

Holiday 2022 | V.42

AMOSKEAG BEVERAGES

# Heady Times

# MODERATION

IT'S NOT JUST FOR JANUARY ANYMORE



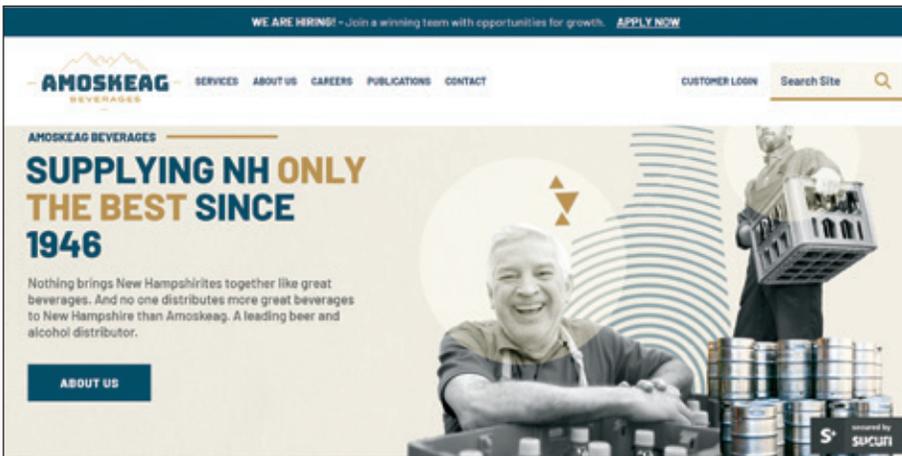
Delivering Excellence Seasonals Account Spotlight New Products Programs

BENT WATER BREWING COMPANY | HOLIDAY SELECTIONS | MOLSON COORS BIG GAME COMMERCIALS

# Letter to *THE TRADE*



**A**S WE CLOSE OUT 2022, WE have been busy getting ready to put our best foot forward as we head into the New Year. We are delighted to announce Amoskeag’s new website is up and running! We’ve been working on updating not only our logo, but our website, which has been designed to offer the ultimate user-friendly experience with improved navigation and functionality. Helpful tools and resources are utilized, allowing customers to see our full product portfolio, pay their invoices, read over the current and past *Heady Times* issues as well as other company-wide information. Please visit us at: [www.amoskeagbeverages.com](http://www.amoskeagbeverages.com)



In this issue of *Heady Times*, our Cover Story, is on moderation. You will discover most large breweries have added non-alcoholic (NA) offerings to their product line. As the article explains, consumers are seeking new ways to socialize without alcohol and find healthier alternatives for an active lifestyle. While the NA category is small, the growth rate is significant based on total dollars. Over the past year, Amoskeag has added **Brooklyn Special Effects, Two Roads Non-Alcoholic Juicy IPA, Sierra Hop Splash, Clausthaler Grapefruit** and **Guinness Zero** to our already stellar NA line-up, with more NAs expected to be unveiled in 2023! Also, in our holiday issue, we highlight the growing popularity of “imperials,” which indicates that the beer will be big and bold regardless of the style.

Finally, as another year ends, we thank you for your continued partnership and support – best wishes for a happy, healthy and successful holiday season as we turn the calendar to 2023.

Ed & Scott

Ed Murphy  
President

Scott Proulx  
VP of Sales

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Heady Times is published four times a year, courtesy of Amoskeag Beverages.

# Delivering THE TASTE OF EXCELLENCE

## Amoskeag People Get The Job Done

### Danyelle Gourley

Graphic Designer

**What does your job entail?** I collect marketing templates and logos from suppliers and create signage for the Amoskeag sales team to distribute to their accounts.

**What you did do for work before this job?** I was the Marketing Coordinator and Graphic Designer for a concrete floor, joint filler and crack repair product company called Metzger McGuire Inc., in Bow, NH. I still freelance for them part-time.

**My dream vacation is a trip to \_\_\_\_\_?** Turks and Caicos Islands. It looks beautiful there.

**Are you a NH native?** Yes! I grew up in Windham and have lived in Concord for about 21 years, I love living in New Hampshire.

**When you are not working, what do you like to do for fun?** My husband and I love to take our camper to explore different places and catch a music festival at the same time.

**Can you share a fun fact about yourself?** I dance like Elaine from Seinfeld. 🤪

**If you were stranded on a desert island what 3 things couldn't you live without?** My family, so I wouldn't be lonely, music so we could all dance and some Truly to quench our thirst!

**If you could have a superpower, what would it be?** If the ability to bring people back to life was a superpower, I would want to bring back my Mom.

### Kevin Crowe

Inventory Control Specialist

**What's your title and what does your job entail?** As the Inventory Control Specialist, I deal with daily requests from salesmen and merchandisers regarding product availability. I do daily cycle counts on the product in the warehouse as well as monthly counts. I also take care of sample requests from salesmen and brewery reps.

**What you did do for work before this job?** I worked as an Operations Support Manager/Receiving Manager at Bass Pro Shops. I was in charge of Loss Prevention, overseeing firearm sales and firearms being received into the building.

**My dream vacation is a trip to \_\_\_\_\_?** I have always wanted to visit Ireland. No specific reason, it just seems like a fun place to visit and of course, drink some beer.

**Are you a NH native?** No. I grew up just outside of Boston and moved to NH 4 years ago.

**When you are not working, what do you like to do for fun?** I like to hunt and go fishing. When I am not doing that, I like to sit by the fire pit with a beer and cigar and just relax outside.

**Can you share a fun fact about yourself?** I collect comic books.

**If you were stranded on a desert island what 3 things couldn't you live without?** Miller Lite, cigars and some books.



**Most used emoji?** I send the smoochie emoji to my daughters every day to let them know I am thinking about them. 😘

**Favorite movie?** I am a big fan of Pixar, so *Toy Story* is probably my favorite movie of all time.

**If you could be in the Olympics, what would be your sport?** Surfing, because I love the ocean.

**Childhood crush?** Brad Pitt.



**Most used emoji?** Thumbs up emoji. It's a quick and easy response to a lot of messages. 👍

**Favorite movie or favorite book?** Favorite movie would be *The Patriot* – I am a huge history guy and love anything to do with the American Revolutionary War. Favorite Book is *Game of Thrones*.

**If you could be in the Olympics, what would be your sport?** Golf. It's a relaxing sport most of the time and I enjoy playing whenever I can.

**Favorite sports team?** Boston Celtics. I am a diehard fan and have been since I was a kid.

## Moderation – It’s Not Just for January Anymore

For Many Consumers, Holiday 2022 is All About Indulging “Mindfully.”

The holidays are the most wonderful time of the year, and they should also be the most profitable. But as consumers change, so do their celebrations. More people are choosing to socialize without alcohol, or to extend a drinking occasion by switching to high-quality, non-alcoholic beverages that have grown-up appeal. By offering your guests a “mindful” selection of the best non-alcoholic beverages – along with traditional libations – you will discover that less alcohol doesn’t have to mean less profit. Hallelujah!

### NA for All

“It used to be an afterthought... something you realized you had to have for that unfortunate guest, the designated driver. That’s how we used to think about NAs,” began Scott Proulx, VP of Sales for Amoskeag Beverages. “As the holidays got closer, we would remind the sales team that we carried **Coors Edge, Kaliber and Pabst NA**. It was the responsible thing to do. It still is, but now the NA conversation is a lot more *fun*. People are drinking NAs because they want to. They like the taste. More than anything else, it has become a conversation about *flavor*.”

It’s totally ironic. The biggest news in beverage alcohol, a category with growth that is considered stagnant, is about the success of non-alcoholic beverages. Some call it a cultural shift. Others say it’s a “buzzless boom.” Whatever it is, the numbers are impressive. NielsenIQ just reported that since 2019, the sales of non-alc beer, wine and spirits doubled. And a spokesperson for NielsenIQ commented that the category is growing “despite slowing alcohol trends.” **Powerhouses like Sam Adams has one of the top five best-selling brands in the non-alc space** according to data published in September by *Craft Business Daily*. Speaking of flavor, **Sam Adams Just the Haze recently won Gold at the 2022 Great American Beer Festival in the non-alcohol beer category!**



New, from Two Roads Brewing Company, out of Strafford, CT, **Non-Alcoholic Juicy IPA** is crafted by a Two Roads Master Brewer, and is a low calorie, easy drinking and a full-bodied NA brew that will keep you going longer after a day on the slopes or after a busy work week.

There’s even an entirely new segment of NA beverage that’s been gaining steam in the last few years: hop waters. **Hop Splash** from Sierra Nevada and **HOP WTR** take inspiration from non-alcoholic seltzer and craft beer to provide consumers with refreshing NA options.

“We really wanted to pay homage to the West Coast IPAs we loved,” HOP WTR co-founder Jordan Bass told the *Wall Street Journal*. HOP WTR’s flavors (Classic, Blood Orange, Lime and Mango) are brewed with a blend of Citra, Amarillo, Mosaic and Azacca hops and a seltzer water base to capture the hoppy aromas and flavors IPA-lovers crave, just with zero alcohol, sugar or calories. HOP WTR also contains adaptogens and nootropics – two large ingredient groups mostly derived from herbs that support brain health, elevate mood and reduce stress – BFY benefits that consumers love.

“We’re seeing the ‘functional’ category grow rapidly,” Bass told BBD. “Consumers are busy, looking for more out of everything... so when you can combine multiple benefits – flavor with function – that’s delivering on what consumers are looking for.”

Experts suggest that the **non-alc category could grow to a double-digit share of beer over time, mostly via incremental sales. That’s because most people who purchase NAs continue to consume beer. These “cross-buying shoppers” tend to spend more than consumers who only**

**YOU’LL NEVER KNOW IT’S NON-ALCOHOLIC.**

INTRODUCING  
**JUST THE HAZE™**  
HAZY, JUICY NON-ALCOHOLIC IPA

**Sam Adams Just the Haze Wins Gold at the GABF**

Brewing a NA IPA that delivers the aroma, flavor and mouthfeel of this popular style is no easy feat. But the talented brewers at Sam Adams nailed the liquid, proving that alcohol-free doesn’t have to be pleasure-free. Who knew you could have your IPA and drink it, too!



A non-alc take on a classic, like Guinness 0 Non Alcoholic Draught, means your customers can enjoy the taste of their favorite beer no matter the occasion.

**buy alcoholic beverages. They simply enjoy NAs during different occasions.** For example, your customers might enjoy a non-alcoholic **Clausthaler** over lunch at the office or reach for a can of **Sierra Nevada Hop Splash** instead of a morning tea or coffee.

“It’s not just a beer replacement,” Hop Splash brand director Kyle Ingram told Beer Business Daily earlier this year. “You can drink it in the morning, you can have one over lunch... or post-workout... occasions where it wouldn’t really be appropriate to grab a beer.”

Consumers also use non-alc to *extend the drinking occasion*. By mixing in a few NAs, they are less likely to overindulge. Picture a sports fan pulling a **Sam Adams Just the Haze** from the cooler instead of another **Wicked Hazy**, or a co-worker sipping on a **Brooklyn Special Effects** after enjoying a glass of **Chimay Grande Reserve** at the annual holiday party. And for customers who prefer to “moderate” with a darker brew, well, there’s a Guinness for that! **Guinness 0 Non Alcoholic Draught** delivers the dark, ruby-red color and creamy head of regular **Guinness Draught**. This amazing non-alcoholic stout has all those chocolate, coffee and bittersweet roasted flavors Guinness is so famous for.

Holiday celebrations by definition are a time to indulge, but there is no denying that we have entered an era when revelers, especially younger LDA consumers and those between the ages of 45 and 54, want non-alc options, giving them the freedom to celebrate mindfully and moderately on their own terms. That’s why this season, it pays (literally) to have NAs in the cooler, on the shelf and behind the bar. Please reach out to your Amoskeag Sales Rep, who’s happy to answer any of your questions.

## A Sparkling Future for Hop Waters

Combining the citrus, pine and tropical flavors of hops with the refreshment and low-calorie count of sparkling water, hop waters are taking the non-alc category by storm. The segment is up 52% vs. 2021, and the category is now the number 4-ranked growth style in craft, behind hazy Imperial IPAs, Imperial IPAs and hazy pale ales.

### Sierra Nevada Hop Splash

The first non-alcoholic product ever from hop experts Sierra Nevada, Hop Splash is a new sparkling water infused with Citra and Amarillo hops for refreshing notes of peach, mango and grapefruit. Hop Splash has zero alcohol, zero calories and maximum hop flavor.



### HOP WTR

HOP WTR was created so that no one has to choose between having fun or missing out – it has all the hop flavor drinkers crave, with none of the sugar, calories or alcohol.



# Feature

## Molson Coors to Invest in National Super Bowl Ad Space for First Time in Over 30 Years

After three decades on the sidelines, Molson Coors is getting back in the game.

“Since 1989, there’s only been one official beer permitted to advertise during the Super Bowl, and honestly, that’s no fun,” says Michelle St. Jacques, Molson Coors Chief Marketing Officer. “After almost 40 years away, you can bet our brands are going to bring it this year. Game on.”

It’s long been said that half of the viewers who tune in to the Super Bowl do so for the advertisements. Last year’s viewership clocked in at 112.3 million, a 7% increase from the year before. That’s a lot of eyeballs, and a huge incentive for any advertiser who can invest in this costly ad space. Reports last year had a 30-second ad spot costing upwards of \$6.5 million.

Fans who’ve tuned in to the Super Bowl over the last three decades had to have noticed that the beer commercials were nothing more than Clydesdales and light beer bros. That’s because for the last 33 years Anheuser-Busch InBev had exclusive beer advertising rights, effectively locking out other brewers from the broadcast.

With that deal lapsing this year, Super Bowl LVII’s commercial breaks will look quite different, as **Molson Coors Beverage Co. recently announced plans to invest in official in-game advertising space for the big game.** “When we learned that the playing field had changed for 2023, we didn’t hesitate before saying, ‘it’s go time,’” says Molson Coors’ Thomas Henehan.

The announcement of Molson Coors becoming the first major brewer to invest in Super Bowl LVII advertising comes on the heels of their strongest advertising performance in recent memory. **In 2022, Coors Light is on track to book their strongest performance in years, and big bets like Topo Chico Hard Seltzer are looking to take over the number three spot in the seltzer segment less than one year after going national. Q2 results showed the company’s first increase in U.S. dollar share in more than a decade, and a global net sales increase of 2.2% in constant currency.**

Though they’ve been boxed out of the Super Bowl since 1989, Molson Coors has had many successful ad campaigns with a number of NFL teams, as well as players, past and present. Last year’s buzzy “Big Game Commercial of Your Dreams” (which guided drinkers’ dreams using subconscious prompts) and their recent viral spot featuring Kansas



“When we learned that the playing field had changed for 2023, we didn’t hesitate before saying, ‘it’s go time,’” says Molson Coors’ Thomas Henehan.

City Chiefs quarterback Patrick Mahomes promoting “The Coors Light” – substituting a beer for a flashlight – were simply genius. (And it skirted a rule prohibiting athletes from advertising anything that contains alcohol.)

These and other innovative campaigns – like the highly successful Made to Chill program – have earned the Molson Coors’ marketing team honors from some of the advertising industry’s most esteemed awards committees. **At this year’s Effie Awards, which honor advertising campaigns that positively impact overall sales, Molson Coors was awarded Gold in the Renaissance category, thanks to their strongest category share performance in half a decade.**

“We’ve had a lot of fun working around the obstacles of the past 30 years,” says Henehan. The company’s previous ad campaigns that hit the airwaves, just not during the Super Bowl, featured the first-ever “Metaverse bar” and a one-second ad on local stations in 2007 that poked fun at AB InBev’s exclusive rights. Henehan added, “We’re always up for a creative challenge, but we’re also glad to be back on the main stage for 2023.”

The chance to step back onto the biggest stage in advertising couldn’t have come at better time for Molson Coors. **“Momentum behind our biggest brands – and our newest big bets – is stronger than it’s been in years,”** says Molson Coors Chief Marketing Officer Michelle St. Jacques.



Draught sales during last year’s Super Bowl were up 41% – further solidifying it as one of the biggest on-premise events of the year.

# Feature



Molson Coors' announcement as the first major brewer to invest in Super Bowl LVII comes on the heels of their strongest advertising performance in years.

**“And we’re committed to investing behind them on the largest national stage there is.”**

And so of course the \$6.5 million question remains: What can we expect to see from Molson Coors during the February 12<sup>th</sup> broadcast? Heady Times reached out to get a sneak peek, but alas, Molson Coors wouldn't budge. “Nice try!” says Henehan. “You’re just going to have to grab your favorite Molson Coors product, tune in, and watch the Super Bowl just like millions of others around the world. We can't wait to show you!”

**“After almost 40 years away, you can bet our brands are going to bring it this year. Game on.”**

**– Michelle St. Jacques,  
Molson Coors Chief Marketing Officer**



With over 110 million viewers set to tune in, Molson Coors is ready to make a splash during this year's big game broadcast.

## Coors Light Hall of Fame Ads

As we eagerly anticipate a robust campaign leading to their first Super Bowl advertising in over 30 years, let's look back at some of Coors Light's recent Hall of Fame ads.

### “Made to Chill”

Unveiled in 2019, Coors Light's “Made to Chill” campaign represented something of a reboot for the marketing team. The slightly edgy, subversive narrative, with a focus on 21- to 34-year-old consumers has been a huge hit, and the cornerstone of Coors Light's modern media marketing.



### “Big Game Commercial of Your Dreams”

For their final year being unable to advertise during the Super Bowl, Coors Light devised a way to get inside consumers' heads before the big game.

In what they dubbed “potentially the largest sleep study ever,” drinkers

were encouraged to watch a visual stimulus video before falling asleep that would potentially result in Coors Light ads being part of their dreams. Talk about thinking outside the box!



### “The Coors Light”

Teaming up with star quarterback Patrick Mahomes, this viral campaign also cleverly skirted advertising obstacles. According to NFL league rules, players can't directly endorse alcoholic beverages. The solution? Coors Light recruited Mahomes to endorse not Coors Light the beer, but “The Coors Light” – a flashlight that feels as cold as the Rocky Mountains. All proceeds from the \$15 flashlights, which sold out within four hours of release, benefited Mahomes' foundation for improving the lives of children.



# Spotlight On IMPERIALS

## Go Big or Go Home

Once again, “Imperials” have found their way back into the spotlight. In fact, this style, which includes double and triple IPAs, has gained 5% of the market vs. four years ago. Leading the way are award-winning beers like Dogfish Head 90 Minute, Sierra Nevada Big Little Thing & New Holland Dragon’s Milk, but there are even more Imperial-style sippers for you to discover.

Maybe bigger really is better!

In a world where low-calorie non-alc and hard seltzers are trending, it’s hard to believe that the other end of the spectrum is growing too. Hefty brews with high ABVs like Dogfish Head 90 Minute, Sierra Nevada Big Little Thing and Greater Good Pulp Daddy are surging in popularity.

### It’s Time for High Octane

There are a couple of theories as to why big beers are making a comeback. The first is that **millennial craft buyers are “looking for high octane, value and more bang for their buck,”** Sierra Nevada Brand Director Kyle Ingram told Craft Business Daily in August. That means not only Imperial styles, but also single-serves – **19.2 oz. cans are up 50% YTD in dollars** as of press time, driven by the millennial c-store shopper.

**Sierra Nevada Torpedo** and **Atomic Torpedo** over-index with millennial craft buyers, who either came of age during the tail end of the craft boom or were raised by craft drinkers. They’re a valuable audience to have the attention of – millennial Torpedo buyers purchase **5.5 times more often** and **spend 4 times more** than the average millennial craft buyer, according to Sierra Nevada. And other breweries are beginning to release their own high-octane offerings, hoping to capture the attention of this younger generation.

“As drinkers shop the increasingly crowded alcohol space, they’re looking for offerings that deliver on flavor, ingredients and ABV to provide more value,” said Kelli McCusker, Head of Marketing for Angry Orchard. “Combining Angry Orchard’s equity in real fruit with a higher ABV in



The first nationally distributed Imperial hard cider, Angry Orchard Hardcore, features bittersweet apples blended with dark cherries for an 8% ABV hard cider that’s robust yet smooth.

our new **Hardcore Dark Cherry Apple** wins that shopper equation – while giving drinkers a new way to transport them to their ‘happy place’ that much faster.”

Another theory is that **customers are taking a high and low approach to moderation instead of the usual straight down the middle, enjoying low-to-no ABV beers in tandem with big, juicy DIPAs like Two Roads Mega Juicy.** In response to customer preference, high-octane beers are getting more intense, and low-intensity beers are dropping down to non-alc, which leaves a bit of a blank space in what’s traditionally the industry’s sweet spot, 4-6% beers. But if that’s still the range your customers are looking for, don’t worry. Danelle Kosmal of the Beer Institute says this is likely just a trend that will even out in time.

“The trends of no alcohol and high-end ABV, there are ebbs and flows to that,” she says. “If we look over the past two decades across the total beer category, the average ABV doesn’t deviate a lot from 4.5 percent.”

### Jolly Holidays

While hop-seekers will happily enjoy an Imperial IPA all year-round, a magical time of year is approaching – Imperial stout season. We tend to see more beers like **Lone Pine Hot Fudge Monday**, **Sierra Nevada Narwhal Imperial Stout** or **Brooklyn Black Russian** appear on shelves as the weather gets colder and the holiday season approaches. That’s because



# Spotlight On IMPERIALS



Imperial IPAs like Sierra Nevada Big Little Thing take the hoppiness and ABV of an IPA and dial it up for an intense flavor experience.

Imperials of any kind are perfect to pair with the richer meals we consume around the holidays. Plus, there's something about the dark, roasty malt of a rich Imperial stout that makes sitting around the fire that much cozier. They also make great gifts, whether your customers are buying for a beer geek relative or bringing a nice bottle to a holiday party for a host gift.

As customers are looking to splurge on friends, family and maybe even themselves this holiday season, help them get the most out of their celebrations with a BIG selection of Imperial beers.

## WHAT'S IN A NAME?

“Imperial” is a hefty title, and you may be wondering how these big brews earn it. It's actually easy – if the brewery decides it's an Imperial, it is! The term comes from the stouts brewed for the Russian Imperial Court, but over time, Imperial has become shorthand for “bigger and better.” Imperial IPAs are also called double IPAs or DIPAs, but whatever you call them, these heavy-hitting IPAs have been leading growth in craft in 2022, with dollar sales +6.7% YTD as of July 2<sup>nd</sup>.

And the Imperial tag isn't just for stouts and IPAs anymore – breweries have crafted Imperial porters, Imperial sours, Imperial gooses and more – Angry Orchard even recently introduced **Hardcore Dark Cherry Apple**, an Imperial hard cider. So as long as the brew is BIG, it can wear the Imperial label with pride.

## Big Things Come in BIG Packages

If your customers are chasing the “high-octane” trend, these are the beers for them – not only are they high ABV Imperials & DIPAs, they're also available in 19.2 oz. cans, perfect for the cold box.

## Dogfish Head 90 Minute

Dubbed “Perhaps the best IPA in America” by *Esquire*, 90 Minute is a big beer with a great malt backbone that stands up to extreme hopping. 90 Minute IPA is continuously hopped, allowing for a pungent – but not crushing – hop flavor.



## Greater Good PULP DADDY

PULP DADDY is an award-winning NEIPA created as an extension of the popular PULP (Paul's Ultimate Lupulin Protocol). Like PULP, this juice-forward IPA has a predominant citrusy aroma and tastes like nectar of the hop gods! Greater Good made one modification to the base process for PULP with a single objective in mind: dial up the haze. Objective accomplished. PULP DADDY is easy-drinking and refreshing with perfect nebulosity and mouthfeel. ABV: 8%



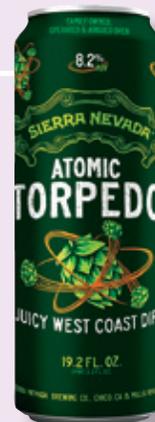
## Lone Pine Oh-J Double IPA

Oh-J boasts a hoppy, juicy punch. Free of any fruit, but bursting with tropical citrus flavor, Oh-J clocks in 8.1% with unparalleled drinkability. With a big thank you in mind to hop farmers, brewers and beer drinkers everywhere, Lone Pine presents the juicy masterpiece that is Oh-J Double IPA.



## Sierra Nevada Atomic Torpedo

This East Coast/West Coast hop collision, introduced earlier this year, is the #2 new craft single serve as of press time, and the #6 new craft item overall. Sierra Nevada announced in August that the brand will be revamped to be even bolder in 2023, boosting the 8.2% ABV up to 9.2%.



## Aaron Reames, Bent Water Brewing Company



Aaron Reames, Co-Founder and President

### Heady Times (HT): What's your background?

**Aaron Reames (AR):** My background is in science, and I am passionate about understanding and modulating complex biological systems. At the age of 12, I started working in the science labs of Ohio State, conducting work on genetic engineering. My work focused on identifying the genes in plants that produce a naturally occurring pesticide, isolating them, and putting them in cash crops.

When I was introduced to the science of fermentation biology, I became fascinated by the biological mysteries of beer making. I love beer, the culture and sharing our exploration of flavors. The ultimate payoff is seeing people smile with true satisfaction after they take a sip of Bent Water. I am amazed how such a simple product to the consumer contains so much science and technology in every glass poured.

### HT: How did you end up in the beer business?

**AR:** In 2005, during a 100-year anniversary celebration of my fraternity at Case Western Reserve, a former classmate and chemical engineer

had just started a craft brewery. He and I stayed up until 4 am tasting his beer, talking about science and the process of making great beer. I saw so many opportunities to combine my passions of science and beer...the rest is history.

### HT: Tell us about your facility in Lynn, Massachusetts.

**AR:** The selection of our facility in Lynn was influenced by many best-practice conversations with breweries we inspire to emulate in terms of reverence in the industry. Plus, Lynn has great water!

Bent Water's brewery was built as a microbrewery with thoughtful care to sourcing USA made equipment and raw materials. Bent Water tanks range from 7 BBLs to 120 BBLs with a 3-kettle, 30 BBL brew house and a 3.5 BBL pilot house for R&D. The facility sits on a foundation of quality assurance and quality control (QA/QC.) Our tanks are by Marks Design and Metalworks, both well-known in the industry.

### HT: How'd you come up with the name Bent Water? The names of your beers? The designs of your cans/labels?

**AR:** Bent Water is based on science. The main ingredient of beer is water; the chemical structure of water is bent at 104.5 degrees. Encompassed in a ring to indicate connectivity, our logo consists of a molecular hop made of benzene rings with two lightning bolts to symbolize electricity and engineering.

The names of our beers are meant to be fun and bold like our labels, whose inspiration for the vibrant colors and geometric shapes came from the 3-dimensional, optical illusions from books of our youth.

### HT: How do you differentiate yourself from other breweries?

**AR:** Consistent quality, clean and well-balanced flavor and finish. With our invention of a fermentation temperature



# Brewer *HIGHLIGHT*

control system unique to us and a state-of-the-art lab, we are able to consistently monitor and adjust the two key variables for consistent fermentation... temperature and yeast viability.

## **HT: Anything new on the horizon?**

**AR:** Always! I am excited about launching Primordial Haze, an easy-drinking, triple-hopped IPA. Bent Water is the first East Coast brewery to use a unique yeast strain from the West Coast. The aroma of Primordial Haze is stellar, and the taste... we think you will agree that it's out of this world!

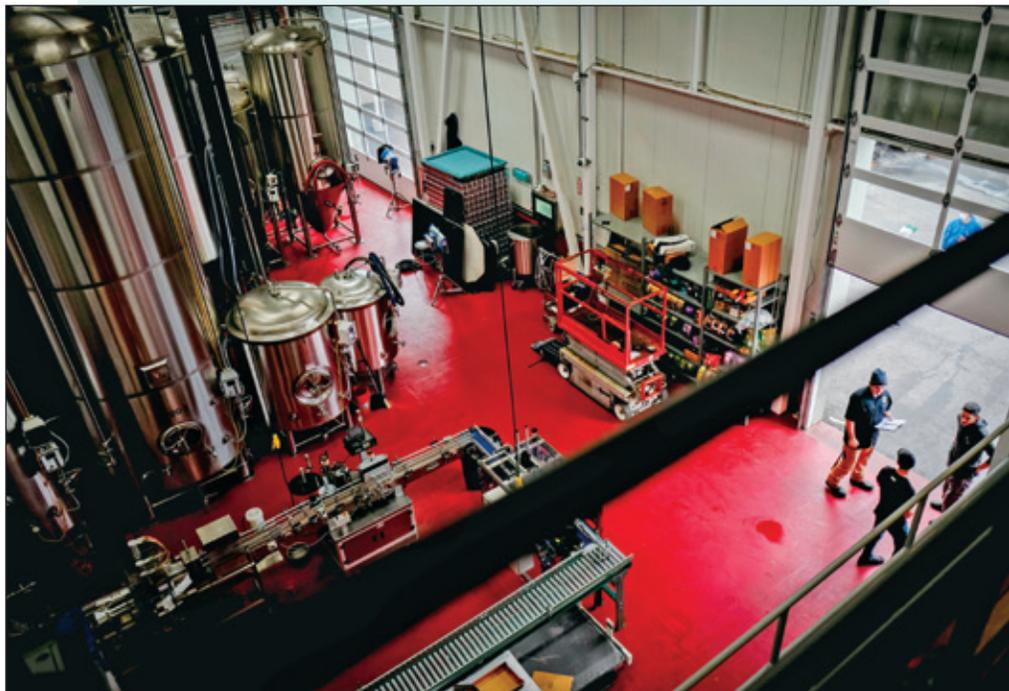
We are also noticing what I would consider a fourth category of alcohol emerging that goes beyond beer, wine, and spirits to focus on the overall flavor experience of the beverage more than the style. Based on research, I am seeing significant growth opportunities in this fourth category, which spurred us to launch our new "Small Batch" series beers that deliver new flavor experiences traditionally not seen in beer.

## **HT: Anything you would like the readers to know? Any fun facts?**

**AR:** There are so many fun facts about Bent Water and our team, yet our partnership with the mountain biking/racing community is among my most favorites. In part because of my love for riding with my family and friends and because the goal of our team is to be part of the communities that surround us in Lynn, MA, as well as outer markets. Bent Water consumers lead active lifestyles, often participating in outdoor activities, and we want to be the choice of beverage when the day is done and it's time to revel in the fun with friends.

Our partnership with professional mountain biker, Nicholi Rogatkin, a Red Bull Rampage Legend and one of the top downhill slopestyle mountain bikers in the world, has deepened our relationships within the biking community as has our recent partnerships with Killington Mountain Bike Club's 2022 Bike Bum Series and Highland Bike Park in New Hampshire.

We celebrated NEMBA's (New England Mountain Bike Association) 35<sup>th</sup> anniversary at Highland in November. During this event, Highland Pub served Bent Water's top-selling IPA, Sluice Juice as well as Thunder Funk and our Premium Lager.



## **Amoskeag's Top Selling Bent Water Brews**

**Sluice Juice** is a perfectly executed New England IPA from the part of the country that made the style famous. Built on quality ingredients, and with a dedication to consistent flavors every time you drink it. A fridge staple. Perfect Haze.

**Thunder Funk** is Bent Water Brewing's nod to the classic West Coast-style IPA, with citrus and pine flavors and a hoppy bite. One of the pillars of the world-class Bent Water IPA portfolio.

**Double Thunder Funk** is the big brother of the best-selling Thunder Funk IPA. This big-bodied West Coast-style Double IPA drinks deceptively smooth and delivers big hop flavors. Double the Thunder.



**180 Commercial Street, Unit 18 Lynn, MA 01905**  
**Bentwaterbrewing.com**

# Why You Should *BE SELLING...*

## Cayman Jack

Forget the cocktail shaker – America’s #1 ready-to-drink margarita delivers flavorful refreshment, no bartender required.

Many consumers yearn for that special cocktail experience without the fuss of a fully stocked bar. Their dreams have finally come true. A steady stream of new, innovative, ready-to-drink cocktails, all available in the convenience and portability of a can, have hit the market. And leading the pack of RTD cocktails is none other than Mark Anthony’s Cayman Jack.

Just in the last year, Cayman Jack has enjoyed phenomenal growth. Now a \$150 million brand, its sales were just under \$100 million this time last year. **In our market, the brand is up 46% YTD, or the equivalent of 1 million cases!** Thanks to quality ingredients and authentic flavors, **Cayman Jack boasts a 50% national growth rate**, making it one of the fastest-growing brands within the FMB space.

But how did Cayman Jack become a leader in this crowded category? John Shea, Chief Marketing Officer for Cayman Jack explains, **“Providing high-quality, premium and delicious margarita flavors to consumers is our top priority and is the driving force behind the unprecedented growth.”** Malt-based Cayman Jack sets itself apart from the competition by delivering a smooth, well-balanced, ready-to-drink cocktail that tastes like it was hand-crafted right in front of you. Made with 100% blue agave nectar and lime juice, and weighing in at 5.8% ABV, Cayman Jack makes it easy to discover something unexpectedly great.



The top two RTD margarita SKUs are made by Cayman Jack.

The unmatched taste of the original Cayman Jack Margarita has consumers coming back for more, and the numbers prove it. Cayman Jack boasts the **top two margarita RTD SKUs** within the entire FMB category, no matter the alcohol base – **Cayman Jack Margarita 6-packs are no. 1, Margarita 12-packs are no. 2 and Margarita variety packs are now no. 4.**

Cayman Jack is a proven leader amongst countless ready-to-drink options and is perfect to enjoy year-round!

## Authentic Cocktail Taste from Cayman Jack



### Margarita

Explore the ideal mingling of tart lime with sweet agave nectar flavors with this signature drink that started the Cayman Jack flavor journey. Featuring a crisp and clean finish, Cayman Jack Margarita tastes like it was hand-crafted, making it the perfect pairing for every adventure.



### Original Variety Pack

This formidable lineup of thirst-quenching beverages invites you to stay and sip a while. The variety includes: **Margarita, Cuban Mojito, Moscow Mule and Paloma.**



### Margarita Variety Pack

Get a refreshed spin on your favorite margarita flavors with this expertly curated assortment of RTD Margaritas including: **Margarita, Mango Margarita, Watermelon Margarita and Strawberry Margarita.**

# Account SPOTLIGHT

## Granite Gorge Mountain Park to Re-Open

Feel that cold snap in the air? Winter is almost here and Granite Gorge Mountain Park is preparing to re-open for the 2022-2023 winter season, tentatively before Christmas... if Mother Nature cooperates!

Keith Kreischer, the new General Manager of Granite Gorge, located on Route 9 in Roxbury, has been working tirelessly with his dedicated crew to get Granite Gorge ready for an exciting re-opening!

In his new role, Kreischer is working with owners comprised of a group of local investors from nearby Keene to bring winter and summer activities back to the mountain. "It is our goal to put safety, inclusion and affordability at the core of our efforts for reopening to the Monadnock region," states Kreischer.

The ski area originally opened as Pinnacle Mountain back in 1959 with just a few rope tows but closed

in the 1970s. It re-opened under the name Granite Gorge in 2003, when it was purchased by brothers John and Fred Baybutt, who orchestrated massive operations on the mountain, with a refurbished double chair built to the summit, along with many cleared trails, increased snowmaking. The ski area ultimately closed in 2019 due to external factors.

Under new management, Granite Gorge will offer skiing, snowboarding, tubing with lessons and rentals available. "We plan to have a range of terrain park features for groms through pros, making Granite Gorge a great mountain for skill progression," says Kreischer. And after hitting the slopes, guests can refuel and warm up in the Main Lodge which offers everything from hot chocolate and pizza to burgers and cold beers! For more information, visit: [www.granitegorge.com](http://www.granitegorge.com)



# New PRODUCTS

## Truly Vodka Seltzer

From the makers of your favorite hard seltzer comes the new Truly Vodka Seltzer: 6x distilled vodka, real fruit juice, and premium flavors blended for an elevated drinking experience. This perfectly balanced seltzer is crisp, clean, delightfully refreshing, and only 110 calories. Standalone 6/4 pack 12 oz. can flavors include



**Cherry & Lime, Blackberry & Lemon, and Pineapple & Cranberry, with the Cherry & Lime also available in 3/8 pack cans. The 3/8 Variety Pack features two each of the previous flavors alongside pack-exclusive Peach & Tangerine. ABV: 5% Availability: Now, year-round**

## White Claw Peach



New White Claw Peach has a whole peach fruit taste that is clean and balanced. A refreshing amount of acidity is coupled with just the right amount of sweetness. A culmination of flavor produces an extremely sessionable hard seltzer. **ABV: 5% Package: 12 oz. cans only Availability: Year-round, beginning in January**

## Harpoon Juicer



The intense fruit and citrus aromas of this full-flavored IPA are elevated by a unique brewing technique called “dip hopping,” where the hops are steeped prior to fermentation. Packed to the

brim with juicy hops this full-flavored HAZY IPA delivers on its name. **ABV: 7.2% Package: 12 oz. cans only Availability: Now, year-round**

## Clown Shoes Fruitarian



The inaugural beer in Clown Shoes' new year-round sour series, it's Fruitarian! This fruited sour ale is made with raspberry and blood orange purée for a sweet and extra tart experience. **ABV: 5.8% Package: 16 oz. can only Availability: Now, year-round**



## Rey Azul Tequila & Soda Variety Pack

Rey Azul or ‘Blue King’ celebrates the iconic blue agave, grown at 4,000 ft elevation in Jalisco, Mexico. Their name, Rey Azul (Blue King), stems from the blue weber agave plant whose majestic spikes resemble a crown.

The Rey Azul Variety Pack features the sweet and luscious fruit flavors of **Mango, Lime, Pineapple** and **Grapefruit & a hint of Sea Salt** followed by a smooth and slightly salty tequila finish. Best served cold, over ice or straight from the can. Gluten free and only 100 calories. **ABV: 5% Package: 12 oz. can only Availability: Now, year-round**



## Two Roads Non-Alcoholic Juicy IPA



Crafted by a Two Roads Master Brewer, Non-Alcoholic Juicy IPA is a low calorie, easy drinking and full-bodied brew that will keep you going longer after a day on the slopes or after a long day at work. **ABV: <0.5% Package: 12 oz. cans only Availability: Now, year-round**

## Allagash Hop Reach IPA



Higher and higher, hops reach for sun, filling with citrusy and tropical flavor. Hop Reach IPA blooms with these lush hop notes, making for a beer that's both full-bodied and refreshing. **ABV: 6.8% Packages: 12 oz. cans, 16 oz. cans and draught Availability: Year-round, beginning in January**

# New PACKAGES

## Truly Hard Seltzer Product Refresh

Truly is now made with real fruit juice! Truly drinkers were looking for a more sessionable seltzer, and Truly delivered! In addition to the liquid change, this refresh includes five new flavors and optimized packaging – plus, all Truly products now have a 6-month shelf life.

**Availability:** Now!

- In the **Truly Berry Variety** 12-pack, Blueberry and Strawberry Lime have replaced Blueberry Acai and Raspberry Lime
- In the **Truly Tropical Variety** 12-pack, Watermelon Breeze has replaced Watermelon Kiwi
- In the **Truly Tea Variety** 12-pack, Half & Half has replaced Raspberry Tea
- In the **Truly Lemonade Variety** 12-pack, Pineapple Lemonade has replaced Mango Lemonade



## White Claw Blackberry 6-Pack Cans



Available in the White Claw Variety Pack #3, White Claw Blackberry – the #1 most requested single flavor – will soon be available in 6-pack cans! White Claw Blackberry has a genuine, ripe blackberry taste with perfectly balanced sweetness and tartness and a very clean tasting finish. With the carbonation at just the right level, this makes for an extremely sessionable beverage.

**ABV:** 5% **Package:** 12 oz. cans only

**Availability:** Year-round, beginning in January

## Switchback Zaboo Now in 12 Packs



Zaboo is a vibrant medley of hops hand selected to amplify aroma drives expressive notes of juicy stone fruit, honeydew melon, orange, peach & pear. And it's now available in 12 pack cans. **ABV:** 5.9% **Packages:** 12 oz. and 16 oz. cans **Availability:** Now, year-round

## Sierra Nevada Hoppy Sampler New Mix

Consumers will enjoy four hoppy beers in this variety pack, which includes Sierra's newest IPA:

**Cryo Fresh Torpedo.** Exclusive to the Sampler, Cryo Fresh Torpedo freezes the hop harvest in time. Now the freshest, most powerful hop flavor is always within reach. The innovators at Yakima Chief Hops isolated pure lupulin from just-picked wet hops, and this Torpedo is first to feature their extreme notes of citrus, stone fruit and fresh harvest magic. Cryo Fresh Torpedo joins: **Pale Ale, Torpedo Extra IPA and Dankful West Coast IPA** in this new 2/12 bottle variety pack which will replace Sierra's current Sampler Pack. **Availability:** Now, year-round



## Guinness Gives Back America Limited-Edition Cans

Beginning in late October for a limited time, Guinness will donate \$1 up to \$1,000,000 to local and national charitable organizations across America for every Guinness Gives Back 14.9 oz. can 8-pack sold.

**Availability:** Now!



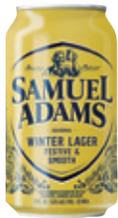
## Smirnoff Ice Redesign

Smirnoff Ice has a new look! Smirnoff Ice has always been a brand that stands for flavor, so to call that out, significant changes were made to upgrade its look with flavor-forward imagery. **Availability:** Year-round, beginning this winter



## 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 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 Beer for Cheers Can Variety Pack



Sam Adams' winter 2/12 can variety pack includes: **Winter Lager, Holiday White Ale, Old Fezziwig** and **Cold IPA.** **Availability:** Now!

### Samuel Adams Holiday White Ale



The holidays are full of friends, family, festive parties... and last-minute gifts and food mishaps. Whatever happens, this crisp white ale is a trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Package:** 12 oz. bottles only **Availability:** Now!

### Truly Holiday Party Pack

Truly's new 2/12 slim can Holiday Party Pack includes four exciting flavors, perfect for any holiday gathering: **Cran Orange Sparkler, Holiday Sangria Style, Pear Martini Style** and **Berry Bramble Style.** **Availability:** Now!



### Guinness Old Fashioned Inspired Ale

260 years of Irish brewing experience meets American beer creativity in this new seasonal brew. When you hear "old fashioned," certain flavors come to mind – warming vanilla oak, sweet cherry, and bright orange. This cocktail-inspired ale is aged in Kentucky bourbon barrels and then finished with orange and cherry. **ABV:** 10.8% **Package:** 11.2 oz. bottles only **Availability:** Now!



### Smirnoff Ice Red, White + Merry Holiday Punch

This holiday punch is full of festive flavors wrapped in red & gold packaging that stands out from the rest and is perfect for the holiday season. **ABV:** 4.5% **Package:** 12 oz. bottles only **Availability:** Now!



### Mike's Hard Lemonade Strawberry Kiwi

Smooth and refreshing, Mike's Strawberry Kiwi is a fresh and creamy malt beverage with a perfect balance of sour and sweetness. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** January



### Stormalong White Mountain Magic

This spiced, unfiltered cider is made with New Hampshire apples and maple syrup from Patch Orchards. It's savory, yet crisp. Reminiscent of freshly baked goods. **ABV:** 5.2% **Package:** 16 oz. cans only **Available:** Now!



# Seasonal SELECTIONS

## Harpoon Winter Warmer



The first seasonal craft beer release on the East Coast, Winter Warmer has been Harpoon's holiday tradition since 1988 and is a classic in New England and beyond. Combining the subtle sweetness of caramel malt with holiday spice additions of cinnamon and nutmeg, it's both hardy and satisfying yet surprisingly drinkable. **ABV:** 5.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

## Harpoon The Holiday Mix



There are a few requirements for a great holiday party – good company, a killer playlist, and some tasty beers. Inspired by the timeless sounds of the holiday season, this mix pack features four Harpoon classics, including the 35<sup>th</sup> annual release of **Winter Warmer, IPA, Rec League,** and brewery favorite **Harpoon Dark.** Get in the spirit with The Holiday Mix! **Packages:** 12 oz. cans and 12 oz. bottles **Availability:** Now!

## UFO Triple Berry



Raspberries, Blackberries and Strawberries come together for a limited time to create a refreshing, complex and flavorful fruited wheat beer to abduct your taste buds and take them on an adventure the likes of which they've never seen before. How good is this beer you ask? BERRY GOOD. **ABV:** 5.1% **Packages:** 12 oz. cans and draught **Availability:** Now!

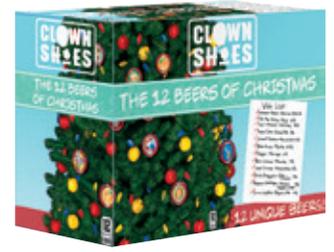
## UFO Berry Blaster Mix



UFO's seasonal 2/12 mix pack is out of this world! Featured styles in this assortment of Unfiltered Wheat Offerings include **Maine Blueberry, Strawberry Invasion, Razwell,** and **Triple Berry.** **Availability:** Now!

## Clown Shoes The 12 Beers of Christmas

The best gift ever is back for its third season and is better than ever! 12 unique beers to try for yourself and to give as a gift to your favorite people. Clown Shoes 2022's version sees four returning beers to the pack from 2021 alongside eight new beers to enjoy. Everything from IPAs to Stouts to a Wee Heavy can be found inside. **Package:** 12 oz. cans **Availability:** Now!



## Narragansett Autocrat Coffee Milk Stout



Since the 1890s, Narragansett Beer and Autocrat Coffee have been home-grown Rhode Island favorites. This beer is a unique collaboration that brings together Narragansett's bittersweet Milk Stout with dark, delicious Autocrat coffee for a smooth stout with robust roasted coffee aroma and bittersweet coffee flavor. Notes of toffee, dark chocolate and roasted barley make this beer a wonderful complement to rich, sweet desserts and hearty braised meats. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!

## Woodchuck Variety Pack

The Woodchuck Variety Pack has a new mix! Included in this 2/12 can Variety Pack are four cider styles sure to please any crowd: **Amber, Guava Nother, Sangria** and **Pearsecco.** **Availability:** Now!

*\*Note from Vermont Hard Cider Co.: All Woodchuck 6-pack cans have transitioned from Pack Tech carriers (plastic rings) to Wrap Pack Boxes, which are much better for the environment!*



## Notch The Standard

This Czech-style pale lager is brewed with soft water, floor-malted Pils malt and Sterling hops. Double decoction and open fermentation alongside an extended lagering give this all the qualities of a true Czech Pilsner. **ABV:** 4.4% **Package:** 16 oz. cans only **Availability:** Now!



# Seasonal SELECTIONS

## Sierra Nevada Celebration IPA



The start of the Celebration season is a festive event. Sierra can't start brewing until the first fresh hops have arrived, but once they have, the season is officially under way! First brewed in 1981, Celebration

IPA is one of the earliest examples of an American-style IPA and one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration IPA is bold and intense, featuring Cascade, Centennial and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

## Sierra Nevada Bigfoot



Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic 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. Collect your own and see the flavors develop and progress. **ABV:** 9.6% **Packages:** 12 oz. bottles and draught **Availability:** Late December

## Sierra Nevada Little Things Rotating Hazy IPA – Juicy Little Thing



The newest member to join the Little Things family is the Hazy Little Things Rotating IPA. Juicy Little Thing IPA will be the first of three rotating 6-packs that will offer consumers something bold and unique.

Juicy Little Thing Hazy IPA is full of fruity notes of pineapple, grapefruit, orange and fresh berries, with the ever-present Little Things haze. Completing the rotator series will be Little Things Tropical for the summer and Dank in the fall. **ABV:** 6.5% **Package:** 12 oz. cans only **Available:** Late December

**NEW!**

## Greater Good Gingerbread Ale

Greater Good's Gingerbread Ale is sure to keep you warm this holiday season! Featuring biscuit and honey malts along with layers of molasses, ginger, cinnamon, and vanilla, this imperial ale will bring back memories of decorating gingerbread cookies on snowy days. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!



## Great North Black Bear Imperial Stout

Go easy – this Imperial Stout packs a punch! Dark, rich, boozy, yet smooth. This one's a sipper! A perfect dessert beer (goes great with chocolate cake) or any time of day – we won't judge! Try it with a steak or a burger. When you can only have one beer – this is it! **ABV:** 10.7% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Night Shift Jammin' Weisse

Jammin' Weisse is Night Shift's sour ale with raspberries, blackberries and blueberries. This blended sour pours a rich maroon purple and sips tart and juicy with notes of berry. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Onda Tequila Holiday Collection

Onda launched a limited edition Holiday value added variety pack for the holidays. Featuring their two most award winning flavors, **Grapefruit** and **Mango** as well as two fan favorites, **Blood Orange** and **Passion Fruit**. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now!



# Seasonal SELECTIONS

## Duvel Collection 2022 Limited Edition Gift Pack

Duvel is all about good taste and that's more than just a passion for beer. Both on the inside and on the outside of the glass. Their 2022 edition has been decorated by FAKE, an original street-art artist from Amsterdam. The playful, colorful design for this Duvel glass appeals to your imagination. The angel on the glass clearly wants to get to know the devil better! Duvel is an authentic Belgian Strong Blond Ale with a radiant golden hue with champagne-style carbonation to create an exuberant head. **ABV:** 8.5% **Package:** the product will be available in 4+1 Gift Pack only **Availability:** Now!



### Hobbs Back Road

This robust & malt-forward American brown ale brims with coffee and caramel flavors and finishes clean thanks to late-addition of Cascade hops. **ABV:** 6.3% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Northwoods Tall, Tall Trees Volume 4 NEIPA



A hazy, golden, straw colored beer with a fluffy, persistent, white head. This is the fourth in the series. A reinvention of Northwoods' long-running Hoppy Kveik Collaboration with Mainiacal Yeast Labs, and Sidereal Farm Brewery, this time including wildflower honey, Citra, Rakau and Azacca. Dankness blends with fresh papaya, key lime, honeydew melon, and tropical fruit candy on the nose. Guava, pineapple, and a spicy hop finish roll around with the medium body and zesty carbonation on the palate. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Two Roads Juicy Box Hazy IPA Variety Pack

NEW!

Two Roads is taking the Road Less Traveled with one of the first ever 16 oz., 6-pack variety packs. Keep it juicy with two each of their three popular and award-winning hazy IPAs: **Two Juicy, Lil' Juicy, and Mega Juicy. Package:** 16 oz. cans only **Availability:** Now!



## Two Roads Rocket 2 Ruin Cold Imperial IPA

Fermented with a lager yeast in a unique process that results in a rounded hop flavor and mouthfeel.

**ABV:** 9.5% **Packages:** 12 oz. bottles, cans and draught **Availability:** Now!

NEW!



## Woodstock Winter Whirl Ale

This is Woodstock Inn Brewery's new winter seasonal. Winter Whirl is a golden ale that is extremely drinkable, at 4.4% ABV. This beer has no bitterness and an amazing hop aroma.

**ABV:** 4.4% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!

NEW!



## Woodstock Wassail Ale

Woodstock Inn Brewery's holiday brew is an English strong ale. Wassail Ale is a deep color red, is very smooth with an assertive malt backbone. It's a perfect seasonal brew! **ABV:** 8% **Packages:** 16 oz. cans and limited draught **Availability:** Now!



# Programs



## Coors Light Believe in Chill

Holiday Chill will be flowing this season with Coors Light's new AR and giveaway program. Scan festive POS to learn new holiday "Chill-isms" from a magical snow globe and get a chance to win a Chill kit complete with a sweatsuit, socks, beanie and streaming gift cards. Available "Believe in Chill" pole toppers, wobblers and more will unlock the AR experience while stockings, ribbons, bells and other Coors Light décor will add festive flare in the on-premise.



## A Big Year for Blue Moon Brewing Co.

In 2022, Blue Moon's Made Brighter brand world championed the flavor of Blue Moon Belgian White through bright, whimsical illustration. For 2023, they're leveraging the same energy through the visual identity of Blue Moon Brewing Company, reinforcing their craft credentials and showcasing their full lineup of Belgian White, Moon Haze and LightSky. And, as the beer born in a ballpark, Blue Moon is sponsoring the Jared Carrabis podcast, where Boston Red Sox fans go for the most unfiltered of baseball news.



## Blue Moon Makes the Holidays One of a Kind

This holiday season, Blue Moon is bringing shoppers a new way to capture treasured memories. Consumers can scan QR codes on themed POS for a chance to win a branded camera by PaperShoot – the viral photography brand that's making sleek, eco-friendly digital cameras all the rage. The program will feature Blue Moon's first ever thematic holiday packaging with a QR code promotion, as well as a whimsical lineup of supporting tools from large, tree-shaped pole toppers to citrus wreaths.



## A Beer for the Bruins

Coors Light is releasing a brand-new tool lineup to rally fans of the Black and Gold, featuring a sleek hockey thematic. The eye-catching lineup – including CDDs, schedule posters eCom banners and more – will have Bruins fans raising a Coors Light all season long.



## Start New Traditions with Topo Chico

Topo Chico Hard Seltzer is putting a fresh twist on the holiday retail landscape. With bright, attention-grabbing case stackers, pop-up displays and more, the spirited hard seltzer will be flying off shelves. Plus, Topo Chico will bring some merry into the bar with paper lanterns, beverage wraps and everything you need to ring in the season.

# Programs



## Miller Lite Celtics Brings Great Taste to Great Fans

To celebrate their long-time partnership with the Boston Celtics, Miller Lite is releasing a full suite of tools to connect its MillerTime, Celtics Fans! From POS in the on and off-premise to social media, Celtics fans will find visuals that champion the iconic Miller Lite can and hat of Lucky the Leprechaun in the brand's eye-catching illustrative style through pop up displays, coasters, LED signs, wearable swag and more.



## The Champagne of Beers Delivers Holiday Cheers

This winter, shoppers everywhere will be raising a Miller High Life to occasions big and small. Scan packs and POS to access a mad lib-style Holiday Toast Generator and get the chance to win a celebratory High Life via Venmo. High Life's thematic holiday 12 oz. bottle packaging will have drinkers celebrating in style while elegant but playful on and off-premise tools drive engagement with the promo.

## Share a Tight-Knit Holiday with Miller Lite

The original light beer is outfitting your holiday crew with a new knitwear line. From November 1 through December 31, shoppers can scan codes on POS for a chance to win Miller Lite sweaters, "beernaments" or beer money, depending on the style of their tight-knit crew. Retailers can get their hands on festive promotional tools, from pop-up displays and apex rack inserts to wobblers and a highly-covetable hat pole topper display. The eye-catching on-premise lineup includes string lights, stadium cups, buckets and more.



## Have an Italian Holiday with Peroni

The authentically Italian beer brand is bringing a touch of European flare to your holiday celebrations. Running from now through February 2023, new ribbon-inspired packaging and POS will urge shoppers to scan for a free Peroni. And with premium pole toppers, case stackers and more, they're turning up the Italian elegance from bottle to bar.



# VIZZY™

HARD SELTZER

THE RIGHT VIBE  
for the  
**HOLIDAYS**

## Vibe Out for the Holidays

Holiday seltzers are in the bag – the shopping bag, that is – with Vizzy's festive lineup. The bright, disco-inspired POS will bring all the merry glitz and glamour to shelves and bars. New to this year's lineup are a die-cut and 3D pallet divider, a sparkly snowflake dangler, disco ball ornaments and playful window clings.

# Programs

**SLEIGH THE HOLIDAYS**

**SAMUEL ADAMS**

**SAMUEL ADAMS**

WINTER LAGER  
FESTIVE & SMOOTH

**Sleigh the Holidays with Sam Adams**

Last minute holiday parties, gifting, end of year work deadlines... whatever it is... SLEIGH IT with Sam Adams this holiday season!

**CRACK OPEN**

*The*

**FESTIVITIES**

*New*

**TRULY** WILD BERRY

**TRULY** Pear Martini Style

**TRULY** STRAWBERRY LEMONADE

**TRULY** CLASSIC LIME

Truly will be spicing up drinkers' holiday festivities with the 2022 Truly Holiday Party Pack and festive POS. The Truly crew brings something unique to holiday celebrations.

**Dogfish Head**

**OFF-CENTER YOUR HOLIDAYS**

## Off-Center Your Holidays with Dogfish Head

Ain't no party like an Off-Centered Party! Dogfish Head is here to help consumers Off-Center Their Holiday season! Using thematic POS to enhance all products in market, Dogfish will draw attention in the off-premise with Off-Centered

holiday displays and gain share of party goes in the on-premise with thematic POS. Let Dogfish Head help you stand out in the crowd!

**FIGHT WITH THE FAM?**

**#Settle it with Sam**

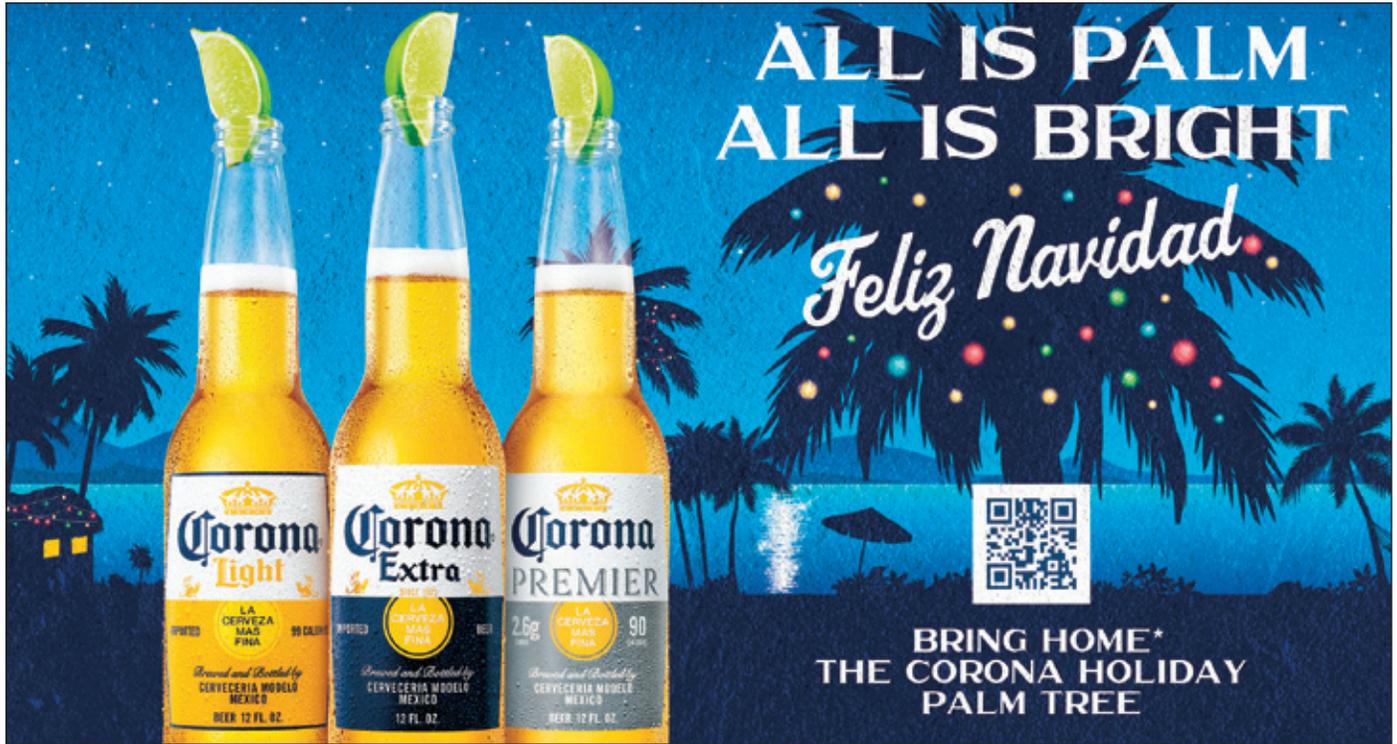
**SAMUEL ADAMS**

**SAMUEL ADAMS**

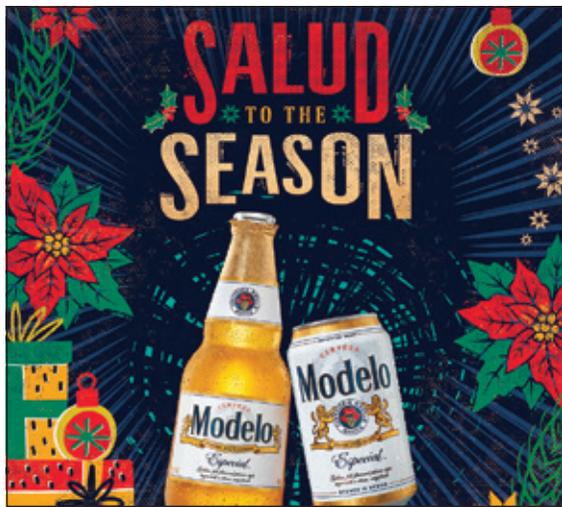
## #SettleItWithSam

Having a heated holiday argument? #SettleItWithSam! Squash your holiday beef on Twitter using the hashtag #settleitwithsam, tag your foe, and include your \$Cashtag to be eligible for a round on Sam. Now through December 17<sup>th</sup>, Cashapp will send \$20 to 100 people per week!

# Programs



This year, Corona reminds us to relax and find the warming brightness of the holiday season. Celebrating over 30 years on the air, the 'O Tannenpalm' ad invites consumers to a familiar destination with the iconic holiday hut and festively lit palm tree. Corona is partnering with House Plant Box to provide consumers the opportunity to receive their very own Corona Holiday Mini-Palm to brighten up their holiday spirit. To enter, consumers will scan a QR code on themed POS now through December 31<sup>st</sup>.



## Fiesta Like Familia with Modelo

To wrap up 2022, Modelo is launching an all-new holiday campaign that captures the energy, joy and vibrancy of the holidays done the Modelo way. Modelo is encouraging consumers to Fiesta like Familia! When friends and family who make up your “familia” get together with Modelo, there’s no celebration like it. This fresh new campaign, running from now through December 31<sup>st</sup>, offers a collection of festive tools to capture the holiday occasion at retail to end the year strong.



## United As Fans

The much-anticipated international soccer tournament returned to the world stage this fall. In a historic move, this will be the first time the tournament has been played outside of the summer, providing Modelo with an incremental push during the key holiday timeframe. With United As Fans, Modelo will give fans even more ways to put their pride on display, by uniting and rewarding them for their fandom. Partnering with Fanatics, a global merchandise leader in sports, consumers who purchase Modelo now through December 31<sup>st</sup> can receive FanCash to help them buy their favorite team’s merch. Consumers will enter to win by scanning the QR code on themed POS.

# Programs

**GUINNESS DRINKERS**  
**EXPECT A BEAUTIFUL POUR EVERY TIME**  
**ALWAYS SERVE WITH THE TWO-PART POUR**

**1. THE GLASS**   **2. THE ANGLE**   **3. THE POUR**   **4. THE SETTLE**   **5. THE TOP-UP**   **6. THE PRESENTATION**

**MAKE SURE YOUR DRAFT SYSTEM IS DELIVERING GREAT GUINNESS**

- Check the troubleshooting guide immediately. It may get you serving Guinness® to flow again quickly.
- Call your Guinness® distributor experts who will likely talk you through some diagnostics. 60% of faults are solved over the phone allowing the Guinness® to flow again quickly
- If that doesn't work, technical support is on hand to help maintain the equipment

**CHECK OUT OUR TWO-PART POUR VIDEO**

**OVER-SIZED HEAD** Cause - Warm Guinness® dirty lines  
**FLAT HEAD** Cause - Old Guinness® incorrect pressure  
**FROG EYES** Cause - Not using 45° Angle Serve  
**BROWN HEAD** Cause - Warm Guinness® dirty lines

**IMPORTANT**  
 Always check the spout before locking for any other faults

	POSSIBLE CAUSE	POURING FAULT			HEAD FAULT		BEER FAULT		RECOMMENDED ACTION
		NO FLOW	SLOW FLOW	FAST FLOW	TOP WING	FLAT BEER	POOR HEAD APPEARANCE	TOP WING	
GAS	Incorrect gas mix			•	•				Change gas & keg
	Gas pressure too high			•	•				Call your account manager
	Gas pressure too low		•			•			Call your account manager
	Gas cylinder is empty	•	•						Connect to full gas cylinder
	Gas switched off	•	•						Switch on gas
TEMP	Keg room/cooler is off				•		•		Check temp in keg room/cooler
	Glassware hygiene/machine faults					•		•	Contact glass washing machine manufacturer
HYGIENE	Line hygiene				•				Clean lines & equipment
	Beer out of date					•		•	Change keg
	Keg is empty	•	•						Connect to full keg
KEG	Coupler is not properly connected	•	•						Connect keg coupler

## Diageo Beer Co. Leadership Announcement



Diageo is delighted to announce that Rodney Williams will be joining the team as the new President of Diageo Beer Company. Rodney hails from Moët Hennessy, where he spent 11 years in various senior management roles in North America. In his most recent role as Global (Maison) President of Belvedere Vodka, Rodney oversaw Belvedere becoming the first distillery to win a green energy grant from the European Commission; cut CO2 emissions by over 80%; won an unprecedented fourth Vodka Distillery of the Year award from London-based ISC; launched the brand's organic botanicals range and delivered record net profit of over 160% in 2021, versus 2019. Prior to this role, Rodney served as CMO of Moët Hennessy USA and SVP of Hennessy. Rodney holds an MBA from the Kellogg School at Northwestern University and a BA from Amherst College. He is a trustee of the James Beard Foundation, a director of the National Review Board of Motion Pictures and a member of the Executive Leadership Council. From Rodney: "I have always admired the business and it is my absolute honor to join the team and become a caretaker of Diageo's storied, revered and successful portfolio of brands." Please join us in welcoming Rodney to Diageo North America.

## Guinness On-Premise Quality

Solidify quality as a core growth driver for Guinness through accountability, education and advocacy. Through these two pillars, you can build a sustainable platform for the brand's on-premise performance. Expand execution and build advocacy with commercial & distributor teams with training & education framework, ongoing account consultation, quality content and communication. Guinness teams will be working with wholesalers to make sure they are trained and working with their accounts to ensure that quality standards are followed. Contact your Diageo Beer Company or Origlio representative to learn more.



## Guinness Gives Back

From a history of philanthropy springs a legacy of social change and an investment in a shared tomorrow. Whether it's trailblazing sustainability initiatives, fundraising efforts, Arthur Guinness Projects or the \$1 million donated to combat COVID-19, Guinness has been unleashing the power of people since day one. This holiday season, Guinness is contributing \$1 million toward charitable organizations across America to help communities who have long supported them. The donation will be made via a corporate advised fund administered by Fairfield County's Community Foundation. Visit GuinnessGivesBack.com for list of all participating charities and more information about Guinness' commitment to philanthropy.

# Programs



## WIN A TRIP TO SUNDANCE FILM FESTIVAL 2024



\*SCAN TO ENTER FOR A CHANCE TO WIN



### Win a Trip to Sundance Festival with White Claw

This winter, White Claw is giving away a trip (for one winner and a guest) to the Sundance Film Festival in 2024! Consumers will scan the QR code on themed POS to enter for a chance to win tickets to the event/films, as well as flights, hotel accommodations and a stipend for incidentals.

**LEMONADE THAT HITS HARDER**

NOBODY MAKES LEMONADE LIKE MIKE'S

WIN A MIKE'S HARDER STAND-UP ARCADE AND MINI FRIDGE WITH OVER 50 CLASSIC GAMES

**Mike's HARDER Stand-Up Arcade Giveaway**

Mike's HARDER drinkers are 21% more likely than beer drinkers to try new beverages and they love gaming. So this season, from October 1<sup>st</sup> through December 31<sup>st</sup>, Mike's HARDER is offering consumers the chance to win the ultimate arcade with 50 classic games and a built-in refrigerator to keep their HARDER cold. Consumers can enter to win via QR code scan on themed POS.



### The Next Song is on White Claw

White Claw enables pure, uncomplicated fun all year long and they believe music is key to a good time on-premise. So this November and December, White Claw wants to tie it all together. With a simple QR code scan, consumers can receive free music codes to use the next time they're at their favorite on-premise account enjoying a White Claw.

# Programs



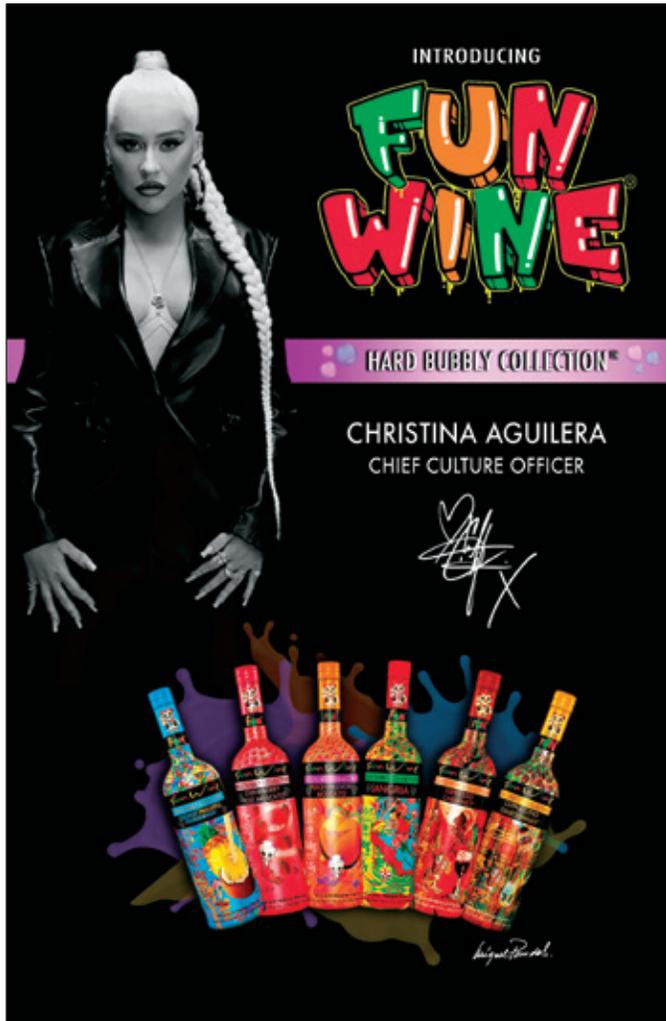
As one of America's oldest lagers, Narragansett is bringing back their Lager Day push on December 10<sup>th</sup>, 2022, with a Toys for Tots donation component. For every Narragansett picture posted to social media by a fan on Saturday, December 10<sup>th</sup> with #LAGERDAY, Narragansett Brewing Co. will donate \$1 to Toys for Tots. POS for both on and off-premise will be available to push this program, and Narragansett will post heavily on their social media channels to promote. Lastly, the 'Gansett team will be out in full force on December 10<sup>th</sup> buying beers for people and encouraging them to post their photos... hopefully they'll get thousands!



## Bring It! with Allagash

The Allagash Bring It! program, which runs from January 1<sup>st</sup> through May 31<sup>st</sup>, offers consumers an enticing sweepstakes to win an eco-friendly Taiga cooler. The peaceful imagery on the POS of people enjoying the wilds of Maine inspires drinkers to pick up Allagash for their next outdoor adventure, wherever they happen to be. There's a lot of flexibility within the program to support all formats of Allagash White, allowing you to make sure the right format gets in front of your customers.

# Programs



## Christina Aguilera, Fun Wine's Chief Culture Officer

On the marketing front, newly appointed Chief Culture Officer Christina Aguilera confirms that the company is working with an innovative technology platform to create a Fun Wine Metaverse with online and offline components. The highly interactive virtual world will provide Fun Wine aficionados a 3-D experience that will enhance the brand's presence in a way that's entertaining and uniquely engaging. The company expects to introduce the Fun Wine Metaverse in the near future. "This is one of the most exciting marketing concepts I have seen in my career," said Joe Peleg, Founder & CEO of Fun Wine. "The possibilities are endless! We look forward to working with the best-in-class leaders to create an amazing experience for our followers." Aguilera is also working alongside the company's Founder & CEO, Joe Peleg, to help Fun Wine with marketing activities in the US, the Caribbean, Latin America, Europe, and Asia.



## Sugarlands Shine the Official Moonshine of the Wasabi Fenway Bowl

Wasabi Fenway Bowl is slated for December 17<sup>th</sup> at 11AM at historic Fenway Park in Boston. The bowl game features the University of Louisville vs. the University of Cincinnati, which should be a great game!

Building on its relationship with Fenway Sports Management, Sugarlands Distilling Co. will serve as the official moonshine of the Wasabi Fenway Bowl. They'll be samplings various products from Sugarlands' line of craft spirits and canned cocktails in the fan zone for 21+ attendees.



510 Hall Street  
Bow, NH 03304-3105

## The 14<sup>th</sup> Annual New England Pond Hockey Classic, February 3-5, 2023

Experience hockey as it's meant to be played with the beer that's *Made to Chill*, Coors Light, at the New England Pond Hockey Classic!

For 14 years, hockey players have been uniting on Lake Winnepesaukee in Meredith to celebrate a sport in its

most authentic form. They lace up their skates and hit the ice for three days of outdoor hockey and cold Coors Light, the official beer of the tournament. February 3-5, over 275 teams will compete in 500+ games across 26 rinks, bringing pond hockey back to the basics. For more information, please visit: [www.pondhockeyclassic.com](http://www.pondhockeyclassic.com)

# BRING THE BEST ON ICE

MADE TO *Chill*



OFFICIAL BEER OF THE  
**NEW ENGLAND  
POND HOCKEY CLASSIC**