Evil Genius'** take on the pumpkin beer, **Trick or Treat**, a chocolate pumpkin porter, **Samuel Adams' Jack-O** pumpkin ale and **Heavy Seas' The Great'er Pumpkin**, which was recently named Grand Champion at the United States Beer Tasting Championship.

Even as other pumpkin brands have come and gone, customers that are eager to get their pumpkin ale kick continue to return to these brands that have withstood the test of time.



Consumers are turning to standout pumpkin beer brands, like Samuel Adams' Jack-O, which have weathered the seasonal storm and maintain lasting power.



Heavy Seas' The Great'er Pumpkin was a recent Grand Champion at the U.S. Beer Tasting Championship.

The Future of Pumpkin Beers

As pumpkin beers and seasonal offerings in general have rebounded in popularity, our region is uniquely positioned to take advantage. According to Paquette, **consumers in the Northeast represent the largest market for fall seasonal beers, commanding a 56 percent share of fall seasonal beer sales in recent years.**

"The focus in the Northeast is likely due to both the regional breweries that produce these beers, as well as the significant seasonal shift that happens during

autumn in that part of the country, which spikes consumer demand for fall flavors," says Paquette.

Just another reason why it's okay for retailers to trust in pumpkin beers once again. Studies show that fall seasonals come in quickly and are often sold just as fast, with popular brands being out of stock by mid-October. Retailers looking to capture growth through fall seasonals can rely on these trusted, time-tested beer brands (and some exciting new offerings) to deliver incremental growth and satisfy customers with a penchant for pumpkin.

Pumpkin Beers that Continue to Stand the Test of Time

Ten years ago, it felt like there were more pumpkin SKUs than IPA variants. Today, only the strongest pumpkin brands have survived. These standout pumpkin beers have weathered the seasonal storm and remain popular with both consumers and retailers.

DOGFISH HEAD PUNKIN ALE

For those who say pumpkin beers are out of style, consider that Punkin Ale has been Dogfish Head's highest-volume seasonal beer every single year they've been in business. And for good reason! Customers love this full-bodied brown ale with smooth hints of pumpkin.

HEAVY SEAS THE GREAT'ER PUMPKIN

Heavy Seas bourbon barrel-aged pumpkin ale is proof that pumpkin beers are still worthy of accolades – if they're brewed as well as this one! A recent Grand Champion at the United States Beer Tasting Championship, Great'er Pumpkin's warm spices and full malt body are perfect counterparts.

EVIL GENIUS TRICK OR TREAT

Leave it to the mad minds at Evil Genius to up the ante on their pumpkin beer by adding chocolate post fermentation. This chocolate pumpkin porter is deep, dark and decadent. And with pumpkin beers brewed in the Northeast outselling those in any other region, Trick or Treat is a can't miss for retailers.

NEW BELGIUM VOODOO RANGER ATOMIC PUMPKIN

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

SAMUEL ADAMS JACK-O

With cinnamon and nutmeg aromas, an ideal balance of seasonal spices and a crisp, refreshing finish, Samuel Adams Jack-O pumpkin ale is the perfect fall beer.

HARPOON DUNKIN' PUMPKIN

This fan-favorite ale is brewed with pumpkin, fall spices, and a splash of coffee. This fall treat is another tribute to all the days that Dunkin' has helped the Harpoon brewers fire up the brew.



Coors Banquet

Celebrating 150 Years of Brewing Excellence.

Very few brands celebrate this milestone.

But Coors is a legacy brand with staying power and its most storied brew, Coors Banquet, has never lost its timeless appeal. For 150 years it has been coveted by rock stars, former presidents, actors & cowboys, and is proudly brewed to the highest standards. **If it isn't made with Rocky Mountain water, it isn't Coors Banquet.**

Of course, the brand's association with cowboy culture and the majestic Rocky Mountains are distinct parts of the beer's identity. But there is more to the success of this iconic American brand than nostalgia. Coors uses the best ingredients to brew Banquet, like Moravian barley, and the same 1873 recipe.

"... the fact that we only use Rocky Mountain water, that we have high country barley that we malt here, right in Golden, Colorado differentiates Banquet.

There are no other beers that I'm aware of that take that care and attention to make it what it is," says David Coors, fifth generation brewer.

Banquet was brewed for Colorado gold and silver miners to enjoy after a hard day's work. It's been a part of history and pop culture for a century and a half. The iconic stubby bottle was even smuggled across the country before it became available east of the Mississippi in 1981. Coors Banquet honors the same brewing tradition since its start 150 years ago – without compromise – still brewed only in Golden with 100% Rocky Mountain water.

Recruiting New Consumers

While Banquet is one of the oldest brands in the Molson Coors portfolio, 2022 was one of the brand's most successful years in terms of sales. And it remains the fastest-growing brand among Molson Coors' top-10 best-selling products. Data published by Circana (formerly IRI) confirms the brand's success adding that **Coors Banquet is also America's fastest-growing domestic premium.**

Coors Banquet's 150th anniversary is a significant milestone for the brand and America's brewing industry. A brand with this kind of staying power deserves a spot in your lineup.



Originally brewed for Colorado gold and silver miners to enjoy after a hard day's work, Coors Banquet has been a part of history and pop culture for a century and a half. And it's America's fastest-growing domestic premium according to Circana.



The brand has successfully endured the challenges of the brewing industry and has remained a favorite choice of beer enthusiasts across generations.

After Prohibition, Coors designed a stubbier bottle in part to reduce glass and shipping costs. As long-neck bottles became the preferred package, stubbies were discontinued. But to the delight of Banquet's fans, the beloved stubby bottle returned in 2013.

Athletic Brewing Co. Thinks You Have the Right to Party... or Exercise, or Drive with Their Beer in Your Hand

Athletic makes award-winning beers that just happen to be free of alcohol . . . proving that the term “non-alcoholic craft beer” is not an oxymoron. The brewery’s great-tasting products are now available through Kramer Beverage. And we couldn’t be more excited.

When the Brewers Association released their annual ranking of the top 50 craft breweries for 2022, the names were familiar: D.G. Yuengling & Son, Boston Beer and Sierra Nevada remained unchanged. But a little bit further down the list was the name of a comparatively new company and certainly not one that made products classified as craft beers.

The 13th largest craft brewery in the United States was now Connecticut’s Athletic Brewing Company, a pioneering endeavor devoted exclusively to non-alcoholic *craft* beer. **Athletic’s success is not only unprecedented, it confirms that consumer interest in exceptional, non-alcoholic beverages is here to stay.** Kramer Beverage is proud to add their superior products to our portfolio of fine brands.

“Since Athletic’s founding in 2017, the [non-alcoholic] segment has grown over 5 times and has yet to slow down.”

— Athletic’s CEO BILL SHUFELT



Shufelt & Walker made exactly 100 test batches of beer before they were satisfied with the taste of their product.



In 2017, Bill Shufelt & John Walker designed & built a new brewery in Connecticut to produce non-alcoholic beer that deserves the title “craft”. In less than six years, Athletic is the country’s 13th largest *craft* beer company.

A Segment on the Rise

This past July 23rd, Beer Business Daily, quoting from Bump Williams Consulting’s monthly newsletter, stated that as the craft beer segment struggles to post modest gains, Athletic’s gains are difficult to overlook:

“The company ranks as the no. 2 craft brand family in dollars added over the year, having tacked on a little over \$17 million in sales YTD. And, perhaps most impressively, the company has added almost 10 points of category weighted distribution versus a year ago. Yes, Athletic CWD stands at 26.7 YTD, up 9.8 points versus YA, marking the highest gain in distribution by far for a top craft brand family.”

Athletic’s Communications Manager Chris Furnari attributes the company’s success to several factors. **“Today’s consumers are more aware of what they are putting in their bodies,”** says Furnari. **“And a growing number of consumers are looking to moderate their alcohol consumption... and it comes down to quality. There’s**

an incredible variety of options that simply didn’t exist a decade ago.”

Athletic’s CEO Bill Shufelt has a favorite saying: “Eliminating alcohol from my life was the biggest life hack I’ve ever uncovered.” Not only because it led to an innovative brewery that would cause the whole industry to stand up and take notice, but also because alcohol was no longer serving his lifestyle. So, he decided to leave it behind for good.

But he soon found that he missed the experience of drinking a full-flavored craft beer and didn’t see any options in his non-alcoholic beer aisle. Partnering with his buddy, John Walker, the two began test-brewing over 100 batches of non-alcoholic beer to perfect their process and refine their flavors.

“They eventually settled on a method that involves roughly a dozen changes to the traditional brewing process and results in a great-tasting non-alcoholic craft beer,” explains Furnari. Soon these early test batches were being scaled up to a commercial level that would take the beer industry by storm.



Consumer trends leave little doubt: Retailers who do not offer non-alcoholic options for their customers are leaving money on the table.

Athletic's **Run Wild** is the ultimate session IPA with approachable bitterness and only 65 calories. **Free Wave** is a fan-favorite, hazy IPA loaded with Amarillo, Citra and Mosaic hops. Even the most dedicated hazy IPA fan won't be able to tell it contains less than 0.5% alcohol. **Upside Dawn** is a classic golden ale with subtle earthy notes balanced with citrus aromas.

As Athletic's fan base grew, Bill and John began receiving requests for a new innovation – a non-alcoholic beer that embodies all the characteristics of a classic American lager. And so, they got to work. "Developing **Athletic Lite** was a challenge," says Furnari. "We spent the better part of two years doing nearly a hundred trials, innovating with suppliers on amazing ingredients, and testing new methods of brewing to determine what would best deliver the experience we were looking for."

Athletic Lite, a zero-sugar, low-carb, non-alcoholic American lager comes

in at only 25 calories. "It was the top requested style from our fans, so we stepped up to the plate and created our own version."

Meeting the Demands of Shifting Consumer Trends

For years, non-alcoholic beverages have been marketed towards consumers who choose to completely abstain from alcohol, but a closer look at modern consumers reveals that non-alcoholic beverages have a much wider reach. **"We know that 80% of our customers still drink alcohol,"** says Furnari. "Many of those consumers choose to drink Athletic during the week. On weekends, it's a way to moderate their consumption. Our goal is to be an option for all of those consumers who love and appreciate the flavors of craft beer but don't always want the alcohol."

The consumer trends and segment growth leave little doubt: Retailers are leaving money on the table without non-alcoholic options for their customers, and it's Athletic's stellar portfolio that is the central force to the category's explosion. "Our goal isn't to just make the best-tasting non-alcoholic beer," explains Furnari. "We want our brews to stand shoulder-to-shoulder with full-strength offerings."

Our goal isn't to just make the best-tasting non-alcoholic beer, we want our brews to stand shoulder-to-shoulder with full-strength offerings.

—Athletic's Communications Manager CHRIS FURNARI



From juicy, hazy IPAs, to their newest innovation, Lite – these NA brews are second to none, even compared to those that contain alcohol.

The Industry Leader in Non-Alc Craft

Athletic's core lineup is at the forefront of the NA segment's spectacular rise.

FREE WAVE

This hazy IPA is meant for the open road. Loaded with Amarillo, Citra and Mosaic hops, Free Wave is juicy, hazy and citrusy.

UPSIDE DAWN

Brewed in the tradition of classic golden ales, Upside Dawn is refreshing, clean, balanced and light-bodied. Subtle earthy and spicy notes are balanced with citrusy aromas.

RUN WILD

Refreshing and balanced, Run Wild is brewed with a blend of five Northwest hops, for an approachable bitterness to balance the specialty malt body. This is the ultimate non-alc session IPA for craft beer lovers.

LITE

A light brew, completely reimagined. Lite is classically simple, but expertly crafted with only 25 calories and 5g of carbs.

CERVEZA ATLETICA

Made with summertime refreshment in mind, this Mexican-inspired light copper lager pairs perfectly with spicy salsa and fish tacos.



DID YOU KNOW?

Athletic is striking up exciting partnerships that allow new consumers to discover the highest quality non-alc craft beers on the market. A collaboration with Netflix resulted in **Geralt's Gold**, a non-alc helles inspired by *The Witcher* and Athletic heads to the skies with a new partnership with JetBlue, to sell its beverages on all domestic flights.

The #1 German Import is Winning Over Consumers with Tradition, Authenticity and Quality



The import segment is delivering more than half of volume growth in both the on and off-premise and Paulaner, the #1 German import, is capitalizing on consumer demand.

For retailers looking for products and segments that deliver growth and consistency, the answer is simple: Imports. **Even with our industry hyper-focused on beyond beer innovations, the import segment continues to deliver more than half of volume growth in both the on and off-premise. Last year alone, imported beer volume increased +9.5%, while FMB and cider volume increased +3.5%.**

Paulaner, a top 5 Euro import and the #1 German import, is capitalizing on consumer demand for authentic beer brands. "Trends come and go. After all, by definition, a trend is something that's developing or changing," says Steve Hauser, President and CEO of Paulaner USA. "I think that's what sets [the import segment] apart from those brewers who are chasing the latest thing. If you can build a business on the fundamentals of high-quality products that deliver a truly amazing experience, you have a business that will last lifetimes."

Heritage and Bavarian Tradition

Consumers looking for quality and tradition continue to turn to imported beers. For Paulaner, that tradition stretches back to 1634, when monks in Munich first brewed the strong beer **Paulaner Salvator Bock** according to the Purity Law of 1516. Flash forward a few centuries and Hauser reveals the secret to Paulaner's success: "The beer has not changed."

Paulaner's Munich Lager, a rich, brilliant blonde beer is brewed with pure spring water and Paulaner's centuries-old yeast strain. Their **Hefe-Weizen** is the #1 wheat beer in Germany and all but defines the style itself. And their hoppy, crisp, clean **Pils** is brewed strictly in the pilsener style – with the best Hallertau hops in the world to provide the beer's iconic bitter aroma.

For even a casual beer fan, Paulaner's reputation is steeped in the lore of

the greatest beer event of them all – Oktoberfest. Paulaner and its sister brand **Hacker-Pschorr** were present at the original Oktoberfest in 1810 and are still far and away the leading sellers at the event each year.

As head of the brand, one of Hauser's unique perks is to get a, shall we say, *hands-on* experience at Munich's world-famous festival. "It's always a special moment when you bring guests to Oktoberfest for the first time," laughs Hauser. "When we finally reach the Paulaner tent, their eyes widen when they see 6,000 people singing, dancing and enjoying the Oktoberfest tradition."

Stateside, retailers are preparing for this year's Oktoberfest celebrations by tapping kegs and lining their shelves with the **German imports that account for over 40% of all Oktoberfest beer sold: Paulaner and Hacker-Pschorr.**



Paulaner's quality and tradition stretches back to the original Oktoberfest celebration in 1810 and is still the leading seller at the event each year.

A Modern Sales Approach for a Classic Beer Brand

Whether or not it's officially "oompah" season, Paulaner's excellent liquid and the brewery's proud history have been one of the constants in the ever-changing world of beer. **As beer shelves have exploded with IPAs, beyond beer innovations and FMBs, Paulaner's lineup continues to deliver high margins and broad-based opportunities for retailers.**

"The key is to help retailers see that our portfolio delivers substantially higher dollar margins," says Hauser. "Independent retailers can take advantage of those margins by offering their consumers something unique, while chain stores can capitalize on our higher velocity when compared to German beer competitors. It makes our portfolio unique to both channels."

Reinheitsgebot, the German Purity Law, is the key to Paulaner's freshness, as all their brands enjoy a 12-month shelf life. "All Paulaner and Hacker-Pschorr beer is brewed in Munich," explains Hauser. "Brown glass and high-quality can packaging protect our products through its journey to U.S. consumers." Once stateside, Paulaner USA has three warehouses situated in Baltimore, Houston and Oakland to ensure retailers receive the freshest product available. **"American consumers demand the 'real thing' and the authenticity of our product being brewed in Munich sets us apart from other products that claim to be 'European style' but aren't brewed anywhere near Europe."**

"Raise Your #BierGoals"

Social media has become a huge boon for smaller breweries looking to connect with new consumers. "It's given us a platform to tell our stories in a relevant and engaging way," says Hauser. Programs like Paulaner's Message in a Can game, and their Grapefruit Radler Rockin' Mix Sweepstakes are creating opportunities for a new generation of drinkers to discover these time-honored beers.

"Our social media evolution has been the result of the integrated, value-added approach we take with our programming." Keep an eye out for their #BierGoals hashtag for content that speaks to consumers and engages with distributors on the way Paulaner USA is supporting their efforts in the market.

Outpacing A Surging Import Segment

Hauser's modern sales approach for a heritage brewer is paying off. As hot as the import beer segment is, under Hauser's leadership, **Paulaner USA has outpaced the total U.S. import category, growing +54% since 2018.** With a sales force that's growing by 38%, new investments in social media & programming and a focused sales program to drive incremental growth with new 4-packs (see sidebar for more details), Paulaner USA is solidifying its place as a best-in-class import supplier with authentic brands that U.S. consumers are searching for.

(Paulaner is not available in Burlington or Mercer counties)



Paulaner USA has outpaced the total U.S. import category, growing +54% since 2018.



Steve Hauser, President and CEO of Paulaner USA, has led the #1 German beer importer since 2014. "Being with Paulaner has been the highlight of my journey through the imported beer business."

Paulaner Cans Drive Growth

Paulaner USA turned to a new package to help drive growth within their heritage brands. New 16.9 oz. 4-pack cans for their priority lineup are helping new consumers discover these classic beers.



PAULANER MUNICH LAGER

The fastest growing Euro lager in the U.S. is a rich, brilliant blonde beer with a big, hoppy nose and light, hoppy finish.



PAULANER PILS

Paulaner's classic German pilsner delivers a clean, crisp taste and is currently up 34% in our region.

PAULANER GRAPEFRUIT RADLER

Recently featured in *Forbes*, Grapefruit Radler is 100% natural and not too sweet. And with 4-pack cans as the #1 pack size for the Radler style, this package is a can't-miss for retailers.



PAULANER HEFE-WEIZEN

Rounding out their stellar portfolio is Paulaner's best-selling beer. Top-fermented yeast gives this beer its unmistakable character, and it's currently the fastest growing German hefeweizen package in the U.S.



Arizona Hard Iced Tea

The legendary beverage brand, AriZona, entered the alcoholic segment this year in the United States with its new line, AriZona Hard. AriZona beverages have been a staple in the non-alcoholic category, dominating the shelves with their iconic large format 99 cans. In 2023, the beverage brand brought its extremely successful alcoholic venture down from Canada with three iconic SKUs, Lemon, Peach, and Green Tea.

AriZona's success comes from the reputation crafted over the past thirty years. The brand prides itself on having never advertised and letting the packaging, flavors, and generational appreciation speak for itself. Consumers gravitate toward the product due to the strong brand recognition that the company has built over years of success. Since their launch at Kramer Beverage just three months ago, over 40,000 cases of their product have been sold in the South Jersey market.

Ensuring that AriZona Hard matched the consistency of the original AriZona beverages while staying true to the reputable flavor was no easy task. Co-founder and CEO Don Vultaggio

carefully curated the liquid to ensure it would replicate the same taste consumers know and love about the original product. The brand's motto, "Taste Matters," was of utmost importance to Don when bringing AriZona into the alcoholic beverage market. "We worked hard to build the brand one consumer at a time," Don added, "it was imperative to me that the liquid remains consistent with what people already love, even with the addition of alcohol."

Perhaps the best part about AriZona Hard is that it is produced locally in New Jersey! The brand was born in Brooklyn, but it is now being poured in AriZona's state-of-the-art facility located in the Edison/Woodbridge area. Each time you purchase AriZona Hard, you are shopping locally and supporting NJ jobs.

Looking forward, AriZona aims to launch more iconic flavors in a hard format, like *Mucho Mango*, *Fruit Punch*, *Watermelon*, and more. The company also has plans to introduce a spirit-based line of products. As for now, they continue to grow their brewing capacity and deliver their classic flavors to retailers across New Jersey. For more information, visit arizonahard.com or follow them @drinkazhard.

Hot on the Shelves

ARIZONA HARD TEA VARIETY PACK

Your favorite Tea is all grown up! All the iconic, refreshing taste you expect, with a twist! AriZona



Hard comes in three flavors: Lemon, Peach and Green Tea! Each can is 5% alcohol and 100% delicious.

ARIZONA HARD LEMON TEA PACK

Keeping our core values of premium black steeped tea with the perfect balance of citrus notes, AriZona Hard Lemon Iced Tea is now available with a kick on your favorite tea. (Also available in single serve 22 oz. cans)



ARIZONA HARD GREEN TEA PACK

Made from 100% Real Brewed Green Tea with Ginseng Extract and just the right touch of honey, AriZona Hard Green Tea is the perfect addition to take your party to the next level. (Also available in single serve 22 oz. cans)





White Claw SURGE Lime

Discover a wave of pure, crisp refreshment with a 19.2 oz. can of White Claw Hard Seltzer Surge Lime. With 8% alcohol, White Claw Hard Seltzer Surge is a bold wave of refreshment. The fresh flavor of Lime can't be ignored. Every sip is met with a refreshing, zesty citrus aroma. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in September (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



White Claw SURGE Blood Orange

White Claw Hard Seltzer Surge is what happens when hard seltzer reaches new heights. With a hint of sweetness from the unmistakable blood orange flavor, this mouth-watering take on your favorite hard seltzer provides a stronger wave of refreshment. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in September (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

White Claw Variety 24 Pack



The White Claw Hard Seltzer Variety 24 Pack is their biggest and boldest variety pack yet. They selected six of their most popular flavors for you and your friends

to choose from – **Mango, Black Cherry, Watermelon, Peach, Blackberry, and Tangerine.** Whatever your taste, this pack is perfect for any occasion that calls for something more. **Availability:** Year-round, beginning in September (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Pirate Water Margarita

A pirate approved m"arrrrgh"arita. Their recipe brings out the traditional lime flavor with a hint of salt to create the classic favorite in one convenient can. **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Now, year-round



Pirate Water Bahama Mama

The pirate water of the Caribbean. This flavor has strong notes of pineapple and orange with a hint of tropical coconut. No passport is needed. **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Now, year-round



Heavy Seas Impending Doom Original

This hazy, juicy double IPA is brewed with Citra, Lotus, Cashmere, Galaxy and Enigma hops leaving this brew bursting with flavors of citrus juice and aromas of tropical fruit. **ABV:** 9.5% **Packages:** 12 and 19.2 oz. cans and draught **Availability:** Now, year-round (not available in Burlington or Mercer counties)

Heavy Seas Impending Doom Can Sampler

Some are hazy, some are juicy, Heavy Seas has even included their friends from the West Coast in this variety pack. Included in the 2/12 mix are four Impending Doom brews, all at 9.5% **ABV:** **Hazy Double IPA, Fuzzy Naval** Hazy Double IPA, **Dangerously Dank** West Coast Style DIPA, and **Original** Hazy Double IPA. **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Heavy Seas Crafted Cocktails

Introducing Heavy Seas Crafted Cocktails! Now you can enjoy a canned cocktail with the same fearless, bold, independent quality you expect from Heavy Seas beer! Made from real vodka and all-natural ingredients. Flavors include **Orange Crush, Watermelon Crush, Cherry Limeade,** and **Strawberry Lemonade.** **ABV:** 7.5% **Availability:** Now, year-round (not available in Burlington or Mercer counties)



NEW PRODUCTS

Dunkin' Spiked Hard Coffee



Dunkin' is excited to release a line of spiked iced coffees with the Original modeled after the classic "Dunkin' Iced Regular". The **Original** is accompanied by three of their most popular Dunkin' coffee flavors in the Iced Coffee Mix Pack: **Caramel**, **Mocha**, and **Vanilla**. The

Caramel is rich and smooth with a sweet, delicious caramel flavor, while the Mocha is rich, chocolatey, and approachably decadent. Finally, the Vanilla is creamy, smooth, and delightfully sweet. **Package:** 12 oz. cans only **Availability:** Year-round, beginning in September

Dunkin' Spiked Hard Iced Tea



This mix pack includes four of the most popular Dunkin' tea flavors: **Slightly Sweet Iced Tea**, **Half & Half**, **Strawberry Dragonfruit Refresher**, and **Mango Pineapple Refresher**. The Half & Half is inspired by Arnold Palmer and brewed with real black tea and lemonade, refreshingly sweet and

perfectly balanced. The two refreshers are green tea based, slightly sweet, and bursting with tropical and exotic fruit flavors. **Package:** 12 oz. cans only **Availability:** Now, year-round

Mamitas Core Variety Pack



Sip your way to paradise with the first-ever Tequila Seltzer variety pack, which includes all four classic Mamitas flavors: **Lime**, **Paloma**, **Mango**, and **Pineapple**. **Package:** 12 oz. cans only **Availability:** Now, year-round

Mamitas Cocktail Variety Pack



Inspired by sun-filled afternoons in paradise, the brand-new Cocktail Pack will transport you to a beach vacation with just a crack of a can. With **Spicy Marg**, **Tequila Sunrise**, **Classic Marg**, and **Paloma**, this new variety pack will have you dreaming of your next getaway. **Package:** 12 oz. cans only **Availability:** Now, year-round

NEW PACKAGES

Guinness Draught Cans Notre Dame 8 pack



Guinness returns this football season as the official beer of Notre Dame's Fighting Irish alumni and fans, with a new look to the special-edition Notre Dame 8-packs of Guinness Draught 14.9 oz. cans in select markets. **Availability:** Late August

Smirnoff Ice Headliner Variety Pack

Music brings people together to have fun in diverse, inclusive, engaging environments. Smirnoff Ice is doubling down on the occasion and delivering a winning line up of flavors in a live music-inspired variety pack. The Headliner 2/12 slim can mix includes: **Smirnoff Ice Original**, **Strawberry**, **Mango** and **Blue Raspberry Lemonade**. *The Headliner Variety Pack will be replacing the Smirnoff Ice Fun Pack.* **Availability:** Late September



Victoria 24 oz. Cans



This fall, Victoria is launching an all-new 24 oz. can. The new package will support Victoria's single-serve portfolio by providing a sampling vehicle to attract new consumers and allow the brand to capitalize on new drinking occasions. An ultra-premium beer with authentic Mexican flavor, Victoria is a flavorful, easy-drinking Vienna-style lager, brewed with water, barley malt, non-malted cereals and hops. It's smooth and frothy with a light-to-medium body, offering flavors of toasted malt, tangy apple butter and star fruit. The slight malt sweetness is perfectly balanced by its crisp finish, making it a great choice to enjoy with grilled meats and vegetables, mild or hard-aged cheeses, nuts, and Mexican foods. **ABV:** 4% **Availability:** Year-round, beginning in September

Bell's Mix Pack



Our all-new **Oberon Eclipse** Citrus Wheat headlines the variety of beers in this new Mix Pack, alongside perennial favorite **Two Hearted IPA**. Exclusive in this Mix Pack are **Big Hearted**, a Double IPA worthy of the Hearted name, as well as the return of the seasonal craft

icon, **Best Brown**. If someone can't find something they like here, it might be time to reconsider who you share this with.

Availability: September

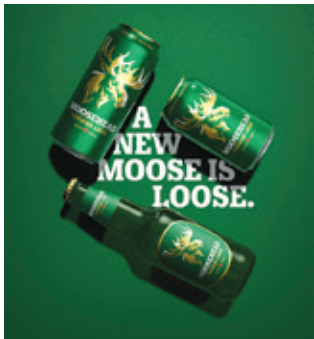
New Belgium Voodoo Ranger Hoppy Pack



This unique rotating 2/12 can variety allows consumers to vote for the next Voodoo Ranger rotator. This pack features: **Voodoo Ranger IPA**, **Xperimental IPA**, candidates, **Haze**

Glaze IPA, tropically chill and just-right juicy, and **Cashmerize IPA**, bold swagger, citrus flavors, and an exceptionally smooth finish. **Availability:** September

A New Look for Moosehead



A new Moose is loose! Moosehead Breweries has revealed a brand redesign that includes new packaging for its core family of brands, including their flagship beer – Moosehead Lager.

This is the first visual identity update for the brand in five years. Unsurprisingly,

the brand's majestic moose icon continues to play a central role in the new packaging – albeit with a few updates – and is featured prominently on the Moosehead Lager label. Moosehead believes this rebrand honors what longtime fans of the brand have loved for decades, while ensuring a strong presence for years to come. Keep an eye out for the new packaging design coming to stores this fall.

Moosehead Lager is brewed with the highest quality ingredients and 100% Canadian barley. Its multi-award-winning recipe is bold and balanced at 5% ABV.

Availability: Fall

When Demand Exceeds Supply

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

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



Leinenkugel's Red Lager

Leinie's Red was once a staple to many across the country. Now, it's coming back with a new remastered element: dry-hopping with locally sourced Wisconsin hops. The result is a red lager with the smooth flavor and malty sweetness fans have loved for decades, now with a little something more. **ABV:** 4.9%

Packages: 12 oz. bottles and 12 oz. cans

Availability: October

Yuengling Oktoberfest

As a tribute to their German heritage, every year Yuengling crafts the perfect blend of roasted malts with just the right amount of Tett nang and Hallertau hops to create a true Oktoberfest.

ABV: 5.4% **Packages:** 12 oz.

bottles and draught

Availability: Now!



Samuel Adams Octoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and a 16-day party. Sam Adams' take on the style blends hearty malts for a deep, smooth flavor with

notes of caramel that's perfect for the season, or whatever you're celebrating. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draught. **Availability:** Now!

Samuel Adams Jack-O



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4%

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

Samuel Adams Beer Fest Variety Pack



A mix pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest is sure to keep drinkers coming back all season long! This new variety pack includes four festive Sam Adams brews for fall:

Octoberfest, Jack-O, Hoppy Lager, and Flannel Fest. There's

also a QR code on the back of the package that consumers can scan for a chance to win an Octoberfest ceramic stein!

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

NEW VARIETY PACK!

Angry Orchard Fireside Mix Variety Pack



Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season. Cozy up and gather with your friends to embrace four delicious apple, juicy, and spicy fall ciders. This ultimate apple pack features:

Crisp Apple, Cinnful Apple, Green Apple, and Baked Apple Pie. Get Angry this season! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

NEW VARIETY PACK!

Dogfish Head Punkin Ale

This full-bodied brown ale is brewed with REAL pumpkin, brown sugar, allspice, nutmeg, and cinnamon. Fun fact: Six months before Dogfish Head even opened



its doors for business, Punkin Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut in 1995, they've brewed Punkin Ale each-and-every fall. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Now!

Dogfish Head Off-Centered Fall Variety Pack

This Off-Centered 2/12 can variety pack features a combination of Dogfish beers, enjoy when the weather starts to turn and the leaves start to change, or at those final BBQs or outdoor events. The mix includes: **60 Minute IPA, Slightly Mighty, Blue Hen Pilsner,** and exclusive to this variety

pack, **Tasty Traveler Lager** – a crisp and refreshing lager brewed with Oaxacan green corn, Baja Salicornia, sea salt, and Mexican lime juice.

This beer is a delicious adventure south of the border. **Availability:** Now!

NEW VARIETY PACK!



Truly Hard Seltzer Celebrations Pack

Introducing the Truly Celebrations Pack – a limited-time 2/12 slim can mix that's a perfect addition for a season full of celebrations – no matter the holiday. This brand-new variety pack features four Truly Hard Seltzer flavors: **Peach Fizz, Cranberry Cheers, Citrus Sparkler, and Rosé!** **Availability:** Mid-September



NEW VARIETY PACK!

Sierra Nevada Oktoberfest Collaboration with Kehrwieder



This collab is 20 years in the making, back when the brewmasters from both breweries were classmates in Berlin. Today, German brewery, Kehrwieder, is turning craft beer on its head at home – just like

Sierra did stateside – and their mutual passion is presented in this festbier that's bright like polished copper, rich with biscuity malt and balanced by a punchy blend of German and American hops. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!

Sierra Nevada Narwhal



Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring an incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain, and a light hint of smoke,

Narwhal is a massive malt-forward monster. Aggressive but refined with a smooth body and decadent finish, Narwhal will age in the bottle for years to come. **ABV:** 10.2% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Sierra Nevada Dank Little Thing Hazy IPA

The third beer in Sierra's rotating series of Hazy Little Thing IPAs, Dank Little Thing is a flavorful mix of sticky, floral, and tropical hops. Stash it while you can before the next hazy IPA rotator hits. **ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** October



Bell's Oktoberfest

Crafted as a flavorful session beer, Bell's Oktoberfest is perfect for a week-long wedding celebration in Germany or the start of the Michigan autumn.

As with Bell's Lager, Oktoberfest spends a full six weeks maturing in the fermentation vessels. Unlike its cousin, Oktoberfest trades in the assertive hop presence for a focus on a light caramel malt note, lending body without too much sweetness. **ABV:** 5.5%

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



Bell's Double Two Hearted IPA

Everything you love about our classic Two Hearted... now in a double IPA. With two and a half times the amount of Centennial hops, Double Two Hearted has intense pine and citrus notes, a resinous hop aroma, and rich malt character. **ABV:** 11% **Package:** 16 oz. cans only

Availability: Now!

Bell's Oberon Eclipse



Oberon Eclipse is a seasonal Citrus Wheat Ale fermented with our signature house ale yeast. Bright orange and warm coriander

complement the wheat malt, giving it a subtle citrus flavor and inviting taste. At 6.3% ABV, Oberon Eclipse is slightly stronger and darker than its namesake. However, it still remains easy-drinking and refreshing. It's

the perfect beer for cozy nights spent in good company.

ABV: 6.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** October

Mike's Hard Lemonade Wild Berry

Mike's Hard Lemonade Wild Berry is a refreshing and smooth malt beverage bursting with amazing berry flavor. The wild berry flavor complements the classic Mike's lemonade taste to make this an extremely refreshing beverage.

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

NEW!





Harpoon Dunkin' Pumpkin

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

Packages: 12 oz. bottles and draught
Availability: September

Harpoon Flannel Friday

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

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



Harpoon Fall Mix Pack

The days are getting shorter. The air is getting crisp. It's fall in New England. Just as there is plethora of fall activities, there is no shortage of great fall beer styles. This year, they designed their mix pack to properly reflect all that fall has to offer by featuring three great seasonal flavors, **Flannel Friday, Oktoberfest, and Dunkin' Pumpkin**, alongside a beer that pairs well with any season, **Harpoon IPA**. Whether you're tailgating a game, heading to the orchard, or leaf peeping on a hike, grab a Harpoon Fall Mix Pack to share with friends and family. Cheers!

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



UFO Pumpkin



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

brewed our fall-spiced hefeweizen with pure pumpkin – a truly delicious fruitveggie! **ABV:** 5.9% **Packages:** 12 oz. cans and draught
Availability: Now!



UFO Fresh Pick'd Mix Pack

Variety is the spice of life. Well, they took some of those spices and put them in their UFO Pumpkin and accompanied them with some other Fresh Pick'd flavors found in none other than **UFO White, Maine Blueberry**, and the all-new mix pack exclusive: **Crisp Apple**. Happy picking.
Package: 12 oz. cans only **Availability:** Now!



DuClaw Mad Bishop

Oktoberfest beer that faithfully delivers a sermon of rich, toasted malt flavor that goes down easy with a crisp, clean finish. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!



DuClaw Sweet Baby Swirl!

This Sweet Baby rendition sticks to its famous roots, featuring heavenly hints of smooth chocolate and peanut butter, but now with a swirling twist of vanilla and subtle creaminess for a unique white stout style. **ABV:** 6.2% **Packages:** 12 oz. cans and draught **Availability:** September



DuClaw PastryArchy Super Freak

Give in to the seductive coconut, caramel, and chocolate notes, plus roasted malt and a gentle hop bite. Indulge and... Get Freaky!
ABV: 7.5% **Packages:** 16 oz. cans and draught **Availability:** September



DuClaw PastryArchy Unicorn Farts After Dark

This style of beer generally offers roasted malt flavors and aromas followed by a hoppy finish. These are dark in appearance with a tan head and a moderately high alcohol content.
ABV: 8.5% **Packages:** 12 oz. cans and draught **Availability:** October





Double Nickel Weltgeist

This beer is infinitely crushable, very crisp, and beautifully aromatic. It pours a traditional pale color and gives off sweet notes of honey-drenched crackers, freshly harvested grain, and hard pretzels.

ABV: 5.6% **Packages:** 12 oz. cans and draught

Availability: Now! (not available in Burlington or Mercer counties)



Double Nickel The Hallway

The Hallway is a brown ale brewed with pumpkin spice and Madagascar Vanilla Bean. **ABV:** 6.8%

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



Double Nickel Jetro

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

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



Fegley's Devious Imperial Pumpkin

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

Brooklyn Oktoberfest

Their take on the classic Märzen lager style with sweet, bready malts and German noble hops. Pack it along for fall celebrations from the first day of jacket weather to game nights to internationally famous beer festivals. **ABV:** 5.5% **Package:** 12 oz. bottles only **Availability:** Now! (not available in Burlington or Mercer counties)



Brooklyn Post Road Pumpkin Ale

This is a revival of a beer brewed by the early American colonists. Pumpkins were plentiful, flavorful, and nutritious and they blended nicely with barley malt. Hundreds of pumpkins are blended into each batch of Post Road Pumpkin Ale, creating a delicious beer. **ABV:** 5% **Packages:** 12 oz. bottles and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Evil Genius Trick or Treat

Hey! This beer is haunted! Don't drink it! Yes, we know it's a dark, roasty porter with cinnamon, clove, nutmeg, and chocolate, and it tastes amazing, but don't drink it! It's haunted! Fine. But don't run to us when the walls of your fridge start bleeding.

ABV: 7.8% **Packages:** 12 oz. cans and draught **Availability:** Now!



Evil Genius Is Butter A Carb?

Don't get it twisted. The only thing better than pretzels and beer is pretzels *in* beer. This crisp Oktoberfest-style lager was brewed with malt, hops, and warm, soft pretzels for an extra dose of rich flavor. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Evil Genius Om Nom Nom

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

Glasstown Clash of the Pumpkins

Our signature pumpkin beer back! Brewed with real pumpkin and just enough spice to get you into that fall season spirit. Enjoy this fall treat brewed with real pumpkin, spice, and lactose. It is smooth, sweet, slightly spicy, and full of flavor! **ABV:** 7.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



Glasstown October

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



Heavy Seas Oktoberfest

Oktoberfest, the most wonderful time of the beer year! Their Oktoberfest pours a deep amber with aromas of toasted malt, subdued caramel and finishes off-dry with a bright white head. Prost!

ABV: 5.4% **Packages:** 12 oz. bottles and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Heavy Seas The Great'er Pumpkin



As fall approaches and thoughts turn to Halloween, Heavy Seas rolls out this bourbon barrel-aged pumpkin ale. The Great'er Pumpkin is a copper ale with notes of vanilla, oak, pumpkin and flavors of autumnal spice. This seasonal brew pairs well with crisp autumn weather, crunchy fallen leaves and the knowledge that the kids will be

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

Heavy Seas Bourbon Barrel Aged Chocolate Volcano

Heavy Seas' Chocolate Volcano Stout has been bourbon barrel-aged for a massive eruption of delicious flavors! Overflowing with decadent notes of chocolate and vanilla, this limited release will melt your tastebuds with a lava flow of velvety richness.

ABV: 10.5% **Package:** 16 oz. cans only **Availability:** September (not available in Burlington or Mercer counties)

NEW!



Heavy Seas Winter Storm

With a full ruby hue, a rich malty character and an earthy hop aroma, Winter Storm is an original – a category 5 strength ale for the frozen winter months. **ABV:** 7.5%

Packages: 12 oz. bottles and draught **Availability:** October (not available in Burlington or Mercer counties)



Flying Fish OktoberFish

First released in 2002 and sold out in two weeks. A tribute to the classic fest styles of Germany, the O'Fish uses European malts hops and yeast. A beautiful reddish color, a savory malt profile and a nice hop flavor, make this festbier quite drinkable. OktoberFish is great with food and especially great with Lederhosen. **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Flying Fish Go Birds

This hazy, juicy Pale Ale evokes hints of citrus and mango, perfect for the professional Ornithologist or casual birder alike! Keep your eyes on the skies and raise a glass to our favorite birds! **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!



Flying Fish Dirt Cake

This Imperial Stout is a desert lover's dream! This rich and dark decadent stout is jammed packed with hints of chocolate cookies and vanilla sure to satisfy your taste buds. **ABV:** 10.5% **Packages:** 16 oz. cans and draught **Availability:** September



Levante Infinite Obsidian

Deep, deep darkness overcomes this malty, roasted ale. A well-balanced mildness throughout is complimented delicately by notes of wood and a touch of mint on the backend. This fuggle-hopped stout is infinitely drinkable at just 4.1% ABV. Your insatiable thirst for this all-day libation will bring you back pint after pint. **Packages:** 12 oz. cans and draught **Availability:** September



Montauk Pumpkin Ale

Fall is a beautiful time in Montauk. The leaves change color, the air cools, the traffic thins, and the beaches clear out. Montauk Pumpkin Ale is a sign of the season – just the right amount of spices along with subtle hop aromas, this beer highlights the time of year just perfectly. **ABV:** 5.7% **Package:** 12 oz. cans only **Availability:** Now!



Harpoon Oktoberfest



The character and complexity of Harpoon Oktoberfest comes from the malt and hops. When looking at a freshly poured Harpoon Oktoberfest, you will notice the garnet-red color with a firm, creamy head. The beer's color is from a blend of Munich, chocolate, and pale malt.

ABV: 5.3% **Package:** 16 oz. cans only **Availability:** Now!

Shiner Oktoberfest



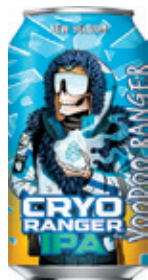
Much like the world's largest beer festival, the Shiner brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich, caramel malt, and German-grown Hallertau and Hersbrucker hops. Shiner Oktoberfest has an amber color, lightly toasted,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

New Belgium Voodoo Ranger Atomic Pumpkin



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

New Belgium Voodoo Ranger Cyro Ranger IPA



Crack open the perfect ice breaker, this cyrohops IPA is bursting with exotic fruit flavors. Bundle up for the tropical chill. **ABV:** 7.8% **Package:** 12 oz. cans only **Availability:** September



MudHen MarzHen

Ring in the Fall and celebrate Oktoberfest with our toasty German-style Märzen Lager. **ABV:** 5% **Package:** Draught only **Availability:** September

MudHen Nummy Pumpkin

Autumnal Brown Ale made with pumpkin, brown sugar, vanilla bean, and other seasonal spices.

ABV: 7.1% **Package:** Draught only **Availability:** Late September



MudHen Gander



New England-style IPA with experimental hop HBC 586. The aroma of candied peach rings with flavors of mango, citrus, and spice. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** September

MudHen Somethin' Sour

Sour Ale that is a bit more tart than sweet with flavors of mango and pink guava.

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



Athletic Oktoberfest



In honor of the traditional Oktoberfest, this non-alcoholic festbier style is brewed with German Vienna and Munich malts and German Hersbrucker hops. The brew has a golden appearance with a clean malt flavor and restrained bitterness. Prost! **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now!

PROST!

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

Hofbräu Oktoberfestbier

This is the authentic and original Oktoberfest Bier, and the same beer served in the Hofbräu Tent at the Munich Oktoberfest and exported around the world! A rich, golden color, the beer is brewed with a blend of four exquisite Hallertauer hops and three specially selected Bavarian malts. The aroma is filled with fresh fruity hops, and the flavor is rich and full-bodied. This brilliant and authentic lager style beer offers the true Oktoberfest experience. A beer that brings the world together. **ABV:** 6.3% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Warsteiner Oktoberfest

Celebrate German heritage with this authentic, German specialty. A truly German import brewed according to the German Purity Law, as are all Warsteiner beers, in limited quantities especially for Oktoberfest celebrations. This special edition has a well-balanced, mild, and smooth taste with a uniquely soft, hoppy aftertaste and 5.9% alcohol. So, bring a bit of Germany with you to your next Oktoberfest celebration and bring a Warsteiner Edition Oktoberfest. **Packages:** 12 oz. bottles and draught **Availability:** Now!



Paulaner Oktoberfest Bier



This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Bier is the pinnacle of German brewing – deep golden in color, full-bodied and wonderfully mellow with a balanced, harmonious taste and the pleasant fragrance of hops. At 6% ABV, it is stronger

and bolder than the typical lager. **ABV:** 6% **Packages:** 12 oz. bottles, 16.9 oz. cans, draught and 1 liter can/mug set **Availability:** Now! (not available in Burlington or Mercer counties)

Hacker-Pschorr Original Oktoberfest Märzen

Hacker-Pschorr Original Oktoberfest makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast, and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops. **ABV:** 5.8% **Packages:** 12 oz. bottles and draught **Availability:** Now! (not available in Burlington or Mercer counties)





Miller Lite Might Pick Up the Tab & More

Shoppers can instantly win an ESPN+ subscription or have their tab picked up by Miller Lite when they scan packs or POS, with a grand prize trip to an exciting ESPN Fantasy Football event. Look out for the ESPN promotional packaging of Miller Lite (9-pack aluminum pints and 15-pack aluminum pints) in stores for a chance to get in on the game day action.



How Do You HOptober?

The stats don't lie! Moderation is a #trendingtopic and October is the second biggest sober-curious month of the year. But cutting back on booze isn't all or nothing. That's why this year HOP WTR is asking fans... "How do you HOptober?"

More and more consumers will be looking for no/low-alcohol options this season and HOP WTR is the beverage of choice. This HOptober the brand is going BIG with a robust integrated marketing program including text-to-win consumer promos and display programs, national TV, digital video and paid social campaigns, plus a roster of brand ambassadors and influencers. Expect to see HOP WTR's HOptober campaign in retail with all new POS display items and large-scale in-store sampling programs to drive velocity off the shelf. HOP WTR will be a part of all the cheers-worthy moments this fall and beyond!



Guinness Time Challenge with DraftKings

From September through February, Guinness & DraftKings are inviting consumers to join a 22-week fantasy football contest covering the NFL regular season & playoffs along with four college football contests. \$5,000 will be paid out per all contests, with the professional championship contest paying out \$10,000. Consumers can head to Draftkings.com/Guinness to see all contests and complete rules.

Guinness College Football Partnerships

Guinness and Football: Winning partnerships are bigger and bolder in 2023. In addition to Guinness' successful partnership with Notre Dame football alumni and fans, the brand is proud to announce a new partnership this year (from now - January) with Navy football fans! Guinness will be supporting team partnerships with visuals and tools to activate all season long. Get ready to score big in stores & bars!



Vizzy Kicks Off Eagles Game Day

Vizzy is giving Philadelphia Eagles fans another way to savor the flavor of victory all season long. All they need to do is find any Eagles-themed Vizzy pack and scan it to make their picks, and they'll be entered to win exciting items and experiences, including weekly cash prizes.



Boston Beer Continues Partnership with Philadelphia Union

Boston Beer continues their sponsorship with the Philadelphia Union through the fall, featuring 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. There will also be retail programming with Truly coming off their sponsorship with the U.S. soccer team (with Truly x Union scarves and flags) as well as a consumer sweeps with Twisted Tea and pre-game product samplings.



It's Beer Season with Sam Adams Octoberfest

Octoberfest is Sam Adams' most successful beer, but it's only sold for 12 weeks of the year. In 2023, Sam Adams is declaring Fall Beer Season! The brand will own the entirety of the season by giving drinkers a reason to celebrate beer during every occasion! It's beer season, drink it in!



Grab a Tea, It's Game Time with Twisted Tea

In the on-premise, Twisted Tea will introduce and drive relevance for the refreshingly flavorful brand, leveraging materials and assets to drive game day excitement. In the off-premise, Twisted Tea will own Game Day with displays and earn share of mind with drinkers during football and tailgating season.



Get Angry This Fall

Angry Orchard is staking its claim in owning the season that sits between summer and winter. It's the #1 cider brand and fall is cider's #1 season. This year, it's time to get angry, so eff fall, it's Angry Season! With the help of Fireball (yes, they're bringing it back bigger and better this year!), this program will include several tools and tactics that drive sales and help drinkers *Get Angry this Season*.



Claw Back Your Summer with White Claw

From now through September 30th, White Claw fans have the chance to win a curated collection of White Claw gear to make the most out of the last of summer 2023! They will simply scan the QR code on themed POS to enter to win. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*

CLAW BACK YOUR SUMMER
WIN A CURATED COLLECTION OF WHITE CLAW GEAR TO MAKE THE MOST OF SUMMER



Sierra Nevada: The Clear Choice for Game Day

Sierra Nevada Hazy Little Thing is deliciously crushable to the last drop. It's easygoing. It's fun. And that's why it's the #1 hazy in the country! Sierra's fall retail program ladders up to their national Hazy Little Thing campaign, designed to connect with drinkers by offering the solution to choice paralysis: A clear choice in an overcrowded world of hazies. This year, Sierra is giving away more custom Big Green Egg grills, positioning the brewery as the go-to partner for consumers to take their game day experiences to the next level. This program encourages shoppers to pick up the essentials to throw their own Sierra Nevada game day party. The clear choice for game day! From now through October 31st, consumers can scan the QR code on themed POS to enter to win!



Make it a Parking Lot Party with Yuengling & Lee Brice

Be tailgate-ready this football season with Yuengling Traditional Lager and Light Lager. Displays will feature country star Lee Brice (former Clemson football player) and a chance for one lucky consumer to win a Parking Lot Party Kit with a folding bench, grill and cooler. After entering the sweeps, running September & October, fans will be directed to hear Lee Brice's latest music.

Elevate Your Tailgate with FLIGHT by Yuengling

FLIGHT is on fire and with a refreshing, crisp taste, 2.6 grams of carbs and 95 calories, it's the perfect beer for this year's tailgate parties! FLIGHT by Yuengling wants to make a fan's tailgate the envy of the neighborhood with a chance to win an awesome prize pack worth over \$2,500!

This September and October, customers will look for displays featuring QR codes to enter for a chance to win:

- A Weber grill
- A Yeti chair
- A FLIGHT Grizzly cooler
- A new TV to watch all the games



'Gansett Lager & a Shot of Whiskey... the Perfect Citywide Special

With the air getting cooler, football back on TV and the fall semester starting at the local colleges, Citywide Specials (as they are known in Philly) are back in season. As an independent, highly rated light heritage lager that offers great value, 'Gansett is a perfect option for your fall Citywide menu.



Vive La Celebración with Modelo

This Día de los Muertos, Modelo will continue to own the holiday by inspiring consumers to live the celebration. Modelo is partnering with Mexican artist, Mauricio Groenewold, to create bold illustrations and bring the traditions of DDLM to life through dynamic POS materials. Mauricio's work regularly features traditional DDLM iconography such as skulls, catrinas and marigolds in celebratory scenarios.



Football Fans Will Experience the Fine Life with Corona

Corona is going all-in on football to help consumers experience the Fine Life every game throughout the season with the help of retired QB, Eli Manning. Fans will have an opportunity to optimize their football experience with Corona's first ever season ticket package to the Fine Life promotion. Fans can grab seats to their favorite teams' games, along with branded football perks to enjoy Gameday Mas Fina. All new TV spots featuring Manning will drive awareness of the partnership and will run from now through October 31st.



Modelo: Here's to the Full-Time Fans

Modelo is headed to the field as it takes on its third year as the Official Beer Sponsor of the College Football Playoff. The brand will take the partnership to new heights as the Full-Time Fan campaign gives consumers a chance to be a part of the game like never before. With a larger ESPN investment, a new TV spot, and a CashApp partnership to reward fans, Full-Time Fans will be celebrated all season long, from now through January 10, 2024. At retail, Modelo will garner even more floorspace by teaming up with Dr. Pepper, a mainstay of college football.



A Celebration to Remember with Corona

Corona believes that Día de los Muertos is a holiday to honor our ancestors while celebrating life. The 2023 program will run from October 1st through November 2nd and will be supported by new on and off-premise POS bundles, including permanent POS, reminding everyone that life is made for celebration.



Pacifico x Super73

This fall, from September 1st through November 2nd, Pacifico is partnering with outdoor lifestyle and e-bike creator Super73 for the brand's most exciting collaboration yet. Pacifico is giving more consumers the chance to win an ultimate e-bike bundle, which includes a custom bike and an Insta360 action camera to capture their adventure. The partnership is highlighted through dynamic display pieces that will bring the worlds of Pacifico and Super73 to life at retail. Pacifico is supporting the campaign with a robust media plan with paid social/digital, video and PR through Super73 that will amplify the brand with their hyper-engaged Gen Z audience.

Fan Together with Dos Equis

This season, from now through December 31st, Dos Equis will inspire fans to rally their crew and celebrate the unmatched camaraderie of winning together. Dos Equis doesn't settle for subpar college football celebrations, so this sweepstakes offering shouldn't either. Dos Equis is rewarding dedicated drinkers with a game day experience that their crew will never forget. *(not available in Burlington or Mercer counties)*

Vicky Brings the Día de los Muertos Celebration Home

Día de los Muertos is a celebration that goes beyond borders. This culturally rich holiday comes to life in the towns and cities across the country, where there's a passion for celebrating the dead and honoring life. A common thread across geographies during this holiday is the tradition of leyendas. These spooky stories are passed down from generation to generation and have become part of the DDLM traditions.



From September 1st through November 2nd, Victoria will help bring a few leyendas to life with custom DDLM graphics on primary and secondary packaging. In addition, Vicky will showcase the brand's new spot "Celebrating Culture," which details how one woman connects with her ancestors through her DDLM celebrations here in the U.S.

Grand Prize (1 national winner + 3 regional winners):

- Six tickets to see the 2024 CFB game of their choice
- Dos Equis branded RV/party bus to get to and from the game
- Fully catered tailgate before the game (games, food, etc.)
- Fanatics team gear for the winner and their crew
- Flights and accommodations

Secondary Prize (Instant win):

- Instant weekly winners (10 per week for 17 weeks) will receive two \$100 Fanatics gift cards for the winner and a friend



Celebrate the Sophistication of Formula 1 Culture with Heineken

This September and October, Heineken will celebrate the sophistication of Formula 1 culture by giving fans a chance to connect with the action on race day like never before. Consumers & fans alike will have a chance to win one-of-a-kind VIP treatment for them & a friend at the inaugural Formula 1 Heineken Silver Las Vegas Grand Prix. We're talking meet & greets with drivers, VIP seats and podium viewing area and exclusive curated Heineken experiences! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



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PARTY KIT.

No purchase necessary. Ends 10/9/24. Open to US residents 21+ years of age or older. Sweepstakes begins on 10/1/24 and ends on 10/9/24. Open to US residents, excluding residents of HI. Visit www.pschorrthing.com for full rules and how to enter. An internet connection is required to enter. Void where prohibited.



Oktoberfest is a great time that we all love. And what's not to love? Food, festivities, music and great beer. But what if the beer is not so great? That by itself can ruin the celebration all together. Make Pschorr Oktoberfest's Great with Hacker-Pschorr – an authentic German favorite with the quality and credentials that are Pschorr to complete the celebration. From now through October 9th, consumers can head over to pschorrthing.com to enter to win a deluxe Oktoberfest prize pack. There will be a total of fifty winners. PROST! *(not available in Burlington or Mercer counties)*



Oktoberfest
with the Best™

Paulaner knows what it means to "Oktoberfest with the Best". The best fans. The best party. The best beer. This year, Paulaner's not just looking for the best fans to join them in Munich, they're looking for the best individuals who tirelessly serve their friends, families and communities. When talking about "the best," they mean the best police, firemen, EMTs, ER doctors, military personnel, charity workers, community volunteers and everyone else who puts others before themselves. To nominate someone worthy of this once-in-a-lifetime experience, consumers will head to Instagram (from now through October 9th), follow @PaulanerUSA, and tag the BEST person they feel is most deserving in the comments along with the hashtags #OktoberfestWithTheBest and #Sweepstakes. The winner will receive a trip for two to Munich for Oktoberfest 2024 – an experience they won't forget! *(not available in Burlington or Mercer counties)*



#Biergoals

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