

HEADY TIMES

HOLIDAY
EDITION

KRAMER BEVERAGE
Volume 54

WHAT YOU NEED
TO KNOW ABOUT
GEN Z
CONSUMERS

**FESTIVE
& BOOZE-FREE**

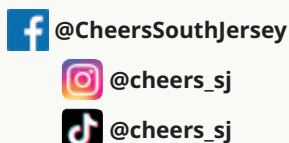
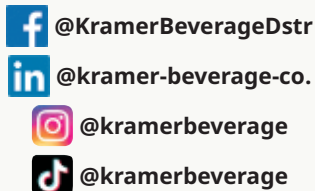
**DOGFISH
HEAD**
PACKAGE REFRESH

IN THIS ISSUE

First Draught	1
Cover Story	2
Employee Spotlights.....	5
Feature	6
A Day in the Life	8
The Sip.....	9
The Look.....	10
New to Kramer	11
New Products	12
New Packages	12
Seasonal Selections & Programs	12
Wine & Spirits.....	21



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



As the end to 2024 quickly approaches, I look back on the year and feel grateful for many highlights, with the celebration of our company's 100th anniversary standing out as one of the most memorable. Reaching the century milestone is something that would not have been possible without our retail partners, employees, and suppliers. There are few companies that last this long and it has been extremely gratifying to join that list.

We celebrated throughout the year, beginning a bit early with a 1920s-themed party at our building last December 5th, to coordinate with the anniversary of the repeal of Prohibition. In January, we collaborated with Flying Fish to brew an anniversary beer and held a company happy hour in their tap room to enjoy our special brew. In

April, we hosted a Springfest celebration on a sunny Saturday afternoon, where our team and their families enjoyed a fantastic day together.

Our largest event was the gala held on October 5th at the Claridge in Atlantic City, where all employees were invited with a guest. Over 325 people attended, and everyone had an unforgettable time. With music by the Goodman Fiske band setting the party mood, wonderful food, and great company, we all came together to celebrate this significant achievement. For those who wanted to keep the night going, we held an afterparty at the rooftop bar, where around 100 attendees continued the celebration.

We will conclude the celebrating as we started, with our last event this December at Double Nickel Brewery in Pennsauken, where we will enjoy a special anniversary beer crafted in collaboration with their brewing team.

It has truly been a year to remember and all of us at Kramer Beverage are excited to embark on our second century of business. We will be working to provide you, our retailer partners, with the brands your consumers are looking for and to deliver you the level of customer service that you deserve.

There are several brands that we are excited to bring to market and many of them are inside this issue for your consideration. On page 11 we are excited to introduce Buzzbox Premium Cocktails, a new RTD entrant in an eco-friendly portable carton. There are five different cocktails available, including a Paloma, Vodka Lemonade and a Margarita.

Do you miss summer? One cure for the winter blues is Leinenkugel's Summer Shandy, which will now be brewed year-round. What else could you ask for?

You will also find an informative article on non-alcoholic beverages on page 6. There is a growing interest in these brands and having alternatives is a great idea during the holiday season. Fortunately, we have several excellent options available for you to purchase.

Thank you for your collaboration and confidence in us over the years. We have many retail relationships spanning decades, some just beginning, and many in between. I want to extend the utmost gratitude to you on behalf of all my coworkers for working alongside of us to provide the consumers of South Jersey the best possible products.

Best wishes for a joyous holiday and a prosperous 2025.


Mark Kramer
 President

Mark Your Calendars

NOVEMBER

11/28 Thanksgiving
Kramer will be closed, and no deliveries will be made.

11/30 Small Business
Saturday

11/30 Arizona Football
hosts ASU

DECEMBER

12/5 National Repeal Day

12/10 National Lager Day

12/20 National Ugly
Christmas Sweater Day

12/21 First Day of Winter

12/25 Christmas Day
Kramer will be closed, and no deliveries will be made.

JANUARY

1/1 New Year's Day
Kramer will be closed, and no deliveries will be made.

1/17 National Bootlegger's
Day

1/20 Martin Luther King Jr.
Day

1/20 College Football
Playoff National
Championship Game

1/24 Beer Can Appreciation
Day



Sapporo Celebrates the Year of the Snake With Special Packaging

Japanese American artist Tokyo Hiro once again lends his tattoo-style illustrations to all Sapporo Premium packaging for a limited time in 2025. The two snakes featured on the packaging symbolize the end of an old year and the beginning of the new, while the peonies represent good luck.



#1 Constellation Beer Brands Division remained the #1 share-gaining supplier over 12 weeks ending 10/20/24.

What You Need to Know About Selling Beverage Alcohol to Gen Z Consumers

This generation, born between 1998 and 2012, the first to come of age in the digital era, wants healthy options, bold flavors and much, much more.

By: Louis Livingston-Garcia



Gen Z is reshaping the beverage industry with a preference for bold flavors, health-conscious options and experiences, both online and in-store.

Right now, a full 20% of the U.S. population belongs to Gen Z. By the year 2030, this group's spending power is predicted to reach \$2 trillion. Understanding their likes and dislikes, not to mention connecting with them where they spend most of their time, is essential to staying competitive.

Only half of Gen Z is of legal drinking age, so only a part of the picture is starting to develop. But we do know that **social media platforms like TikTok and Instagram are considered necessities.** They are vital sources of information, not

just outlets where trends and gossip are discovered. **Forbes reports that social media marketing is more "efficient and effective" and can reach more niche markets than television.** This fact alone makes Gen Z different from every generation that came before them.

Despite being considered a "digital native" generation, Gen Z does like to shop in regular stores. They value the experience of being able to physically see, touch, and try products before buying, which is not always possible online. Gen Z also appreciates the

social aspect of shopping in-person and the ability to discover new items while browsing in a store environment.

Something that makes Gen Z truly unique is their relationship with food and beverages. They are significantly more health conscious and appear to drink less alcohol. **The post-millennial generation isn't necessarily abstaining or completely sober, but they are more likely to sample products from many different categories, favoring liquids with bold flavor and low or even no alcohol.**



Corona Sunbrew's bold citrus flavors and lower ABV satisfy Gen Z's thirst for vibrant, fruit-forward drinks, often inspired by TikTok trends.

What is Gen Z after in an alcoholic beverage?

While the dust hasn't completely settled on Gen Z's habits, **a lot of what the generation likes in a drink is fruit-forward, bold, and distinct.** An example of this is new **Corona Sunbrew Citrus Cerveza**, filled with orange and lime peel, making it a bold, citrus-forward drink with a modest 4.5% ABV.

Sunbrew Citrus Cerveza banks on the bold, flavor-forward drink market with the lower ABV Gen Z is looking for. Corona took inspiration from a viral TikTok cocktail, the Corona Sunrise, made with

tequila, a bottle of Corona, orange juice, grenadine, and lime juice. With 14 million views, the cocktail was a popular flavor and trend to follow (more on social media's impact below).

Sunbrew explores those same flavor notes to satiate Gen Z's inquisitive nature and fondness for exploring different types of drinks, which has allowed TikTok cocktail trends to become an "it" thing out of nowhere.

Molson Coors developed a Gen Z culture panel to help with product development, which is how **Happy Thursday** came to be. The panel helped Molson Coors select its four flavors:



Gen Z by the Numbers

Drizly, Statista, and the World Finance Report statistics reveal how Gen Z drinkers differ from previous generations.

Gen Z drinks 20% less than millennials, and millennials drink less than previous generations.

86% of Gen Z factors mental and physical health together when considering alcohol.

38% of Gen Z is more likely to try non-alcoholic drinks.

54% of Gen Z use TikTok to research drinks and drink trends.

Gen Z is more likely to drink alternatives to beer, such as hard iced tea, pre-mixed cocktails, and hard seltzer.

57% of Gen Z would choose brands that align with their ethical and social beliefs, including sustainability, inclusivity, and ethical business practices.

Women made up the majority of alcohol consumers under 25 in 2019, an industry first.



Non-carbonated and refreshing, Happy Thursday was designed with Gen Z's flavor preferences and health-conscious mentality in mind – no bubbles, just bold taste.

strawberry, pineapple starfruit, black cherry, and mango passionfruit. Its low 4.4% ABV is also a way for it to adhere to low-alcohol trends and the health-forward mindset. And through the panel, Molson Coors also learned Gen Z doesn't care for carbonation. TikTok videos of people using a milk frother to decarbonate their drinks also informed this product's development. A big selling point of Happy Thursday is its lack of

carbonation which reduces bloating and the sensation of burning.

More than ever, brands must evolve and tether themselves to trends, especially as these alternatives to traditional drinks gain more sales ground and continue to grow. Low ABV, NA drinks, ready-to-drink cocktails, spiked iced tea, hard seltzers, and noncarbonated drinks are all part of this ever-increasing Gen Z segment.



HOP WTR is an example of a product that allows Gen Z to enjoy fun flavors and still maintain a healthier lifestyle because it has no sugar, carbs, alcohol or calories. Last year, HOP WTR sales increased by nearly 200%.

About the Author: Louis Livingston-Garcia helms the Tulip and Schooner beer and spirit newsletter for Heavy Table. If he isn't traveling around the world with his wife to photograph wild bears, he is most likely playing soccer, watching soccer, playing video games, or reading with a pint of hazy IPA in hand.

On The Job With...



Lisa Baker

Lisa Baker *Assistant Payroll Manager*

How long have you worked for Kramer Beverage? March will be five years with the company.

What does your current position entail? Preparing and processing payroll along with calculating benefits and retirement contributions.

What does it take to excel in your position? Time management, attention to detail, and being highly organized.

What other positions have you held in the company? Most recently, I was the Payroll Assistant. Prior to payroll, I worked in Operations for a year and a half as the Operations Administrator.

What's been most rewarding about your position? It's satisfying to see the impact of my work and know I'm part of a team that works together to create a seamless process.

Where do you live? Hammonton.

Tell us about your family: I have been married to my husband, John, for almost 16 years. We have two boys and our 1-year-old Beabull, Maddie.

What are some of your hobbies outside of work? Currently, just keeping up with the kids' schedules, sports, and extra-curricular activities.

What is your favorite beer? So many to choose from! My go-to is usually Coors or Miller Lite, but I also enjoy a Corona Light with lime!

Are you a sports fan? If so, who are your favorite teams? I do enjoy watching the Phillies and Eagles.

Do you have any holiday traditions? We always host both of our families for Thanksgiving and Christmas.

What are three things on your bucket list? Traveling to Alaska, Hawaii, and Ireland.



Dan Polsky

Dan Polsky *Forklift Operator*

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

What does your current position entail? Unloading the delivery trucks and sorting through the returned product.

What does it take to excel in your position? Having good communication with your coworkers.

What has been the best thing about your job? My wonderful coworkers - Scott, Mike, Pete, Ray, and Josh.

What's something you find challenging about your position? Working with Scott.

What's been most rewarding about your position? Gaining the trust and respect of my coworkers and management to know I will get the job done.

Where do you live? Williamstown.

Tell us about your family: I have a beautiful, understanding wife, daughter, and son.

What are some of your hobbies outside of work? Watching Philly sports.

What's your go-to workday lunch? Pizza.

What is your favorite beer? Miller Lite.

What are three things on your bucket list? Going to the Superbowl, bowling a 300 game, being in the NBA.

What's your go-to karaoke song? Journey - Don't Stop Believin'.

If you could have any superpower, what would it be? Teleportation.

Festive and Booze-Free

The Holiday Season Offers Big Opportunity for Non-Alcoholic Sales

By: Courtney Iseman

From Thanksgiving to New Year's Day, drink purchases for parties and gifting soar, but **in 2024, demand for non-alcoholic alternatives is soaring**, too. Retailers and on-premise venues stand to build lasting consumer relationships with intentional alcohol-free inventories.

The rise of non-alcoholic beverages is undeniable and impressive, with sales increasing 32% according to NielsenIQ.

With a growing number of consumers showing interest in booze-free options, the holidays are a vital time of year to lean into that trend. For the season's busy social calendars, providing NA options is now more important than ever.

"We've found that 41% of Americans are seeking to reduce their alcohol intake in 2024," says Jordan Bass, Co-founder and CEO of HOP WTR. "During the holiday season, when spending is at an all-time high, it's important to cater to all types of consumers, especially those who are constantly on the lookout for new products that fit into their lifestyle choices."

When planning for the holidays, on-premise venues, as well as off-premise retailers, shouldn't underestimate just how large the non-alcoholic audience is. The market for non-alcoholic drinks ramps up at the holidays. Chris Furnari, **Athletic Brewing Company** Senior Communications Manager, points out that anyone hosting holiday gatherings will want to purchase alcohol-free options, alongside alcoholic ones, to cater to all their guests.

There are a myriad of reasons people might not want to imbibe, beyond complete sobriety — Furnari says 80% of Athletic customers also still drink alcohol. Other studies have found 58% of consumers switch between alcoholic and non-alcoholic beverages even within the same occasion.

Whether it's because they want to be able to socialize longer, or because they're



Anyone hosting holiday gatherings will want to purchase alcohol-free options, alongside alcoholic ones, to cater to all of their guests.

trying to avoid a hangover the next day, people like to feel included in the festivities. Adding non-alcoholic options provides that opportunity.

It's with that in mind that non-alcoholic brands put intention into branding. Just because there's no alcohol doesn't mean these options don't fit in seamlessly alongside other party or holiday season favorites.

Considering the wide range of non-alcoholic offerings and the equally wide range of non-alcoholic consumers, there's a world of opportunities for retailers, restaurants, and bars to make all shoppers and guests feel welcome and boost sales with more options. **The first step is to mix inventories up between classics and new offerings. Non-alcoholic consumers are actively seeking out new things to try.** Sobriety or moderation might be new to them, and they're eager to explore what's available.

Meanwhile, many consumers will keep looking for familiar favorites, too.

Off-premise retailers can effectively market their inventories with dedicated displays. One tip is to keep all non-alcoholic offerings together, because shoppers shouldn't have to pick something up and worry about whether it has alcohol or not. They should know that, by shopping in a certain section, everything they're curious about is booze-free.

Creating a shelf set with non-alcoholic spirits, beer, and RTDs, and co-merchandising that space with premium mixers, gives customers a better understanding of what options are available.

Sharing product availability and brand assets on social media is another way to drive awareness and trial. Stores can think about spotlighting non-alcoholic drinks the same way they would

CORONA MICHELADA

FULL FLAVOR.
NON-ALCOHOLIC.



Drinkers can spice up their non-alc game by using Corona NA to create their own alcohol-free michelada.

with alcohol, messaging around which reaches a fever pitch during the holidays. Dedicated posts about alcohol-free options, classics to find and new brands to discover can cut through the noise to reach interested consumers.

On-premise venues can do their own spotlighting by making sure non-alcoholic options are prominently displayed on menus. **In the past, alcohol-free beverages appeared at the bottom or back of menus, communicating that they were an afterthought. Highlighting them in their own menu section alerts guests that these are elevated non-alcoholic options.**

Perhaps most important is that retailer and restaurant staff be prepared to answer any questions consumers may have about non-alcoholic beverages. These questions may indeed be more numerous, as new shoppers explore the segment, and as more people start buying these options. Product education is vital.

You may want to consider adding tasting and researching new products as part of employee training. If employees don't know what they're selling, it's really hard for the customer to put their finger on something and guess if they'll like it. Your employees should be able to tell your customers, "This is a good product."

Being prepared with non-alcoholic options for the year's busiest social season sets retailers up for success.

It can make the difference in purchases. Retailers have reported that, during the rest of the year, about 80% of sales are alcoholic, 20% being non-alcoholic. But around the holidays, that can shift to closer to 50-50.

There's significant potential for consumer engagement during the holidays, and that is especially primed for building lasting relationships when people are reevaluating their relationships with alcohol and looking for varying options for different occasions. **A favorable holiday purchase tells a consumer they can trust a store for staples and future discoveries.** The holidays, after all, lead right into Dry January. Per Forbes, one in five adults said they participated in the alcohol-free month in 2022, up 13% from 2021.

A good non-alcoholic gameplan for the holidays is a good gameplan for Dry January and all the various individual consumer goals for the rest of the year.

About the Author: Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.



Educating consumers on the availability of non-alcoholic options, like Guinness 0, is vital.



HOP WTR has found 58% of consumers switch between alcoholic and non-alcoholic beverages even within the same occasion.

A Day in the Life of Kramer Beverage Sales Rep – Dan Don

How this Kramer Beverage Employee Delivers Top-notch Customer Service at Each Stop

For Dan Don, a Retail Sales Representative at Kramer Beverage for over 21 years, no two days look alike. Whether he's setting up new draught lines in his accounts or promoting new innovation, Dan's workday is all about balancing structure, planning, and flexibility.

Morning Preparation: Planning for Success

Dan's morning begins with a solid plan. "I go through my notes from previous days to check for follow-ups," he says, describing how he organizes his accounts in an order that makes sense for his goals. He has a talent for keeping everything on track, using an old-fashioned notebook to outline his goals. "I always make sure to build in some extra time in case something unexpected pops up. That way, I know every account is taken care of."

On the Road: Aligning Sales with Customer Needs

Once Dan is on the road, he's all about making each visit count. "I prioritize my calls by delivery days to ensure my customers have what they need when they need it," he explains. Each account is unique, so Dan tailors his approach accordingly. "Some like to sample new products, others are more interested in social media materials, and some want data on what sells best. Over time, you get to know what each customer prefers."

Delivering Excellent Customer Service

Customer service is a key element of Dan's work. "The key to building trust is being open and honest," he says. Whether it's taking ownership of a mistake or simply following up after a visit, Dan believes that consistent communication shows retailers he genuinely cares about their business. "When you are genuine, people notice and that leads to stronger relationships," he adds.

Overcoming Challenges

In the sales world, unexpected challenges are part of the daily routine, and Dan has developed an approach to handle them. Dan is always ready to jump into action, whether it's a surprise order request, a delivery issue, or an unexpected product change. "The first step is to figure out how urgent it is," he explains. "If it's something that can wait a day, I'll make a note and address it during my follow-ups. But if it's urgent, I'll find a way to make it happen, whatever it takes."

Advice for Newcomers: "Stay Positive and Enjoy the Ride"

Dan's advice is simple for anyone considering a career in beverage sales: "Have fun. It's beer sales, there will be good days and bad days, but it's all part of the job." He encourages newcomers to keep setting and achieving big and small goals and to remember that every experience has something valuable to teach.



Dan inspects the cooler to review the account's inventory and prepare for their next order.

The Key to Long-Term Success

Dan believes the secret to his long-lasting relationships is honesty. "Being upfront means customers know exactly what to expect from you," he says. His goal is to make sure retailers know he puts their business first. "If they succeed, so do I," he explains. This honest approach has helped him build lasting partnerships that benefit the retailer and Kramer Beverage.

For Dan, being a Retail Sales Representative is not just about sales but more about building relationships, problem-solving, and providing his retailers with service that's both reliable and in their best interest. From his morning prep to daily challenges, Dan's role is about making each day a success for himself and always going above and beyond for his retailers.

Dan meets with the store managers at Bootlegger's in Northfield to inform them of a new brand for Kramer Beverage. He shows off the packaging, discusses pricing, and leaves a sample can for the retailer to enjoy.



Dan meets with the beverage manager at Yesterday's Bar and Grill in Marmora to discuss draught lines, promotions, and upcoming orders.



River Horse Brewery

Blending Tradition with Innovation

Nestled in the center of New Jersey's craft beer scene, River Horse Brewery has built a rich legacy since 1996. Originally established by three brothers in Lambertville, River Horse is one of the first breweries in the state and has gained recognition for its brand and high-quality, crafted beers. The brewery's unique name was inspired by the Greek word hippopotamus, which translates to 'river horse' (*hippo* meaning 'horse' and *potamos* meaning 'river'). In 2007, the brewery was acquired by co-owners Chris Walsh and Glenn Bernabeo, whose vision and leadership have guided River Horse's evolution to the brewery it is today.

In recent years, River Horse has moved to a larger facility in Ewing. It also took an exciting leap by acquiring DuClaw Brewing Company, based out of Maryland, which has expanded their current portfolio to include new, more creative flavors. This partnership adds depth to River Horse's offerings, appealing to both long-time enthusiasts of classic brews and adventurous drinkers seeking innovative, non-traditional beers.

Heady Times (HT): River Horse Brewery is one of the oldest in New Jersey. What keeps the brewery so relevant?

Chris Walsh (CW): Our heritage is a big part of it. Our flagship Belgian Tripel, for instance, has been a staple for the brewery since the start and is something consumers can rely on. But we have also adapted our portfolio of beers. Our lineup reflects a mix of those classics and our new, seasonal beers, like our popular fall favorite, Hippo Lantern or our winter seasonal, Belgian Freeze. It's a strong, dark Belgian ale perfect for those cold days ahead.

HT: The acquisition of DuClaw Brewing was a significant move for your business. How do these brands complement each other?

CW: They're like two sides of a coin. River Horse is rooted in more traditional styles, while DuClaw is known for pushing boundaries with more unique and unusual flavors – think of a glittered sour ale like DuClaw Sour Me Unicorn Farts. By bringing DuClaw into the family, we can appeal to more adventurous beer lovers while still delivering the quality and consistency people expect from River Horse.



Co-owners Chris Walsh (left) and Glenn Bernabeo.



HT: Beyond beer, River Horse has a strong community presence. What kind of events do you hold?

CW: We host several charitable events throughout the year. For example, we participated in an event called "Mind the Gap," where we raised money for the Children's Specialized Hospital Foundation. This event raised funds to help bridge the financial gap between what insurance covers and the additional costs families often face when seeking specialized care. We host food drives in November with our "Food Pantry Bingo," where people bring in food donations to play bingo. We also do a lot of work with local nonprofits, like Mercer Street Friends. It's extremely rewarding to us to be able to connect with our local community.

HT: What's next for River Horse?

CW: The integration of the DuClaw acquisition has added a new layer of excitement, and we're looking forward to seeing where that partnership takes us. We do have some exciting releases on the horizon for 2025 – stay tuned for those announcements!



Dogfish Head's Package Refresh: Crafting a Consistent Story

Founder Sam Calagione discusses his efforts to align brand image with craft spirit.

Sam Calagione, founder of the award-winning, and still "Off-Centered" Dogfish Head Brewery has a lot in common with British rock legend Rod Stewart. Both men know (almost on a cellular level) that "Every Picture Tells a Story." This title track of Stewart's breakthrough 1971 album was one of eight songs that revealed his distinctive vocal style described on the website dcsaudio.com as "a mixture of folk, rock and blues, with flashes of London art school cool and American country."

Artists are rarely one dimensional. Each one has at their disposal an arsenal of talents they bring together to deliver something unique.

Which brings us back to Dogfish Head's artistic, musical and multi-talented founder, Mr. Calagione. After 20+ years, he realized that a new generation of craft beer aficionados were missing out on the stories behind his off-centered, award-winning beers. The problem was the lack of visual consistency across the portfolio.

Calagione explained to Heady Times why change was needed.

"Today's consumers don't walk into a store knowing what beer they are going to buy. The decision is usually made on the spot. And you only have about three seconds to catch the eye of a shopper. That's it. I realized that our amazing labels (which I absolutely LOVE) are all different. That lack of consistency made sense when we first started. It was central to the "off-centered" discovery experience that made hunting for a new craft [beer] really fun. And it worked when there weren't so many choices on the shelf. Now it's confusing, or worse... the message is lost. The essence of our beers and the world of music and clothing collaborations, record releases, discussion forums, books we created over the

years... This body of work is a big part of the DFH experience, but our labels weren't communicating that anymore. When the picture doesn't tell the story, it's time to create one that does. We are still the same gritty, passionate, story-telling company we have always been. You know, same as it ever was. Now with our new look, I'm confident that more people will discover what Dogfish Head is all about."



The revised Dogfish Head "Shark & Shield" logo is a crisp, dynamic, black & white illustration that pops off the shelf. The culinary ingredients are featured in a way that says, "the beer you are about to enjoy has amazing flavor." All consumers drink first with their eyes. DFH's new look is an invitation to discover and experience beer to the nth degree.



Dogfish Head's revamped packaging conveys a cohesive brand strategy in hopes that more people will discover what the brewery is all about.

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.



Buzzbox offers premium, ready-to-drink cocktails crafted with top-shelf spirits and natural ingredients, all packaged in eco-friendly, portable cartons. These cocktails are crafted to deliver bar-quality taste anytime, anywhere – just shake, pour, and enjoy. With a variety of classic and innovative flavors, Buzzbox brings convenience and quality together in every sip.

Buzzbox Hurricane

A parade of flavor; their Hurricane is a bold blend of small batch light and dark rum, housemade triple sec, and all-natural pomegranate, passionfruit, and pineapple juices. The perfect blend of fruity and boozy, these ingredients create the ultimate party punch. **ABV:** 14% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



Buzzbox Margarita

Gold, gold, double gold. Their award-winning Perfect Margarita blends premium tequila from Jalisco, Mexico, handcrafted triple sec, and all-natural lime and citrus juices. No preservatives or artificial ingredients; pass the salt, and enjoy margarita perfection. **ABV:** 12% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



Buzzbox Tequila Paloma

Meet the newest addition to their handcrafted cocktail line-up, the Tequila Paloma. This impeccable mix of premium tequila from Jalisco, Mexico, is blended with all-natural pink grapefruit and lime juices. No artificial ingredients, preservatives, or added sugar – just juicy Paloma goodness. **ABV:** 14% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



Buzzbox Vodka Lemonade

Finally, a Vodka Lemonade that's worth the squeeze. This handcrafted classic is the perfect balance of sweet and tart, with no added sugar or artificial flavors. They mix their six-times-distilled premium vodka with all-natural lemon juice to create this award-winning cocktail. **ABV:** 13% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



Buzzbox Whiskey Lemonade

Their award-winning Whiskey Lemonade is crafted from a traditional American whiskey mash bill of corn, rye, and barley mixed with housemade blood orange triple sec and all-natural lemon juice. No preservatives or artificial ingredients, just a straight up, well-crafted cocktail. **ABV:** 12% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



Buzzbox Long Island

Their Long Island combines premium spirits and homemade triple sec, fresh-brewed black tea, and just a touch of all natural sweet and sour. This award-winning classic is a highly spirited, all-natural iconic cocktail that is sure to please. **ABV:** 14% **Package:** 250ml cartons only **Availability:** Now, year-round (*not available in Burlington or Mercer counties*)



NEW PRODUCTS

No End for Summer Shandy



Summer Shandy, a seasonal favorite from Leinenkugel's, will now be brewed all year long! Consumers will no longer have to look forward to a beer they love, they'll be able to look for it year-round.

NEW PACKAGES

Double Nickel Weekend Warrior 6-pack 12 oz. Cans



Weekend Warrior is now available in 12 oz. cans and is double dry-hopped with Citra and Idaho 7. It brings forth vibrant flavors of pineapple, apricot, mango, and a hint of citrus. Perfect for those who live for the weekend, one sip of this full-flavored brew will have you riding the wave! **ABV:** 5.8% **Packages:** Draught, 12 oz. and 19.2 oz. cans **Availability:** Now, year-round (not available in Burlington or Mercer counties)

SEASONAL SELECTIONS & PROGRAMS

Coors Banquet X Yellowstone Partnership Returns

To help drive on-premise watch parties for *Yellowstone*'s season 5 premiere, Coors Banquet will be offering the most popular tools from its collab with the series. Boost your sales with bandanas, keychains, and t-shirts that make fantastic giveaways while also helping to promote the show and its partnership with Coors Banquet.



SEASONAL SELECTIONS & PROGRAMS



Brighten the Fall-iday Season with Blue Moon

Fall and winter are perfect seasons to pair with a bright and refreshing Blue Moon. So, beginning in autumn, Blue Moon will bring seasonally appropriate designs to brighten its off-premise and on-premise tools. Even better, customers can scan QR codes on POS to enter to win a branded, premium soft cooler as well as a 10-pack of peel and stick patches.

Topo Chico Greet Fall and Winter Occasions

Say hello to display tools that speak to fall and winter celebrations. Retailers can leverage standout point-of-sale to promote Topo Chico during the fall and winter holidays. Tools are available in English and Spanish translations.



Make the Season Lite with Free Miller Lite



Throughout November and December, Miller Lite will help shoppers ease into holiday cheer with a chance to win a Venmo credit to buy a beer. National shoppers can win additional prizes like

ugly sweaters and holiday-themed apparel. Philadelphia Eagles' alliance markets can also win team-branded knitwear. Standout point-of-sale brings the hearth of the fireplace to life in stores. Animated LED signs, ugly sweater-style buckets, and plastic cups keep the holidays lite on-premise.

Unwrap A Chance to Gift the High Life



This winter, Miller is gifting the High Life all season long. Shoppers can enter for a chance to win free beer money (via Venmo) and limited-edition branded holiday items.

Shoppers can enter to win by scanning QR codes on limited-edition holiday packs or point-of-sale items.

Peroni Hits the Slopes in Style with Alp N Rock Collab

Celebrate the holidays in style while welcoming ski season with Peroni. Holiday thematic packaging returns for 2024 with eye-catching point-of-sale tools like oversized gift bows and 3D snow angel pole toppers. Additionally, Peroni will be partnering with luxury ski apparel brand Alp N Rock to create a limited line of branded sweaters that bring cozy comfort and après ski vibes to Peroni fans. It's the perfect item to pack for a VIP trip to the ultimate après ski party, which Peroni will be offering a chance to win.



SEASONAL SELECTIONS & PROGRAMS



Corona Holiday: Gather 'Round Our Tree

This holiday season, consumers can scan a QR code on Corona holiday POS to unwrap festive prizes each day. Consumers will be encouraged to come back every day for prizes spanning from fun, beachy holiday playlists to matching Corona lounge sets – everything they'll need to make their holidays *Más Fina*.

Corona x 76ers

Corona is inviting NBA fans to relax and unwind by celebrating the moments of joy for their hometown team. Through Corona's partnership with the 76ers, Corona will collaborate with local community partners, allowing consumers to win exclusive offerings such as premium tickets or a limited-edition merch collaboration with a Philly community partner.



Samuel Adams Winter Lager



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

Samuel Adams Holiday White Ale



Ah, the holidays. Full of friends, family, festive parties... and last-minute gifts and food mishaps. No matter what happens, this beer is your trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Samuel Adams Old Fezziwig



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

Samuel Adams Beers for Cheers Variety Pack



This winter variety can pack features **Winter Lager, Holiday White Ale, Old Fezziwig,** and **OVP** (Oaked Vanilla Porter). **Availability:** Now!

Angry Orchard Party Pack



NEW!

Angry Orchard's Party Pack is a cheers-worthy collection of hard ciders! Crack open this 2/12 pack to delight in winter fruit-inspired flavors or your classic apple favorite. Featuring **Crisp Apple, Crisp Light, Cranberry Craze,** and **Risqué Rosé**, this pack is sure to be the life of every party. **Availability:** Now!

Dogfish Head Covered in Nuggs

Covered in Nuggs is a staff-beloved and fan-favorite pub exclusive, and 2024 will be the first time it is available nationally. For their 2024 Art Series, Dogfish asked their friends over at Methane Studios to flex their creative muscles and design their four seasonals. The brew contains notes of pine and citrus. Covered in Nuggs scratches every nook and cranny of that IPA itch! **ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** Now!



NEW!

Truly Brunch Pack

Brunch is the perfect excuse to wake up and drink. Whether it's weekend day-drinking, morning tailgates, or holiday brunch, the Truly Brunch Pack is here to get the good times flowing with four unique flavors that perfectly complement brunch foods. The four flavors include: **Peach Bellini, Cranberry Sangria, Orange Mimosa,** and **Rosé!** **Availability:** Now!



Holidays are all about tradition. You go home, you see family and friends, you drink the same drinks, you get your dad a book on World War II, you argue over politics at dinner... rinse and repeat. But this year, Sam Adams is going to spice things up because, well, it's Sam season!



Here's to the Holidays: Celebration Runs in the Family

It is the most wonderful time for a beer – Celebration season! Sierra is expanding support for their 2024 holiday program to create a fast start at retail and own more holiday celebrations. From Friendsgiving to Christmas, and all the moments in between, Sierra Nevada is inviting shoppers to savor the Celebration by creating beer pairings and recipes for each holiday celebration.

Sierra Nevada Celebration IPA



The start of the celebration season is a festive event. Sierra Nevada can't start brewing until the first fresh hops have arrived, but once they have the season is officially under way! First brewed in 1981, Celebration IPA is one of the earliest examples of an American-style IPA and one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial,

and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

Sierra Nevada Rad Little Thing

Rad Little Thing is the ultimate ride for IPA fans from coast to coast. Combining classic West Coast hop flavors of pine and citrus with smooth East Coast haze, it's a radical twist on IPAs. Hop on board and experience it before it's gone! **ABV:** 7% **Package:** 12 oz. cans only **Availability:** December



NEW!

Sierra Nevada Bigfoot

Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic beer brewed in a barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of a wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. Each new release of "expedition" is vintage dated. **ABV:** 9.6%

Packages: 12 oz. bottles and draught **Availability:** December



Cape May Mexican Coffee Stout

Cape May's Mexican Coffee Stout has a satisfyingly complex grain bill comprised of seven different malts, yielding a rich and layered profile with a silky-smooth mouthfeel and a firm cocoa-like bitterness. Conditioned on fresh, locally-roasted Mexican Chiapas coffee, cinnamon, guajillo peppers, and vanilla, Mexican Coffee Stout lands perfectly balanced amongst the coffee, spice, and rich stout base. **ABV:** 7.5%

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



Cape May Merry And Brite

Merry & Brite is a classic, amber-learning West Coast style IPA brewed for celebrating the holiday season. Hopped with Centennial, Cascade, and Chinook, which make up our classic IPA, Merry & Brite also boasts a delicate malt base, giving this distinctive brew a clean, balanced profile to compliment your holiday festivities. **ABV:** 7.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Cape May Honey Porter

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

Packages: 12 oz. cans and draught

Availability: Now!





New Belgium Holiday Ale

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

Bell's Brewery Christmas Ale

Christmas Ale from Bell's Brewery is a holiday classic. This traditional Scotch Ale is rich and malty with notes of caramel and a warm finish. Whether you've been naughty or nice, you'll want to put this flavorful beer on your Christmas wishlist.

ABV: 7.5% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Bell's Brewery Hopslam



Hopslam is a complex and flavorful double IPA. They add six different hop varieties to the brew kettle, culminating with a massive dry-hop addition of Simcoe hops, in the most complex hopping schedule of all Bell's beers. The Pacific Northwest hops are selected specifically for their aromatic qualities, contributing a pungent blend of grapefruit, stone fruit, and floral notes.

A generous malt bill with a solid dollop of honey provides a remarkably balanced, drinkable double IPA with a 10% ABV.

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

It's the Most Wonderful Pint of the Year



Guinness' holiday sweepstakes is giving consumers a chance to win the most wonderful prizes of the season. Consumers can scan the QR code on POS directing them to a mobile-friendly website to enter the sweepstakes. There is a second chance to enter through a "Perfect Pour Gamification" where consumers can digitally pour a pint and get a second entry.

Fill the Holiday Season with Family, Friends, and Great Beer!

The holidays are all about tradition and PA's family-owned and operated brewery offers great ways to celebrate. Yuengling Traditional Lager and Light Lager are the perfect beers to serve guests and they make the best hostess gifts for parties. Displays will brighten up retail locations with traditional fireplace decor. They will also give consumers chances to win tabletop Solo stoves, Yuengling's latest fireplace, and ugly sweater stockings. Celebrating 195 years, nothing says tradition like the Oldest Brewery in America!



Athletic Wit's Peak

Exploding with cues of citrus, coriander, and wheat, this Belgian-style white brew is refreshingly bright, soft, and smooth. Whether you're headed up, down, or nowhere at all, a cold Wit's Peak is fit for the journey. **ABV:** <0.5%

Package: 12 oz. cans only

Availability: Now!



From Tailgate to Touchdown, it's Athletic

Athletic Brewing Co. is encouraging consumers to stock up on non-alcoholic beers this football season. These beers are fit for making game day last longer with friends and family, so they can root for their team until the last second on the clock.





Mike's Holiday Rewards

Consumers will have the opportunity to win a holiday sweater and other merry merchandise from Mike's this holiday season. Fans can enter to win by scanning the QR code on POS. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*

The Holidays Start with White Claw

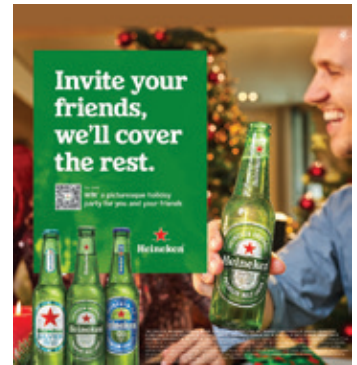
This holiday season, White Claw consumers can scan the QR code on POS, pick the party kit that fits their vibe, and they'll be entered to win everything needed for an iconic party! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Celebrate with Heineken

In 2024, Heineken will help consumers elevate the celebration and turn average seasonal gatherings into glorious holiday galas. This holiday season, Heineken will bring consumers together, taking the stress out of planning and letting newbie hosts spend time with their guests.

Heineken will offer consumers the chance to win a holiday party like no other – from Instagramable photo ops to amazing décor and food, and one winner will receive a holiday party curated for them and their friends! *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Heineken X F1

This year, Heineken & F1 will drive awareness of their global partnership and build excitement for the 2024 Formula 1 season, ending in the highly anticipated Formula 1 Las Vegas Grand Prix. Excitement for the final race will build throughout the season with other US Grand Prix in Miami and Austin. Through a simple sweeps, fans can scan a QR code to enter for a chance to win a once in a lifetime race weekend VIP experience that only Heineken can provide. *(not available in Atlantic, Burlington, Cape May, Cumberland, Mercer, or Salem counties)*



Dos Equis Gets Consumers Ready for Gameday

When was the last time you felt the true rush of gameday victory while watching the game alone? The answer is never. Because rooting for your team is nothing without your team. Your kickoff crew. Your gameday day-ones. That same group of friends who make drinking Dos Equis during college football season so special. Your real ones. So this season, Dos Equis is calling on "real ones" to get ready for the game plan on Saturdays! *(not available in Burlington or Mercer counties)*



Shiner Holiday Cheer

Everyone's favorite Texan holiday tradition is back for another year! Shiner's old-world dunkelweizen is brewed with Texas peaches and roasted pecans. The flavors of this dark wheat ale are enhanced through krausening, ensuring a smoothness that makes this brew all the more satisfying.

ABV: 5.4% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!



Narragansett Bing Crosby White Christmas Winter Warmer

Narragansett set out to create something that embodied the warmth, cheer, and merriment that Bing Crosby brought to all of us through his music. They wanted to brew a classic style and put a fun spin on it, so they created this spiced, English-style winter warmer. The selection of specialty malts used imparts traditional holiday flavors of figgy pudding, toffee, and caramel. They also utilized dark sweet cherry, sweet orange peel, and ginger in the brew

to give it a fuller depth of flavor and a hint of holiday spice. Narragansett's hope for this beer is that it brings folks together to enjoy and create happy memories, much like Bing Crosby's music has done over the years. **ABV:** 7.4%

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



River Horse Belgian Freeze

As the days grow shorter, reach for their warming winter ale. Belgian Freeze is their take on a Belgian Dubbel. It is a malty, full-bodied amber brewed with dark crystal and caramel malts and fermented at a lower temperature to minimize sweetness. The Belgian Trappist yeast provides a variety of delicate characteristics in the nose and on the palate. **ABV:** 8% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Since 1634 Munich's
Recipe For Gifting.
This season, you could win Christkindlmarkt gifts from Paulaner.

Scan to follow @PaulanerUSA on Instagram for a chance to win weekly holiday gifts and a trip to Munich for the 2025 holiday season

Prost Paulaner

© 2024 Paulaner USA, LLC. All rights reserved. Paulaner USA is a registered trademark of Paulaner Brewery, Munich, Germany. All other trademarks are the property of their respective owners.

The Holidays Hosted by Paulaner

This holiday season, Paulaner is going to bring the tradition of the German Christkindlmarkt (outdoor holiday gift market) to its American drinkers one more time. Except this time, Paulaner will be the one doing the gifting. Consumers can join the fun by checking out @PaulanerUSA on Instagram weekly to see what Christkindlmarkt favorites the brand is generously giving away to its loyal followers. Starting November 1st, consumers can find the "Holidays Hosted by Paulaner" posts, comment on that current week's post and tag a friend in the comments. Prizes will change weekly. At the end of the sweepstakes, one lucky grand prize winner will win a trip to Munich to attend the ultimate Christkindlmarkt in Germany in 2025! (not available in Burlington or Mercer counties)

Evil Genius Santa! I Know Him

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





Double Nickel Snow Surfer

Here comes Snow Surfer, their 6.8% Hazy IPA built for snow days. This year's batch of Snow Surfer was brewed with plentiful flaked oats and features healthy dry-hoppings of select

Sabro and Mosaic, giving notes of tangerine smoothies, toasted coconut flakes, and mango nectar. **ABV:** 6.8%

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



Double Nickel Below Zero

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

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



Double Nickel Saint Nickel's Pickle

A Double Nickel tradition. Saint Nickel's Pickle is a pickle-inspired gose, brewed with sea salt, coriander, dill, and pickling spices. For some of you, this tradition may be familiar,

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

New Holland Dragon's Milk d20 brew

Limited Release

Dragon's Milk enters the D&D Universe to celebrate their 50th anniversary with our biggest and boldest stout yet. This beer delivers layers of velvety richness,

with an incredible depth of flavor, meant to be shared and sipped over a legendary campaign.

ABV: 20% **Package:** 22 oz. bottles only **Availability:** Now!



DuClaw Pastry Archy Candy Cane Stout

A beautifully dark imperial stout made with mint, vanilla, and lactose. The tan head is as tasty as it is inviting. Come on in from the cold and slide into the holidays with cool notes of peppermint, roasty malts, and deep chocolate.

ABV: 7.5% **Package:** 16 oz. cans only **Availability:** Now!



DuClaw Sour Me Apricot

A refreshing sour ale with bright and juicy flavors of apricot. **ABV:** 7.1% **Package:** 16 oz. cans only **Availability:** Now!

Flying Fish Out in the Cold

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



Flying Fish Fried Ice Cream Stout

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



Dunkin' Spiked Peppermint Mocha Iced Latte

This limited-release Dunkin' Spiked Peppermint Mocha Iced Latte is a festive blend of rich chocolate and cool peppermint spiked with a subtle alcoholic twist. This smooth and creamy iced latte offers a delightful balance of holiday flavors, perfect for sipping during the season's celebrations. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!

Limited Release



Harpoon Dunkin' Cold Brew Porter

The smooth flavor of real Dunkin' Cold Brew delivers rich coffee flavor to this robust modern porter. This winter treat is another tribute to all the days that Dunkin' has helped us fire up the brew kettle. Cheers! **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** Now!

Harpoon Winter Warmer

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



Harpoon Winter Mix Variety Pack

Cozy up or celebrate with these crowd-pleasing beers. This 12pk can variety includes **IPA**, **Winter Warmer**, *limited Dunkin' Cold Brew Porter*, and a Munich-style **Dark** (mix pack exclusive). **Availability:** Now!



MudHen Yellow Flashing Lights

Yellow Flashing Lights pays homage to the time of year when locals revel in Wildwood's serenity. Enjoy this rich and robust Imperial Stout. **ABV:** 9%

Packages: 16 oz. cans and draught

Availability: Now!



MudHen Hero Boy

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

MudHen Captain Doug's Porter

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

Packages: 16 oz. cans and draught

Availability: Now!



WINE & SPIRITS

Poca Loca Brazilian Red

Poco Loco Brazilian Red is a vibrant, fruit-forward wine that captures the lively spirit of Brazil. With notes of ripe berries and a touch of spice, this red wine is smooth, approachable, and perfect for any casual gathering or festive occasion.

ABV: 10% **Package:** 750ml bottles only

Availability: Now, year-round



1911 Bourbon Cream Whiskey



Indulge in the rich, velvety texture of whisky with vanilla cream. The smooth whiskey notes perfectly complement the delicate sweetness of vanilla, creating a luxurious experience for the palate. The decadent blend offers a perfect warmth and creaminess, making it a delightful treat to savor with every sip.

ABV: 40% **Package:** 750ml bottles only

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

A & J WINERY



A&J Winery is a family-owned and operated winery and procurer of exceptional wines and wine-based products. We offer superior quality wines ranging from easy-to-drink everyday wines to ultra-premium, limited-production fine wines. A&J Winery is the culmination of a dream spanning

over 20 years. Passion drives them to deliver the absolute best quality wines, which allows our customers to discover and experience unparalleled flavor and expression in each bottle.

A&J Cabernet

This full bodied yet soft Cabernet Sauvignon has flavors of black cherry, currant and mocha with a touch of oak and vanilla with a smooth finish.

ABV: 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



A&J Chardonnay

This medium bodied Chardonnay has flavors of green apple and tropical fruit with subtle nuances of oak and vanilla on the finish.

ABV: 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



A&J Merlot

This medium-bodied, soft Merlot has flavors of blackberry and raspberry with soft oak undertones and a smooth finish. **ABV:** 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



A&J Pinot Grigio

Full and complex, this wine has a nose that hints of pineapple, pears and sweet lemons. Tropical fruits are integrated with the zest of citrus

fruits and give way to a creamy mid-palate. **ABV:** 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



A&J Pinot Noir

Rich and fruit forward with notes of fresh cherries and hints of strawberry jam. Well balanced with a touch of sweetness, this wine is perfect to enjoy on its own or with any meal.

ABV: 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)



A&J Sauvignon Blanc

Bright aromas of lime, white flowers and fresh citrus overwhelm the bouquet, with layers of nectar, peach and juicy melon on the palate. Fresh and crisp, but bold and complex. **ABV:** 12% **Package:** 750ml bottles only **Availability:** Now, year-round (not available in Burlington or Mercer counties)

Corner Creek Small Batch Bourbon

Corner Creek Reserve Bourbon Whiskey is made from a selection of the distillery's finest barrels, smoothed to perfection with pure ingredients and in the tradition of the finest Kentucky spirits. The distillery uses only the finest wheat, rye and corn and age Corner Creek Reserve Bourbon Whiskey in new American oak. **ABV:** 45% **Package:** 750ml bottles only **Availability:** Now, year-round



Corner Creek 10-Year Bourbon

Corner Creek 10-Year Bourbon is a premium, small-batch bourbon known for its smooth and complex profile. Aged in oak for a decade, it delivers rich notes of caramel, vanilla, and toasted oak, with subtle hints of dried fruit and spice. Its well-rounded, warm finish makes it ideal for sipping neat or enhancing classic cocktails. **ABV:** 45% **Package:** 750ml bottles only **Availability:** Now, year-round





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

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



Coors Light Keeps the Holidays Chill

Nothing says holiday chill like falling snow and mountain-cold Coors Light. This season, Coors Light is keeping that tradition going. Consumers can scan a QR code on point-of-sale to pull up a virtual snow globe that reveals if they've won a Holiday Chill Kit packed with gear, including a cozy holiday puffer hat, an Instax Polaroid camera with film, a cookie cutter set, playing cards, and more. Standout POS pieces include a 3D Christmas tree standee, string lights, pole case toppers, window clings, and more.



To wrap up the year, Modelo is reminding consumers it's merry with Modelo. The brand will encourage consumers to celebrate the holidays the Modelo way: with friends, familia, and cerveza for all. This program will stand out at retail with the return of the gold bottle display enhancer and an all-new premium POS cross-hatch tree and gift box display!