

HEADY TIMES

GUINNESS
BEYOND
ST. PATRICK'S DAY

KRAMER BEVERAGE
Winter 2024 | V.51

**HARD
CIDER**
COMES INTO
ITS OWN

**BLUE
MOON'S**
BRIGHT
FUTURE

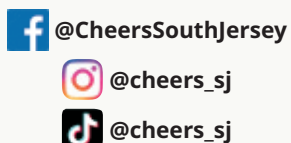
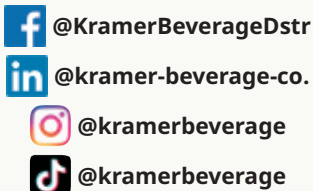


IN THIS ISSUE

Cover Story	2
Hop Art.....	5
Feature	6
Blue Moon	8
Women's History Month.....	10
Employee Spotlight.....	12
New Products	14
New Packages	21
Seasonal Selections	23
Wine & Spirits.....	26
Programs	27



Heady Times is published five times a year, courtesy of Kramer Beverage.



I admit it is cliché to talk about all things new with the first issue of the year for Heady Times, but it is hard not to be excited about what our supplier partners are bringing to the South Jersey market in early 2024! We have new breweries, brands, graphics, and new features to this amazing magazine that is in your hands.

We are proud to be the new representatives in South Jersey for the Lagunitas Brewing Company from Petaluma, CA, New Holland Brewery from Holland, MI, and River Horse Brewing Company right here in Mercer County. Each brewery has been in the market for many years, but here is a brief introduction if you are not

familiar. Lagunitas was founded over 30 years ago in Northern California by Tony Magee. He turned his passion for homebrewing into a functioning brewery in 1993. It didn't take long for his IPA offerings to receive widespread recognition. That still holds today, and the IPAs are joined by a wide variety of styles. New Holland was founded in 1997 by Brett VanderKamp near the shores of Lake Michigan. Their flagship brand is Dragon's Milk, and they are the largest fully independent craft brewery in Michigan.

River Horse Brewing was founded in Lambertville, NJ in 1996. Current owners Glenn Bernabeo and Chris Walsh purchased the brewery in 2007 and currently brew in Ewing. Their flagships include Tripel Horse Belgian Trippel and Ear Wiggler American IPA. We are thrilled to represent all three breweries, and you can find the available packages starting on page 16.

Our existing portfolio also has news to share. Blue Moon LightSky is being rebranded as Blue Moon Light. Same great taste with a clearer message and a refresh of the graphics for the entire brand. Check it out on page 8. Not to be outdone, Miller 64 is being rebranded as Miller 64 Extra Light, to better convey the lower alcohol content of the product. More information is available on page 21.

If you have been in the business for a while, you might remember a short-lived Captain Morgan FMB entrant many years ago. I am glad to report that the Captain is back with something new. Captain Morgan Sliced and Sliced Up has a great fruit taste in several flavors and with a 5.8% and 8% ABV variety. Check it out on page 20.

South Jersey loves hard iced tea. The Voodoo Ranger is ready to put his spin on it with Hardcharged Tea. It comes in at a higher ABV of 7% and is available in both 12 oz and 24 oz cans. It tastes great and is sure to be another Voodoo favorite. Details are on page 20.

One aspect that is not new is our desire to provide the best possible customer service to you in every interaction with you. We are constantly looking at technology and other ways to serve you better. Thank you for the positive comments that many of you have shared about our ordering portal and online bill pay. We are currently onboarding new routing software to help us be more efficient and timely with our delivery routes. We will introduce our Advanced Selling model in March and April, providing a more effective delivery model allowing improved order accuracy and delivery time windows.

We are partners in this industry, and we can't exist without each other. Thanks to all of you for your continued support and feedback as we work to exceed your expectations. Best wishes for a wonderful 2024!

Mark Kramer
President



2024 Market Predictions

Pilsner styles will continue to be expanded upon.*

We will see more experimentation with hop products like extracts and oils.*

Happy hour will return with a vengeance as people are looking for ways to save (or at least not over-spend).**

Low and non-alc beverages will become part of the norm.**

**Craft Brewing Business*

***Wine Enthusiast*



Mark Your Calendars

FEBRUARY

- 2/10** Chinese New Year
- 2/11** Super Bowl Sunday
- 2/13** Mardi Gras
- 2/14** Valentine's Day
- 2/19** President's Day *Kramer will be closed and no deliveries will be made*
- 2/22** National Margarita Day

MARCH

- 3/8** International Women's Day
- 3/10** Daylight Savings Time
- 3/17** St. Patrick's Day & March Madness begins
- 3/19** Spring begins
- 3/20** National Bock Beer Day

Did You Know?

February is Stout Month, a time when beer enthusiasts celebrate the bold and flavorful world of stouts. It's a month-long homage to these dark, rich brews, known for their roasted malt character, hints of chocolate and coffee, and sometimes even notes of caramel or toffee. Whether you're a seasoned stout aficionado or new to the style, February offers a chance to indulge in the cozy comfort and delicious complexity of stouts. Learn more about **NEW Dragon's Milk Bourbon Barrel Aged Stout** which can be found on pg. 14.

Samuel Adams Cold Snap is the Official Beer of Groundhog Day.

Both St. Patrick's Day and the beginning of March Madness fall on a Sunday this year, so the celebrations will be in effect all weekend long!



Guinness Beyond St. Patrick's Day

A Wide Variety of Consumers are Realizing That a Brand Born in 1759 Has Modern Appeal.

By: Joshua M. Bernstein

Mountainous Asheville, North Carolina, contains one of America's densest concentrations of breweries per capita. Beer drinkers can order local IPAs, sour ales, and lagers at bars and taprooms around town. Until recently, Asheville's bounty was short one memorable beer:

"You couldn't get a pint of properly poured Guinness," says Jesse Van Note, a founder of the Whale, a group of craft beer bars based in Asheville that also serve classic German and Belgian beers. "We wanted to be the place."

At the time, the Whale dedicated its nitro line to North Coast's Old Rasputin Russian Imperial Stout. But Old Rasputin sold slowly due to its 9% ABV. Perhaps Guinness Draught could boost sales velocity via its 4.2% ABV and 125 calories per 12-ounce serving.

"It's a diet beer," says cofounder Andrew Ross. **"Guinness is a forever love."**

Van Note and Ross invested in proper glassware and training to ensure lustrous 20-ounce pours. Now, the Whale sells inexpensive \$6 Imperial pints of Guinness at its locations in Asheville and both Charleston and Greenville, South Carolina.

"It would be a disservice to offer a broad spectrum of beer and not sell Guinness," Ross says.

Guinness is among the world's most iconic beer brands. The silky Draught Stout is a staple at sports bars and Irish pubs, widely toasted during St. Patrick's Day. For all its popularity, Guinness can be pigeonholed into seasons, occasions, and a single memorable presentation.

"If you say the word 'Guinness,' so many people imagine that pint of Guinness Draught Stout alone by itself on the end of a beautiful wooden bar," says Ryan Wagner, Head of Marketing and National Ambassador for Guinness. **"Guinness is a brewery, not a beer."**

The company's portfolio includes the sweetly roasty **Extra Stout**, carbonated



"We've got to look for ways to reach different consumers and meet them where they are," explains Ryan Wagner, Head of Marketing and National Ambassador for Guinness. *Photo credit: SV Images*

and 5.6% ABV; **Guinness 0 Non Alcoholic Draught**; easygoing **Baltimore Blonde**; and robust and espresso-like Foreign Extra Stout, which dates to 1801. "I love it when someone says, 'I'll take the original Guinness,'" Wagner says. "I go, 'OK, the oldest recipe we have in market is the Foreign Extra Stout.'"

Here's how bar owners and sales reps are bringing the full range of Guinness into new venues and occasions, helping the brand remain front and center 365 days of the year.

Seeking Sales Beyond the Traditional Irish Pub

Irish pubs are warm bastions of civic togetherness and tradition, bar stools and booths filled with post-shift workers and folks craving cold Guinness and warm conversation. Brendan Donohoe, a hospitality veteran and native of Dublin, Ireland, realized there was a glaring need for that same welcoming space for New York City's queer community. Last year, he converted a Brooklyn beer shop into Mary's Bar, a queer Irish pub.

The public house is "forging a new path for queer establishments," says Donohoe, who is gay. He conceived of Mary's as a reflection of modern Ireland's diversity and cultural and political growth. TVs are banned from the cozy bar, where customers can crunch crisps while listening to traditional Irish music – performed by queer musicians – and sipping Guinness.

"Having a really good pint of Guinness has always been incredibly important to any Irish operator of a bar,"

Donohoe says. "I would probably have a seizure if I saw somebody just drop the glass, pour it, and walk away."

As craft beer boomed in the 2010s, bars focused on local, independent, and unusual beer, leaving few taps for benchmark beers. Nowadays, **craft beer specialists are seeing the benefit of offering Guinness.** The Whale offers 20 beers, plus scores of international bottles, but sometimes "people will come in and be [overwhelmed by] so much beer," Ross says. "They're like, 'I just want a pint.'" The bar's house pilsner and Guinness are simplified fallbacks for overwhelmed



Diageo's two Guinness Open Gate Breweries, in Baltimore and Chicago (pictured above), help introduce consumers to brands beyond Draught Stout. *Photo credit: Kendall McCaugherty*

customers. "That's our dark and our light," he says.

In Philadelphia, Guinness is regularly served beside some of the best local and national craft beer. Fountain Porter serves IPAs from Maine Beer Company alongside Guinness Draught. Pub on Passyunk East, or P.O.P.E, pours Guinness Draught and plenty of Tröegs beer. And at Meetinghouse, located in the former home of beloved beer bar Memphis Taproom, the tightly edited beer list contains five draughts.

Meetinghouse offers three house beers (a pale, dark, or hoppy ale), the Trappist ale Orval, and Guinness. "That's my favorite beer," says cofounder and brewer Colin McFadden, who previously worked at Tired Hands. **The slim, static beer selection and careful inclusion of archetypal beers is a rebuttal to the last decade's exuberant excesses** – queuing for cans at breweries, bars endlessly rotating taps, new beers appearing and disappearing weekly. **Why complicate the pleasure of a pint?**

"One of the objectives of a drinking establishment is to keep it fun and keep it relatively easy for people," McFadden says.

Food and Cocktails Can Expend Interest in All Things Guinness

One challenge for Guinness is introducing consumers to brands beyond Draught

Stout. **Diageo's two Guinness Open Gate Breweries, in Baltimore and Chicago, showcase the company's experimental brewing streak that encompasses corn lagers and Belgian-style witbiers fermented with Guinness yeast.** Trying taproom-only beers requires an in-person visit, limiting their power to sway broad perception.

Trial is tougher still for Extra Stout and Foreign Extra Stout. "They're very much off-premise products," Wagner says. "We've got to look for ways to reach different consumers and meet them where they are."

It helps to zoom out and think of Guinness as a global brand, Ireland only one part of its identity. Extra Stout and Foreign Extra Stout are popular in the Caribbean, West Africa, Southeast Asia, and beyond, and those cuisines can complement both beers' bold flavors.

Contemporary Caribbean restaurants, such as Miss Lily's in New York City, offer jerk chicken and ramen with Guinness 0 and Foreign Extra Stout, and you'll find Guinness on draught and in bottles at Era, an Ethiopian dive bar in Philadelphia serving spongy injera with misir wot, or simmered red lentils.

Irish pubs and English pubs also commonly play with the flavors of India, in particular curries. "Some of those flavors that really speak to the beers like Extra Stout and Foreign Extra," Wagner says.

Guinness is
a brewery,
not a beer.

— RYAN WAGNER

Head of Marketing and
National Ambassador for Guinness

Take the Dandelion, which offers Philadelphians a refined take on the modern British pub. It serves cans of Guinness Draught Stout, but wouldn't tandoori chicken go better with Extra Stout? **"There's an opportunity to expand inside outlets for Guinness beer,"** Wagner says.

Guinness Brewery Ambassador Zack Berger is also seeing cocktail bars use concentrated Guinness syrups and the



"Having a really good pint of Guinness has always been incredibly important to any Irish operator of a bar," says Brendan Donohoe, Dublin native and owner of Mary's Bar in New York City.

Photo credit: Momoko Fritz

stouts as an ingredient. **A touch of Guinness can lend roasty depth to an espresso martini or bloody Mary.**

Steakhouses are also an opportunity thanks to a scientific kinship: A browned steak and the roasted barley used in Guinness both undergo the Maillard reaction. The lessons can be applied to home. **“Guinness Extra Stout is the perfect companion to a cookout,”** says Wagner. “If I’m doing burgers on the grill, that’s the beer I want.”

Pairing dark beers with summertime activities can re-wire beliefs that stouts are best during cold and gloomy weather. An icy light lager is a great grilling companion, but it’s less appealing as it warms up. Guinness

Extra Stout will reveal nuanced flavors and aromas with warmth. **“We need to expand the understanding of Guinness being appropriate when the weather is warm, the sun is out, and you’re outside,”** Wagner says.

Guinness is also suitable if you’re not consuming alcohol. With mindful drinking continuing to grow, **Guinness 0 can build a bridge to new consumers and consumption patterns.** “It encourages more of a pub culture in the United States, which I feel has always been missing,” Wagner says. Have a round of Guinness Draught, and then a 0, to extend the good times. Or just grab a Guinness 0, its hue, mouthfeel, and trademark foam identical to Draught Stout. The only thing missing is the alcohol.

“It can lead to people enjoying our brands year-round,” Berger says.

About the Author: Award-winning beer journalist Joshua M. Bernstein is the author of six books, including *The Complete Beer Course*.



Extra Stout and Foreign Extra Stout are popular in the Caribbean, West Africa, Southeast Asia, and beyond, and those cuisines can complement both beers’ bold flavors. Photo credit: Brad Danner

The Magic of Guinness Available in Four Mouth-Watering Stouts

Over 260 years in the making, Guinness beers are adored all over the world. From the original to a non-alcoholic offering, they are readily available to be enjoyed all year long.

GUINNESS DRAUGHT STOUT



With its distinctively dark appearance and velvety smooth finish, Guinness Draught strikes the perfect balance between bitter and sweet with roasted barley, hops for bittering and malt extract. The malted barley is roasted in a

similar way to coffee beans, which gives Guinness its distinctive dark color and stormy profile. This iconic beer is defined by harmony. Sip after sip, sweet counters the bitter as the malts arrive on cue to complement the roasted barley. With notes of coffee and dark chocolate, Guinness Draught is velvety smooth with a sweet malty nose.

GUINNESS EXTRA STOUT

Smooth at first with bold flavors that develop on the tongue, Guinness Extra Stout has a mild, boozy bite with a dry finish. The perfect balance of bitter and sweet, this beer has the rich, roast characters of the barley and a distinctive fruitiness from fermentation. With a luxurious, dark color and full-bodied

creamy head, hints of coffee, caramel and toffee add to the rich experience of this stout. Sharp and crisp to the taste, it’s an entirely different experience from the smooth, creamy Guinness Draught and punchier Foreign Extra Stout, but the trademark Guinness flavors preside.

GUINNESS FOREIGN EXTRA STOUT

Foreign Extra Stout is brewed with generous hops and roasted barley for a bittersweet balance and a full-flavored, natural bite. Developed over 200 years ago for global export from Ireland, the addition of extra hops ensured this stout would arrive to its destination in perfect condition. Full-

bodied with lots of flavor, a robust bitterness and creamy texture, this beer pairs perfectly with smoked meats and chocolate desserts.



GUINNESS 0 NON ALCOHOLIC DRAUGHT



Brewed at St. James’s Gate in Dublin, each pint of Guinness 0 Non Alcoholic Draught is packed with the same quality Irish malt and roasted barley as the Guinness Draught

Stout you know and love. It’s all the remarkably smooth and delicious taste without the alcohol!

Moosehead's Got a New Look

New Antlers, Same Moosehead.

In the competitive world of beer, staying relevant and appealing to evolving consumer tastes is essential. And so, **Moosehead, one of Canada's oldest and most iconic breweries, recognized the need to rejuvenate its image and connect with a new generation of beer enthusiasts.** Fresh colors and imagery have breathed new life into the company's identity, without detracting from this brand's incredible legacy and heritage.

Kris Sjolander, Vice President of Brand Development for US Beverage (Moosehead's importer) explained that, first and foremost, focus was placed on the moose. Said Sjolander, "Our majestic symbol was carefully redesigned and given added space." **The old moose was replaced with a sleeker, more dynamic design that is more lifelike to better convey the true spirit of the brand and its connection to nature.**

Color was also considered. Moosehead Lager packaging is now more vibrant. Sjolander explains, "Both updates were intended to give the packaging more of a pop on the shelf, and I think that goal was certainly achieved." **The updated elements came together beautifully, making the packaging stand out on store shelves.**

Moosehead's new look has been met with enthusiasm. "I love that the new design incorporates classic Moosehead callouts like 'Canadian Lager' and 'Est. 1867' but with more modern fonts and great use of gold, giving it a premium and fresh look," said Sjolander. "This balance really seems to appeal to all current and potential new Moosehead customers. It's important to note, though, as you'll see on our new POS... **we may have new antlers, but it's still the same amazing Moosehead Lager!**"



The bold new design breathes new life into the company's identity while honoring the Moosehead legacy.

“I love that the new design incorporates classic Moosehead callouts like ‘Canadian Lager’ and ‘Est. 1867’ but with more modern fonts and great use of gold, giving it a premium and fresh look.”

– KRIS SJOLANDER, Vice President of Brand Development for US Beverage

Hard Cider Comes into its Own

A Range of Flavors and ABVs Puts Hard Cider in the Spotlight.

By: Kate Bernot

As consumers increasingly reach for flavored, premium products backed by compelling brand stories, one category has been ticking those boxes for years: hard cider. Despite the proliferation of hard seltzers, malt beverages, and canned cocktails, **this category continues to hold its own by offering drinkers a more natural source of the flavors** they're seeking. Apples, an already fruity and complex ingredient, form cider's base, even before brands add spices or other fruits.

"Cider is flavor-forward, period," says Michelle McGrath, executive director of the American Cider Association (ACA) trade group. "It's also, for the most part, not pretentious and comes in a can and is bubbly, fun, and fruited. **That's what people want."**

McGrath says the industry is catching on to what cider makers have known for years: Cider is an entire category, not just one beverage. From dry to sweet, low-alcohol to Imperial, light and crisp to rich and barrel-aged, **cider is finding success when retailers embrace its full spectrum of offerings.** In the most recent 52-week period ending Dec. 2, **cider's dollar sales in chain retail were up +2.2%**, above the +1.8% growth for all beer/malt products (Nielsen xAOC + liquor + convenience, analyzed by 3 Tier Beverage). That growth rate was topped only by imported beer, flavored malt beverages, and below-premium beers.

The U.S. is home to roughly 1,300 cideries, up from just 150 in 2010. This number encompasses national brands like **Angry Orchard**, regional players like **Woodchuck**, and small, local producers who grow their own apples. In addition, imported ciders from the U.K., France, and Spain each offer unique flavors, packages, and styles of cider.

"During the height of the pandemic, people wanted reliability and consistency, but now it seems like people are looking for something unique and different, and cider has a great chance to provide that,"



From dry to sweet, low-alcohol to Imperial, light and crisp to rich and barrel-aged, cider is finding success when retailers embrace its full spectrum of offerings.

says Beth Demmon, a freelance writer and author of *The Beer Lover's Guide to Cider: American Ciders for Craft Beer Fans to Explore* published last year.

Consumers are eager for cider. And those consumers aren't a monolith: Nielsen CGA reported in 2023 that cider drinkers are 49.7% female and 49.3% male – a nearly even split. Drinkers who consume cider also tend to be younger than drinkers of other types of alcohol. That's good news at a time when many other categories are struggling to connect with young legal drinking-age customers. Amy Hartranft, a bartender and the director of Philly Cider Week, says demand is clearly there.

"The consumer isn't the problem. **People want to drink cider,**" she says.

Cider of All Stripes

As drinkers are becoming more familiar with cider, they're becoming savvier about the diversity within it. Cider has in the past been oversimplified as a sweet beverage, but dry options are becoming increasingly popular, along with flavored and Imperial ciders.

Imperial ciders – those above 8% ABV – had a particularly explosive year in 2023. These bold products posted roughly 100% growth and now make up about 9% of total U.S. cider sales in chain retail. The vast majority of these Imperial ciders come from regional brands, though **Angry Orchard Crisp Imperial** launched nationally in November.

Along with the elevated ABV comes premium pricing: The ACA reports **that Imperial ciders represent on average a 24% premium over standard cider.** And cider shoppers have proven willing to trade up. That may be due to cider drinkers' above-baseline income and education levels – something McGrath urges retailers to appreciate.

"We know that cider consumers are higher wage earners and more educated. That translates into larger baskets," she says. "So drawing in cider consumers is good for overall sales of everything."

Hartranft says that as a bartender, she's witnessed firsthand how important it is for accounts to offer more than just one cider option. She says customers have lately

Branch Out: Celebrate the Spectrum of Hard Ciders

The popularity of hard cider continues to climb, reflecting evolving tastes and a cultural shift towards diverse and flavorful drinking experiences. Give your customers the cider selection they're looking for, with a range of flavors and ABVs for every palate.

ANGRY ORCHARD CRISP IMPERIAL

Crisp Imperial has a bold, crisp apple flavor with a punch of 8% ABV and the perfect level of sweetness for easy drinking. ABV: 8%



ANGRY ORCHARD ROSÉ

Angry Orchard Rosé uses a combination of hibiscus and fresh juice from rare, red-fleshed apples sourced in France. This cider has a floral aroma, is apple forward in taste and complemented by refreshing, light tannins, similar to semi-dry wine. ABV: 5.5%



WOODCHUCK AMBER

Woodchuck Amber has a golden color, a medium-light body, mild bitterness and a medium sweetness that is reminiscent of apple cider. It is made from a blend of apples and fermented with champagne yeast to produce a great-tasting and refreshing product. ABV: 5%



STRONGBOW GOLD

Strongbow Gold is sweet and golden with a crisp kick, a hint of green apple and a long, bittersweet finish. ABV: 5%



Amber was the first style of cider produced under the Woodchuck label in 1991, delivering a medium body, sweet red apple taste, and golden hue.

been excited about the 8% ABV, zero-sugar dry cider she's had on tap.

"By giving people more options, you sell more overall. Only selling one option is not a litmus test for what cider can do in a space," Hartranft says. "In the same way that if you only sold one beer, an IPA, and people didn't buy it, you wouldn't assume that people don't like beer."

While it's still a very small percentage of the market, low-ABV and non-alcoholic versions of hard cider have also hit the market recently. These new products demonstrate that, like beer or spirits, cider is a broad category with room for broad variety.

Cross-Category Opportunity

Few drinkers today solely consume one type of alcohol. That's especially true of younger legal drinking-age consumers, for whom the concept of being "a beer guy" or "only into wine" seems foreign. NielsenIQ data shows 63% of drinkers report regularly consuming more than one category of alcohol, a percentage that's on the rise. With its variety of flavors and ABVs, Hartranft says, **cider is frequently in drinkers' mix alongside beer, wine, and spirits.**

"Data shows that millennials and Gen Z are more prone to find choices they like in each category and drink a little bit of everything," she says. **"I'm finding a lot of casual cider drinkers."**

This is a particularly strong opportunity for the on-premise,

McGrath notes. **Consumers who are looking for something new for their next round often find cider to be a flavor-forward beer alternative, or a lower-ABV alternative to a wine or cocktail.** BeerBoard data reported by the ACA shows that draught cider outperforms many draught beer styles, including stouts and pale ales.

About the Author: *You may know her as the director of the North American Guild of Beer Writers, but Kate Bernot wears many hats. The work of this celebrated journalist and BJCP Certified Beer Judge routinely appears in The New York Times, Washington Post and the online publication Good Beer Hunting – to name a few. Ms. Bernot resides in Missoula, Montana where she enjoys the great outdoors and a good pint of beer made by the area's skilled local brewers.*



Imperial cider, like Angry Orchard Crisp Imperial, posted roughly 100% growth 2023 and now make up about 9% of total U.S. cider sales in chain retail.

Blue Moon's Bright Future

New Look, Blue Moon Light Aim to Drive Growth in '24.

By: Alex Parker, courtesy of Molson Coors' Beer & Beyond blog

Blue Moon is looking to get "brighter" in 2024 with revamped packaging, an expanded marketing campaign and a new look and name for Blue Moon Light, formerly Blue Moon LightSky.

Molson Coors Beverage Company's big plans aim to provide a kickstart to the top craft beer, the top light craft beer and the No. 2 draught handle in the U.S.

Chief among them is modernizing Blue Moon Brewing Company's entire family of brands, including its flagship, Belgian White Belgian-style Wheat Ale. **The brand is debuted a streamlined new look on its packaging this year, its first brand update since 2019.**

The new look aims to bring a cohesive identity to Blue Moon's family of brands, Courtney Benedict, Vice President for Above-premium Beer, said at Molson Coors' distributor convention in Orlando.

"We know that closing the deal at shelf is the critical touchpoint" to connect with legal-age drinkers, she said. **"We need to show - not just tell - drinkers that Blue Moon is the bright, vibrant, modern brand we all know it to be."**

The new look comes at a time when craft beer is weathering challenging trends, yet **consumers have shown a penchant for above-premium options.** And Blue Moon, says Rose Sokolnik, Senior Marketing Manager for Blue Moon brands, sits in the middle of both segments.

"Blue Moon sits in this unique position in above-premium, with craft roots and mass



The new packaging for Blue Moon's powerhouse flagship, Blue Moon Belgian White Belgian-style Wheat Ale emphasizes the winning flavor credentials that built the Blue Moon name.

appeal at the same time," she says. "In the past few years, we haven't been telling a unified story, and Blue Moon's new look brings all the brands together."

Starting in February, consumers will see the evolved packaging for Blue Moon's family of beers, including **Belgian White, Blue Moon Light** (more on that in a moment) and **new Blue Moon Non-Alcoholic Belgian White Belgian-Style Wheat Brew**, which launched in December.

It's a modernized look, leaning hard on the stylized blue moon and banner text that is so linked to the brand and its flagship, Blue Moon Belgian White. The flavor credentials of each beer - Valencia orange peel, tangerine or mango, depending on the brand - are celebrated on the pack, which are designed to stand out more on shelves.

And, Sokolnik says, the new look did well in consumer tests, where panelists

said **the beers were easier to find on shelves, appeared more desirable and increased their purchase intent.**

"It was important to get the Blue Moon banner logo front and center across all packs; that's how consumers shop for Blue Moon," she says.

The end result, Sokolnik says, is a brand family that can stand together coherently, whether on shelf or as part of a floor display, and draw in consumers. And **Blue Moon's new look will figure into its expanded "Made Brighter" marketing campaign this year, which will include fresh TV and out-of-home ads, as well as retail tools.**

The platform shows "how **Blue Moon's brightness is the catalyst to making life more interesting.** To spreading more fun. And more creativity. And that's exactly why we brew it. To champion a brighter world," Benedict said.



Blue Moon Non-Alcoholic will deliver a piece of the non-alc puzzle currently lacking in the market: authentic flavor from an established brand.



Blue Moon's LightSky has been rebranded as Blue Moon Light, a better-for-you option that doesn't sacrifice on taste.



Blue Moon's Made Brighter campaign leverages what makes Blue Moon so special: the nation's top-selling craft brand, the top light craft beer and the No. 2 draught handle in the U.S.

While the craft segment continues to be soft, **Blue Moon continues to outperform it in the off-premise:** in the last 12 months, **its brands have grown share of craft every month**, Benedict said. And **no craft brand is bigger in the on-premise than Belgian White**, which introduced a new tap handle in 2022 – the most requested in Molson Coors' history, she said.

It's helped close the gap with the top tap handle, Bud Light, by 25% in 2023, and Benedict said **Blue Moon will continue its ambition to make Belgian White the No. 1 draught pull in the U.S.**

A Bright 'Light'

In 2020, Blue Moon released Blue Moon LightSky, a citrus wheat ale that resonated with drinkers looking for something lighter in calories and lower in ABV.

In 2024, **LightSky is getting a makeover** – and a new name that ties it closer to the Blue Moon master brand: **Blue Moon Light**. Sold in light-blue 12-ounce slim cans with secondary packaging to match, **Blue Moon Light and its citrus wheat flavor makes it clear what it is**, Sokolnik says.

"Blue Moon Light is drafting off what consumers expect from a Blue Moon: unique flavor and quality," Sokolnik says. "We know it works well with Blue Moon

Belgian White and we're excited for consumers to see Blue Moon Light on the floor."

Full Flavor, No Alc

The brewing company is also set to play in the exploding non-alc craft space, which, according to Circana, grew volume more than 17% in the last year, with the **introduction of Blue Moon Non-Alcoholic**, a Belgian-style wheat brew that launched in December.

"Regardless of the reason a person chooses non-alc beer – taste is important: nearly two-thirds of craft NA beer buyers chose their last NA beer based on taste," Benedict said.

Consumers, she said, can expect to find familiar flavor in the non-alc Belgian White, which is made with the same Valencia orange peel as its namesake but contains less than .5% alcohol by volume. And it has a chance to bring back lapsed Blue Moon drinkers and new consumers, while being incremental to Blue Moon sales.

"We're trying to reach consumers who want to limit their intake but not the beer moments themselves," Sokolnik says. And with Blue Moon's well-known association with flavor and its reputation for bringing new drinkers to craft, the new non-alc beer is primed to compete in the exploding craft non-alc segment, which grew volume sales more than 87% in the last year, according to Circana.

The net effect of a new look, an expanded platform and introduction of Blue Moon Light and Non-Alcoholic Belgian White is **"a monumental opportunity to drive growth in 2024,"** Benedict said.

"(It) is the year of Blue Moon Brewing Company," she said. **"This is our time."**

Blue Moon's Bright New Look

For the first time since 2019, the top-selling craft beer brand has updated their packaging to create a new, cohesive identity for Blue Moon's family of brands.



ESTD 1995
BLUE MOON
BREWING COMPANY

BLUE MOON BELGIAN WHITE BELGIAN-STYLE WHEAT ALE

Blue Moon's flagship is the top craft beer in the market, now sporting a bright, vibrant, modern look that emphasizes its flavor credentials and trademark Valencia orange peel.

BLUE MOON MANGO WHEAT

The refreshing, mildly sweet Mango Wheat has a ripe mango flavor balanced with a biscuity malt sweetness and hints of honey.

BLUE MOON LIGHT

LightSky is being reintroduced as Blue Moon Light, a citrus wheat ale that is perfect for drinkers looking for something lighter in calories and lower in ABV.

BLUE MOON NON-ALCOHOLIC

Full of Blue Moon flavor with none of the alcohol, Blue Moon Non-Alcoholic has launched just in time for Dry January and aims to capitalize on the explosive growth of the non-alc craft segment, which grew more than 87% last year.

Blue Moon sits in this unique position in above premium, with craft roots and mass appeal at the same time.

– ROSE SOKOLNIK, Senior Marketing Manager for Blue Moon brands

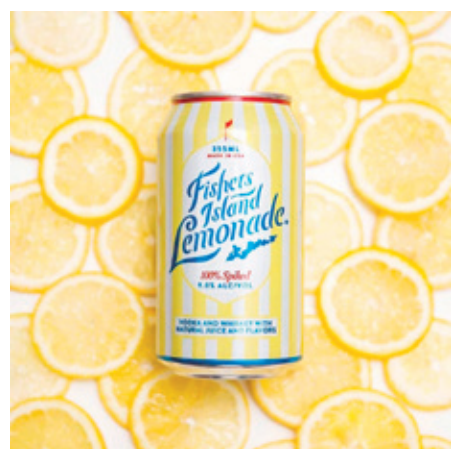
Bronya Shillo, Fishers Island Lemonade

Fishers Island Lemonade is not just a refreshing beverage; it's a testament to innovation, quality ingredients, and a touch of New England charm. This delightful concoction has gained popularity for its unique blend of flavors and the story behind its creation. Fishers Island Lemonade has its roots in Fishers Island, a small and picturesque island located at the eastern end of New York. The island has a rich maritime history and is known for its close-knit community and stunning landscapes. It was in this setting that the idea for Fishers Island Lemonade was born.

As Women's History Month quickly approaches in March, Heady Times sat down with the female founder Fishers Island Lemonade, Bronya Shillo, to delve into the success the brand has seen and her story of how it began.

Heady Times (HT): How did your career in the alcoholic beverage industry begin?

Bronya Shillo (BS): I grew up in Connecticut and spent the summertime on Fishers Island with my family and cousins. My father purchased the Pequot Inn when I was a little kid, and basically raised my sister and I there. As I got older and more interested in the family business, it was fun to carry on the tradition and evolve it into creating the Fishers Island Lemonade beverage. The Pequot Inn, the way I describe it, is "Cheers" meets "Caddyshack" atmosphere out on Fishers Island, and it's filled with lots of history. The Fishers Island Lemonade is the house recipe and cocktail



of the establishment. It was a natural transition as I look back, thinking about how I got into the industry. It began with my family and the influence of being involved in running a successful bar and restaurant.

HT: What drove you to the hard lemonade ready-to-drink segment?

BS: Not only was Fishers Island Lemonade already a popular cocktail at the Pequot Inn, but it was also something that locals and visitors demanded. It became a coming-of-age drink. As I got older, the craft beer trend started to take off, and breweries were popping up left and right. I then started brewing my own beer in the quiet winter months and figured I'd go to UC Davis Brew School after college. After some time, I asked myself, 'What's our story, and what makes us stand out versus local Harpoon or Long Trail?' I decided I was going to take that leap of faith with Fishers Island Lemonade. Lemonade is a very approachable flavor, specifically in America. Consumers grew up with hotdogs, apple pies, car washes, and lemonade stands. The entrepreneurial sort of flair was something that I feel like

I was exposed to early, combined with the approachability of lemonade, and together, it seemed like a natural fit.

HT: Can you talk about Fishers Island Lemonade's philanthropic efforts?

BS: As I began launching Fishers, I was still working at the local school. I saw that graduating seniors had an amazing opportunity to apply for a scholarship, but only a few were available. I noticed a lot of science, environmental, and community service but nothing about business or what an entrepreneur is. I talked to the principal, and said, 'Hey, I want to set up a scholarship, is it okay if we do it in a way that doesn't promote alcohol to high school seniors?' I felt like if I were to go on this journey, I had to take the Pequot with me and make them and the people who call that place home proud. In addition to the scholarship, during our launch, we became a member of 1% for the Planet, an organization where you give back 1% of your net proceeds to nonprofits, typically all environmentally based. We give to the nature conservancy on the island, all sorts of restoration programs, affordable housing, and scholarships. As



Bronya participates in Take 3 for the Sea beach cleanup in Manasquan, NJ.

our company has grown, we've partnered with Take Three for The Sea which focuses on beach clean-ups. It's been amazing to bring everybody together, enjoy some time outside, and have an impact in various communities. We've also partnered with Kramer Beverage for the last two years, and I plan to attend this upcoming May for the beach clean-up in Cape May County. Helping the community is the best part because it's simple yet fun.

HT: Where does Fishers Island Lemonade fit into the on-premise segment?

BS: We started in the on-premise and were born from that 'aha' moment behind the bar, so, for Fishers, it's a natural fit. Since day one, I have been focused on ensuring we were paying attention to the on-premise. By the time we launched in 2014, I had people asking 'Can I be the first bar to carry this in Connecticut?' It was a learning curve, but I was pleasantly surprised by how many people knew about us, and we were surprised to find Fishers Island Lemonade in a can. I think that was something that helped us take off and have a stronghold in the on-premise

because it was already a cocktail, and it was known already. Fishers is a dual spirit-based cocktail, not just your average vodka soda or rum and coke. Fishers provides speed and consistency. Anyone can make a martini or a margarita, but you can have a perfectly prepared cocktail with the crack of a can. Everyone knows what a Fishers Island Lemonade is, whether they have it in New Jersey, Connecticut, Rhode Island, New York, etc.

HT: Why did Spirit of Gallo acquire Fishers Island Lemonade? How will that help the brand grow?

BS: After talking with Spirit of Gallo, it was an interesting conversation when it came down to the Gallo family approach and the portfolio that they were building. I had a lot of in-depth conversations with Spirits of Gallo about the transition because it's not just about selling. It was important to me what would happen to the community, the brand, to me, to the staff, and to the distributors. One of the things I wanted to do was continue to share this story and to be involved. Fishers has had a great following of supporters, it's like that little engine that could. We're not national, but we're



independently owned, and female-founded. We're not any of those big, big products that have a lot of support behind it, but yet we're competing and performing really great. I saw Gallo's sales muscle, and that was something I felt like a fantastic complement to Fishers, and beyond that, I think it's also a great complement to the brand.

HT: As we head into Women's History Month, how has being a female founder impacted your journey?

BS: When I first started, I didn't know much about this industry. I was one of the only women in the room, but I was among great supporters and peers. When you get that first level of support and belief, I think it just continues to propel you, whether you're male or female. When I started our brand ambassador program, I saw a lot of young female teachers wanting to be involved in something social. They were responsible, they had summers off, and suddenly had this group of women that were thriving, coming out of their shells, and gained confidence because they loved the brand. It gave them something to be apart of and gained some great exposure on both sides.

I think being inclusive, male, female, or age, is just better to cheer each other on and be the best supporters; I heard that from the start. I hope to continue to inspire people, whether through scholarship or in the industry.



For more information on Fishers Island Lemonade, please visit www.filemonade.com or follow them on social media.

 @FILEmonade

 @filemonade

The celebration of **International Women's History Month** is a heartfelt recognition of the invaluable contributions made by our many female employees. Here are a few women from various departments who deserve to be spotlighted for their daily contributions and achievements at Kramer Beverage.



Ruby Rodrigues

Marketing Associate

What does International Women's Month mean to you? Celebrate women's successes! It is amazing to be a woman in the beer industry.

If you had a message for your younger self, what would it be? Don't get caught up in the details, keep your eye on the bigger picture.

How long have you worked for Kramer Beverage? Since May 2022 when I started as an intern.

What does your current position entail? I handle various tasks, including creating content for social media, assisting in company communications, event planning, running analytical reports and recaps, and assisting the Brand Team in their marketing initiatives.

How do you provide the best service to your customers? By educating our customers on the power of social media and helping them to understand how Kramer can help to promote our products and their business.

What's been most rewarding about your position? Getting people to believe in the power of social media as a tool and seeing the results in real time.

What are some of your hobbies outside of work? Outside of work you can catch me hanging out with my dog, Leo, slinging breakfast on the weekends at my local diner or working towards my MBA.

What are your favorite Kramer Beverage brands? I really enjoy Dogfish Head, Fresca Mixed and Twisted Tea.

What is your favorite beer? My favorite beer is an ice-cold Corona Premier with a lime.

What's your favorite movie or tv show? The Office or Bob's Burgers.

What are three things on your bucket list? Visit Portugal, learn Portuguese, and adopt a senior dog.

Cookie Velazquez

Talent Acquisition Coordinator

What is one thing you want everyone to know about you? I have a degree in Fashion Design and have dreams of becoming a costume designer. I fell into H.R. when I was 28 and came to realize I really loved it and wanted to make it my career.

What does International Women's Month mean to you? It's about erasing boundaries and celebrating women that never give up and inspire other women to use their voice. I want my daughters to know those women and be inspired by them to always be their best.

If you had a message for your younger self, what would it be? Never let anyone stifle your creativity; don't work in retail for so long!

How long have you worked for Kramer Beverage? Since 2022.

What does your current position entail? I recruit the new employees we hire and help in all aspects of H.R.

What's the most exciting part of your job? Getting to be the first point of contact with an applicant. If we decide to hire that person, I want them to have the best onboarding experience we can give from the first time I speak to them, so they know Kramer Beverage has a positive culture, start to finish.

What's something you find challenging about your position? Sometimes an applicant is not a perfect fit, and sometimes they are, but don't decide to join our team. It's challenging when a hire doesn't work out.

Tell us about your family: My family is all musicians and artists. I've been married for 20 years, and have 2 amazing daughters, Raven 14, and Luna, 11.

What are some of your hobbies outside of work? I'm a professional seamstress, and love making new creations from scratch. Especially Halloween costumes and Cosplay!

Alyssa Bentley

Retail Sales Representative

What does International Women's Month mean to you? To celebrate women successes over the years. To me, it's such an accomplishment to be a woman in beer sales!

How long have you worked for Kramer Beverage? Since June 2022.

What does your current position entail? Every day, I serve Cape May County by being a consultant for retailers. Day to day, I keep up with trends, sell in our portfolio, and answer any questions or concerns anyone has.

What does it take to excel in your position? To me excelling means being honest, communicating, and providing the best customer service I can to my customers. Ultimately, I'm not here to get a paycheck and go home, I care about every relationship I have with retailers.

What other positions have you held in the company? Merchandiser.

What's something you find challenging about your position? Especially being new to this route, there were times it was challenging to adapt to a new role. Every day I am constantly learning, as I prepare for Summer 2024!

What are your favorite Kramer Beverage brands? Miller Lite, Leinenkugel, and Sam Adams.

If you could be anywhere, drinking any beer... I would be sitting on the beach on a hot summer day with a cold Miller Lite.

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

Do you have any winter traditions? If so, what are they? My ideal winter tradition is to go skiing with friends and family, whether it be in Vermont or Pennsylvania.



Alyssa Bentley

Theresa Gellura

Warehouse Clerk

What does International Women's Month mean to you? It is a time for me to reflect on some of the amazing women who fought and continue to fight to break down barriers for rights and equality. I also see it as a time for girls (like my daughter) to see what has been accomplished and be inspired to accomplish more.

How long have you worked for Kramer Beverage? Since 2021.

What does your current position entail? Checking in inbound trucks with products from our suppliers. Receiving and tagging product to be entered into inventory. Verifying quantities, products, dunnage and checking the product for any damage.

What does it take to excel in your position? Attention to detail, speed, and accuracy.

What's the most exciting part of your job? Seeing the new products coming in.

What's something you find challenging about your position? Catching errors or changes to orders as they come in.

Tell us about your family: I have been married to my husband for 23 years, and we have four beautiful children.

What are some of your hobbies outside of work? Volunteering, watching my kids play sports and other school activities, reading and baking.

Are you a sports fan? If so, who are your favorite teams? I am a baseball fan, and the Phillies are my favorite team.

What's your favorite movie or T.V. show? Seinfeld.

What are three things on your bucket list? Visit Ireland, Alaska, and Skydive.



Theresa Gellura

New Holland Dragon's Milk

Dragon's Milk[®]

Legends don't happen by chance. They come from a series of moments,

leading to one that's remembered forever. For the legend of Dragon's Milk, they embraced the mystery of bourbon barrels. Then, they designed beers around the character and spirit they'd impart.

New Holland Dragon's Milk Stout



Dragon's Milk is a term used to describe potent ales that were bestowed in celebration at the end of a journey. Their signature stout carries on that tradition today. Roasted malt delivers notes of coffee and chocolate, married with sweet undertones of vanilla and oak from a three-month stay in bourbon barrels, to create a truly legendary blend of flavor. **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** Now, year-round

New Holland Dragon's Milk Crimson Keep

Heavily fortified, the keep is the last bastion standing between a brave knight and heroic victory. Unless, of course, they have a dragon... Crimson Keep is aged in bourbon barrels for one month deep within the Dragon's Milk Cellar. The deep red color is evidence of being battle-tested. A smooth, malt-forward flavor profile is highlighted by toffee, stone fruits, and oak notes that lead to a pleasantly dry finish. **ABV:** 11%



Package: 12 oz. bottles only **Availability:** Now, year-round

New Holland Dragon's Milk Tales of Gold



Myths of treasure guarded by a dragon have fanned the flames of adventure throughout history. Only the bravest and boldest would seek these riches, for they knew the reward would merit their risk. Their brewers have heard these Tales of Gold and have sought to bring forth a bounty of flavor once trapped inside the walls of the Dragon's Milk Cellar. This golden-hued ale is busting with caramel, honey, and oak notes from a one-month stay

in bourbon barrels. A light touch of sweetness is imparted through the addition of milk sugar, rounding out a truly legendary experience. **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** Now, year-round

New Holland Dragon's Reserve Series Coffee Chocolate

Dragon's Milk Reserve is a treasure trove for the adventurous spirit. Each entry in the Reserve series is crafted to push the boundaries of our signature stout. An epic journey awaits... The adventure begins with a slumber in select bourbon barrels, imparting notes of vanilla and oak to this brew.

Finely kilned malts provide a robust base to which generous additions of real cocoa and freshly ground coffee are added to complete the quest. Raise a glass to victory! **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** April



LIMITED RELEASE

el Jimador

A refreshing take on some of the most exciting cocktails from the best bars around the country to your home in a delicious variety pack. The el Jimador Premium Malt Beverages are bold, refreshing tequila-inspired offerings made with 100% blue agave nectar and real fruit juice.



el Jimador Variety Pack

Crafted with real tequila heritage and credentials in mind, the el Jimador Premium Malt Beverage delivers a unique, sophisticated, and quality cocktail experience. **Package:** 12 oz. cans only **Availability:** Now, year-round



el Jimador Lime Margarita

Explore the ideal blend of natural lime with sweet agave nectar flavors with this signature drink. Featuring a refreshing and crisp finish, making it the perfect pairing for every adventure. **ABV:** 5.9% **Package:** 24 oz. cans only **Availability:** Now, year-round

el Jimador Grapefruit Paloma

Bittersweet, sour, citrusy, and refreshing all at the same time. Made with real grapefruit juice, their Grapefruit Paloma is simple and refreshing. **ABV:** 5.9% **Package:** 24 oz. cans only **Availability:** Now, year-round



Lagunitas

LAGUNITAS

BREWING CO.

From their earliest days, Lagunitas brewers have strived to make consistently good

beer, and instead they made beer that ranged from vile, to barely drinkable, to wonderful, to elegant, to questionable-at-best. From being castigated by their West Marin neighbors to finally suffering an 'eviction' by their West Marin septic system. From landing in the welcoming arms of Petaluma, and actually getting the beer into bottles, onto the streets and into the hands of sympathetic beer geeks, to steadily losing less money each month. From all this and more, Lagunitas Brewing Company is emerging as a battle-tested brewery capable of making great beer out of goat's milk, brambles, and asphalt on the surface of the moon, if need be.

Lagunitas IPA



This well-rounded, highly drinkable IPA is brewed with a bit of caramel malt barley that provides the richness that mellows out the twang of the hops. **ABV:** 6.2% **Packages:** 12 oz. and 19.2 oz. cans, and draught **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Lagunitas Maximus



Maximus Colossal IPA is kind of like the brewery's flagship IPA on steroids. Brimming with pine, grapefruit, and berries on top of floral, spicy, dank notes, the exotic hop character leads to an assertive hoppy burst. This updated West Coast double IPA will blow the minds (and tastebuds) of the modern DIPA connoisseur. **ABV:** 9% **Packages:** 12 oz. cans, 19.2 oz. cans, and 12 oz. bottles

Availability: Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Lagunitas A Little Sumpin' Sumpin'



Smooth and silky, A Little Sumpin' Sumpin' is a hoppy, pale, wheat ale that's great for IPA fans, but so smooth that hefeweizen fans dig it too. **ABV:** 7.5% **Packages:** 12 oz. and 19.2 oz. cans **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)

Lagunitas Daytime IPA

This 98-calorie session IPA is boldly dosed with a glorious fortune of dry hops and a toasty malt foundation to satisfy your every need. But, at 4% ABV, it still lets you stay in the game to do what needs to be done. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Lagunitas Island Beats

Lagunitas' newest year-round brew is a tropical IPA. This crisp IPA is brewed with hops that create lively tropical fruit flavors and aromas for a refreshing, juicy IPA without the characteristic bitterness of a traditional IPA. It's easy-to-drink and highly sessionable. **ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Lagunitas Tiki Fusion Zombie

A forewarning for your senses: This exotic fusion of flavors has been crafted to conjure cocktailian notes of orange juice, fresh lime, grapefruit & allspice – brewed without summoning any (liquor) spirits. This is Lagunitas' homage to the original Zombie and Tiki movement, both created in their home state of California. BYOTU (Bring Your Own Tiny Umbrella), naturally. **ABV:** 10% **Package:** 19.2 oz. cans only **Availability:** Now, year-round (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Lagunitas The Beast of Both Worlds

Lagunitas' new year-round brew is a bi-coastal IPA. What fresh freak of nature is this?! Hazy flavors without the haze? West Coast hoppy without mega bitterness? Quite the contrary kaiju towering before you. Double dry-hopped with a juicy blast of Citra & Mosaic for a super smooth finish, this beast is truly the best of both worlds. Release the hound! **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March



Lagunitas Hoppy Refresher



Hoppy Refresher is a fresh take on an old tradition... an IPA-inspired refreshment that's zero-alcohol, zero-carbohydrate, and zero-calorie, made using everything Lagunitas knows about hops. It's chock-full of Citra, Equinox, and Centennial hops, as well as some natural flavors and a pinch of brewer's yeast to biotransform-ate the hops to just the right flavor. Try Hoppy Refresher on its own for a beer-like tasting experience (without the

alcohol, of course), or mix it with your favorite spirit to add a hoppy zing to your cocktail game! Think of it like a club soda... with soul. Lots of soul. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

Lagunitas Variety Pack



Lagunitas' 2/12 can variety pack is filled with four Lagunitas beers that make up 8% of total IPA sales in the U.S.! No other brand family can offer that IPA brand power in a single variety pack. Included in the mix are: **IPA, Hazy**

Wonder, A Little Sumpin' Sumpin' Ale, and DayTime. **Package:** 12 oz. cans only **Availability:** Now, year-round (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

Lagunitas Hoppy Refresher Functional Variety Pack



The Hoppy Refresher brand is expanding by leaning into the benefits of hops to launch a new 2/12 can variety pack focused on offering unique functional benefits with elevated flavor experiences, addressing emerging consumer needs and desire for more interesting

flavors with 0 alcohol. Included in the mix are: **Mood-Lifting Spicy Mango**, with ashwagandha, a known adaptogen with nootropic-like effects for calmness and mood-boosting effects; **Replenish Coconut & Pineapple**, this hydrating beverage will counter the negative effects of alcohol plus ingredients of lemon balm, coconut, and pineapple; **Recharge Tropical Hibiscus**, delivering a boost of energy with natural caffeine and focus, but without the crash and **Relax Chamomile Lemon**, a calming mix of chamomile and lemon to de-stress and unwind at the end of the day. **Availability:** Year-round, beginning in March (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

River Horse Brewing

River Horse Brewing Company is a craft brewery located in Ewing Township, New Jersey. The brewery was originally founded in 1996, however, Chirs Walsh and Glenn Bernabeo took it over in 2007 and hasn't looked back. River Horse has gained popularity for its diverse range of craft beers, including a variety of ales and lager.



RIVER HORSE
BREWING CO.
EWING, NEW JERSEY

They have been known for experimenting with different styles and flavors, often releasing seasonal and limited-edition brews. River Horse has a tasting room at their brewery where visitors can sample their beers and learn more about the brewing process.

River Horse Tripel

This is their take on a classic style, the Belgian Tripel. They've kept the recipe simple and true to style to not overwhelm the complex flavors imparted by their Belgian trappist ale yeast strain. They brew this beer to finish lower in gravity, which allows for a drier finish. They also add real coriander, crushed the day of brew, adding citrus spice notes to round out the light clove and bubble gum notes imparted by the yeast. **ABV:** 10% **Packages:** 12 oz. bottles and draught **Availability:** Now, year-round



River Horse Ear Wiggler

Have you ever seen a hippo wiggle its ears? There's a lot going on there - clearing water, sending a warning, keeping bugs away, and allowing it to hear while still submerged. Well, there's a lot going on with IPA too. The hop combination will give you a lot of tropical fruit aroma, a hazy gold hue, and a velvet mouthfeel with a touch of sweetness. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



NEW PRODUCTS

Blue Moon Light

Blue Moon LightSky is being reintroduced as Blue Moon Light, a citrus wheat ale that is perfect for drinkers looking for something lighter in calories and lower in ABV. At just 95 calories and 4% ABV, Blue Moon Light is brewed with real tangerine peel and boasts exceptional taste without weighing consumers down. Blue Moon Light is a strong tool in the brand's arsenal, as consumers increasingly reach for better-for-you options that don't sacrifice taste. **ABV:** 4% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March



SPIKED REFRESHERS



Happy Thursday Spiked Refreshers

These new spiked refreshers are bubble-free with a slightly hazy pour and beautiful true-to-fruit color. Available in a variety pack as well as two single-serve packages, these 4.4% spiked refreshers still have less

than 10g of sugar and are between 120 and 130 calories. Happy Thursday! Because why wait until Friday?



Happy Thursday Strawberry Spiked Refresher

This Spiked Refresher has a ripe and juicy strawberry flavor with a sweet and tart balance. **ABV:** 4%

Packages: 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Year-round, beginning in March



Happy Thursday Pineapple Starfruit Spiked Refresher

The Pineapple Starfruit Spiked Refresher has a fresh pineapple-forward taste with tropical background notes. **ABV:** 4% **Packages:** 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Year-round, beginning in March

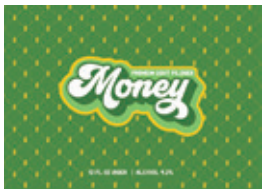
Happy Thursday Spiked Refreshers Variety Pack



The Happy Thursday 2/12 can Variety Pack includes four delicious Spiked Refreshers: **Pineapple Starfruit, Black Cherry, Mango Passionfruit, and Strawberry.** **Availability:** Year-round, beginning in March

Urban Village Money

This beer is as named. A true LIGHT pilsner at 100 cal and 3g of carbs. Made with premium local barley and NO ADJUNCTS. Dry, crisp, and refreshing. Get some! **ABV:** 4.2% **Package:** Draught only **Availability:** Now!



Urban Village Super Villain

Loads of oats and milk sugar give this IPA a great mouth feel. Hop blend of Vic Secret, Mosaic, and Motueka pair up with this for a super juicy IPA. **ABV:** 6.5% **Package:** Draught only **Availability:** Now!



Simply Spiked Unveils New Limeade Lineup

The juice experts at Simply are introducing a line of spiked limeade beverages for 2024 that includes **Signature Limeade, Cherry Limeade, Blackberry Limeade, and Passionfruit Limeade.** Shoppers can enjoy this fresh assortment of limeade flavors in a 12-can variety pack as well as the Signature Limeade flavor in a 24 oz. single-serve can. At 5% ABV, these juicy, spiked beverages are bursting with a sweet and refreshing lime flavor. **Availability:** Year-round, beginning in February



Arnold Palmer Spiked Half & Half Variety Pack



Arnold Palmer Spiked, the classic combination of iced tea and lemonade, is getting a splash of natural flavor for 2024. Retailers can get Arnold Palmer Spiked in a number of Half & Half Variety Packs,



including **Original Half & Half, Raspberry Half & Half, new Strawberry Half & Half, and new Mango Half & Half.** In addition, shoppers can enjoy the new **Strawberry Half & Half** in a 24oz single-serve can. These latest offerings from Arnold Palmer Spiked will be available in select markets. **Availability:** February

Modelo Chelada Fresa Picante

Modelo Chelada is launching its newest flavor, Modelo Chelada Fresa Picante, to further optimize its flavor lineup and continue capitalizing on fruit-flavored trends that have broad consumer appeal. Brewed with authentic Mexican beer and the refreshing flavors of strawberry and chile peppers, this new flavor delivers a perfect balance of fresh strawberry with a dash of spice. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in March



UFO Variety Pack

UFO Variety Pack is ready to embark on a full orbit around the sun! Featuring our 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, year-round



Twisted Tea Black Cherry

Twisted Tea's newest year-round flavor is a refreshingly smooth hard iced tea made with real brewed black tea and a natural black cherry flavor twist. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in January



Dogfish Head All IPA Variety 12 Pack



This is the first all IPA variety pack from Dogfish Head! Included in the mix are four IPAs that are perfect for enjoying all year-round: **60 Minute IPA**, **90 Minute IPA**, **Hazy Squall** and **Slightly Mighty** lo-cal IPA. **Availability:** Year-round, beginning in March

Truly Party Pack



Introducing the Truly Party Pack – a new variety pack that combines the most popular Truly flavors (and one new flavor) in a convenient slim can 12-pack. We know how tough it is to buy alcohol for a crowd, so Truly made it a whole lot easier. This brand-new variety pack features three classic fan-favorites:

Watermelon, **Citrus Squeeze**, and **Pineapple** as well as *new* **Raspberry!** With a flavor for everyone, the Truly Party Pack takes the guessing out of your customers' shopping trips. **Availability:** Now, year-round

Truly Unruly Variety Pack



Whoever said "nothing good happens after dark" clearly hasn't tried Truly Unruly. Think of it as the cooler cousin of everyone's favorite hard seltzer – sure, it's got the family genes (refreshment, light flavor, 12

fluid ounces), but that's where the similarities end. It's turned up to 8% and is always ready to bring the fun! The Truly Unruly 2/12 slim can mix features four Truly flavors with an amped up 8% ABV: **Tropical Twist**, **Berry Blast**, **Citrus Crush**, and **Strawberry Smash**. Truly Unruly is the rare drink that keeps you on your toes (not in your seat). **Availability:** Year-round, beginning in March

Angry Orchard Crisp Light

Introducing a brand-new light cider from Angry Orchard! Each and every can contains the same delicious apple flavor your customers know and love, now with fewer calories, less sugar and a slightly less sweet finish. The end result?



A light cider that's crazy refreshing, wildly drinkable and still plenty Angry. **ABV:** 4.3% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March

Sierra Nevada Cosmic Little Thing Hazy Double IPA



Ride an interstellar wave of tropical flavor in Cosmic Little Thing, a hazy nebula glowing with Comet, Strata and Helios hops for notes of citrus, berries and lychee. Head into orbit before the next hazy IPA rotator hits. *This is the*

first of three beers in a year-round, rotating, Little Things series. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Year-round (rotating series) beginning in February

Sierra Nevada Torpedo IPA Pack



The Torpedo IPA Pack delivers a direct hit of intense hop flavor. Included in the 2/12 bottle mix are: **Torpedo Extra IPA**, **Cold Torpedo**, **Atomic Torpedo**, and **Cyro Fresh Torpedo**.

Launch into this iconic IPA series and hold on tight: Damn the

Torpedoes, Full Hops Ahead! *The Torpedo IPA Variety Pack will replace the Fan Favorites Variety Pack.* **Availability:** Year-round, beginning in Mid-February

Sierra Nevada Hazy IPA Pack



The newest Hazy Little Things 2/12 can Variety Pack includes **Hazy Little Thing** and **Juicy Little Thing** alongside two new additions: **Dank Little Thing** Hazy IPA and **Tropical Little Thing** Hazy IPA. Packed with flavor and hops, this mix is sure to be a hit with hazy beer

lovers. *The Hazy IPA Pack will replace the Little Things Party Pack.* **Availability:** Year-round, beginning in Mid-March

White Claw 0% Variety Pack



A drink for all drinkers, White Claw is perfectly placed to deliver a disruptive non-alc offering anchored in iconic flavors and refreshment. A significant unmet need exists between non-alc beer & sugary mocktails. Enter White Claw 0%. This new, innovative non-alc is full of flavor

with only 15 calories, 5g carbs, just 2g of added cane sugar and hydrating electrolytes with 0 alcohol. Included in this 2/12 slim can mix are: **White Claw 0% Black Cherry & Cranberry, Mango & Passion Fruit, Peach & Orange Blossom, and Lime & Yuzu.** **Availability:** Year-round, beginning in April (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

White Claw Tequila Smash Variety Pack



A sensationally delicious cocktail that smashes harsh tequila taste. They invented a new way to capture citrus and floral notes lost in other tequilas, then blend in real juice and agave nectar. Available in this 2/12 variety includes: **Pineapple Passionfruit, Mango Tamarind, Lime Prickly**

Pear, and Strawberry Guava. **Package:** 12 oz. cans only **Availability:** February (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

White Claw Vodka + Soda #2



Triple Wave filtered vodka with real juice, sparkling water, 100 calories, and gluten-free. Enjoy four new and unique flavors, **Cranberry, Mango, Lemon, and Guava.** **Package:** 12 oz. cans only **Availability:** February (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

White Claw Surge Variety Pack #2



White Claw Hard Seltzer Surge is a blend of seltzer water, a gluten-free alcohol base, and a hint of fruit flavor, complete with more bite than

the original White Claw portfolio we all know and love. This 2/12 variety pack includes: **Green Apple, Passion Fruit, Pineapple, and Strawberry.** **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

White Claw Green Apple

Discover a wave of pure, crisp taste refreshment with White Claw Hard Seltzer Green Apple. Crafted with quality ingredients, every sip is met with a purely refreshing, tart aroma and a clean, crisp finish. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)



White Claw Surge Pineapple

At 8% alcohol, discover a stronger wave of taste refreshment with White Claw Hard Seltzer Surge Pineapple. Crafted with quality ingredients, White Claw Hard Seltzer Surge Pineapple is made from a blend of seltzer water, gluten-free alcohol, and a hint of citrusy pineapple. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in March (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)



White Claw Surge Green Apple

The difference is clear. White Claw's unique cold wave filtration and iconic flavors that taste like freshly picked green apple with more bite at 8% ABV. **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in March (*not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties*)

Outlaw Light Beer

Outlaw is made in the oldest brewery in the state of Colorado. We craft light beer for the badass, beloved beer-drinking patrons of this great nation. Light beer, not preaching or teaching. Just there for when you're reaching for one OUTLAW. **ABV:** 4.2% **Packages:** 12 oz. and 24 oz. cans **Availability:** Now!



Smirnoff Ice SMASH Tea



Smashing the status quo in the booming hard tea category, Smirnoff Ice SMASH Tea is a bolder hard iced tea, clocking in at 8% ABV and available in two delicious flavors: **Hard Lemon Tea & Hard Peach Tea.** **ABV:** 8% **Packages:** 16 and 23.5 oz. cans **Availability:** Year-round, beginning in February



Captain Morgan

Captain Morgan Sliced Up

Introducing the latest innovation from Captain Morgan that's sure to make a splash: Captain Morgan Sliced Up! Let the Captain take over bartending duties with his latest line of delicious FMBs, made with the taste of fresh sliced fruit and premium alcohol. This new line of singles is available in two flavors and a variety pack:



Captain Morgan Sliced Up Long Island Iced Tea

Sliced Up Long Island Iced Tea captures all the flavor of rum, tequila, triple sec and gin with fresh squeezed Meyer lemon flavor to deliver a sweet, balanced, refreshing take on the classic cocktail. **ABV:** 8% **Packages:** 16 and 23.5 oz. cans **Availability:** Year-round, beginning in February



Captain Morgan Sliced Up Tropical Hurricane

Sliced Up Tropical Hurricane combines sweet, tropical passionfruit, ripe strawberry and fresh, juicy, lemon and orange flavors to recreate the classic New Orleans cocktail. **ABV:** 8% **Packages:** 16 and 23.5 oz. cans **Availability:** Year-round, beginning in February

Captain Morgan Sliced Variety Pack

This new 2/12 can variety of Captain Morgan Sliced FMBs includes four delicious flavors, all at 5.8% ABV: **Pineapple Daiquiri**, **Strawberry Margarita**, **Mango Mai Tai**, and **Passionfruit Hurricane** for whenever and wherever the crew's adventure takes you. **Availability:** Year-round beginning in February



New Belgium Voodoo Ranger Hardcharged Variety Pack

Kenyan-grown black tea powder is steeped to deliver the flavor of a refreshing iced tea and a natural caffeine kick! The higher 7% ABV goes down smoothly, with little notice, due to the lemon-y iced tea



aroma and citrus-y sweetness. All-natural tea flavors provide a clean finish with a refreshing citrus snap! When served over ice, a classic "cocktail" is born, which will go down faster than ever expected. New Voodoo Ranger Hardcharged Tea **Lemon** and **Peach** flavors will be available in 24 oz. cans. A **Variety Pack** of 12 oz. cans will include Lemon, Peach, **Half & Half**, and **Razz Pop** flavors. **Package:** 12 oz. cans only **Availability:** Now, year-round

New Belgium Voodoo Ranger Hardcharged Lemon Tea

Finally, there's a more rangerous twist on hard tea. Introducing Voodoo Ranger Hardcharged Lemon Tea. Hang onto your tea bags... this 7% hard tea is the hardest tea on the shelf. **ABV:** 7% **Packages:** 12 oz. and 24 oz. cans **Availability:** Now, year-round



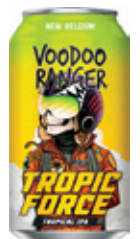
New Belgium Voodoo Ranger Hardcharged Peach Tea

Voodoo Ranger Hardcharged Tea, with a shot of lemon flavor. This refreshing beverage will quench even the thirstiest among us, and at 7% ABV, the party is sure to follow. **ABV:** 7% **Package:** 24 oz. cans only **Availability:** Now, year-round



New Belgium Voodoo Ranger Tropic Force

Tropic Force delivers hard-hitting pineapple and mango flavors at full throttle of 9.5% ABV. This shark has a tropical bite. **ABV:** 9.5% **Package:** 12 oz. and 19.2 oz. cans **Availability:** Now, year-round



NEW PACKAGES

Miller 64 Becomes Miller 64 Extra Light



Molson Coors is relaunching its Miller 64 brand, becoming Miller 64 Extra Light. New packaging will hit the market in January 2024 for a soft transition, borrowing from the current brand equities while highlighting the beer's 2.8% ABV and 64 calories. Beginning in March, the "Miller 64 Extra Light" name will be phased in with a marketing plan that includes a new brand campaign, organic social and influencer content, new out-of-home, sampling programs and retail solutions. **ABV:** 2.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Year-round, beginning in March

Modelo Oro 24-Pack Cans



Introducing new Modelo Oro 24-pack cans! The Modelo Oro brand is being expanded to a larger pack size to meet light beer consumers' expectations. Modelo Oro is a time-crafted, sessionable cerveza that seals in Modelo's golden flavor to deliver

an exceptionally smooth, light beer with a crisp, clean finish. Modelo Oro is the gold standard of light beer, at only 90 calories, 4% ABV and 3g of carbs. As consumers continue their quest for lighter, more premium, sessionable options, Modelo Oro delivers full-bodied flavor with fewer calories and a sessionable ABV. **Availability:** Year-round, beginning in March

A New Mix for Modelo Chelada Variety Pack



Modelo Chelada's 12-pack variety is being updated to include fan favorite, **Modelo Chelada Sandía Picante**. This new flavor launched in March 2023 and has quickly become popular among consumers.

Sandía Picante will join **Limón y Sal**, **Mango y Chile** and **Piña Picante** in the

new mix. **Availability:** Year-round, beginning in March

Samuel Adams Just the Haze 12-Pack Cans



Great American Beer Festival gold medal winner in the non-alc category, Samuel Adams Just the Haze, is now available in 2/12-pack cans. Just The Haze has an upfront citrus aroma with hints of grapefruit, tangerine, lime and tropical fruit notes. The alcohol is removed slowly, leaving

"JTH" with a full body mouthfeel, a smooth finish and all the flavor you'd expect out of a great hazy IPA. **Availability:** Now, year-round

A New Mix for the Woodchuck Brunch Box



Woodchuck has been crafting America's original hard cider since 1991. Back then, they didn't care that the world was drinking beer, because they had a passion for hard cider. So that's what they made. Cider may be more popular now, but Woodchuck has stayed true to their roots, fermenting quality, innovative ciders with every batch. The Brunch Box Variety Pack showcases four of these innovative ciders (perfect for brunch) in one convenient 12-pack of cans. The new mix includes: **Pearsecco** Bubbly Dry Cider, **Mimosa** Cider & OJ, **Bellini** Peach Cocktail Inspired and **new Pineapple** Mimosa with a Tropical Twist. **Availability:** Now, year-round

Harp Lager 14.9 oz. Cans



An Irish legend, Harp Lager is now available in 14.9 oz. cans! Developed by the brewers of Guinness, Harp is clean with a sweet nose and a well-rounded body. The hops deliver a subtle citrus taste and floral aroma. *14.9 oz. cans will replace 11.2 oz. bottles.* **Availability:** Now, year-round



Smithwick's Red Ale 14.9 oz. Cans

Now available in 14.9 oz. cans, Smithwick's is a ruby red brew with a gentle hop bitterness and a sweet malt finish. Subtle aromas of caramel, biscuit and hops, with sweet malt and biscuit flavors, balance a pleasant hop bitterness. *14.9 oz. cans will replace 11.2 oz. bottles.* **Availability:** Now, year-round

New Belgium Fat Tire Ale Transitions from 6-Pack Bottles to 6-Pack Cans

Made with premium ingredients, Fat Tire is a bright and balanced beer that's certified carbon neutral. Since 1991, we've been working to reduce our environmental impact, while investing a portion of every Fat Tire you buy in community-based climate action. From certified B-Corp New Belgium Brewing, this ale is easy-drinking and easy on the planet. **ABV:** 5.2% **Packages:** 12 oz. cans, 12 oz. bottles, and draught **Availability:** Year-round, beginning late February



Crooks – New Year New Look



Crook and Marker's newest transition marks a bold rebranding strategy aimed at rejuvenating the brand's identity and connecting with consumers in a more resonant way.

Crooks Still Variety Pack



This 8-pack variety will take you on a tropical filled journey with each sip of these zero sugar Organic Brewed Cocktails. **Classic Lime Margarita** is a perfect balance of lime and pinch of salt. Punch your taste buds in the mouthpants with the sweet and tangy **Pomegranate**

Punch. Mango Mai Tai is all the flavor with none of the compromise that is sure to knock more than just your socks off! And, just when you thought it couldn't get any better, finish off your trip with the refreshing blend of coconut and pineapple in the fan favorite **Pina Colada**. **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March

Crooks Bubbles Variety Pack



This 8-pack variety will instantly transport you on a flavor-filled journey with each sip of these zero sugar Organic Brewed Cocktails. **Blackberry Lime Mojito** features real lime juice, a hint of mint, and Cuban-inspired flavor. **Cherry fizz** is Crook & Marker's modern take on a Dirty Shirley with

a perfect amount of bubbles to compliment the bold dark cherry flavor. **Tangerine Spritz's** bright citrus zest will keep you begging for "just one more" and **Paloma** has real lime and grapefruit juice coming together for all the feel-good flavor! **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March

Crooks Tangerine Spritz



This 5% ABV, zero sugar, organic brewed cocktail is crafted with exotic luscious fruit flavors. We blend this with our organic alcohol that's carefully brewed with the finest ingredients, so you can sip infinite flavor with zero guilt.

ABV: 5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March

Crooks Cherry Fizz



This 5% ABV, zero sugar, organic brewed cocktail is crafted with exotic luscious

fruit flavors. We blend this with our organic alcohol that's carefully brewed with the finest ingredients, so you can sip infinite flavor with zero guilt. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in March

Cape May Hazy Dawn Now Available Year-Round in 12 oz. Cans and Draught

Previously available seasonally in 16 oz. cans, Hazy Dawn will soon be available year-round in 12 oz. cans! Dawn symbolizes a new beginning and new opportunities. To create Hazy Dawn, Cape May used Golden Promise malt for a full mouthfeel, while Motueka and Simcoe hops blend together for a collection of tropical fruit flavors with a subtle hint of pine. Together these elements present a perfectly hazy brew with an exciting zest of flavor. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning late February



Shiner Peach Wheat New Graphics

It's back, but in a new season! Shiner Peach Wheat returns with new packaging in January and will be available until April. Made with peaches from the same orchard as those used in Shiner Holiday Cheer, this unfiltered wheat beer will be sure to quench your taste buds! **ABV:** 4.5% **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Season Pass Variety Pack

Your pass to a season full of great times! Season Pass features year-round favorites, **Juicer Hazy IPA** and **Harpoon IPA** alongside two limited releases – **New England Pale Ale**, and mix pack exclusive, **Southie Lager**. Whether you're hunkering down by the fire for the day, or swapping stories over après, we've got you covered. **Package:** 12 oz. cans only **Availability:** Now!



Flying Fish Hopfish Transitions from Bottles to Cans

The Hopfish – a brilliant little thing. Catch one and reminisce about the classic days of IPAs fortified by multiple additions of hops and balanced with the residual sweetness of caramel malts. The Hopfish is always ready to take on the harsh conditions of the ever-changing beer world. **ABV:** 4.5% **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.

Dogfish Head Nordic Spring

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



NEW
Packaging!

Dogfish Head Variety 12 Pack



NEW!

Dogfish Head's spring variety pack is the perfect off-centered mix to enjoy with friends and family as the weather starts to warm up. This 2/12 can mix includes: **60 Minute IPA**, **Blue Hen Pilsner**, **Namaste White** and pack-exclusive **Colderest IPA**, an IPA brewed with flash-frozen hops, white winter wheat, and flaked rice. **Availability:** Now!

Leinenkugel's Summer Shandy



Leinenkugel's is amping up the summer vibes in 2024 with an exciting update to its Summer Shandy packaging. Retailers can now display this vibrant new Leinenkugel's pack from all sides thanks to a lemon floaty print located at the bottom of Summer Shandy cases. Be on the lookout for this fun packaging

addition, available at Leinie's retailers for a limited time. **ABV:** 4.2% **Packages:** 12 oz. bottles, 12 oz. cans, 16 oz. cans, 24 oz. cans and draught **Availability:** Limited packages in January with a full launch in March

Leinenkugel's Grapefruit Shandy



Leinenkugel's Grapefruit Shandy – the uniquely beloved take on a German classic – is returning by popular demand. While traditional shandies incorporate beer mixed with lemonade, soda or ginger ale, Leinie's Grapefruit Shandy begins with Leinie's Weiss beer and adds natural white grapefruit flavor for a note of fresh-cut citrus. This seasonal favorite will be available at retail for a limited time, so get it while you can! **ABV:** 4.25% **Packages:** 12 oz. cans and draught **Availability:** March

Leinenkugel's Lodge Pack

Leinie's Spring/Summer Lodge Pack will include Leinie's favorites, like **Summer Shandy** and **Juicy Peach**, as well as tasty new offerings, like **Grapefruit Shandy** and **Lakeside Cherry**. **Availability:** March



Sierra Nevada Hop Bullet Magnum Edition Imperial IPA

Magnum hops pack this special edition of Hop Bullet with massive flavors of orange, pine and stone fruit. This thing is a force, but it's also fleeting. Stock up or miss out. **ABV:** 9.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



NEW!

Samuel Adams Cold Snap



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

Samuel Adams Breakaway Blonde Ale



NEW!

This new brew is a malt-forward, golden, sweet and soft blonde ale. Light cereal & biscuit notes team up with touches of tangerine to give Breakaway Blonde a balanced complexity. The light body, clean and quick finish will make the whole crowd cheer for more. **ABV:** 5.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Samuel Adams Prime Time Beers Variety Pack

Samuel Adams' new 2/12 spring variety pack, available in both bottles and cans, features **Cold Snap** and three new beers: **Postseason IPA**, **Red Zone Lager**, and **Breakaway Blonde Ale**. **Availability:** Now!



NEW VARIETY PACK!

Truly Hard Seltzer Getaway Pack



Experience the world through flavors inspired by tropical paradise, arctic tundra, desert heat, and fresh mountain tops. Each sip is a passport to an extraordinary new taste adventure, offering a light and refreshing escape from

NEW VARIETY PACK!

reality. This brand-new 2/12 slim can variety pack features four exciting Truly flavors: **Tropic Like It's Hot**, **Arctic Berry**, **Mountain Pear-adise**, and **Desert Orange**, which will all take your palate to places it's never dreamed of.

Availability: Now!

DuClaw Triple Berry

Triple the berry for triple the flavor! Sip back on this sweet-sour as a cascade of berry essence flows out with aromas of juicy strawberries, blackberries, and red raspberries. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now!



DuClaw PastryArchy Three Scoops Neopolitan

Triple the berry for triple the flavor! Sip back on this sweet-sour as a cascade of berry essence flows out with aromas of juicy strawberries, blackberries, and red raspberries. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



DuClaw Sweet Baby Banana

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



DuClaw Sour Me Blueberry

There's something so integral about eating a handful of blueberries on a crisp day. A slight breeze in the air. A clear sky. Bracing tartness that yields into subtle sweetness. That's the magic we're trying to capture. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** March



DuClaw PastryArchy Vietnamese Coffee Stout

Creamy and dreamy, our carefully steeped Vietnamese coffee stout will be your new go-to brew. One slow sip, and your senses will reminisce of a wonderful whiff of morning coffee, followed by elevated flavors of dark chocolate and richly roasted malt. **ABV:** 9.4% **Packages:** 16 oz. cans and draught **Availability:** March



Cape May Snag & Drop



Dank and resinous, Snag & Drop is a lupulin-laden beast. With hints of pine and orange citrus in the background, this alluring triple IPA is packed to the gills with some of the stickiest and most pungent hops. Snag & Drop is waiting to lure you in and snag you like a trophy fish. **ABV:** 10% **Packages:** 16 oz. cans and draught **Availability:** Now!

NEW
GRAPHICS!



Cape May Key Lime Corrosion

Cape May took their revered sour IPA, Corrosion, already bursting with Citra and Centennial, and turned it up a notch with a hefty dose of key lime juice and Motueka hops. Corrosion's bright and citrusy notes of orange and lemon are ramped up with intense lime aromas, intensifying the tangy and vibrant finish, with puckering tartness and vibrant hops hanging in the balance. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** February



Cape May Crushin' It

Refreshing and great for warmer weather, Crushin' It is a spring/summer staple. With Citra, Mosaic and Azacca hops blending together to accentuate the fresh flavors of orange juice, Crushin' It is dry, approachable and perfectly balanced. This beer is best paired with good friends, sunshine and SPF 30. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** March

Yuengling Bock Beer

Yuengling Bock Beer is a malty German-style bock beer that is dark in color with a robust malt character. This limited release is a resurrected style Yuengling made from 2009-2014!

ABV: 5.27% **Packages:** 12 oz. cans and *limited* draught **Availability:** February



New Belgium Voodoo Ranger Cashmerize IPA

Bold swagger, citrus flavors, and an exceptionally smooth finish. Keep it classy with Cashmerize IPA. **ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** Now!

Heavy Seas Triple Cannon

We need more Cannon! Their Triple IPA's firm malt backbone balances the powerful hop flavor, assertive bitterness, and floral, herbaceous aromas provided by massive doses of dry hops. The 12% ABV is deceptively well hidden – approach with caution; the impact might just blow you away! **ABV:** 12% **Package:** 16 oz. cans only **Availability:** February (*not available in Burlington or Mercer counties*)



Heavy Seas Midnight Diver

Dive into the depths of flavor with our Blackberry Mango Sour. Crafted with a lactic-acid producing yeast, this brew's bold fusion of Blackberry and Mango purees deliver a juicy, full-bodied mouthfeel, a tantalizing fruity aroma, and a satisfying pucker in every sip. Let the mysterious allure of Midnight Diver captivate your senses in every pour, revealing the hidden depths of fruit-forward delight. **ABV:** 5.4% **Package:** 16 oz. cans and draught **Availability:** February (*not available in Burlington or Mercer counties*)



Heavy Seas Blackbeard's Breakfast

Blackbeard's Breakfast is a robust porter with a new world twist. Aged in bourbon barrels and brewed with Chesapeake Bay Roasting Company's Dark Sumatra coffee, this porter is flavorful and complex. Featuring unique English malts, this brew will have strong notes of caramel and a slight nut character. Paired with bourbon notes and the sumptuous Sumatra coffee, Blackbeard's Breakfast will please coffee and beer connoisseurs alike. **ABV:** 5.4% **Packages:** 12 oz. bottles and draught **Availability:** February (*not available in Burlington or Mercer counties*)



Heavy Seas Barrel Aged Loose Cannon

Drawing inspiration from the classic beer and whiskey pairing the boilermaker, we aged our flagship beer, Loose Cannon, in bourbon barrels to create the boldest, most complex IPA we've ever brewed. Starting with all of the familiar Loose Cannon aromas and flavors, aging this beer in bourbon barrels added healthy notes of vanilla, oak, and warming whiskey that transformed Loose Cannon into a completely new experience. **ABV:** 5.4% **Package:** 16 oz. cans only **Availability:** March (*not available in Burlington or Mercer counties*)



SEASONAL SELECTIONS

Evil Genius Hair of the Dog

Put on your sunnies and enjoy this pink lemonade ale – an homage to a favorite summertime beverage. Just don't have too many before you run through the sprinkler.

ABV: 5.5% **Packages:** 12 oz. cans and draught

Availability: March



Irish Pub Pack

Three Iconic Irish Beers. One convenient pack. The limited-edition Irish Pub Pack celebrates the rich Irish roots of **Guinness Draught**,

Smithwick's, and **Harp**, now in cans! **Package:** 14.9 oz. cans only **Availability:** Now!

Flying Fish Juicy Bones



An exhilarating fusion of vibrant flavors that will transport your taste buds to a sun-drenched paradise. Bursting with tropical goodness, this IPA is a tantalizing blend of juicy fruits and bold hops, creating a beer that's as refreshing as a cool ocean breeze.

ABV: 6.3% **Packages:** 16 oz. cans and draught **Availability:** March

Mike's Hard Green Apple

Sweet, tart and super refreshing? You can only be describing new Mike's Hard Lemonade Green Apple. The latest seasonal pick in the

Mike's lineup, Green Apple perfectly balances both citrus and green apple flavors, while providing a refreshing treat with a clean finish and no lingering aftertaste. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** February (not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)



Urban Village Stuntmaster



This hazy IPA starts off with a beautiful malt bill of barley, wheat, and rye all from Deer Creek, and then is double dry hopped exclusively with copious amounts of Citra Cyro hops. **ABV:** 5% **Package:** Draught only **Availability:** February

WINE & SPIRITS

Steel Blu Lemon

Steel Blu Lemon Vodka is a corn-based, hand-crafted spirit produced in Bear, Delaware. It is a 6X distilled, gluten-free, Kosher craft vodka. Steel Blu embodies the "Unapologetic American Spirit". **ABV:** 40% **Package:** 750ml bottles only

Availability: Now, year-round



Steel Blu Vanilla

Steel Blu Vanilla Vodka is a corn-based, hand-crafted spirit produced in Bear, Delaware. It is a 6X distilled, gluten-free, Kosher craft vodka. Steel Blu embodies the "Unapologetic American Spirit". **ABV:** 40% **Package:** 750ml bottles only **Availability:** Now, year-round



2canos

2canos frizzante is cheerfulness in a bottle. Born in Spain, where life is a constant celebration, each 2canos flavor is bursting with amazing flavor. You don't need a special occasion to enjoy this perfect, easy-drinking sparkling wine. Its fizzy fun makes it the perfect pour to enjoy by the pool while binge-watching a favorite show, taking on a picnic, and especially while gathering with friends.

2canos Strawberry & Coconut

2canos Strawberry & Coconut is a sparkling rose highlighted by an extraordinary combination of strawberry and coconut flavors. Its taste is crisp, semi-sweet, and clean, and its color is a gorgeous shade of blush. **ABV:** 5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



2canos Blackberry & Mint

2canos Blackberry & Mint is both full-bodied and shimmering. It has a rich, garnet color and herbal taste that evokes sunny-day picnics, hikes through fragrant fields and forests, and ripe fruit picked fresh from the vine. It's delicious, served cold, or poured over ice. **ABV:** 5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



2canos Peach & Apricot

2canos Peach & Apricot is bright and semi-sweet, and its bouncy, ebullient bubbles are just pure fun. Filled with the succulent flavor of fruits so gorgeous their names are also colors, it looks like the light in a bottle and tastes like biting into summer's first juicy harvest. **ABV:** 5% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



Allegro



Wine isn't just for them. Es para ti, exactly as you are. Allegro Cellars is a proud Californian wine that celebrates the diverse spirit of our home, where our grapes connect to the beating heart of our neighborhoods. Our paso is Allegro, and there's no better music to move to than pure happiness. Grab a glass and join us. Let alegría move you.

Allegro Moscato

Their Moscato tastes fresh, fruity, light, and delicious. It's easy and delightful to drink. It is a great addition to any occasion or event. **ABV:** 8% **Package:** 750ml bottles only **Availability:** Year-round, beginning in March (not available in Burlington or Mercer counties)



Allegro Sweet Red

Their Sweet Red is light on the palate, exploding with bright red fruit and a little spritz. **ABV:** 8% **Package:** 750ml bottles only **Availability:** Year-round, beginning in March (not available in Burlington or Mercer counties)



Wahaka Mezcal

Wahaka Mezcal is an artisanal, small-batch mezcal produced by a Zapotec family in San Dionisio Ocotepéc, Oaxaca, the heart of mezcal country and a region blessed with the most varieties of agave in Mexico. Their products feature a menagerie of multi-sensory experiences, and have been recognized as some of the best mezcales in the market. Wahaka is 100% Artisanal, 100% Agave and 100% Organic.

Wahaka Mezcal Abocado Con Gusano



Take their Espadín, hide it away in American oak barrels for six months, and you get our perfectly aged Reposado. Find a richness of notes in a slightly smoother and delightfully caramel complexión. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Year-round, beginning in February

Wahaka Mezcal Espadín

The embodiment of traditional mezcal. Straight or mixed, the balance of smoke and sweetness marks the start of your mezcal adventure. Wahaka Espadín agave is exclusively grown and tended on our own estate. **ABV:** 40% **Package:** 750ml bottles only **Availability:** Year-round, beginning in February



St. Patrick's Day Tastes Like Miller Time



The Original Lite Beer is bringing out good luck and Great Taste for St. Patrick's Day 2024. Retailers can avoid getting pinched by utilizing standout point-of-sale to promote Miller Lite in the lead-up to this holiday, in all its green glory.

Top Chef Fans Get a Taste of the High Life

The premier cooking competition show meets The Champagne of Beers. Miller High Life is partnering with *Top Chef* for a 2024 promotion that includes national paid media, cooking influencers, exclusive merchandise, retail tools, and in-show brand integration. Shoppers can also scan point-of-sale for a chance to win exclusive *Top Chef* and High Life merchandise.



Raise a Banquet & Live Like a Dutton from Yellowstone

Next time you watch *Yellowstone*, tune in with a crisp, refreshing Banquet. Coors Banquet is helping shoppers and retailers live like the Dutton family of ranchers through national and local media, on and off-premise tools & activations, and exclusive merchandise.



Coors Light Brings Peak Refreshment to St. Patrick's Day

The luck of the Irish meets the beer made to Chill. For St. Patrick's Day 2024, retailers can leverage standout point of sale to promote Coors Light in the lead-up to this hugely popular beer-drinking occasion.





Peroni Helps Shoppers Live Every Moment to the Fullest

Peroni Nastro Azzurro is launching a 360-degree program to promote its superior Italian taste while helping retailers drive beer sales in 2024. The breadth of the program includes P.R. support and celebrity influencers who help beer shoppers live “Dolce Far Niente” – along with out-of-home tools, digital media support, on-premise activations, key customer support, e-commerce integrations, off-premise retail theatre and interactive content on social media.

Keystone Light is the Smooth Catch of Fishing Season

Keystone Light is out to prove that there's so much more to fishing than what meets the eye. There's sheer skill, time-honored traditions and plenty of memories made out on the water. So for 2024, from now through April 31st, Keystone Light is partnering with Caymas Boats for the “Always a Smooth Catch” sweepstakes to help consumers elevate everything great about fishing season. Retailers will be outfitted with exclusive tools to bring this partnership to life, including in-store displays, thematic packaging, P.R. and activations, branded social content and the consumer sweeps!



The Way to Après is with White Claw

This winter, from now through February 28th, White Claw is offering consumers a chance to win a trip for two to Lake Tahoe for the ultimate après ski experience! The winner will receive a flight to Lake Tahoe, hotel accommodations, ski passes and a spending stipend. To enter to win, consumers will scan the Q.R. code on themed POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Peroni 0.0% Becomes Official Beer of Formula 1 Team

Start your engines because Peroni 0.0% is bringing its superior Italian taste to Formula 1's 2024 season. The beer brand is partnering with the most-popular and talked about F1 team in history while leveraging a number of marketing tools to drive excitement and purchase, including consumer sweeps, localized market assets for U.S. races, key influencers, retail tools, digital and social extensions, out-of-home, and more.



Guinness X Six Nations

Guinness is proud to partner with Six Nations again this year as the title partner and official beer of Rugby's Greatest Championship! As one of the game's biggest supporters, Guinness is kicking off this St. Patrick's Day season building momentum in pubs with perfect pints of Guinness. Game Time is Guinness Time.



Win a Trip to the Guinness Open Gate Brewery in Chicago

From now through March, consumers can enter to win an all-expense trip for four to Chicago and a VIP experience at the brand-new Chicago Open Gate Brewery Taproom via a text-to-enter sweeps!



Grab Big Flavor for the Big Game

Twisted Tea is gearing up for Super Bowl 2024 with a shopper-centric program encouraging drinkers to Grab Big Flavor for the Big Game. Drive trade-up purchases during one of the biggest beer holidays of the year and help drinkers to Keep it Twisted for their watch parties.



This Calls for a Cold Snap

Spring is calling and things are heating up. Bowl games, the Super Bowl, March Madness, Spring Training and *slightly* warmer weather. What we've been anticipating for months is so close we can taste it... and it taste like a hazy white ale with a squeeze of citrus. It's time to celebrate... This calls for a Cold Snap!

Brother Barnabas Speaks

Have you ever heard of monk Valentin Stephan Still? You may know him better as Brother Barnabas, the innovative monk-turned-brewmaster who crafted the original (and still brewed) bier known as Paulaner Salvator double-bock. He's the one featured in Paulaner's iconic logo! He's now ready to speak up, challenge consumers' Paulaner expertise and ultimately drop some serious knowledge on us all. From January 2nd through February 26th, consumers can head on over to @paulanerusa on Instagram, find the Brother Barnabas Speaks post and answer the Paulaner trivia questions. Once the questions are answered, they will be entered in the sweepstakes to win a trip to Munich's Starkbierfest in 2025! Other prizes include Paulaner Salvator swag and celebration tools! *(not available in Burlington or Mercer counties)*



Celebrate St. Pat's with a Narragansett Irish Neighbor

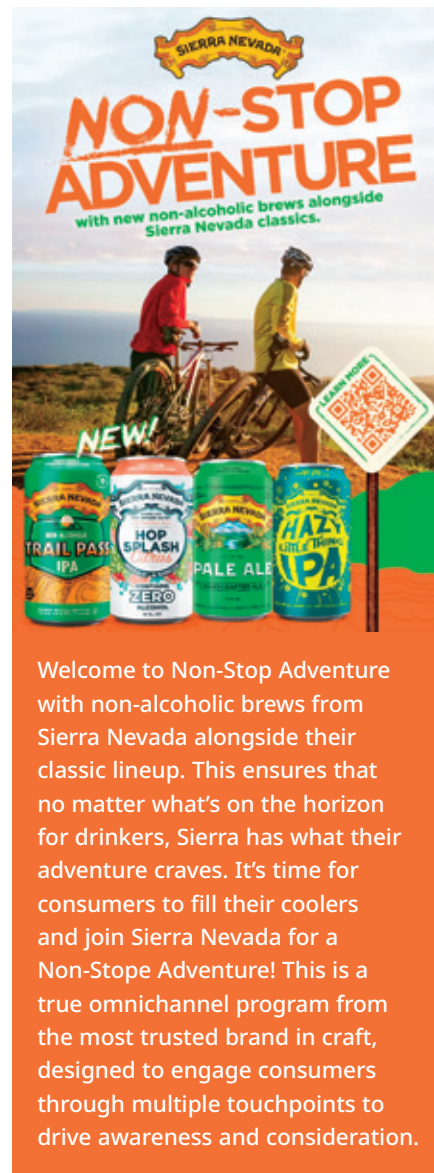
This St. Patrick's Day, Narragansett wants consumers to enjoy an Irish Neighbor: half Narragansett Lager, half stout. In the off-premise, display Narragansett Lager next to Irish stouts with Narragansett's Irish Neighbor POS to encourage consumers to purchase both Guinness Stout AND Narragansett Lager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

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

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

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

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



Welcome to Non-Stop Adventure with non-alcoholic brews from Sierra Nevada alongside their classic lineup. This ensures that no matter what's on the horizon for drinkers, Sierra has what their adventure craves. It's time for consumers to fill their coolers and join Sierra Nevada for a Non-Stop Adventure! This is a true omnichannel program from the most trusted brand in craft, designed to engage consumers through multiple touchpoints to drive awareness and consideration.



His vow of silence is over. Brother Barnabas wants to test your knowledge.

Scan to play the Brother Barnabas trivia game. By answering his trivia questions, you could win a trip to Salvatorfest 2025 in Munich!

#Biergoals

© PAULANERUSA



P.O. Box 470
161 S. 2nd Road
Hammonton, NJ 08037

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

Coors Light Brings Chill to March Hoops

As the official sponsor of the 2024 ESPN Men's Tournament Challenge, Coors Light is helping basketball fans win cold hard cash and merch throughout the month of March. The national consumer promotion is very simple and made to Chill, letting consumers scan a Q.R. code on Coors Light point of sale and submit their tournament brackets for a chance to win money and other exciting prizes.



DON'T LET YOUR BRACKET BREAK YOU



ENTER. PLAY. WIN COLD HARD CASH AND HOOPS MERCH.



Coors Light and Miller Lite Make the Right Call for Big Game

Coors Light and Miller Lite are helping football fans score big for the biggest game of 2024. For this "Make the Right Call" promotion, running from January 1st through February 5th, consumers can answer a series of "this or that" questions and make Big Game predictions. Participants will then be paired with the beer and partner brands that match their Big Game style.



GRAB YOUR FAVORITE DRINK AND ENTER FOR A CHANCE TO WIN