

HEADY TIMES

LAGERS MAKE
THE SEASON
MERRY & BRIGHT

KRAMER BEVERAGE
Holiday 2023 | V.50



BREWERY
HIGHLIGHT
EVIL GENIUS
BEER CO.





RIDE A WAVE
INTO THE
HOLIDAYS
WITH
MONTAUK
BREWING CO.

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As many of you know, we are preparing to celebrate our 100th anniversary in 2024. It is awe-inspiring for me to think about the hard work and sacrifices made by my great-grandfather Benjamin Kramer and the first ten employees who started Kramer Beverage so many years ago. That commitment has continued through the decades with my grandfather, Arnold Kramer, my parents, Charles and Lynn Kramer, and the thousands of employees who have shared their talents with our company.

The desire for excellence continues today with my coworkers, over 300 strong, in our daily actions and activities to give our retail partners an outstanding customer experience in each interaction. We have updated our company logo to call attention to this significant milestone!



None of this would be possible without the partnership of our retailers and suppliers, who have continued to show incredible support for our company. All of us at Kramer Beverage thank you for your partnership.

While we are proud of our accomplishments, we have no plans to rest on our laurels. We will continue investing in our people, technology, facilities, equipment, and portfolio.

One primary example is our recent partnership with Cape May Brewery to purchase the distribution rights in our full 8-county territory. This collaboration represents two great companies coming together to help expand our craft beer portfolio and provide our customers with an even wider range of exceptional brews.

We are proud of our achievements over the past century, grateful for the support of our loyal retail partners, and excited about the opportunities that lie ahead. With our continued investment in innovation, strategic partnership with Cape May Brewing Company, and unwavering commitment to quality, we are confident that the next chapter of our success story can be even more remarkable.

Thank you to everyone for helping to be part of our story. Best wishes for a successful and joyous holiday season. May your new year be even more prosperous, and from each and every one of us at Kramer Beverage, we send our deepest appreciation to all of you.

Happy Holidays,

Mark Kramer
President

On The Job With...



Karen Orlandini

Karen Orlandini

Accounts Payable Assistant

How long have you worked for Kramer Beverage? I have been with Kramer since 2018.

What does your current position entail? Entering and paying bills, ordering office supplies, and checking the customer price list.

What does it take to excel in your position? Being organized and detail-oriented.

What has been the best thing about your job? The best and most exciting thing about my job is I get to communicate between departments to ensure there are no billing mistakes. It also allows me to get to know people outside of my department.

How do you provide the best service to your customers? By providing prompt payment and quick response on billing irregularities.

What's something you find challenging about your position? Thoroughly checking the customer price list.

Where do you live? Newfield

Tell us about your family: I've been married for 34 years to my amazing husband Dave. I have two wonderful daughters Olivia and Aubrey. I have two grandsons, Waylon and Brady, and one on the way.

What are some of your hobbies outside of work? Hiking and family gatherings where we eat and hang out.

What is your favorite beer? Corona.

Are you a sports fan? Phillies and Eagles.

What's your favorite movie or TV show? Good Will Hunting.

What are three things on your bucket list? I would love to visit Italy's wine country, hang out in a pub in Ireland, and see my grandchildren get married.

Josh Parlman

Warehouseman

How long have you worked for Kramer Beverage? I have been with Kramer for nine years.

What does your current position entail? I prebuild layer pallets to make picking faster and easier.

How do you provide the best service to your customers? By double checking the tablet and labels to make sure we are picking the right product on the right pallet.

What's the most exciting part of your job? Helping coworkers get the job done.

What's something you find challenging about your position? Time management between layer picking and stocking products.

Where do you live? Mays Landing.

Tell us about your family: I have been married for 17 years and have one son, Josh Jr.

What are some of your hobbies outside of work? Playing video games and being a part of the Autism New Jersey Parents Club.

What is your favorite beer? Molson Ice.

Do you have any holiday traditions? Building a bonfire at my parent's house and talk with my siblings.

What's your favorite movie or TV show? MythBusters.

What are three things on your bucket list? Travel to the 7 Wonders of the World, open road trucker, and learn to cook.

If you could be anywhere, drinking any beer... I'd be at home with my family.



Josh Parlman

American & International-Style Lagers Make Every Season Merry and Bright

In the competitive adult-beverage world, change moves at the speed of light. But there is one constant, the persistent popularity of lager beer. Crisp, clean and easy-to-drink, you might be tempted to say, "It's the right beer now."

Does that last line sound familiar? If you were around in 1988, you might remember this Coors Light slogan: It's the right beer now. And it's still true. Lager – **Coors Light**, for example, an American-style light lager – is the most popular, most consumed style of beer in the world. In the United States 87% of all beer sold is some kind of lager.

But with the beverage industry constantly looking for the next big thing, one may forget that easy-drinking lagers are still the core of the beer business. And while it looked like the category might never return to growth, there is data to the contrary. **Last year the light beer market was reported to be worth \$289.2 billion and is forecast to grow to a \$338.9 billion valuation by 2028.**

While the future of lights appears to be bright, breweries know that the key to a successful future isn't found in the past. Industry leaders like **Constellation**, **Heineken** and **Yuengling** are responding to consumer demands for high-quality, flavorful beverages that don't compromise their quest to live well and be healthy. The lagers produced by these companies certainly align with today's health and wellness trends better than heavy, high-calorie, high-ABV IPAs. Their refreshing, innovative lagers really are the right beers, for right now.



Launched in March of this year, Modelo Oro provides Constellation the opportunity to, "deliver a light beer not just with less calories, but with more character."

Industry leaders like Constellation, Heineken and Yuengling, to name a few, are responding to consumer demands for high-quality, flavorful beverages that don't compromise their quest to live well and be healthy.

Yuengling Delivers a Premium Drinking Experience with FLIGHT



FLIGHT by Yuengling is up over 85% year to date and continues to accelerate.

Heady Times sat down with Yuengling's VP of Sales & Marketing, Colin Callahan, to learn more about their upscale, light beer brand, FLIGHT by Yuengling.

Heady Times (HT): Can you talk a bit about Yuengling's decision to develop FLIGHT and how it's expanded your portfolio?

Colin Callahan (CC): We saw a growing desire amongst consumers for more upscale light brands, as well as an increase in focus on beer with lower carbs and calories. With FLIGHT, we saw a chance to deliver our own interpretation of an upscale light beer, with great taste and stats that are a step up from the competition.

The addition of FLIGHT has allowed the brewery to provide even more premium drinking experiences for fans, and it nicely complements our existing portfolio.

HT: Who is the FLIGHT consumer?

CC: FLIGHT is geared towards active people seeking a high-quality light beer option that offers lower carbs and calories with great light beer taste!

HT: Since 2019, the light beer category has gained share each year. What kind of success have you seen with your light, high-end brands over that period?

CC: We are extremely proud of FLIGHT. Not only was it a venture into a new style of light beer, but it has since become our fastest growing brand. The brand is up over 85% year to date and continues to accelerate!

Yuengling Light Lager is also growing and recently won a Growth Brand Award from the Beverage Information Group. Our brewers refined this beer to deliver the great flavor of an amber lager with just 3.2g carbs and 99 calories... Consumers love it!

HT: Consumers are increasingly looking for functional beverages, or are being more mindful about alcohol consumption – how does FLIGHT, and light beers in general, respond to those trends?

CC: Part of our mission at Yuengling is to not only brew iconic, traditional beers, but to brew a beer for every taste across the beer category. With FLIGHT, we put six generations of brewing expertise into crafting what consumers want in an upscale light beer. With 2.6g carbs, 95 calories and 4.2% ABV, FLIGHT by Yuengling is a great-tasting and refreshing light beer from the Oldest Brewery in America.

More beer drinkers continue to choose Yuengling Light Lager and FLIGHT. We're confident that the combination of these two light beers matches what consumers seek in a variety of light beer occasions from sports & music events, along with meals out with friends and family.

Constellation Leverages Their Premium Reputation

Constellation, who has already built an impressive portfolio of premium products, introduced **Corona Premier** as a premium, better-for-you light beer. At launch, Constellation focused on the 35 and older consumer, which makes up 43% of the light beer segment and 54% of the total U.S. light beer volume.

This smooth, perfectly balanced lager with only 90 calories and 2.6g carbs was a hit with consumers almost immediately. **After just one year on the market, Premier was the number one new brand introduction in both volume & dollars and saw strong repeat purchases with consumers motivated by the low-cal, low-carb benefits** – the sweet spot for premium light consumers.



Constellation leveraged their premium portfolio with Corona Premier, a smooth, perfectly balanced lager that sees strong repeat purchases with consumers 35 and older.

Constellation followed up the success of Premier with a premium light Modelo innovation: **Modelo Oro**. Launched in March of this year, Oro is just 90 calories, 4% ABV and provides Constellation the opportunity to, "deliver a light beer not just with less calories, but with more



Heineken Silver was crafted to meet "a new generation of experience seekers," says HUSA's Borja Manso Salinas. At just 95 calories, with 3.2g of carbs and 4% ABV, this premium beer is supremely drinkable.

character," Chief Customer Officer Bill Renspie told Brewbound.

Most recent sales data shows that Oro's volume is two-thirds incremental and resonates strongly with both Hispanic and general market drinkers.

"Across the board, consumers love the taste of Oro," says VP of Brand Marketing Greg Gallagher. "It blew away all of our active standards of consumer testing and achieved a statistical advantage to Michelob Ultra in willingness to pay more."

Heineken & Yuengling Create New Products for a New Generation

In Q1 of this year, Heineken introduced their own premium light innovation, **Heineken Silver**, a great-tasting, supremely drinkable beer. The 95 calorie, 4% ABV beer with only 3.2g carbs allows

Heineken to access the core of the U.S. beer market – the lower calorie, lower bitterness consumer. This innovation stays true to Heineken's passion for quality and premium ingredients, while delivering full-bodied flavor without a bitter finish.

"Enjoying a crisp and refreshing lager sometimes comes at the expense of taste and quality, but beer lovers can say goodbye to compromise with the introduction of Heineken Silver," says Borja Manso Salinas, VP of Marketing for HUSA. **"It's crafted to meet the needs of a new generation of experience seekers with a lower-carb, lower-calorie recipe that won't fill you up when you're getting down."**

Heineken is doubling down on this year's launch by featuring the product at premium sponsorship events like Coachella, the U.S. Open and the highly anticipated Formula 1 Heineken Silver Las Vegas Grand Prix in November.

Even America's Oldest Brewery is getting in on the premium light game with their upscale light beer designed to elevate the drinking experience: **FLIGHT by Yuengling**. A repeat winner as one of Market Watch's Hot Brands, **FLIGHT has been dubbed the "next generation of light beer" and saw its volume jump 25% to 1.9 million cases.** "We spent more than a year perfecting FLIGHT by Yuengling," says Chief Administrative Officer, Wendy Yuengling. "And it has since become the fastest growing beer in our portfolio."

After two years on the market, Yuengling's fitness-focused, super-premium product is already winning over drinkers and continues to accelerate. "We listened to our consumers, many of whom have active lifestyles," VP of Operations Jennifer Yuengling says. "It's giving consumers the opportunity and the motivation to achieve something."

The Future is Bright for Light

Since 2019, the light lager category has gained share each and every year. In fact, at September's Molson Coors Distributor Convention, Chief Commercial Officer Michelle St. Jacques announced the best quarterly results since the formation of Molson Coors in 2005, up 12.1% to \$3.26 billion. And a recent IWSR Data Market Analysis report forecasted that no- and low-alcohol beverages are predicted to grow by another 31% by 2024.



Last year the light beer market was reportedly worth \$289.2 billion and is forecast to grow to a \$338.9 billion valuation by 2028.

Cape May Brewing Company

Cape May Brewing Co. isn't just a delightful getaway when you need a break from the beach, it's also one of the most innovative and fastest-growing breweries on the East Coast. Over the last ten years, many breweries leaned on growth through smaller innovations to rise quickly. But that strategy can be challenging to scale for breweries looking to take the leap to the next level.

Thankfully, Cape May is one of the few breweries that has truly cracked the code. "Our core makes up around 70% of our overall business," says Cape May's Marketing Director, Alicia Grasso. "And with a more focused approach, we believe that can be closer to 80%." Cape May's tight portfolio and strong year-round sales of their core lineup (which includes Cape May IPA, Always Ready, Coastal Evacuation, White and Longliner) allows the opportunity for healthier inventory management and more support for their limited products.

While their steadfast focus remains on their core brews, Cape May has a proud history of delicious, limited IPA releases. "These beers are a great way to show our fans Cape May's take on the endless world of IPAs," Grasso continues. While previous fan favorites have included

recurring releases like Snag & Drop, Captain May, and Follow the Gull (to name a few), this past year Cape May's brewers have developed six all-new recipes and can designs to introduce a new lineup of limited IPAs.

All these delicious innovations make for a great break during a day at the beach – sampling beers at the Tasting Room or the Brewtanical Garden – but this streamlined portfolio is also a savvy strategy for retailers who want to carry in-demand local craft with clear and proven brand priorities. "As a company, we're always looking for ways to take things to the next level," says Grasso. "Whether we're working on new brews or launching new products, our goal is always to keep things accessible for our fans and retailers."

As a retailer, it is essential to provide innovative brands that customers want. Cape May Brewing Co. continues to be one of the hottest brands in local craft and even regional craft as the company expands distribution outward. By providing variety, Cape May Brewing Co. ensures that you can enjoy their liquid whether it is one of their tasty Beach Blends RTDs, Hard Seltzers, Double IPAs, Stouts, or the many other styles the brand offers.



Evil Genius Beer Co.



In 2011, after meeting in college, Luke Bowen (left) and Trevor Hayward founded Evil Genius brewery.

Co-owner Trevor Hayward & Marketing Manager Ryan Keller riff on the brewery's creative process and this season's much anticipated releases — paying tribute to jolly old St. Nick with a festive saison *Santa! I Know Him* and a hazy orange Creamsicle IPA *Playoffs!?!* for the grand finale of football season.

Standing out in the crowded beer market can be challenging, but that's exactly what Evil Genius Beer Co. does best. The folks that brew "very serious beers with very silly names" are known for their ingenuity, creativity and sense of humor. Whether it's a collaboration with a nationwide pretzel company or a sparkly pink beer for a movie premier, Evil Genius consistently delivers high quality beers that are culturally relevant and always a little bit cheeky.

HT: Has the success of your beers ever surprised you?

Trevor Hayward (TH): Every year it surprises me how quickly we sell out of our chocolate pumpkin porter, *Trick or Treat*, and our Christmas saison, *Santa! I Know Him*. I suppose at this point it shouldn't be surprising, but year after year, our customers come back for more and more!

HT: Your beers have a loyal following. There must be a lot of excitement when they are released.

TH: We've got some staples that people look forward to every single year (*Santa! I Know Him*, *#LoveIsLove*) but everyone likes something new too, so we're always looking to innovate.

HT: How do you "celebrate" the release of these beers at your taproom?

TH: We like to "launch" new beers at our taproom each month with some form of a party. Note: we'll always find an excuse to party! Sometimes these are small affairs, and sometimes they involve photo booths, caricaturists and musicians!

We've got a really loyal and large social media following and we see how excited people get when we announce new beers, new collaborations etc. Seeing so many ISOs (in search of) in the comments section is always great to see, as it shows

that many people, near and far, want to get their hands on our beers!

HT: What do drinkers (even retailers) say about the liquid, the clever names... and how meaningful are these beers to people who look forward to them?

TH: Our motto is "very silly names for very serious beers." We want to make people chuckle at the beer name because at the end of the day, life is serious enough, beer should be fun! And we have a really loyal customer base (both retailers and drinkers) who look forward to all of our releases and can't wait to try the newest, weird thing.

HT: Who is the Evil Genius customer?

TH: We've always been a brand that people pick up for the first time because of the names. It's hard for someone to walk past a *Stacy's Mom* and not hear the song. That gets a lot of people to try it for the first time. After 12 years though, we have a very dedicated and faithful customer base who drink our year-round beers regularly and are always willing to try the newest, wacky thing we've come up with. Our customer base continues to expand year after year, as there are always new people discovering us.

HT: OK, let's get serious. What's your creative process like? And which comes first, the style or the name?

TH: Making new beers is one of our favorite things to do. It starts with imagining a new beer style, and that inspiration comes from many places... customers, co-workers and sometimes an idea just hits one of us out of the blue. Usually, the beer style comes first and then the name, but we always have a list of beer names "waiting in the wings" until we match it up to the perfect beer. We do like to push the boundaries of what is "normal" for beer styles, and we do things that very few, if any, have done before.

HT: How do you decide which styles to brew?

Ryan Keller (RK): We're always looking to innovate new styles. Traditional styles are a great place to start, but then we turn them



Marketing Manager Ryan Keller says that Evil Genius “pushes the boundaries of what is ‘normal’ for beer styles, and we’re always looking to innovate new styles.”

on their heads and do something new. And of course, we like to drink beer, so we do lots of “market research,” tasting beer made by other brewers.

HT: What’s the weirdest ingredient you’ve ever used?

TH: We’ve used a ton of wacky ingredients in our beers, specifically at our taproom. Some of the most notable include the ever-polarizing Peeps candies, the local favorite Tastykake Jelly Krimpets and we’ve created a really far out ale using Irish potatoes. We may have even used rocks in a beer once, because why not?

HT: In the last year, you’ve collaborated with some notable businesses including White Castle and Auntie Anne’s. How did you make those connections?

RK: We’re local enough and lucky enough to have a friend of a friend who put us in touch with Auntie Anne’s, but that’s not the usual case. With White Castle, we heard through the grape... erm hop vine... that they wanted to partner with someone to brew a beer. So we reached out, pitched our idea to them and they ran with it. Most of the time that’s how it goes. We always look for brands that mesh well with what we’ve become known for, very silly names for very serious beers!

HT: What does that collaborative process look like?

RK: It’s about finding the connection between the two companies/brands so that it makes sense for us to create a beer together. Then we usually sit down as a group and come up with some ideas of what we’d like to do together. From there, we pick the one that is the most fun, and most likely to be enjoyed by both of our customers.

HT: What beers and brewery events can fans look forward to around the holidays?

TH: **Santa! I Know Him** will be back along with our now annual **Playoffs!?!** beer (let’s hope it works for the Eagles like it did last year!!).



At 7.3% ABV, this holiday seasonal is a saison brewed with rose hips, chamomile, black currants and dark candi syrup.

We’ve always got a ton of events happening around the holidays at our taproom, from our annual Christmas tree lighting to our 0.5k, which is a quick once around our block and then back for more beer! That’s one of our favorite events, as all the money raised from it is used to buy Christmas gifts for a family in need.

HT: What about next year?

TH: We’ve got some fun, new things coming in 2024. We can’t announce them all just yet, but music will definitely be a theme next year – along with some new beers referencing movies, TV shows, songs and everything in-between!



The brewery’s taproom, known as “The Lab,” is instrumental in having consumers try new beers before they are released to the wider market.



Like a Creamsicle without the brain freeze, this full-bodied IPA is dry hopped with Azacca and Motueka hops and dosed with natural orange and vanilla flavor.

Ride a Wave into the Holidays with Montauk Brewing Company

Surf, Sand and Season's Greetings . . .

Summer may be over, but this sea-side brewery's beers spread good vibes and encourage fans to live the no frills good life *all year long*. And as the holidays draw near, who can turn down Montauk's invitation to "Come as You Are" and drink great beer . . .

P.S. If we don't get snow this winter, pour a can of Wave Chaser into a snifter glass and enjoy this beer's snowy-white head. No shoveling required.



Wave Chaser IPA is the brewery's top selling beer. Montauk Founder and Brand Director Vaughan Cutillo says, "We want to give our retail partners the best brew with a proven rate of sale, and that is definitely the case with Wave Chaser IPA."



While many tourists enjoy the beaches of the East End during the summer months, Montauk Brewing Co. is the perfect reminder of those sunny vibes all year long.

Montauk Brewing Co. Founder/ Brand Director Vaughan Cutillo and his team do more than just sell beer, they sell an attitude. The brewery's motto "Come as You Are" honors their "thirst" for adventure and passion for the simple pleasures of life – like drinking a high-quality, approachable IPA. "All of our beers honor that lifestyle beginning with our first, and best-selling beer **Wave Chaser**," says Cutillo.

Like many successful craft breweries, Montauk's first beer was perfected in a friend's basement. The year was 2012. It took them nine months to create Wave Chaser, an approachable IPA, tasty enough to stand out from a sea of craft beers. Cutillo's friends and neighbors in Montauk thought this locally produced IPA was so delicious, they would visit any outlet that poured the beer. "It was fun for them to 'chase the wave' – kind of like playing Where's Waldo," Cutillo said. The beer's tagline was written for them by people who loved beer. It just needed a small modification to convey brewery's ethos. "The saying 'chase your wave' is all about pursuing your passions with everything you've got," said Cutillo. "We urge our fans to go all-in chasing those passions, and

maybe along the way, to celebrate the day with an ice-cold Wave Chaser IPA!"

Wave Chaser IPA drinks like a session ale despite the high ABV and has a light body. The beer is well-carbonated, giving you a tingly, crisp, clean mouthfeel while you drink it. With its high drinkability, the beer is a refreshing thirst-quencher you can easily throw back any time of the year.

"With Wave Chaser IPA, we give our retail partners the best brew with a proven rate of sale," said Cutillo. He went on to share that Montauk's brands are



(From left to right) Eric Moss, Montauk Co-founder/ Brewmaster and Vaughan Cutillo, Co-founder/ Brand Director.



There's no better way to celebrate the holidays than with an ice-cold beer from New York's easternmost brewery.

enjoyed by men and women. "We skew about 50/50 male to female, which is pretty rare for craft. It's a testament to our beer's approachability and delicious flavor, but also our clear and concise message about living the no frills good life."

Montauk's early marketing blueprint embraced their "underdog" status. It let the quality of their beer speak for itself, which proved to be a winning strategy. "Early on, without much of a marketing budget, we were able to connect with our fans in a meaningful way."

Spreading good vibes (and great beer) across New York metro markets paid off quickly as Cutillo and his team outpaced other small craft brands in their home territories just a few years after launch. "At the end of the day, we've focused on the simple things – blocking, tackling and hitting the streets with a Wave Chaser handle in our back pocket!"

Other beers in Montauk's portfolio include, **The Surf Beer**, a 4.5% golden ale, **Tropical IPA**, a 6.5% hoppy IPA (both of which are available in their Box of Montauk variety pack) as well as rotating seasonal offerings **Cold Day IPA**, **Driftwood Ale**, **Pumpkin Ale**, **Watermelon Session** and **Summer Ale**.

And the brewery's striking label art is another way that Montauk stands out from other brands. Each beer's bright, pastel colors, as well as the nautical-themed designs, create a billboard effect that pops off retailer shelves.

We skew about 50/50 male to female, which is pretty rare for craft. It's a testament to our beers' approachability and delicious flavor, but also our clear and concise message about living the no frills good life.

— Montauk Co-founder and Brand Director, Vaughan Cutillo

Montauk's beers spread good vibes whether your toes are in the sand on the beach, or you're placed before a cozy, warm fire. "At the end of the day," says Cutillo, "we will always brew quality, approachable beers and build strong relationships with customers – any time of the year."



Montauk fans can stock up on their favorite brews during football season and around the holidays.

Live the No Frills Life with Montauk Brewing Co.

Now available in eastern Pennsylvania, Montauk's refreshing beers appeal to a wide range of drinkers. Check out their year-round and upcoming seasonal offerings.

WAVE CHASER IPA

Montauk's flagship IPA is packed with four hop varieties (El Dorado, Azacca, Columbus & Chinook) for incredible tropical and pine aromas and endless flavor. "This beer is an absolute winner and is growing tremendously even after being in our market for seven years," says Cutillo.



MONTAUK DRIFTWOOD ALE

Available this November, Driftwood Ale is a well-balanced English-style pale ale known for its dark copper color and easy drinkability. Victory malts give it terrific toasty, nutty and biscuity flavors.



COLD DAY IPA

First brewed in the winter of 2020, Cold Day IPA quickly exceeded expectations, making it a mainstay in the brewery's seasonal lineup. With slight haze and crisp, juicy notes, this IPA is the perfect beer to warm the spirit and help remind you that even the freezing days are beautiful ones.



BOX OF MONTAUK

Available year-round, Montauk's first-ever variety pack features signature favorites and new innovations, including **Wave Chaser IPA**, **The Surf Beer**, **Juicy IPA** and **Tropical IPA**.



Hop Water Innovations Take Flight

The Hop Water Segment is Growing Leaps and Bounds Thanks to the "3-in-1 Value Proposition."



New brands like HOP WTR are capitalizing on consumer trends demanding non-alc, functional beverages.

Non-alcoholic, hop-infused sparkling waters (a.k.a. hop waters) are popping up everywhere these days. New, innovative suppliers like **HOP WTR**, as well as some of the nation's largest craft brewers are jumping on board the hop water train. And for good reason! As a segment, hop waters sit right at the cross-section of some of the hottest trends in our industry.

Last year, 49% of beverage alcohol consumers took steps to reduce the amount of alcohol they consume - and beer holds the top dollar share of the NA category at an astronomical 85.2%



HOP WTR is one of the leading hop water brands, with sales increasing 342% YTD.

share. A recent study from Nielsen found that **63% of this growth is from the craft segment, with products priced +28% above overall non-alc, which is great news for retailer margins.** And broken down by segment, **one style stands high above the rest in total category growth: hop waters, at 176%.**

"Hop water has gained tremendous momentum in the past few years," says Jordan Bass, Co-founder and CEO of HOP WTR. According to Bass, **part of this steep growth is due, not only to the fact that hop waters are non-alc products, but because they fall into the increasingly popular functional beverage category.** "HOP WTR's goal was to create a versatile beverage that was reminiscent of beer, but also included functional benefits," says Bass. "Which is why each of our flavors contain a blend of hops alongside adaptogens and nootropics, like ashwagandha to help destress and unwind, as well as L-Theanine to support mood and cognitive performance."

HOP WTR's lineup of sparking hop waters was first created in 2020 by Bass and his buddy Nick Taranto, two dads in their 30s who wanted to create a beverage that had the celebratory nature and taste of beer, but wouldn't make them feel run down the next day. Their portfolio includes crisp and satisfying flavors like **Mango, Peach, Blood Orange, Lime** and **Classic**, each delivering the citrusy, piney notes of your favorite IPA. Today, **HOP WTR is one of the leading hop water brands on the market by share and was recently crowned a top-10 growth driver in the total craft segment, with sales increasing 342% YTD.**

In a short period of time, hop waters have also proven to be incredibly popular with a customer base that beverage alcohol has had a tough time cracking: Gen Z consumers. In 2022, BBC News found that nearly half of legal drinking age Gen Z consumers have never consumed traditional alcohol. And 45% of those consumers expressed a desire for new products focused on health and wellness.

80% of hop water shoppers are also buying beer, as opposed to 71% of other types of non-alc shoppers.

—Stacy Shipp, Associate Brand Manager for Lagunitas

Perhaps best of all, hop water as a category is highly incremental, even when compared to other non-alc products. A recent study found that **4 out of 5 hop water shoppers also buy beer in the same basket.** “80% of hop water shoppers are also buying beer,” says Shipp. “As opposed to 71% of other types of non-alc shoppers.”

This is likely due to what beverage experts see as a “3-in-1 value proposition” for hop waters. First, they’re a premium non-alc product – a segment whose dollar share in 2022 reached \$426 million in the off-premise alone. Second, hop waters function as a mixer. “There are many ways to enjoy hop water aside from just a beer replacement,” says Bass. “They can be used as a mixer in a mocktail or even a cocktail.” Third, hop waters fit in the sparkling water segment, whose market size is forecasted to grow to an astounding \$76.95 billion by 2028.

Sierra Nevada introduced Hop Splash, their sparkling, hop-infused water in early 2022. Initially launched in a direct-to-consumer sales window, their launch sold out within three days. In its first eight months on the market, Hop



Splash commanded a 15% share of the nearly \$9 million hop water segment. And the brewery has just announced their first Hop Splash line-extension, Hop Splash Citrus, a new year-round product shipping in early December.

Hop waters are incredibly powerful, incremental products that attract consumers of all types and are an essential part of business for any retailer. These functional beverages represent the future of beverage innovation, as new suppliers and craft beer heavyweights alike are responding to consumer demands in the wellness and non-alc categories.



In its first eight months on the market, Hop Splash commanded a 15% share of the nearly \$9 million hop water segment.



Hop Water Packs

Retailers unsure of where to start on their hop water journey can rely on these popular packs from the leaders of the segment.

HOP WTR MIXED PACK

HOP WTR is a non-alc sparkling hop water crafted with bold hops and mood-boosting ingredients. **Classic, Blood Orange, Mango and Lime** – all with no alcohol, calories, carbs or sugar – make up this sought after variety pack.



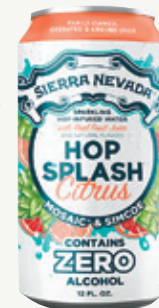
SIERRA NEVADA HOP SPLASH

Nothing better than a day at the river, fresh fizz in your cooler. Stay hydrated with Sierra Nevada Hop Splash, our sparkling water with zero alcohol and maximum hop flavor. Infused with Citra and Amarillo hops for a refreshing medley of peach, mango, and grapefruit.



SIERRA NEVADA HOP SPLASH CITRUS

NEW! Take the fruity notes of mosaic and Simcoe hops, add a perfect splash of real blood orange and grapefruit juice. You’ve got a match for maximum flavor. Reach for Hop Splash Citrus.



Cape May Brewing Company



Cape May Brewing Company in Cape May, New Jersey within the Cape May County Airport. In 2011, Chris Henke, Ryan Krill and Ryan's father Bob opened Cape May Brewing Co. to provide South Jersey with fresh, delicious, local beer. Cape May Brewing Co. has grown to be one of the most innovative and fastest-growing breweries on the East Coast making it New Jersey's largest craft brewery. Cape May's core lineup makes up 70% of their overall business. That's good news for retailers as a streamlined portfolio means clear brand priorities and healthier inventory management.

YEAR-ROUND



Cape May IPA

The American IPA named for America's Oldest Seaside Resort, Cape May IPA is loaded with floral and citrus notes, slightly bitter with a zesty finish. A West Coast-style IPA brewed in the heart of the East Coast, it's the beer that's Crafted on the Cape. **ABV:** 6.3% **Packages:** 12 oz. cans, 19.2 oz. cans and draught **Availability:** Now, year-round



Cape May Coastal Evacuation

"Coastal Evacuation": a phrase common at the Jersey Shore. Hurricane season hits hard, and we're hitting back with a Double IPA with copious amounts of centennial hops, able to withstand the storm. It's time to evacuate -- are you prepared? **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Cape May Always Ready

Cape May is home to the Coast Guard, so we salute those who are Always Ready with a juicy, Northeast Pale Ale. With the addition of wheat and oats for a medium body and with brilliant aromas of tropical fruits like pineapple, mango, and citrus zest, this lush hop-bomb is Always Ready. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Cape May White

Cape May White is brewed with orange and lemon peels, coriander, grains of paradise, and their favorite Belgian Witbier yeast. Fruity esters up-front with an easy-drinking finish yields a traditional Belgian-style wheat ale brewed in the heart of the East Coast. **ABV:** 5.2% **Package:** 12 oz. cans only **Availability:** Now, year-round



Cape May Longliner Lager

Soft, crisp, and balanced – Longliner Lager is a beer that will keep you going all year long. Whether you're toiling away in the brewhouse, hitting land after a long two weeks at sea, or kicking back on your day off, Longliner will be there for you. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Cape May Variety Pack

Experience the breath of variety Cape May Brewing Company has to offer with their year-round variety pack. Featuring their signature **Cape May IPA**, deliciously hoppy **Always Ready Hazy Pale Ale**, indomitable witbier **Cape May White** brewed with coriander and orange peel, and stellar **Longliner Lager** for those looking for a crisp, classic beer. Experience what vacation tastes like with a variety pack crafted for every taste – perfect for backyard barbecues, celebrations, and get-togethers. **Package:** 12 oz. cans only **Availability:** Now, year-round



SEASONALS



Cape May Devil's Reach

A Belgian beast, fruity and light, the complexity and character of Devil's Reach come from a robust Belgian yeast. Deceptively simple, caution is demanded because, before you know it, Devil's Reach has swallowed you whole. **ABV:** 8.6%

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



Cape May Honey Porter

With a sweet hint of honey, Honey Porter goes down smoothly thanks to its balanced, robust, and light-bodied finish. This award-winning brown porter is brewed with Jersey Fresh certified honey and a firm malt presence, making it extremely approachable, no matter the season. **ABV:** 5.4%

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



Cape May Bay Daze

Bay Daze evokes warm days and idyllic sunsets spent by the bay with friends and family. This 4.7% ABV sessionable sour is brewed so you can enjoy as much as you'd like all season long. Its light body and tart profile make it refreshing, with notes of cherry and lime showcasing what vacation and relaxation should taste like. **ABV:** 4.7%

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



Cape May Mexican Coffee Stout

Their Mexican Coffee Stout has a satisfyingly complex grain bill comprised of seven different malts, yielding a rich and layered profile with a silky smooth mouthfeel and a firm cocoa-like bitterness. Conditioned on fresh locally roasted Mexican Chiapas coffee, cinnamon, guajillo peppers, and vanilla, Mexican Coffee Stout lands perfectly balanced amongst the coffee, spice, and rich stout base. **ABV:** 8.6% **Packages:** 12 oz. cans and draught **Availability:** Now!

LIMITED

Cape May Beach to Bay

Introducing Beach to Bay, their newest wheat IPA that's sure to become your go-to brew. With its light body and golden hue, this beer showcases a delightful combination of Centennial, Cascade, and Chinook hops that bring out refreshing flavors of citrus fruits with a hint of spice and pine. It strikes the perfect balance between hoppiness and overall smoothness, making it an ideal choice for enjoying warm summer days and cool fall nights. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now, in limited quantities



Cape May Spirits Co.

Cape May
SPIRITS CO.™
BEACH BLENDS™

Cape May Beach Blends Orange Vodka Crush

Simply delicious – that's how we like to describe their easy-drinking Orange Vodka Crush. Orange juice, a bit of real cane sugar, and premium vodka are expertly blended with sparkling water to achieve a light, crisp drinking experience. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Cape May Beach Blends Tropical Vodka Crush

Sweet, tart, and refreshing, this Tropical Vodka Punch is bursting with exotic flavors of mango, pineapple, passion fruit, and guava. Real fruit juice and premium vodka are expertly blended with sparkling water to achieve the perfect Beach Blend. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Blue Moon Belgian White Non-Alcoholic

As America's #1 craft beer, Blue Moon Belgian White Belgian Style Wheat Ale is bringing "the bright side" along with its trusted craft credentials to the non-alcoholic category. Retailers, be sure to showcase this new, vibrant and ultra-sessionable beverage option – brewed with zesty Valencia orange peel – in-store with standout point of sale! **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning mid-December



Truly Hard Seltzer Citrus Squeeze



Every sip of Truly Hard Seltzer Citrus Squeeze is met with a zesty citrus aroma and a refreshing, crisp finish. This bright and tangy flavor is bursting with the natural sweetness of real fruit juice and perfect for any occasion. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

Angry Orchard Crisp Imperial



Introducing Angry Orchard Crisp Imperial – the same bold, crisp apple flavor you know and love, now with a punch of 8% ABV and the perfect balance of sweetness. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round

Sierra Nevada Non-Alcoholic Trail Pass IPA

Choosing non-alcoholic beer should still mean going big on craft flavor. And Sierra's new non-alcoholic IPA – their first ever NA malt beverage – cranks the hop flavor to the max. For years Sierra has worked to get the process and product just right. **ABV:** < 0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning late November



Sierra Nevada Non-Alcoholic Trail Pass Golden

Grab a Trail Pass and start a new adventure with miles of flavor. Explore the fruity aromas and smooth malt in this brand-new non-alcoholic golden from one of America's top independent craft brewers. **ABV:** < 0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning late November



Sierra Nevada Hop Splash Citrus

Take the fruity notes of Mosaic and Simcoe hops, add a perfect splash of real blood orange and grapefruit juice, and you've got a match for maximum flavor. The all-new sparkling hop-infused water, Hop Splash Citrus, will be your all-day hop refreshment. **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Year-round, beginning late November



NEW PACKAGES

Corona Premier Brand Refresh



New look, same great cerveza. Corona Premier is refreshing both primary and secondary packaging to better communicate its light beer proposition and drive distinction from the Corona brand family on the shelf.



Key design updates:

- New, lighter color scheme, including a metallic gold crown and accents
- Modernized, "PREMIER" typeface
- Metallic ink accents on bottles, cans, and secondary packs
- Satin finish on cans for a soft, matte feel

The new design maintains shelf findability and outperforms current packaging. **Availability:** New packaging rollout will be complete by mid-November

Guinness Gives Back 8-Pack Cans

Guinness holiday sales continue to grow, and their limited-edition holiday packaging is back this year! Guinness will donate \$1 for every limited-edition Guinness Gives Back 8-pack produced (\$1,000,000) to local and national charitable organizations across America.

Package: 14.9 oz. 8-packs only **Availability:** Mid-November



Sierra Nevada Atomic Torpedo 12 oz. 12-Pack Cans



Now available in 12 oz. 12-pack cans in addition to 19.2 oz. cans, this Imperial hop collision fuses West Coast and juicy IPAs, unleashing atomic flavors of lush fruit, citrus, and sticky pine. Brace your taste buds, damn the Torpedos, full hops ahead! **ABV:** 9.2% **Availability:** Now, year-round

Irish Pub Pack

Import variety packs continue to grow, with Guinness, Smithwick's, and Harp multipacks growing faster than the category. The new 15-pack Irish Pub Pack includes **Guinness, Smithwick's, and Harp**, all in 14.9 oz. cans to meet consumer demand. **Availability:** Year-round, beginning in November



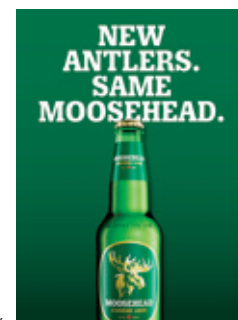
Narragansett Ski Cans Are Back

'Tis the season to hit the slopes and Narragansett has you covered. This winter, for a limited time, Narragansett's popular 12 oz. ski cans (12 and 30-packs) return! To go along with these cool cans, Narragansett is also giving consumers the chance to win an epic ski pass! The promotion will be posted on Narragansett's socials, where fans can enter to win. The pass gives the winner full-season access to an assortment of New England mountains! **Availability:** Late November



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. **Availability:** Now, year-round



UFO Variety Pack

UFO Variety Pack is ready to embark on a full orbit around the sun! Featuring their three core offerings: **White, Maine Blueberry, and Florida Citrus** with **Crisp Apple** along for the ride, this pack is sure to have something for everyone. **Package:** 12 oz. cans only **Availability:** Now!



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.

Sierra Nevada Celebration Fresh Hop IPA

The start of the Celebration season is a festive event. Sierra can't start brewing until the first fresh hops have arrived, but once they have, the season is officially under way! First brewed in 1981, Celebration IPA is one of the earliest examples of an American-style IPA and one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!



Sierra Nevada Bigfoot



Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic, brewed in a barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. Each new release is vintage dated so consumers can collect their own and see the flavors develop and progress. **ABV:** 9.6% **Packages:** 12 oz. bottles and draught **Availability:** Late December

Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, joined forces again this year to bring the best of both worlds to their fans with limited-edition Yuengling Hershey's Chocolate Porter. This collaboration gives consumers the opportunity to savor and indulge in Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate for a deliciously smooth porter with hints of roasted malts and a rich chocolate finish. **ABV:** 4.7% **Packages:** 12 oz. bottles and draught **Availability:** Now!



New Belgium Holiday Ale

'Tis the season for flavors of cranberry and orange, cinnamon, and spice, for naughty and nice! **ABV:** 7.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



New Belgium Oakspire

A limited-edition collaboration between New Belgium and Knob Creek, Oakspire is a unique bourbon-barrel ale aged with bourbon-steeped oak spirals and char from inside the barrel. In addition, an array of malts were used to create this beautiful beer. Smooth notes of toffee, vanilla, and caramel wrap up with a pleasantly warm finish. **ABV:** 9% **Package:** 12 oz. bottles only **Availability:** Now!

Bell's Christmas Ale

This traditional Scotch Ale is rich and malty with notes of caramel and a warm finish. Certain to make any occasion festive, or at least a bit more bearable. Enjoy with the company of friends and family. **ABV:** 7.5% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Bell's Hopslam

Hopslam is a complex and flavorful double IPA. They add six different hop varieties to the brew kettle, culminating with a massive dry-hop addition of Simcoe hops, in the most complex hopping schedule of all Bell's beers. The Pacific Northwest hops are selected specifically for their aromatic qualities, contributing a pungent blend of grapefruit, stone fruit, and floral notes. A generous malt bill with a solid dollop of honey provides a remarkably balanced, drinkable double IPA with a 10% ABV. **Package:** 12 oz. cans only **Availability:** Now



Samuel Adams Winter Lager

For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations. **ABV:** 5.6% **Package:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



Samuel Adams Holiday White Ale

Ah, the holidays. Full of friends, family, festive parties... and last-minute gifts and food mishaps. Whatever happens, this crisp white ale is your trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!



Samuel Adams Old Fezziwig Ale

Like the character that inspired it, this spiced ale is warm, festive, and worthy of a celebration all its own. Its full body accompanies a deep malt character with notes of sweet toffee and rich, dark caramel. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Now!

Samuel Adams Beers for Cheers Variety Packs

Complete with a To/From tag, Samuel Adams' winter 12-pack variety is available in both cans and bottles with a different mix in each. The 2/12 bottle variety includes: **Boston Lager, Winter Lager, Holiday White Ale, Old Fezziwig Ale, Cold IPA, and OVP (Oaked Vanilla Porter).** The 2/12 can mix

features: **Winter Lager, Old Fezziwig Ale, Cold IPA, and OVP (Oaked Vanilla Porter).** **Availability:** Now!



Dogfish Head Crimson Cru

This collab starts with Rodenbach's Grand Cru, a complex beer with a great deal of wood and esters, shipped overseas from their brewery in Belgium. Grand Cru is then blended with a red ale from Dogfish Head that's infused with sumac and sweet orange peel and dry-hopped with Hallertau Blanc. **ABV:** 7.1% **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head Off-Centered Winter Variety Pack

This 2/12 can Off-Centered Variety Pack features a combination of beers that are wonderful for those cold winter months and are perfect to enjoy with friends and family during the holiday season! The mix includes: **60 Minute IPA, 90 Minute IPA, Blue Hen Pilsner,** and exclusive to this variety pack, **Perfect Pairing Pale Ale,** an unfiltered IPA developed from a sensory perspective with Dogfish Head's pals at Cabot Creamery to be the perfect pairing for sharp cheddar cheese. **Availability:** Now!



NEW VARIETY PACK!

Dogfish Head Pennsylvania Tuxedo

A spruce-infused pale ale, Pennsylvania Tuxedo pays homage to the flannel-suited hunters and gatherers who dwell deep in the backcountry of north-central PA. This concoction has a grassy citrus kick complemented by the resinous conifer notes of fresh green spruce tips. A dry yet doughy malt backbone lets the hops and spruce shine while still balancing out the bitterness, making this one an easy-drinking ale rich with the aroma of Paul Bunyan's cologne. **ABV:** 8.5% **Packages:** 16 oz. cans and draught **Availability:** November



Angry Orchard The Knotty Bunch Variety Pack

Angry Orchard's Knotty Bunch 2/12-pack variety will be here soon! As we head into the season of celebrations, consumers can gather with family and friends to embrace four delicious ciders, with something for everyone! This knotty pack is full of exciting flavors including: *new* **Crisp Light,** *new* **Cranberry Pomegranate, Crisp Apple,** and *new* **Ginger.** It's the perfect mix to celebrate with loved ones! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!



NEW VARIETY PACK!

Shiner Holiday Cheer



Holiday traditions come in all shapes and sizes. Shiner's comes in freshly wrapped bottles and cans. This Old World dunkleweizen is brewed with Texas peaches and roasted pecans – perfect for cracking open in front of a crackling fire. **ABV:** 5.4% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Shiner Home for the Holidays Variety Pack



Featuring 12 returning favorites as determined by fan vote, Home for the Holidays is a new 12-pack variety that will leave drinkers reminiscing of days of Shiner yore. Included in this limited-edition pack are: **Kosmos' Reserve, Homespun, Kolsch, Dunkleweizen, Frost, Bavarian Amber, Chocolate**

NEW VARIETY PACK!

Stout, Czech Pilsner, Holiday Cheer, Hefeweizen, Golden Ale, and Candied Pecan. Availability: Now!

Harpoon Winter Warmer

The first seasonal craft beer release on the east coast, Winter Warmer has been their holiday tradition since 1988 and has become a New England classic. Combining the subtle sweetness of caramel malt with holiday spice additions of cinnamon and nutmeg, it's both hardy and satisfying yet surprisingly easy to drink. From the cozy pubs and apartments of Boston to the snowy lodges in Vermont's Green Mountains – enjoy with friends and loved ones and let the revelry begin! **ABV:** 6.7% **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Holiday Mix



There are a few requirements for a great holiday party – good company, a killer playlist, and some tasty beers. Inspired by the timeless sounds of the holiday season, this mix pack features four Harpoon classics, including

Harpoon IPA and the 36th annual release of **Winter Warmer**. Get in the spirit with The Holiday Mix! **Package:** 12 oz. cans only **Availability:** Now!

UFO Razwell

This radiant raspberry wheat beer is coming in for a crash landing at a store near you this winter! The people have spoken and we have listened and are taking this out of the mix packs and making this available on its own in 6 packs for a “berry” limited time. Slightly sweet and slightly tart, this beer adds a new meaning to having the “best of both worlds.



ABV: 4.8% **Package:** 12 oz. cans only **Availability:** Now!

Heavy Seas Red Eclipse

This decadent, vanilla cherry stout is velvety and sweet, but don't be fooled – bourbon barrels add rich notes of oak and caramel that make this beer a true rarity. Savor the experience of The Red Eclipse. **ABV:** 10% **Package:** 12 oz. bottles only **Availability:** Now! (not available in Burlington or Mercer counties)



Heavy Seas Frozen Sea Variety Pack

Introducing the Frozen Seas Bottle Sampler. The perfect showcase of Heavy Seas brews for the cold-weather months. Each 12pk sampler includes: **Anniversary Ale**, Belgian-style golden strong ale; **Winter Storm Category 5**, an Imperial ESB ale that draws on hops from the West Coast and the UK for its pronounced bitterness, **Glacial Drift**, a rich brown ale brewed with ginger, molasses, and winter spices, and *exclusive to this pack*, **Impending Doom Sub Zero**,



a fruity and hop forward from ample use of Citra, Simcoe, and Sabro hops. Fermented “cold” and brewed with rice to be crisp and dry, it provides a powerfully bracing flavor experience. **Package:** 12 oz. bottles only **Availability:** Now! (not available in Burlington or Mercer counties)

Heavy Seas Chocolate Volcano

Born in their 15bbl brewhouse in 2020, Chocolate Volcano is the newest year-round offering. This full-bodied imperial stout pours an opaque, deep mahogany color with a fluffy tan head. The nose is dominated by intense chocolate and hints of roasted coffee beans. Chocolate Volcano blasts your tongue with a lava flow of velvety richness. Brewed with imported cocoa powder and cocoa nibs and overflowing with decadent chocolate flavor, you better take cover, Chocolate Volcano erupts all year. **ABV:** 9% **Packages:** 12 oz. bottles and draught **Availability:** December (not available in Burlington or Mercer counties)



Evil Genius There's So Much Room For Activities!

Did we just become best friends? This lil' slice of heaven was brewed with wheat and oats for body and haze, crystal malt for body and sweetness, and a heaping, double-dose of Amarillo and Idaho-7 hops for a truly juicy experience. Strap in! Just ask your Dad's permission before you borrow his boat.

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



Evil Genius Santa! I Know Him

A complex Belgian-style ale that kisses Santa Claus, Santa! I Know Him is Evil Genius' holiday saison brewed with rose hips, chamomile, black currants, and dark candi syrup. Complex and intriguing, this is the one who broke Dad's leg lamp. **ABV:** 7.2% **Packages:** 12 oz. cans and draught **Availability:** Now!



Evil Genius Playoffs!?!?

Like a Creamsicle without the brain freeze, this full-bodied IPA is dry-hopped with Azacca and Motueka hops and dosed with natural orange and vanilla flavor. Evil Genius thought about putting a wooden stick in it for that authentic Creamsicle experience but decided against it.

ABV: 7% **Packages:** 12 oz. cans and draught **Availability:** December



Double Nickel Friendsgiving



Friends Giving is back again this holiday season! This brew is a way of turning a little creativity, comradery, community, and collaboration into support for feeding families in need. Double Nickel teamed up with Tonewood Brewing Company, Cape May Brewing Company, Urban Village Brewing Company, and Source Brewing to creatively collaborate on a new brew, a "Potluck IPA," with all the proceeds going to support local charities. This Thanksgiving, they are excited to be partnering with four awesome local organizations that help feed and educate

food-insecure families in the New Jersey and Philadelphia area. The Friends Giving initiative has already raised over \$200,000 in funds and food product donations for their partner charities in just four years. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)

Double Nickel Snow Surfer

Here comes Snow Surfer, their 6.8% Hazy IPA built for snow days. This year's batch of Snow Surfer was brewed with plentiful flaked oats and features healthy dry-hoppings of select Sabro and Mosaic, giving notes of tangerine smoothies, toasted coconut flakes, and mango nectar. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Below Zero

Brewed with cinnamon and cardamom, this delicious spiced brown ale will give a new meaning to surviving below zero.

ABV: 7% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



Double Nickel Saint Nickel's Pickle

A Double Nickel tradition. Saint Nickel's Pickle is a pickle-inspired gose, brewed with sea salt, coriander, dill, and pickling spices. For some of you, this tradition may be familiar but for others who don't know about it, they wanted to share with you a tradition that many of them grew up with. Hiding a pickle ornament in the family Christmas tree with the finder receiving an extra gift is a strange but fun game that brings the family together. Saint Nickel's Pickle is their tribute to those moments with a new twist. **ABV:** 4% **Packages:** 12 oz. cans and draught **Availability:** Now! (not available in Burlington or Mercer counties)



DuClaw Sweet Baby PB&J

A PB&J in adult form! It's all the roasty, chocolate, and peanut butter notes you love in their 'Sweet Baby' series, now with the addition of sweet raspberries. Grab this can today because... it's peanut butter jelly time! **ABV:** 6.2% **Packages:** 12 oz. cans and draught **Availability:** Now!



SEASONAL SELECTIONS



MudHen Yellow Flashing Lights

Yellow Flashing Lights pays homage to the time of year when locals revel in Wildwood's serenity. Enjoy this rich and robust Imperial Stout.

ABV: 9% **Packages:** 16 oz. cans and draught **Availability:** Now!

MudHen Hero Boy

This holiday Belgian strong ale has flavors of sweet and tart cherry with a whisper of cinnamon. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** December



MudHen Captain Doug's Porter

A dark ale with slight roast undertones and a distinct chocolate character. **ABV:** 5%

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



Fegley's Rude Elf Reserve



The dry finish and rich body complement the balanced spice nuances of clove, cinnamon, and nutmeg found in their Belgian Strong Dark Ale. Don't let this cheeky imp hoard all the goodies. Reserve yours today, and maybe leave a little out for Santa...just in case you were close to being on the "Naughty" list this year. **ABV:** 10.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Montauk Cold Day IPA

With slight haze and crisp juicy notes, Cold Day IPA warms your spirits and reminds you that the freezing cold days are still beautiful ones.

ABV: 6.7% **Packages:** 12 oz. cans and draught **Availability:** Now!



Montauk Driftwood Ale

This well-balanced English-style pale ale is known for its dark copper color and easy drinkability. Victory malts give it terrific toasty, nutty and biscuity flavors. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!



Flying Fish Fried Ice Cream Stout

Imperial stout and fried ice cream flavors together.. Why not indulge in two great things at once? This rich and complex stout provides ample roasted malt and vanilla aromas, then gets paired with real vanilla ice cream, flavors of cinnamon, and dark chocolate to produce a truly unique treat. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now!



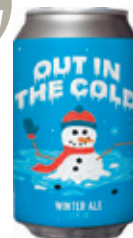
Flying Fish Winter Cru

Hints of cinnamon and nutmeg are highlighted in the belgian-style ale that's made for cold weather enjoyment. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Flying Fish Out in the Cold

Remember playing in the snow as a kid and mom calling you inside with a warm plate of cookies. We captured those tastes and aromas in 12 ounces of deliciousness for you. Cinnamon sugar, nutmeg, and winter spices warm your heart and soul with this cookie-inspired winter ale. Available while the weather is cold but the smiles will last much longer. **ABV:** 7.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



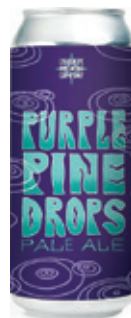
Glasstown It's A Wonderful Ale

This signature holiday beer tastes like a Christmas cookie in a glass. Brewed with cinnamon, allspice, vanilla, and nutmeg, this beer is reminiscent of enjoying Christmas cookies in the living room by the tree. It is sweet and spicy! **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Levante Purple Pine Drops

Deep in a remote forest, drops of piney purple sap drip from trees bearing an unknown fruit. Not having tasted such a fruit, we set out to brew an ale inspired by its peculiar purple piney-ness. We imagined biting through supple purpureous skin, exposing juicy hazy golden flesh, assaulting their senses with pungent citrus, pine, and passionfruit represented by mounds of sticky Simcoe hops. Metaphorically, heaps of Strata hops peek through the pines with hints of ripened berries and plump buds of cannabis. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** December



Sparkle Your Holidays

Sparkling wines and the holidays go hand in hand, creating an atmosphere of joy, celebration, and togetherness. Whether it's a Brut, Prosecco, or Rosé, serving sparkling wine is a wonderful way to make the holidays even more special.



Naonis Prosecco

This dry sparkler is fragrant and fruity on the nose, with a palate that doles out green apple, nectarine, and pear flavors with an undertone of fresh earth. It has a crisp acidity and finishes with a creamy texture. **ABV:** 11% **Package:** 750ml only

Availability: Now, year-round

Paired well with cheese – creamy soft & hard aged, chicken, cured meats, fish – meaty & oily, salads & greens

OneHope Sparkling Brut

California Sparkling Wine is light in color and displays aromas of fresh green apple and nectarine with a hint of fresh baked bread. Crisp, intriguing fresh fruit reminiscent of succulent peach, sweet berries, and pear linger on the palate, finishing with creamy and refreshing bubbles. **ABV:** 11.5% **Package:** 750ml only
Availability: Now, year-round (not available in Burlington or Mercer counties)

Paired well with appetizers, seafood, sushi as well as a wide range of desserts and cheeses.



FitVine Prosecco

FitVine's low-sugar delicately bubbly wine boasts scents of fruity tropical flowers and ripe pear.

The palate is vibrant, and loaded with harmonious notes of green apple, citrus, and mineral finesse. Finishing with a clean light and elegant crisp acidity. **ABV:** 11.5% **Package:** 750ml only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

Paired well with a delicate aperitif, roasted cashews, or camembert cheeses for a "chill out" heaven.

Dancing Vines Lightsecco

Effervescent with a graceful pale-yellow color, Dancing Vines Lightsecco makes every toast a special memory. Its fresh taste and floral aroma make it incredibly drinkable. It's all the joy of organic sparkling wine with just half the calories and alcohol! **ABV:** 5% **Package:** 750ml only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Dancing Vines Rosé

With fine persistent bubbles and a delicate pink color, Dancing Vines Lightsecco Rosé is a true crowd-pleaser. It's easy to fall in love with the delightful taste and fresh aroma of this low-calorie sparkling wine. **ABV:** 5% **Package:** 750ml only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Ballancin Sparkling Prosecco

**PROSECCO
IN A KEG!**

Italian sparkling prosecco in a keg! Creamy and fresh, this wine opens with scents of spring flowers and pear. The vibrant palate offers green apple and white peach offset by a very soft carbonation. Perfect for bars, restaurants, catering, casinos, and brunch features. **ABV:** 11% **Package:** (20L) 1/6 keg **Availability:** Now, year-round (not available in Burlington or Mercer counties)



BALLANCIN



HAVE YOURSELF A MERRY HIGH LIFE

Miller HIGH LIFE 120TH ANNIVERSARY

ESTD 1903 Miller HIGH LIFE The Champagne of Beers

YOU COULD WIN* MERCH FROM THE 120TH ANNIVERSARY COLLECTION

Celebrate 120 Years of Miller High Life

Shoppers agree that there's nothing quite like living the High Life during the holidays. This year marks the 120th anniversary of "The Champagne of Beers," and this season stands to be the best one yet for Miller High Life fans. Shoppers can scan special High Life POS or packaging for their chance to win exclusive merch from the 120th anniversary collection, including a gingerbread dive-bar kit!



OPEN UP A GIFT FROM MILLER LITE

Miller Lite BEER

YOU COULD WIN* BEERNAME, HOLIDAY KNITWEAR AND MORE

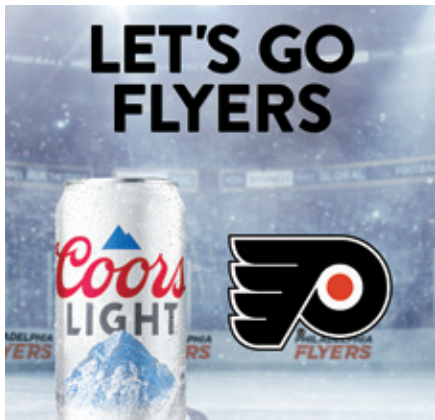
Shoppers Open Up Gifts from Miller Lite

Miller Lite is bringing good tidings and great prizing to its holiday promotion this year. Shoppers can scan Miller Lite POS and packaging for a chance to win exclusive holiday-themed merch, including a holiday-light-themed sweater and beanie, a knit trucker hat and a Miller Lite beer-nament!

Miller Lite Unveils Throwback Eagles Holiday Sweater

Miller Lite is the official beer sponsor of the Philadelphia Eagles. And as the defending NFC champs rebrand to bring back their retro Kelly Green color and classic Eagle mark, Miller Lite will be commemorating the bold "new" aesthetic by giving Miller Lite and Birds fans a chance to get their talons on a throwback Eagles sweater – just in time for that holiday sweater party. Fly, Eagles, Fly!





Face Off for Chill with Coors Light & the Flyers

Coors Light lovers and Philly hockey fans have even more reason to celebrate each win, with the “Beer Made to Chill” teaming up with the Philadelphia Flyers. Regional shoppers can win big through this high-scoring partnership, with a deep bench of standout POS pieces.



Bring on the Bright Stuff with Blue Moon Glassware

Blue Moon is looking brighter than lights on the holiday tree thanks to its national consumer sweepstakes! Shoppers can scan the QR code on Blue Moon POS or packaging for their chance to win an exclusive bar cart, complete with holiday glassware, an ice bucket and recipe cards. Grand prize sweeps winners will be selected in early January 2024.



Coors Light & the Sixers Got Game

As an official partner of the Philadelphia 76ers, Coors Light is showcasing its love for hoops and the beloved Philly franchise with standout point of sale. Philly, are you ready for tipoff? Because the “Beer Made to Chill” is sitting courtside (and couchside) for this season’s Sixers action!



Coors Light Gives Holiday Shoppers Occasions to Chill

’Tis the Season to Chill with Coors Light. Loyal customers can scan QR codes on POS for a chance to play an interactive scratch-off, instant-win game with exciting prizes, including a holiday Chill kit – perfect for bringing friends and family together!



Making Holiday Memories with Topo Chico

Topo Chico Hard Seltzer keeps its branding “Always Diferente,” especially during the holidays. With a “sugar skull and flowers” motif, shoppers can “Refresh the Tradition” and “Celebrate the Memories” with special messaging on Topo Chico point of sale pieces all season long.



76ers x Corona Partnership

Corona is excited to kick off another season with the Sixers. To celebrate the team's hot playoff run earlier this year, Corona teamed up with fashion designer Dan Life to create the 'Love of the Game' collection, which embodies the quality and precision of the *Fine Life*. The collection includes limited-edition Swarovski crystal embellished team pendant chains and a sleek sweatsuit. One lucky fan will have the chance to win these items through a season-long sweepstakes.

In addition, this season brings the return of the 76ers Bar Network, presented by Corona, encouraging fans to visit select bars throughout Philly to enjoy Corona specials. Corona will also partner with the Sixers for watch parties, bringing unrivaled game day excitement with their hype squad, a DJ, giveaways and more!



This Season Consumers Can Win a World-Class Heineken Experience

With Heineken, Heineken Silver and Heineken 0.0, Heineken USA now has a full suite of products to please every palate at the holiday party. As a beer brand that offers products for every type of drinker, it's only fitting that HUSA's holiday prizes are customized to every type of taste as well, leveraging their iconic sponsorships to deliver experiences for all tastes. From now through Dec 31st, consumers can enter to win an experience of their choice from a list of one-of-a-kind holiday gift experiences that only Heineken can provide. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Make it a Drylicious January with Heineken 0.0

1 in 6 U.S. adults now participate in Dry January. Heineken 0.0 has a superior taste and will leverage Dry January to show consumers why it should be the non-alc beer choice for Dry January and beyond. Thanks to the full flavor of Heineken 0.0, there's really no reason not to make January the most delicious month of the year. Through this retail program, which runs from now through January 31st, consumers can enjoy the superior taste of Heineken 0.0 and win delicious, fun and engaging experiences all season long. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*

Lone River

ENTER FOR A CHANCE TO MEET AND SEE **MIRANDA LAMBERT** LIVE IN CONCERT

TEXT "MIRANDA" TO 24272 OR SCAN QR CODE TO ENTER

RANCH WATER

FOLLOW IT WEST

Lone River Miranda Lambert Holiday Sweepstakes

September 10th through December 31st, Lone River is doubling down on their partnership with Miranda Lambert with a new sweepstakes! Lone River consumers will have the chance to see and meet Miranda Lambert live in concert! New, dynamic point of sale features a QR code for consumers to scan to enter to win!

JINGLE BELLS "PAY YOUR BILLS" AWARDED AS A GIFT CARD

YOU COULD WIN! SMIRNOFF ICE + SMASH IS GIVING AWAY CASH THAT MAY BE USED FOR YOUR BILLS

GRAND PRIZES
TWO (2) winners to receive \$2500 gift card.

SECONDARY PRIZES
TWENTY (20) winners to receive \$200 gift card. AWARDED AS A GIFT CARD.

TEXT "BILLS" TO 24272 OR SCAN THE CODE!

PLEASE DRINK RESPONSIBLY.
SMIRNOFF SMASH Premium Flavored Malt Beverage. The Smirnoff Co., New York, NY.
SMIRNOFF ICE Premium Flavored Malt Beverage. The Smirnoff Co., New York, NY.

Smirnoff Ice Pay Off Your Bills Holiday Sweepstakes

This holiday season, through December 31st, Smirnoff Ice is reinforcing their live music platform with a consumer program to add excitement to the season. Consumers will text HOLIDAY to 24272 or scan the QR code on themed POS to enter to win \$500 in holiday concert cash!

WIN \$500 in HOLIDAY CONCERT CASH

TEXT HOLIDAY TO 24272 OR SCAN QR CODE TO ENTER

Smirnoff Ice Holiday Concert Cash Sweepstakes

This holiday season, Smirnoff Ice + Smirnoff Smash are giving consumers the chance to win a gift card to pay off their bills! Two grand prize winners will receive \$2500 gift cards and 20 secondary prize winners will receive \$200 gift cards. To enter to win, consumers will text BILLS to 24272 or scan the QR code on themed POS.

SAMUEL ADAMS

Spice Up the Holidays

SAMUEL ADAMS
WINTER LAGER
FESTIVE & SMOOTH

Holidays are all about tradition. You go home, you see family and friends, you drink the same drinks, you get your dad a book on World War II, you argue over politics at dinner... rinse and repeat. This year, why don't we spice things up? Let's start new traditions, let's take the scenic route home, let's take stale holiday traditions and spice them up with Sam Adams!

Brighten Up Your Bar Cart

Dogfish Head Canned Cocktails and straight spirits shine bright during the holiday season. Even though this time period is considered the "slow season" for canned cocktails, this program will help to combat seasonality and put an extra emphasis on products to succeed in the season of spirit!

TRULY

CELEBRATIONS CALL FOR ROSÉ

TRULY PEACH FIZZ
HARD SELTZER

TRULY RASPBERRY CHEERS
HARD SELTZER

TRULY CITRUS SPARKLER
HARD SELTZER

TRULY ROSÉ
HARD SELTZER

Winter calls for celebrations, and celebrations call for Rosé! That's right, Truly's latest mix pack features the long-awaited return of crowd-favorite Rosé (plus three other delicious fizzy flavors). Get this crowd-pleasing mix while you can, because it may not stick around for long...

Dogfish Head
DISTILLING CO.

BRIGHTEN UP YOUR Bar Cart

VODKA LEMONADE
VODKA CRUSH
VODKA MULE
VODKA ROSÉ

Holidays are for Tradition & Family and Yuengling Delivers Both

Why cook? Any host will appreciate a case of beer from America's Oldest Brewery at gatherings this season.

Consumers will be urged to pick up Lager, Light Lager, FLIGHT or others like Black & Tan, Golden Pilsner, Porter, and Chesterfield Ale – just like families, they're all different. Yuengling brews a beer for every taste!

And when consumers are out on the town, they can look for Yuengling ugly sweater parties and other cold weather gear giveaways at bar and restaurant promotions this holiday season.



'Tis the Season for Lager

This season, shoppers will have a chance to win a 'Gansett ugly sweater! To enter to win, consumers will simply scan the QR code on themed POS on Narragansett displays in store from mid-November through the end of December.



Put a New Tradition on the Table with Athletic

When the holidays come knocking, Athletic Brewing wants consumers to leave their hosting problems at the door. No matter who doesn't drink this, and who can't have that, Athletic non-alcoholic brews are always in. With so many styles for guests to enjoy, these NA brews will become a tasteful new tradition for everyone. Hack the hosting game with a new tradition: Athletic.



NOBODY MAKES LEMONADE LIKE MIKE'S

Mix Up the Holidays with Mike's

From now through December 29th, Mike's Hard Lemonade will be positioned as the versatile holiday beverage, showcasing the value and versatility of Mike's. Consumers can scan the QR code on themed POS to download cocktail recipes using MHL, plus a mail-in rebate for \$5.00 off a Mike's purchase. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



NOBODY MAKES LEMONADE LIKE MIKE'S

Start the Celebration

ENTER TO

WIN

SCAN TO ENTER

A trip to visit the Celebration cabin in Lake Tahoe!

Start the Celebration with Sierra

It's the most wonderful time for a beer with family and friends – Celebration Season! In 2023, Sierra is inviting consumers to Start the Celebration with a chance to win a winter getaway for four to the Sierra Nevada Mountains to experience a mythical fresh-hop haven. Sierra's annual Celebration program has become tradition and it's never been bigger. Headlined by a consumer sweeps for a dream mountain experience, Start the Celebration also includes a national Ibotta offer, dedicated on-premise promotions and next-level displays inspiring shoppers to stock up for holiday parties and mountain adventures.

Mike's HARDER Holiday Giveaway

This season, in partnership with ORIGIN, the best in gaming PCs, Mike's HARDER is giving away a custom gaming system (a \$5,000 value) or an exclusive ORIGIN gaming accessory bundle. Consumers will simply scan the QR code on themed POS from now through December 29th to enter to win! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



HOPpin' Holidays with HOP WTR

HOP WTR will be shining this holiday season as the brand celebrates with a HOPpin' Holidays campaign. Whether it be hosting or attending holiday parties or family gatherings, HOP WTR is the perfect non-alc option for this year's holiday festivities.

As the stats continue to support the rise in alcohol moderation and consumers adopting a damp lifestyle, HOP WTR will be leaning in for the holidays with fresh mocktail recipes, festive content from influencers and creators, all new social creative and retailer programming. HOP WTR's HOPpin' Holidays campaign will include new, eye-catching point-of-sale display pieces and targeted in-store sampling programs to drive trial and takeaway. Don't miss out on the festive fun and go big with HOP WTR this holiday season!



Prost The Holidays With Friends From Munich.

You could win a trip to a Christkindlmarkt (Holiday gift market) in Munich, Germany or other Paulaner gifts by going to GiftOfPaulaner.com. Scan below.



Program has necessary restrictions apply. Must be 21 years of age or older at the time of entry. Open to legal US residents. Excludes Alaska, HI, GU, PR and VI. Sweepstakes ending 12/31/2023. © 2023 Paulaner USA, Inc. All rights reserved. See GiftOfPaulaner.com for Official Rules and Terms. An internet connection is required to enter. Void where prohibited.



#Biergoals

PAULANERUSA

Prost the Holidays with Paulaner

This holiday season, from now through December 26th, Paulaner wants to bring people together with holiday joy – share a Paulaner around the fire and delight in the most wonderful time of year. Starting on 11/1 and updated weekly, consumers can visit GiftOfPaulaner.com to check out Paulaner's holiday advent calendar and see what's hidden behind the eight prize doors to discover instantly if they've won! Prizes include a trip to Munich in 2024 to experience a real Christkindlmarkt and other Paulaner winter gifts! *(not available in Burlington or Mercer counties)*



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Hammonton, NJ 08037

FIRST CLASS
PRSR
U.S. POSTAGE
PAID
PERMIT #117
SOUTHEASTERN PA
19399



After 33 years of the 'O Tannenpalm' Feliz Navidad commercial, this year, Corona consumers will have an opportunity to pay a virtual visit to the iconic holiday beach hut! From November 3rd - December 31st, consumers can scan the QR code on a Corona bottle or can to virtually visit the beach for a chance to win either a Corona holiday sweater or a premium Snoop-inspired robe. During this virtual experience, consumers can enter the sweeps, get connected to eCommerce platforms like Drizly and Instacart, watch the iconic Corona holiday spot and play holiday-inspired games along the way.

Corona
Feliz Navidad

This holiday season, Modelo is reminding consumers it's Merrier with Modelo with festive POS and an all-new premium gold bottle display enhancer built to stand out at retail. This year, everyone can celebrate the holidays the Modelo way: with friends, family, laughter, and cerveza for all.



Drink responsibly. Modelo Especial® Beer. Imported by Green Imports, Chicago, IL

