

Summer 2022 | V.40

AMOSKEAG BEVERAGES

Heady Times

TOPO CHICO

IS MAKING WAVES



Delivering Excellence Seasonals Rethinking Retail New Products Programs

CROOK & MARKER

SUMMER SELECTIONS

LAGER BOOM

VARIETY PACKS

Letter to *THE TRADE*



NEW HAMPSHIRE IS A STATE bursting with summer adventures. Whether you want to soak up all the nature you can, explore culture and history, or savor mouthwatering food and beverages, the Granite State promises endless fun. And now that the sun has come out and the days get warmer, what better way to relax than cooling down with a nice cold one! Amoskeag is excited to unveil some tempting new products that have started hitting shelves, coolers and on-premise accounts.

With ready-to-drink cocktail brands already geared-up for the summer, Amoskeag is thrilled to be partnering with **Onda Tequila Seltzer** and their fantastic line of tequila soda. Onda Tequila Seltzer was born from an obsession with tequila soda and inspired by the surf style of the '90s. Onda taps into key trends with tequila, as the fastest-growing spirit segment in the U.S. (which is up more than 75% nationally); according to Nielsen.

Who doesn't like lemonade? Folks can enjoy **Fishers Island Lemonade**, which has been recognized as America's Craft Lemonade Canned Cocktail, winning dozens of awards for its one-of-a-kind taste profile and commitment to the highest quality ingredients. And new from Molson Coors, **Simply Spiked Lemonade** is a new line of bold, full-flavored spiked lemonades crafted from the lemonade experts at Simply.® Made with 5% REAL fruit juice that has been squeezed and concentrated, plus a little fizz, these beverages are bursting with sweet and tart lemonade flavor. "This summer is going to be a reset," Jamie Wideman, Vice President of Innovation for Molson Coors, told CNN Business. "Last year, people had one foot outside and one foot inside. I think the opportunity to explore and discover new beverages is going to be a big thing this summer."

For all the wine lovers out there, **Coastal Spritz** is now available! Only premium wine that is sourced from the best vineyards in the Columbia Valley in Washington State is used to make this wine spritz in a ready-to-drink can. Unlike other products, Coastal Spritz does not use any artificial fruit juice or artificial sweeteners. Instead, they use real fruit juice and a hint of monk fruit as a sweetener.

You can read all about these new brands and other new packages in the New Products section that begins on page 8. Our summer issue also takes a look at what Ben Weiss, founder of **Crook & Marker** has been up to and hear about his new Chief Creative Officer, Zac Brown. The magazine dives into the Lager Boom, Rethinking Retail examines how variety packs can boost summer sales and an Industry Spotlight with Beth Deutsch from **Hobbs Brewing**.

We hope you enjoy this issue of Heady Times. It's a great resource with lots of good information.

Thank you again for your partnership and best wishes for a successful selling season!

Scott Proulx
VP of Sales

Ed Murphy
President

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Delivering THE TASTE OF EXCELLENCE

Amoskeag People Get The Job Done

Dani Rigio-Reilly

Staff Accountant

What does your job entail? What do you like most about your job?

My role as a Staff Accountant is to assist the CFO in both the day-to-day and monthly financial process. This can include anything from reviewing and approving daily bank transactions to preparing and analyzing financial documents, reports, and statements. I've found that being in this role gives you exposure to nearly all aspects of the business, which is something I really enjoy.

What did you do before you worked at Amoskeag? I was a Staff Accountant at Night Shift Brewing and Distributing.

Where did you grow up? Are you a NH native? Nope! I was born in Boston and have lived in Massachusetts most of my life. I have always spent a lot of time in New Hampshire, so it feels like a second home to me.

What do you like to do when you are not working? I love spending time outside, whether it is hiking, camping, snowboarding, or time on the water. I've been chipping away at the NH48, and my dog Bear often tags along. I also have some creative outlets – mainly pottery and cooking. I'm passionate about food science and culture and often you'll find me preparing an elaborate meal or researching how to ferment some crazy concoction.

If you could go anywhere in the world on a dream vacation, where would it be? After many years of dreaming and planning, I was fortunate enough to travel to Iceland in 2019, and I would go back every year if I could. It's easily the most beautiful country I've ever visited, and it truly feels like you're walking on another planet. By pure luck, I saw the Northern Lights multiple times while I was there. Eventually, I'd love to visit all the Nordic countries, as I've always been fascinated with their history and culture.

If you could have a superpower, what would it be and why? I'd love to have the ability to heal anyone or anything. Seems like a solution to a lot of the world's problems!

Chris Reynolds

Breakage Associate

How long have you been with Amoskeag? What do you enjoy most about your job? I can't believe it's already been a little over a year since I started at Amoskeag. What I like the most about my job at Amoskeag is that everyone works well together and is always willing to lend a helping hand.

What did you do before you worked at Amoskeag? Before my current position, I was a full-time student at NHTI in Concord, studying Sports Management. Over the summers during college, I worked at the NH Fisher Cats.

What do you like to do when you are not working? I love following the New England sports teams and on a local level, enjoy watching high school hockey games. Now that the weather is warming up, I like to go to the beach and spend time with my family and friends.



Can you share a fun fact about yourself?

I used to be an archaeologist! My degree is in History and Archaeology, and I've worked on several digs, including a Mayan site in the Belize rainforest. I gave up the Indiana Jones lifestyle for the exciting world of finance. (Bonus fun fact: I've never actually watched any of the *Indiana Jones* movies.)

Most used emoji? The upside-down, smiley face is underrated and underutilized. 😄

Favorite book? I'm pretty boring on the book front and read a lot of non-fiction, but I especially love food memoirs. It's difficult to choose only one, but *Kitchen Confidential* by Anthony Bourdain is a classic.



Who would your first 3 guests be if you had a talk show? George Washington, Celtic legend Larry Bird and *Iron Man* actor Robert Downey Jr.

I couldn't live without this meal... That's easy, chicken parmesan.

If you could go anywhere in the world on a dream vacation, where would it be? I really want to go to Europe and explore different countries. Tokyo, Japan, also seems like a cool place to visit.

Topo Chico is Making Waves in a Sea of Hard Seltzers

Among all the new entrants to this increasingly busy and still-growing category, only Topo Chico Hard Seltzer took share from established brands right out of the gate. Already ranked #4 in the segment with a 5% share nationally, this “grown-up” version of Topo Chico Mineral Water – *the only mineral water with a cult following & country western song singing its praises* – deserves a spot in your lineup.

*It's the next big thing. It's authentic. It can't fail, so order a lot of it. How many times have you heard this about a new product? Too often, the “sure bet” ends up collecting dust and going out of code – all sizzle, no steak. But sometimes, all the promises are true. Sometimes there's sizzle and steak. Sometimes, there's a product like **Topo Chico Hard Seltzer**.*

This new entrant to the national hard seltzer stage doesn't just have potential, it's a proven winner. **Topo Chico is the third-fastest turning hard seltzer with the highest repeat purchase rate** of all the brands launched by Molson Coors in the last two years. And the **Topo Chico Hard Seltzer Variety Pack (featuring Tangy Lemon Lime, Strawberry Guava, Tropical Mango & Exotic Pineapple flavors)** has become a **top-10 best-selling package** in the category since its January debut. Another mouth-watering flavor, **Topo Chico Margarita Hard Seltzer**, has just hit the market, and customers love it.

Legendary Taste, a Cult-like Following and an Aztec Princess

The success of Topo Chico Hard Seltzer isn't accidental. The brand has tapped into the passion that surrounds Topo Chico Mineral Water, the non-alc brand that inspired the hard seltzer. The mineral water is celebrated for its gentle fizz, hint of citrus and subtle salinity, which combine for a taste that fans call liquified heaven. *Coastal Current* magazine even ran an article in the September 2021 edition titled, “Topo Chico Makes Everything Better.” And country western star Robert Ellis dedicated a song on his album *Texas Piano Man* to his favorite bubbly beverage, singing “**Every time they open the top, I hope they don't ever stop.**”



Topo Chico Hard Seltzer is available in a 12 oz. can 12-pack variety, 16 oz. cans (Tangy Lemon Lime), 24 oz. cans (Strawberry Guava & Tangy Lemon Lime) and new Strawberry Guava 12 oz. can 12-packs.



For an authentic twist on a classic, serve Topo Chico Hard Seltzer Pico Chico style, with a rim dipped in chamoy, Tajin and lime juice.

Besides great taste, Topo Chico entices fans with a mystique that stretches back for centuries. The story goes that even the Aztecs partook of Topo Chico (via the spring from which the water is bottled in Monterrey, Mexico), and believed the mineral water had healing powers. It's even said that bathing in that spring saved the life of a beloved Aztec princess. The minerals that naturally occur in the water – magnesium, calcium & sodium – are considered essential electrolytes vital for health, so the legend could be true!

Big Support for the Next Best Thing

“The level of excitement around Topo Chico Hard Seltzer is incredible,” says Matt Escalante VP of Hard Seltzers for the Molson Coors Beverage Company. Because the mineral water has a very loyal base of Hispanic consumers in the U.S., and a sizeable millennial following, bringing this brand to the beer aisle was a logical next step. **Retail sales increased 67% year-over-year (2021 compared to 2022) proving that consumers want a hard seltzer with minerals for taste, fresh & unique fruit flavors and a heaping helping of authenticity.**

Even though Topo Chico Hard Seltzer is delicious enough to sell via word of mouth



Topo Chico Hard Seltzer has the BFY credentials drinkers are looking for – it's gluten-free, sessionable and contains only 100 calories and 2g of sugar per 12 oz. can.

alone, Molson Coors is supporting the brand with unprecedented media coverage designed to meet consumers where they are. **A combination of paid social, digital advertising, PR and TV spots in English will reach 95% of consumers in the 21- to 34-year-old age range, an average of ten times per month, building awareness in this valuable demographic. Additionally, Topo Chico programming targeting Latinos will reach 95% of that important market upwards of 12 times per month.**

And don't forget Topo Chico's stunning packaging and POS for both the on and off-premise. With bright yellow labels, signage and scene-stealing display pieces – as well as unique cocktail recipes like Pico Chico & Picosito – customers won't be able to resist this authentic, refreshing hard seltzer.

With all this momentum and support, Topo Chico Hard Seltzer is one brand that's going nowhere but up. Before the summer heat sets in, call your Amoskeag sales rep to get the must-have hard seltzer of the season.

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“Because the mineral water has a very loyal base of Hispanic consumers in the U.S. and a sizeable millennial following, bringing [Topo Chico Hard Seltzer] to the beer aisle was a logical next step.”

— Matt Escalante, VP of Hard Seltzers at Molson Coors

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Making the Margarita Nueva Again

The team behind Topo Chico Hard Seltzer loves a margarita as much as anyone – but the cocktail's public image has taken a hit over the decades. That's why Topo Chico Hard Seltzer is taking on the task of updating the classic drink with their newest line extension: **Topo Chico Margarita Hard Seltzer.**

“The margarita is a beloved drink, but it comes with some baggage, in the way of cheesy margarita culture,” says Matt Escalante, VP of Hard Seltzers at Molson Coors Beverage Company. “Our new spots show how Topo Chico Margarita Hard Seltzer is making the margarita ‘nueva’ again with a new take on the classic cocktail.”

Topo Chico Margarita Hard Seltzer will be supported by brand-new national ad spots that highlight the brand's cool, yet classic take on the margarita.

TOPO CHICO MARGARITA HARD SELTZER VARIETY PACK

At 100 calories and 4.5% alcohol by volume, Topo Chico Margarita Hard Seltzer boasts the flavors of margaritas without the high sugar content and calories of the spirit-based version. This 12-pack variety of cans contains four authentic flavors: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear.**



TOPO CHICO HARD SELTZER SIGNATURE MARGARITA



Signature Margarita's crisp, refreshing take on hard seltzer has all of Topo Chico's signature bubbles with premium tequila notes and a natural haze from fresh-squeezed lime juice – all perfectly balanced with a touch of agave sweetness and a hint of salt.

OMG! Lagers Are Cool Again

Hit a few hipster bars in Manchester on a Friday night and just try to keep count of all the **Liars Bench No Dice**, **Smuttynose Lager**, **Night Shift Nite Lite** and **Narragansett** being passed over the bar. Breweries all around the country are resurrecting pre-Prohibition classic lagers. **Modelo Especial** sales are up 63.4% nationally. Hop fatigue has finally set in, and now lagers are making a comeback.



Pity the poor, simple lager.

For years, lagers suffered from the common misconception that they all taste the same. But now, breweries large and small are taking up this style's mantle, showing just how distinctive lagers can be. And thankfully for us, perhaps for the first time in the modern beer movement, both IPA aficionados and loyal lager drinkers are reaping the rewards.

Treasured for its clean, crisp taste and beautiful clarity (once upon a time, beers looked like muddy, roiling concoctions) the lager was eclipsed by that darling of the craft beer movement, the IPA. Prized for their "complexity" and palate-wrecking prowess, IPAs became an outright phenomenon, as accessible, easy-drinking lagers no longer ignited the imaginations of curious beer-hunters searching for the bold, rare and increasingly bizarre "next big thing."

But the truth is, lagers never really went away. In 2021 light lagers continued to be the first choice of many consumers, even increasing share of stomach by 24.6%. The second most sought after style? That would be the classic lager, with IPA finishing third. Whether it be **Coors Light**, **Miller Lite**, **Samuel Adams Boston Lager** or **Modelo Especial** (which itself saw a whopping increase of 63.4% in 2020), lagers still dominate. "In my opinion lagers are trending because consumers are looking for more approachable options than the higher ABV beers. Also, now more than ever, people are paying attention to the amount of calories in what they drink. Lagers usually have under 180 calories while other styles tend to have double that amount," says Bret Pollock, Craft Beer Manager at Amoskeag.

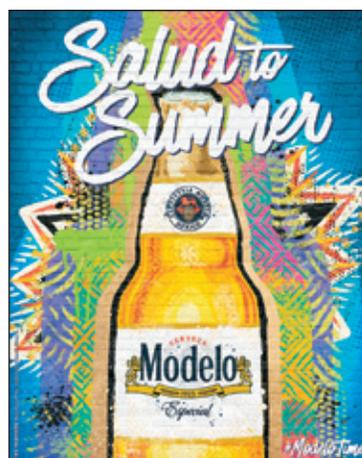
It takes a lot of skill to master the lager process (in which bottom fermentation gives way to aging for extended periods at cold temperatures) and well-made brews are garnering attention. Whether it be a new, innovative take on a storied lager, or a crisp, slow-pour pils at a taproom, brewers want to master this difficult style and in doing so, they have put lagers back in the spotlight where they belong.

New Hampshire breweries like **Moat Mountain**, **Liars Bench**, **Northwoods**, **Smuttynose** and others, understand how versatile the style can be. **Czech Pilsner**, Moat Mountain's flagship lager is a



dry-hopped take on the classic Bohemian Pilsner and their **Hell Yes!** Helles Lager's style is light in both color and body with a delicate flavor and a medium crisp finish.

"We have always had a strong draw for our lagers, but over the past few years we have seen steady growth for sure," says Brad Corbett, Sales Manager at Moat Mountain Brewery. "I believe one of the biggest draws to local craft lagers is they tend to be very approachable to both craft enthusiasts as well as newer beer drinkers. It is easy to



enjoy a crisp, clean and refreshing brew with a moderate to low ABV. Our Czech Pils is one of our strongest selling styles, but our Hell Yes! Helles Lager has been a fan favorite and our brewers do an amazing job with both styles." With so many people getting back to the outdoors, lagers really hit the spot after a ride, hike or going out on the water!

Any craft beer snob who thinks lagers can only be fizzy, yellow and flavorless, needs to try **Liars Bench No Dice**, a classic and quenching lager with German malt, hops and yeast. And new from Northwoods Brewing is **Evening Rise**, with light and crispy carbonation that brings to life the beauty of Barke Pilsner malt and noble Mittelfrüh hops.

Breweries are meeting consumer demand by creating exceptional light beers that cut calories without compromising flavor, like **Brooklyn Lager**.

So, if anyone asks you what's new, you can tell them to check out beer's best kept secret: the lager.

Get to Know Hobbs Brewing's Beth Deutsch

Heady Times (HT): Please give a little bio on yourself.

Beth Deutsch (BD): I'm 37 and live with my fella and two cats in Merrimack. No kids, but I love being Aunt Bethy to my five nieces and nephews.

HT: How did you get your start in the beer business?

BD: I worked in the restaurant industry for over 10 years, finding my place at craft beer bars. I visited Hobbs Tavern by myself almost 6 years ago, and their head brewer noticed that I sniffed my beer. He picked up that I was a bit of a beer nerd! We got to talking and realized we'd both worked in Colorado at the same time. We had a fun conversation that I didn't think much of... until he tracked me down a few weeks later. Hobbs was hiring for a sales rep position, and they invited me to interview. I call myself Sales Manager, but as we've expanded, I've helped with almost everything but brewing the beer.

HT: Are you a NH native?

BD: I grew up in Dover but skipped town for college and for a decade after. I lived outside Boston, in southern California, and then Colorado for 6 years, where my beer romance really began. I moved back to NH when my brother started his family.

HT: What do you like most about working for Hobbs? What's the most challenging part of your job?

BD: I like that every day is different. It's been a great experience growing with a small company, learning the back end of an industry that I've admired for a long time. The biggest challenge is still cold calling! It can be hard to stand out amongst so many great local breweries, not to mention the big dogs in distribution.

HT: What's the best part of working with the team at Amoskeag?

BD: It's great to have support and access to accounts that I wasn't able to get into on my own. I think Hobbs did a pretty great job self-distributing but being attached to a well-respected distributor has given us a new level of consumer trust. And I love meeting the reps who are helping to push our brand! Being a road warrior can be a lonely job sometimes, even if I'm talking to clients all day.

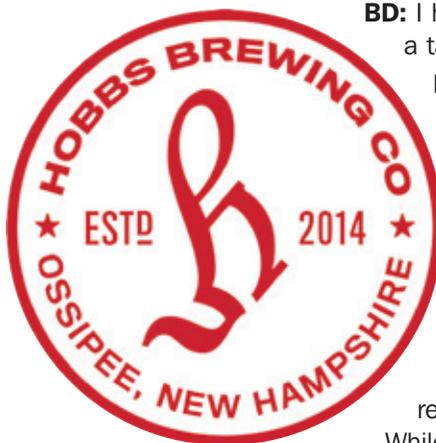
HT: When you're not working, what do you like to do in your free time?

BD: I am 100% addicted to concerts, so that's where a lot of my disposable income goes. I try to help out my brother's family as much as possible. I also love traveling to see my friends and extended family who are spread all over the country. I'm about to spend 10 days in Colorado and will be bringing an entire suitcase of beer back with me.

HT: If you weren't in the beer business, what do you think you'd be doing instead?



Beth Deutsch



BD: I honestly think I could have been a talented chef. I have a degree in psychology, so I might have ended up in mental healthcare or a different type of sales position, but the kitchen is my happy place. I really love pairing beer and food, of course.

HT: Any fun facts about Hobbs or any of the products?

BD: Last year we had our first label rejection by the liquor commission. While **Hold My Juice Box** is an acceptable name, our initial imagery was considered marketing to children. I think that's pretty funny, especially since a lot of beer drinkers seem to have age regressed in their tastes, wanting juice and smoothies instead of beer-flavored beer... just don't make the label too childlike, I guess.

HT: What are some exciting things happening at the brewery you'd like readers to know about? New products? Events? Etc.?

BD: Even though we're hitting our second summer, I still feel like our Tap Room in Ossipee, which is our second location, is a new experience. I'm really excited for another summer of bands, food trucks, and yard games. We're getting a tent, so that we won't get rained out as much this year! Also, be on the lookout for limited distribution of Hold My Juice Box, a double NEIPA that has been brewery-only so far.

Ben Weiss of Crook & Marker

A lifelong entrepreneur, Ben Weiss founded the antioxidant beverage company Bai in his basement in 2009 and swiftly built it into the industry's fastest-growing brand. With Bai, Weiss led a "Bevolution" against big soda companies by delivering great-tasting drinks without mounds of sugar and artificial ingredients. After leaving the brand upon Dr Pepper Snapple Group's \$1.7 billion acquisition of Bai in 2017, Weiss wondered if his fight was over. But he quickly found a new outlet for his battle by entering the alcohol space with Crook & Marker, his brand of zero sugar organic cocktails.

Heady Times (HT): Why did you get into the alcohol beverage space after Bai?

Ben Weiss (BW): With Bai, we proved that bold flavor and better ingredients can go hand in hand, allowing consumers to feel good about what they were putting inside their bodies without compromising enjoyment. By the time my Bai journey concluded, Millennial consumers were of legal drinking age. The natural progression of my "Bevolution" was to meet those disruptive consumers where they were going by providing them with better-for-you options in alcoholic beverages.

HT: What is your mission now with Crook & Marker?

BW: Crook & Marker is reimagining alcohol with a portfolio of zero sugar USDA Organic RTD cocktails that are bursting with flavor – perfect for consumers who are trying to avoid loads of calories and carbs. Our 8-pack portfolio includes spirit-inspired innovations such as our new Margarita, Mojitos and Palomas. (See sidebar.)

Our cocktails are made with our Organic Supergrain Alcohol, which is uniquely fermented with quinoa, amaranth, millet and cassava. We're committed to providing the transparency that today's consumers demand, with a full nutritional panel and ingredients list on every can. That way consumers know they are getting great flavor they can trust.

HT: Why should retailers sell Crook & Marker?

BW: Crook & Marker brings true innovation to the beer and RTD categories as the growth of hard seltzer – their primary engine in recent years – is slowing. And we're at the forefront of two major trends in consumer behavior.

Consumers, particularly Millennials and Gen Z'ers, are facing a clear dilemma. They ran to hard seltzer mainly because of its low sugar and calories, but they want more flavor and variety. This is leading them to the RTD cocktail category, where flavor still largely relies on sugar and non-transparent ingredients. By delivering flavor with better-for-you ingredients, Crook & Marker answers this dilemma for these consumers who are driving the explosive growth in the RTD category.

Further, recent consumer research shows that perceived healthiness and transparency are the top attributes influencing alcohol brand purchasing decisions among Gen Z consumers. Broader grocery trends show that focus leads consumers to spend more money on organic products.



Ben Weiss, Founder

Crook & Marker allows our retail partners to offer a premium-priced USDA Organic RTD product that not only appeals to consumers' tastes but also drives substantially higher profit margins than hard seltzers.

HT: You recently announced that singer Zac Brown joined Crook & Marker as Chief Creative Officer. What's behind that partnership and what does it mean for consumers?

BW: Not only is Zac a multi-platinum musician, but he's also one of the best entrepreneurial minds I've ever met. He will greatly benefit our business as a leader and brand evangelist. Zac was an early investor and fundamental to our success at Bai. As our new Chief Creative Officer, he will work directly with me and our leadership team on new innovation and making our brand culturally relevant.

Crook & Marker is sponsoring the Zac Brown Band's national concert tour this summer and supporting a consumer sweepstakes with fantastic retail displays and social media content. In your area, the sweepstakes will include two tickets and lounge access for the July 15 show at Fenway Park.

Brewer *HIGHLIGHT*

HT: You've also been busy on another front – starring in a new TV show! What can you tell us about that?

BW: The show, *Billion Dollar Idea*, premiered on FOX Business in primetime in late April.

The idea is to unearth the next great American entrepreneur. It begins with me traveling around the country to meet 15 contestants, then I invite six of them back to Crook & Marker's headquarters (a.k.a. the House of Crook) in Trenton, New Jersey, to compete in special elimination challenges designed to test their business acumen, products and, most importantly, their grit.

With the House of Crook serving as the primary set location for the show, it's a great opportunity to bring our brand to a primetime audience while showcasing the unique culture and team driving our Bevolution. In addition to hosting the challenges, Crook & Marker employees appear in the series and our cocktails are featured. We also have an integrated advertising campaign and thematic retail displays planned to build on the increased interest in the brand.

I couldn't pass up the opportunity to participate in this show to highlight the importance of entrepreneurship and get wider exposure for Crook & Marker – two things very close to my heart!



Win tickets to see Zac Brown Band at Fenway Park! See page 20 for details.

Crook & Marker Zero Sugar Organic Cocktail Portfolio

Crook & Marker's canned cocktails feature bold, uncompromising flavor made with USDA Organic ingredients, zero sugar and 100 calories. They are sweetened from natural sources, gluten-free, non-GMO, vegan with 5% ABV.

Blackberry Lime Mojito

Blackberry Lime Mojito contains real lime juice, a hint of mint and Cuban-inspired flavor made with organic rum.



Grapefruit Lime Paloma

Grapefruit Lime Paloma contains real lime juice and exotic bold flavor made with organic blue agave tequila.



Lime Margarita

Lime Margarita contains real lime juice and feelgood flavor made with organic blue agave tequila.



Piña Colada

Piña Colada is an exotic taste medley of luscious coconut and pineapple flavors made with organic rum.



COASTAL SPRITZ

Coastal Spritz was established in 2018 with the goal of providing consumers with the highest quality wine spritz in a ready-to-drink can. They are the pioneer of the 5% ABV in 12 oz. cans. Coastal Spritz only uses premium wine that is sourced from the best vineyards in the Columbia Valley in Washington State. Unlike other products, they do not use any artificial fruit juice or artificial sweeteners. Instead, they use real fruit juice and a hint of monk fruit as a sweetener. Coastal Spritz's products contain only 100 calories with less than 5 grams of sugar per each 12 oz. serving. They are all natural, gluten-free, and non-GMO. Simply stated, their products are a convenient, guilt-free pleasure for the premium wine drinker.

Coastal Rosé Spritz Variety Pack



One sip and you'll instantly transport to the warm sunshine and cool breeze of the best beaches. A balance of Columbia Valley Rosé, sparkling water, and a touch of real fruit juice – truly a refreshing spritz. The Rosé Spritz

Variety Pack includes 4 of each flavor:

Pineapple, Classic and Watermelon Rosé Spritz



Coastal Classic Rosé Spritz

Columbia Valley of Washington Rosé wine and sparkling water. The ultimate coastal spritz, something you'll fall in love with after one sip. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Coastal Chardonnay Spritz

Coastal Oak Chardonnay Spritz is the perfect balance of light fruit with a balanced oakey blend of Chardonnay with a crisp effervescent profile in every sip. Perfect for any occasion and a great gift. From the Columbia Valley in Washington State. **ABV:** 6% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Coastal Sauvignon Blanc Spritz

Coastal Sauvignon Blanc Spritz is the first of its kind in a 12 oz. can from the Horse Hills region in Columbia Valley, WA. Light pear and citrus notes along with ripe fruit forward finish combined with light effervescence make this a must have for the summer.

ABV: 6% **Package:** 12 oz. slim cans only

Availability: Now, year-round



Coastal Pinot Noir Spritz

Coastal Pinot Noir Spritz is the first of its kind internationally. Coastal Spritz has paired a medium bodied light fruit forward Pinot Noir with crisp effervescence. This combination is to die for. Perfect for the porch, pool, or relaxing in with friends. **ABV:** 6%

Package: 12 oz.

slim cans only

Availability: Now, year-round



Simply Spiked Lemonade



Introducing Simply Spiked Lemonade line of sparkling spiked lemonades from Simply® – the lemonade experts. These ready-to-drink spiked beverages are available in **Signature Lemonade, Strawberry Lemonade, Watermelon Lemonade** and **Blueberry Lemonade.**

Each flavor combines expertly blended alcohol and the bold, yet refreshing, taste of real fruit juice for a

naturally flavored beverage bursting with sweet, tart lemonade taste! **ABV:** 5%

Packages: 12 oz. slim can and 24 oz. can **Availability:** Now, year-round



New PRODUCTS

Fishers Island Lemonade



Launched on Memorial Day weekend 2014 by Bronya Shillo, Fishers Island Lemonade was one of the first craft cocktails in a can and a pioneer in the ready-to-drink category. The recipe for the original Fishers Island Lemonade was inspired by the signature house cocktail at The Pequot Inn, which Bronya's family-owned and operated on Fishers Island, New York. Premium vodka, barrel-aged whiskey, lemon and honey are the ingredients for the original Fishers Island Lemonade.

Their mission is to create the highest quality, best-tasting canned cocktails in the United States. Fishers Island Lemonade has earned numerous accolades for its award-winning, delicious, full flavor taste, including Gold Medals in the 2021 and 2020 Denver International Spirits Competition and the 2020 SIP Awards. Fishers Island Lemonade's flagship dual-spirit spiked lemonade is the foundation for each of their new expressions including Fishers Island Spiked Tea, Fishers Island Pink Flamingo and Fishers Island Fizz. Most of all, they are so proud to hear from their fans how much they love Fishers Island Lemonade.

Fishers Island Fizz



Fishers Island Lemonade Fizz is a lighter, effervescent version of their original premium vodka and barrel-aged whiskey spiked lemonade recipe. The same great taste and quality of Fishers Island Lemonade you know and love in a sleek can. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in July

Fishers Island Pink Flamingo



Fishers Island Pink Flamingo is a delicious blend of their original vodka and barrel-aged whiskey spiked lemonade with real cranberry. A well-balanced cocktail with sweetness and tartness, complemented by its blush color that enchants you from the start. **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in July

Fishers Island Spiked Tea

Fishers Island Spiked Tea is their new twist on a classic. A perfectly balanced half-and-half blend of their original vodka and barrel-aged whiskey spiked lemonade with fresh black tea. A delicious taste with refreshing flavor, their Spiked Tea invites you to sip and savor. **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in July



Brewery Ommegang Dream Patch

Brewery Ommegang's Dream Patch is a beer that started with a collaboration between brewers at Ommegang and Marc Coesens, brewmaster at Liefmans in Belgium. The aim was to create a fruit-forward, wonderfully tart beer that would make a great addition to the OMG lineup as a year-round brand. In the beginning, a handful of fortunate people got a chance to try eight various blends of fruit beer varieties with various ages of Liefmans Kriek beer blended in. This was an arduous work on a beautiful late summer day in Oudenaarde, Belgium last year. The end result is the arrival of Brewery Ommegang's latest addition to the OMG lineup, Dream Patch. This beer is making quite a journey, literally across the ocean. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Seagram's Escapes Spiked Passionfruit Lime & Salt



Seagram's Escapes Spiked Passionfruit Lime & Salt has bold passionfruit flavor with bright citrus notes and a tangy kiss of salt, this cocktail is sure to bring a tropical twist to your night! **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



New PRODUCTS

Onda Tequila Seltzer

Onda

Onda was born from an obsession with tequila soda and inspired by the surf style of the '90s. Onda was designed to raise the bar by focusing on high-integrity ingredients that consumers actually want to drink. Made with blanco tequila from a woman-owned distillery in Jalisco, Mexico. Gluten-free, no added sugar with only 100 calories per serving, **Lime**, an instant classic with a slightly tart citrus flavor. Perfect for a poolside summer day or pretending you're poolside on a summer day. Her nickname is Paloma. **Grapefruit** is perfect for a beachside sunset or any sunset for that matter. **Mango** has a slightly sweet, fruity flavor meets a hint of tequila. It's enough to make a mango crazy. A superb balance of sweet and tart, Onda's **Pineapple** flavor will transport you to a tropical paradise simply with the crack of a can. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Onda Tequila Seltzer Paradise Collection



Escape with four tropical-inspired flavors with the Paradise Collection. These tropical-inspired flavors will instantly transport you to a beach vacation, no matter the season. Escape to paradise with **Mango, Passion Fruit, Pineapple** and **Strawberry** flavors.

ABV: 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Onda Tequila Classic Collection

For the variety seekers, all four classic Onda flavors: **Grapefruit, Lime, Blood Orange** and **Watermelon** – in one order. Great for beach days, pool parties and backyard BBQs. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Switchback Zaboo Hazy IPA



Kick back and relax with Zaboo! A hazy IPA brewed with good times and good vibes in mind. A vibrant medley of hops, hand selected to amplify aroma, drives expressive notes of juicy stone fruit, honeydew melon, orange, peach & pear. Grab a Zaboo and drink in the perfect

view! **ABV:** 5.9% **Packages:** 12 oz. and 16 oz. cans **Availability:** Now, year-round

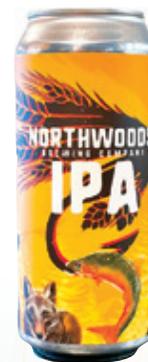
Stormalong Unfiltered



Featuring a blend of 100% high-quality, fresh pressed, locally sourced apples from orchards across New England, this unfiltered hard cider is reminiscent of classic farmstand fresh apple cider pressed and sold at harvest. It's crisp, refreshing with a savory balance of tart and sweet. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Northwoods IPA

A hazy golden IPA with an extra pillow mouthfeel thanks to a hearty percentage of oats and wheat in the Grist. Idaho 7 and Amarillo hops. Tangerine, tropical melange, hazy, pillowy, balanced finish. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



New PACKAGES

Ketel One Botanical Vodka Spritz Gets a Refresh



New enhanced liquid and packaging, Ketel One Botanical Spritz RTD is still crafted with vodka from the Nolet Family Distillery. It is infused with botanicals, natural essences and sparkling water and has NO carbs, sugar or artificial flavors. With a

higher ABV 4.5% (vs. 3.6%), bolder flavor and more carbonation, Real Botanicals come to life with each sip. Enjoy these flavors: **Peach & Orange Blossom**, **Cucumber & Mint** and **Grapefruit & Rose**. **ABV:** 4.5% **Package:** 12 oz. sleek cans only **Availability:** Now!

Northwoods Landlock & Brookies Now in 12 Packs

Now available in 12 pack cans, this pale ale is fermented with the Juggernaut Kveik blend. Pale malt and oats set the base with a whirlpool addition of Azacca then dry hopped with Azacca and Ekuanol. Notes of peach rings, papaya, pineapple and lime. Landlock & Brookies is a perfect summer refresher that has mellow lime pith, melon and lush fruits. **ABV:** 5% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!



White Claw 19.2 oz. Cans Transition to 24 oz. Cans

Due to producers not being able to meet demand, White Claw 19.2 oz. cans will be transitioned to 24 oz. cans. The new 24 oz. cans will retain the same UPC as the 19.2 oz. cans they will replace. Across the industry, 24 oz. cans represent 78% of all single-serve can sales and accounted for the largest dollar sales growth last year. This package change will resonate with the consumer and keep these brands in a premium position. **Availability:** Now!



Narragansett Lager Jaws Retro Cans and Shark Wrapped 12-Packs

For a limited time, Narragansett will be offering 'Gansett Lager 12-packs with *Jaws* movie poster “shark wraps,” that include 1975 *Jaws* 12 oz. Lager retro cans (the graphics Narragansett offered in the 1970s). 'Gansett was the beer that Quint crushed in the original summer blockbuster, and in 2021 Narragansett gained the rights to utilize the movie poster artwork on their 12-pack wraps. Perfect for Shark Week features, this “grab-and-go” package is great for the boat or the beach and is the most frequently requested package by 'Gansett retailers and consumers, as well as non-'Gansett drinkers. This summer, celebrate the original summer blockbuster that features America’s highest-rated domestic lager. **Availability:** Now!



AVAILABLE THROUGHOUT THE SUMMER!

Woodstock Mountain Haze New England IPA 16 oz.

Woodstock Inn Brewery is transitioning their Mountain Haze New England IPA from 12 oz. cans to 16 oz. cans. Hazy, hoppy and easy to drink! Mountain Haze is the perfect reward when you are finishing a hike or just kicking back thinking about taking one! **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!



Allagash River Trip Package Refresh

River Trip is a brand and beer that Allagash has a lot of love for, and they wanted to give its design a refresh. Keeping a similar color scheme, they aimed to show a scene that was more immersive – now including a river, a person in a canoe and their dog. This not only helps to evoke the scene that the folks at Allagash have in their heads when they think of a nice, peaceful river trip, it also brings the beer’s design closer in line with their other core beers like Allagash White and North Sky. From rafting through rapids to relaxing in an inflatable pool, River Trip pairs perfectly with any outing. This 4.8%, refreshing pale ale is brewed with coriander and dry-hopped for crisp notes of citrus and melon. **Availability:** Now!



When Demand Exceeds Supply

Many of our craft seasonal and specialty releases are available in limited quantities. Breweries only produce a certain amount of their specialty beers and Amoskeag does all they can to get as much product as possible. In addition, this magazine 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 Amoskeag Beverages sales representative to discuss a similar product.



Samuel Adams Wicked Fenway IPA

Made for the wickedest fans in baseball, this hometown hazy hits big with a blend of juicy citrus and tropical hop aromas. Low bitterness and a smooth, clean finish make Wicked Fenway IPA perfect from opening pitch to the final out. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Twisted Tea Sweet Cherry Lime



This product is meant to pay homage to Twisted Tea's partnership with the Boston Red Sox and celebrate their fans and Twisted Tea drinkers by capitalizing on a fan favorite moment...the 8th inning stretch. The flavor "Sweet Cherry Lime" is a nod to the song fans love to belt out and this product does a great job of injecting fun and celebration of this special moment that Red Sox games are known for. **ABV:** 5% **Packages:** 12 oz. bottles and 24 oz. cans **Availability:** Now!



Dogfish Head Tru-Action IPA



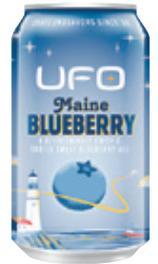
A small batch collaboration with Trillium, Tru-Action is a hazy IPA brewed with malted wheat for a pillowy soft body and malted rye for a subtle spiciness. Continually dry-hopped with an iconic blend of hops for maximum juicy flavor, it boasts delicious notes of mango, pineapple and candied citrus.

ABV: 6.5% **Package:** 16 oz. cans only **Availability:** Now, in *limited quantities*



UFO Maine Blueberry

Maine Blueberry is brewed with, you guessed it, real Maine blueberries for the authentic taste of Maine's signature berries. Notes of blueberry start with Maine Blueberries inviting aroma and continue with a wave of sweet blueberry flavor in each sip. Balanced by a light body and crisp finish, Maine Blueberry is more than a sweet treat, it's a satisfying and refreshing ale dedicated to the best wild blueberries around. **ABV:** 4.8% **Package:** 12 oz. cans only **Availability:** Now!



Woodstock Lost River Light Ale

Lost River Light Ale is one of the bestselling beers on draft at the Woodstock Inn Brewery. Lost River Light has low bitterness, it's easy to drink and is filtered with only 125 calories per 12 ounce serving. **ABV:** 4.3% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodstock Hoppily Ever After New England IPA

The Woodstock Inn Brewery is releasing their second release in honor of their 40th Anniversary. Hoppily Ever After New England IPA is bright and hoppy with amazing aroma, low bitterness, haziness and easy to drink. This beer is a nod to all the couples that have tied the knot at the Woodstock Inn Brewery. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



Seasonal SELECTIONS

Hobbs Lake Life



Lake Life American Pale Ale is designed to be a crowd pleaser. Citrusy hops with a clean finish make this brew summer approved. **ABV:** 5.9% **Packages:** 16 oz. cans and draught **Availability:** Now!

Moat Mountain OOH LA LA



OOH LA LA Lemongrass Ginger Wit Ale takes an American recipe for a Belgian-style Wit and adds an Asian twist. Made using whole fresh ingredients, the ginger predominates the nose but yields on the palate to the citrusy lemongrass and complex esters of the yeast. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** Now!

Moat Mountain Flavah of the Day! IPA



Flavah of the Day! is Moat's rotating hop, East Coast Style IPA. It is double dry-hopped with a clean, soft mouthfeel and no lingering bitterness on the palate with three pounds of hops per barrel produce ripe fruit and melon flavors. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now!

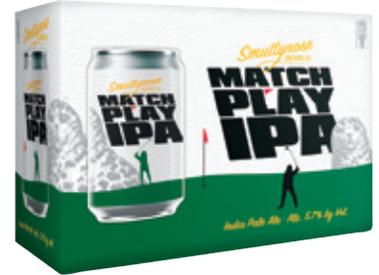
Moat Mountain Hoffman Weiss



Hoffman Weiss is an eccentric, old-fashioned Bavarian-style wheat beer. This top fermenting ale was one of Moat's first brews at their brewpub in 2000. Low in bitterness yet big on taste, this beer delivers aromas and flavors of banana and clove with hints of white pepper – all derived from the unique yeast strain. There is a subtle tartness in the background and a slight twang from the malted wheat. Moat Mountain promises, no bananas were harmed while brewing this beer. Some enjoy this ale served with a lemon slice while quenching their thirst. Prost! **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** July

Smuttynose Match Play IPA

Match Play IPA is a crisp and crushable ale that you'll never again tee up without. Soft and refreshing, yet packed with bright and bold hops, Smuttynose's newest IPA is a sure gimme on a hot day. Brewed with Saphir, Citra, Simcoe and Amarillo and bursting with notes of citrus and pine, Match Play is everything you love about a sunny day on the course in a can. For when you're jonesing for a round or two, Match Play IPA is an easy scratch. **ABV:** 6.7% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!



Smuttynose Variety Pack

If you ask Smuttynose, life is best spent surrounded by those you love somewhere inspiring in the great outdoors. That's why Smuttynose made the Smuttynose Variety Pack. A 12-pack of 12 oz. cans brimming with New Hampshire's finest craft beer featuring: **Finestkind IPA, Old Brown Dog Ale, Smuttynose Lager and Match Play IPA** – it's got the perfect sip for every moment worth celebrating and every loved one worth celebrating with. **Availability:** Now!



Smuttynose Strawberry Lemonade Sour

Strawberry Lemonade Sour, brewed with an air of love and happiness – this is the Smuttynose definition of summer madness. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** July



Seasonal SELECTIONS

Great North Snow Cone Lemon Shandy



Snow Cone Lemon Shandy is a wheat ale with real lemon juice! Great North Aleworks partnered with Fabrizia Spirits, a family business like theirs, that produces high quality, all natural, small batch limoncello's and ready-to-drink cocktails, to make Snow Cone Lemon Shandy. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** July



Northwoods Evening Rise

Ungespundet and lagered cold in Northwoods Brewing's cellar for 3 weeks, the light and crispy carbonation brings to life the beauty of Barke Pilsner malt and noble Mittelfrüh hops. Simple and crisp. **ABV:** 5%

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



Northwoods Surf Candy

Surf Candy is brewed as an ode to the saltwater fly of the same name. This iteration is loaded with blackberry, raspberry and key lime purée. When poured from the can, you'll be greeted by a brilliant magenta hue and aromas of lime, mixed berry and a hint of coconut,

which is the result of the Sabro and Mosaic dry hop. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!

Brooklyn Summer Ale

Brooklyn Summer Ale is a light and zesty beer brewed with warm weather adventures in mind. It's the perfect companion for long summer days by the pool, in the yard, or anywhere else people unwind.

ABV: 5% **Package:** 12 oz. cans only
Availability: Now!



Lone Pine Blueberry Sparkler



Blueberry Sparkler is an American sour ale brewed with a punchy volume of fruit. It is packed with tart, bright blueberry flavor, while remaining light and refreshing. **ABV:** 4.8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Woodchuck Variety Pack



The Woodchuck Variety Pack has a new mix for summer! 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. This warm weather mix includes four deliciously refreshing Woodchuck Hard Ciders: **Amber, Berry Snap, Bubbly Pearsecco** and **Blueberry**. **Availability:** Now!



Seasonal SELECTIONS

Stormalong Tropical Voyage

Tropical Voyage is made with real pineapple juice, guava and Idared, McIntosh and Golden Delicious apples. It's tropical, crisp and super refreshing. Perfect for summer sipping. **ABV:** 5.8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Allagash Floating Holiday

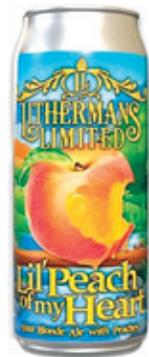


NEW!

Relaxation is just a float away. This blonde ale is brewed with lemon peel and a pinch of sea salt to push your refreshometer up to "long weekend." When it's time to chill out, Allagash recommends a Floating Holiday. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



Lithermans Lil' Peach of my Heart



This sour blond ale is brewed with sweet, juicy peaches. Didn't I make you feel like you had the only brew? Didn't I give you everything that a brewer could possibly do? You gotta take another little piece, baby! **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!



Available Year-Round & Made in NH

Liars Bench Young Upstart IPA

Brewed in Portsmouth, Liars Bench Young Upstart IPA is assertive but balanced with passion fruit, apricot & pine flavor. **ABV:** 6.6% **Packages:** 16 oz. cans and draught



Woodstock Double Pig's Ear Brown Ale

Double Pig's Ear Brown Ale is the Pig's Ear recipe x 2! Pig's Ear got its name from a neighborhood in Lincoln, NH that was around when Lincoln was a mill town. The Pig's Ear was shaped like a triangle and contained many bars and taverns and could be a little rough. This amazingly smooth brew is Woodstock Inn Brewery's #2 selling beer. **ABV:** 8.4% **Packages:** 12 oz. cans and draught



Hobbs Pitch-A-Tent

Hold the haze, not the flavor. This big, balanced DIPA is crystal clear but bursting with candied citrus and tropical hop flavor and aroma. **ABV:** 8% **Packages:** 16 oz. cans and draught

Smuttynose Finestkind IPA

Finestkind IPA is Smuttynose's ode to life's simple pursuits, an enduring reminder to find balance in what we do and savor every moment, big or small. Brewed with ample heapings of Simcoe and Amarillo hops, it's bold in both flavor profile and aroma, offering distinct notes of citrus and pine and a satisfying bitter kick to top it all off. Consider this your sidekick beer, up for whatever adventure today might bring. To Smuttynose, there is nothing finer.

ABV: 6.9% **Packages:** 16 oz. cans and draught





Samuel Adams Supports the LGBTQ+ Community



To promote LGBTQ+ inclusion in craft beer spaces, Sam Adams is donating \$100,000 to Safe Bars to support bystander intervention training for craft breweries. In partnership with Safe Bars and GLAAD, Sam Adams encourages all craft brewers to pledge their support for the LGBTQ+ community.



So Many Sams, So Little Summer

This summer, consumers can enter for a chance to win the ultimate road trip SUV plus other prizes to maximize their summer adventures with Sam Adams. Two grand prize winners will drive home a fully loaded 2022 Ford Bronco customized by Maxlider and 400 winners will fuel their road trips with gift cards for summer essentials. Sam Adams will even reward drinkers for skipping out of work early and heading to the bar on Fridays by buying them a Sam Sumer Ale with a CashApp promotion!

Programs

Blue Moon Born in a Ballpark

Blue Moon Belgian-Style Wheat Ale was originally crafted at Coors Field's Sandlot in Denver, Colorado, and this season, it's being shouted from the stands that this unique taste could only be born in a ballpark. Fans can pick up baseball packaging featuring ballgame-themed illustrations and baseball stitching added to Blue Moon's iconic moon logo, and they can scan the diamond-shaped QR code on every pack and coaster to learn more about Blue Moon's baseball roots. And consumers can unlock new DraftKings challenges for the chance to win baseball prizes every day!



Celebrate Summer with Corona

Corona is inviting consumers to join them at the Corona Beach House where all things that make summer, summer are coming together. Additionally, the Protect Our Beaches campaign is back with more sustainable partnership collabs, beach cleanups and ways to give back to the waterfront places that make summers great! Corona will continue to leverage their partnership with Oceanic Global, helping to lead the conversation efforts to #protectourbeaches. Corona will maintain heavy levels of TV and media support across key summer holiday weekends and high-profile sporting events such as the NBA playoffs and Gold Cup. Limited-edition summer packaging will also return, driving awareness to the cause and featuring a QR code, making it even easier for consumers to enter-to-win.



Corona to Sponsor the 2022 MLB All-Star Game

As the Official Import Beer of Major League Baseball, Corona is excited to sponsor the 2022 All-Star Game, taking place on July 19th at Dodgers Stadium in LA. Retail tools and dedicated assets are now available for Corona Extra, Corona Premier, Corona Hard Seltzer and Corona Refresca. Through a simple QR code scan, consumers can enter-to-win the grand prize of an All-Star game experience, as well as instant-win prizes from MLBShop.com.



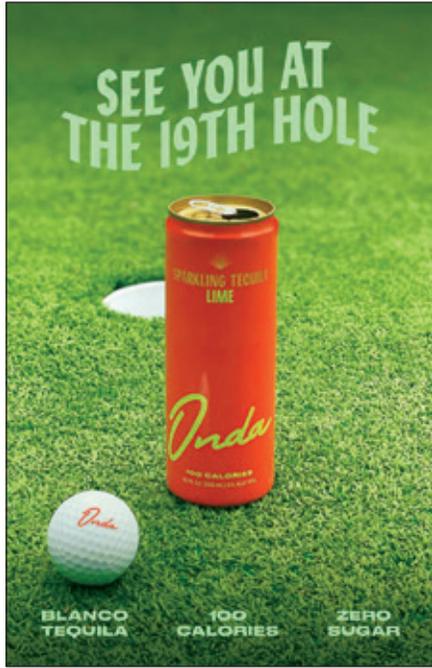
WIN* AN ALL-STAR EXPERIENCE IN L.A.



GRAND PRIZE
ALL-STAR GAME EXPERIENCE
AVAILABLE UNTIL JULY 4TH

INSTANT WIN
MLBSHOP.COM PRIZES AVAILABLE
UNTIL JULY 19TH

Programs



Onda See You at the 19th Hole

Introducing Onda Tequila Seltzer's new golf-inspired platform. Onda is on a mission to own the golf course, with real Tequila Seltzer, saving consumers from the monotony of beer and malt-based hard

seltzer options. Onda is light & refreshing, making it perfectly suited for drinking with your friends on the golf course. The program will include: POS & signage, social content and sampling and events.



Win a Backyard Makeover from Mike's

77% of Mike's shoppers enjoy and plan to entertain outdoors this year, so Mike's is offering consumers the chance to win the ultimate backyard makeover worth \$50,000 or 50 first prizes including Mike's FMB chairs, a charcoal grill, a cornhole set and a set of string lights. Consumers can enter-to-win via QR code scan on themed POS. The taste of summer is sweeter with Mike's.



Win a Mike's Summer Fun Pass Powered by StubHub

Mike's Hard Seltzer fans value live experiences and sharing them on social media for badge value. So this summer, Mike's is offering fans a chance to win a Mike's Summer Fun Pass powered by Stubhub: \$200 - \$250 Stubhub gift codes, with prizes being given out weekly! To enter-to-win, consumers will simply scan a QR code on themed POS.



Go Summer with Sierra Nevada

People are seeking freedom in the outdoors and prefer to travel in a safe, convenient way. Sierra Nevada embodies spirited exploration through their independent spirit and passion for discovery. Sierra consumers thrive in the outdoors and are often active, adventurous and curious. So, this summer, Sierra is giving consumers a chance to win a 10-day Campervan adventure! To enter the sweeps, consumers will scan the QR code on themed POS.

Programs



Smirnoff Summer Smash Cash for Gas

This summer, consumers can win Summer Smash Cash for Gas! To enter-to-win, they'll simply text "SMASH" to 24272 or scan the QR code on themed POS. Three grand prize winners will receive a \$1,000 gift card and 100 first prize winners will receive a \$100 gift card!



Smirnoff Introduces Ty Dolla \$ign

This summer, Smirnoff is teaming up with one of music's hottest acts to make it a summer worth celebrating. Meet the newest face of Smirnoff: Ty Dolla \$ign – Artist, Producer, Collaborator... the life of the party. Nominated for three 2022 Grammy awards, his hit songs include *Or Nah*, *Work from Home*, *Hot Girl Summer* and *Spicy*, and he's Spotify's no. 77 most globally streamed artist with 3.4 million followers on YouTube and over 12 million followers across all social platforms – with 70% of his audience ranging in age from 21 to 35. His arsenal of collaborators include: The Weeknd, Ariana Grande, Drake, Jason Derulo, Megan Thee Stallion, Fifth Harmony and Young Thug.

"Ty Dolla \$ign is the musical equivalent of hot sauce – he goes on everything." – Rolling Stone



Smirnoff Red, White & Berry How to Summer: Grown Up Edition

Smirnoff Red, White & Berry makes the classic thrills of summer lit for adults by inspiring them to get that classic summer feeling. With actress Kaley Cuoco as a guide, Smirnoff RW&B will prove how adulthood can be fun and make this a "Summer for the People."

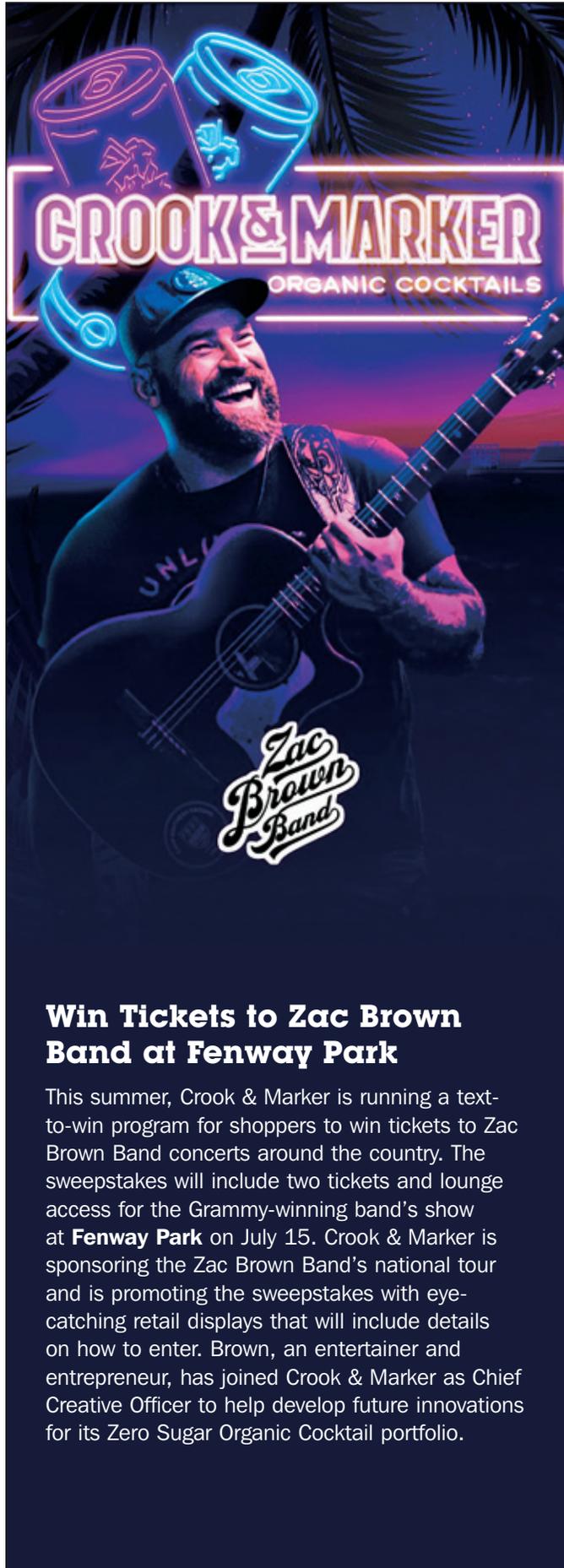


Lone River Ranch Rita Campaign

The West has always conjured visions of solitude, independence and stoicism, but it's more than that. It's more than a direction or a place. It's something you feel, something you share with your friends, a good kinda loud in the right kinda bar, two-stepping in the moonlight or under the neon. It's a cantina buzz, watering-hole chic, broken-in boots and danced-in high heels. The spirit of the real West can't be tamed, but it can be captured – in a 12 oz. can of Lone River Ranch Rita. If you want to go fast, go alone. If you want to go far, go together. Follow It West.

This summer program will bring Ranch Rita to life, attracting people to a good time out West. Lone River's brand rancher and modern cowboy, Ryan Bingham, is joined by the siren of the cantina, Ranch Rita. A musician with a hint of mystery and a badass western attitude, Rita is a distinct yet complementing character.

Programs



The advertisement features a man with a beard and a baseball cap, smiling and playing an acoustic guitar. He is wearing a black t-shirt with the Zac Brown Band logo. Above him, there are neon signs for 'CROOK & MARKER ORGANIC COCKTAILS' and 'Zac Brown Band'. The background is dark with palm trees and a night sky.

Win Tickets to Zac Brown Band at Fenway Park

This summer, Crook & Marker is running a text-to-win program for shoppers to win tickets to Zac Brown Band concerts around the country. The sweepstakes will include two tickets and lounge access for the Grammy-winning band's show at **Fenway Park** on July 15. Crook & Marker is sponsoring the Zac Brown Band's national tour and is promoting the sweepstakes with eye-catching retail displays that will include details on how to enter. Brown, an entertainer and entrepreneur, has joined Crook & Marker as Chief Creative Officer to help develop future innovations for its Zero Sugar Organic Cocktail portfolio.



The advertisement features a vibrant cityscape at night with fireworks and neon lights. In the foreground, there are two bottles of Tsingtao beer: a can of 'TSINGTAO PREMIUM LAGER' and a bottle of 'TSINGTAO PREMIUM LAGER'. A QR code is visible on the left side of the advertisement.

OPEN FOR POSSIBILITY

WIN A TRIP TO CHINA FOR THE QINGDAO INTERNATIONAL BEER FESTIVAL

Scan to follow @Tsingtao_USA on Instagram for a chance to go to the legendary Qingdao International Beer Festival in China

TSINGTAO_USA TSINGTAOUSA

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Tsingtao Open for Possibility

Tsingtao, the authentic Chinese Lager, is looking for people who are Open for (the) Possibility of traveling to new places. Those bold enough will be rewarded with an epic trip to visit the city of Qingdao (where Tsingtao beer comes from) to experience the legendary, Qingdao International Beer Festival which overflows with beer, fun and local foods! Consumers can follow @Tsingtao_USA on Instagram and look for the Open for Possibility posts starting on June 3rd. Each post will feature scenes of the famous beer festival. Those who comment on the posts will be entered to win an all-expense paid trip to Qingdao, China, while weekly winners will receive custom cooking prizes.

Rethinking RETAIL

Boost Summer Sales with Variety Packs

The classic 12-pack continues to entice consumers.

With so many exciting choices on the shelf these days, customers can be overwhelmed. That makes variety packs a priceless addition to any retailer's arsenal, especially as summer begins. **These valuable SKUs do much more than offer customers an assortment at a fair price – they also allow breweries to curate a pack that introduces consumers to their best brews, offer unique “treasure beers” for craft fans seeking the latest & greatest and, maybe best of all, inspire impulse purchases.**

Trial is a big reason to love variety packs. No matter where you fall in the three-tier system, packs like **White Claw Variety #1** or **Harpoon Summer Vacation** offer a mix of some of the brands' most beloved offerings and some of their newest. That's valuable not only to drinkers discovering these brands for the first time, but also to steadfast fans looking for a convenient assortment of their favorites.

Then there are exciting treasure beers. These VP-exclusives might be retired brews – like Dogfish Head's

Festina Pêche, available for a limited time in their spring VP – or **Beach Session IPA** and new **Tropical Wheat Ale**, found only in in Samuel Adams Summer Squeeze Variety Pack. Either way, treasure beers are only available in variety packs, making them even more valuable to craft fans. In fact, these “treasures” can be the reason a customer purchases a variety pack.

Consumers love variety packs because they're a great value for their money, containing as many as 12 different beers in one convenient package. But you should love them because **they're a boost to your bottom line – variety pack sales are often incremental to your customers' regular beer purchases**, whether a brightly colored package caught their eye on the way to the register or they're shopping for a crowd. Even better, customers might add something new to their regular shopping list!

Reach out to your Amoskeag sales rep today to learn more about the variety packs that will sell best in your store.

Exciting Summer Variety Packs



For Cider Lovers: **Woodchuck Variety Pack**

The Woodchuck Variety Pack has a new mix for summer! This warm weather variety includes four deliciously refreshing Woodchuck Hard Ciders: **Amber, Berry Snap, Bubbly Pearsecco** and **Blueberry**.

For the Margarita Fan: **Topo Chico Margarita Hard Seltzer Variety Pack**

This 12-pack variety contains four authentic flavors that feature Topo Chico's famous mineral water with the bite of premium tequila flavor and natural haze from lime juice: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**.

For the Beyond Beer Seeker: **Angry Orchard Summer Variety Pack**

The perfect flavors for warm weather and good vibes, Angry Orchard's Summer Party Pack features four deliciously refreshing hard ciders fit for summertime sipping. The 2/12 mix includes: **Crisp Apple, Peach Mango, Strawberry** and new **Tropical Hard Fruit Cider**. The perfect pack to pick up for any summer activity, Angry Orchard's Summer Party Pack offers a fruity flavor for everyone.

For Lounging by the Water: **High Noon Pool Pack**

Celebrate the warmer weather with High Noon's NEW Limited Edition Pool Pack! Featuring two new flavors – **Guava** and **Kiwi** (exclusively available in this variety pack) alongside consumer favorites **Peach** and **Lime**. This LTO offers consumers the perfect pack during the key spring & summer season.

For the “Drink Local” Supporter: **Fabrizia Vodka Soda “Sparkling Frizzante”**

Fabrizia Vodka Sodas are PROUDLY made in NH using real fruit and offer a crisp refreshing flavor unlike any other. They come in three delicious flavors: **Sicilian Lemon, Blood Orange, and Raspberry** and are only 100 calories! Only real ingredients place these vodka sodas in a class of their own. Add some zest to your summer with a Fabrizia Vodka Soda!

For the IPA Hunter: **Sierra Nevada Hoppy Sampler Pack**

Now that the warm weather is here, sit back and enjoy three Sierra Nevada favorites: **Pale Ale, Dankful West Coast IPA** and **Torpedo Extra IPA** along with a new beer, exclusive to the 12-pack bottle Sampler Pack – **Cold Torpedo Cold IPA**. This new variety pack will bring a smile to those wishing to sample the faithful and the new from Sierra Nevada.

For the Juice Fan: **Simply Spiked Lemonade**

New collaboration from Molson Coors and Coca Cola Company is now available! Simply Spiked Lemonade has four flavors, they include: **Signature Lemonade, Strawberry Lemonade, Blueberry Lemonade** and **Watermelon Lemonade**. All at 5% ABV and ready to bring a smile as bright as the sun to your friends and family.

AMOSKEAG

• BEVERAGES •

510 Hall Street
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**FIND OUR
MAP PINS AND WIN***
UNIQUE OUTDOOR STAYS AND PACIFICO GEAR.

**SCAN TO START
EXPLORING**

Pacifico Preserves

This summer, in partnership with The Conservation Alliance and American Parks Network, Pacifico is fueling adventures to help preserve the places where adventure happens. Pacifico is inviting consumers to get outdoors and explore for more. By discovering map pins, consumers will unlock chances to win unique outdoor stays and Pacifico x Quicksilver gear. With every pin that gets found, explorers can earn a sweepstakes entry and help do a little good by triggering a donation to the Conservation Alliance. Consumers will scan QR codes on POS and limited-edition packaging to access the pacificopreserves.com microsite with details on the promotion. New, eye-catching, summer-themed POS will bring this program to life at retail.

*Salud to
Summer*

EXCLUSIVE COLLABS*
RELEASING EVERY FRIDAY

This summer, Modelo is partnering with the hottest brands to unlock exclusive collaborations every week, encouraging consumers to celebrate summer and enhance their #ModeloTime. This program taps into “drop” culture and is sure to generate excitement all summer long, creating weekly engagement that consumers will not want to miss. 18 weekly drops will feature limited-edition pricing including hits from partners such as Bumpboxx, Traeger Grill, Midnight Studios and more. Modelo will maintain dominance in national TV, on air every week this summer. Highlights include a larger focus on live sports, year-round soccer coverage, digital players such as HBO and Hulu and new Spanish language digital TV platforms such as PrendeTV to further reach the Latino consumer.