

Spring 2022 | V.39

AMOSKEAG BEVERAGES

# Heady Times



**SINGLE  
SERVES**  
ACE THE COMPETITION

**Delivering Excellence Seasonals Rethinking Retail New Products Programs**

ISLAND DISTRICT COMPANY | SPRING SELECTIONS | MAXIMIZE PROFITS WITH SPACE OPTIMIZATION

# Letter to *THE TRADE*



**H**APPY SPRING! THINGS ARE MOVING IN THE RIGHT DIRECTION AFTER a tumultuous two years, we were excited to be able to raise a pint of Guinness and have a traditional St. Patrick’s Day celebration with no mandates. Our restaurants and bars throughout New Hampshire have been eager to offer enjoyable and safe experiences to patrons and now we are gearing up for a great Cinco de Mayo.

In this issue of *Heady Times*, you can read about some fantastic new products from brand new suppliers (beginning on page 10) we are carrying...**Spindrift Spiked, WhistlePig PiggyBack Barrel Aged Craft Cocktails, Sugarlands Shine Canned Cocktails, The Finnish Long Drink** and **Kit NA On Your Mark American Blonde** from Maine’s first exclusively non-alcoholic brewery, just to name a few.

Our Cover Story takes a closer look at the single-serve category. Last year, consumers purchased 2.8 billion individual units of single-serves nationally. In New Hampshire, 78% of those consumers bought two or more “cold ones” between the hours of 3 PM and 10 PM and 60% of those buying two or more were influenced by a deal price. National chains and grocery stores understood long ago that they could steal profitable grab & go sales from the competition, increase foot traffic and create more occasions for trade-ups by offering customers a shoppable assortment of the products they want the most. **Twisted Tea Original, Twisted Tea Half & Half, Icehouse, White Claw** and **Truly** top the single-serve charts here at Amoskeag.

Are you ready to make the most of this indispensable package?

That’s where your Amoskeag sales rep comes in. Your rep has the information and the training needed to create the shelf set that’s perfect for your business, as well as product knowledge on the expanding single-serves within the craft segment, which continues to grow moving into 2022.

There’s a lot more we could touch on, but at the end of the day, we’re all just happy to be in the business we’re in. Enjoy this issue of *Heady Times* – there’s a lot of great information here and it’s all to help you in your business.

Thank you for being part of our extended family and for our continued partnership.

Cheers!

Scott & Ed

Scott Proulx  
VP of Sales

Ed Murphy  
President

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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

### Tim Franciscovich

Seacoast Sales Representative

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

As a Sales Representative, my job entails servicing on- and off-premise accounts on the seacoast. I enjoy the relationships that I have built with my job and love helping grow Amoskeag's footprint on the seacoast.

**What did you do before you worked at Amoskeag?** Prior to Amoskeag, I worked on the supplier side with Henniker Brewing and Berkshire Brewing as their Sales Manager for VT, NH and ME.

**Where did you grow up? Are you a NH native?** I grew up in Weare, NH. I did however live in Utah for 7 years after graduating from UNH.

**What do you like to do when you are not working?** Outside of work, I enjoy mountain biking, snowboarding and generally being outside, as well as spending time with my girlfriend and our dogs, Mali and Addi.

**What was your first concert? And where was it?** My first concert was Blink 182 and Newfound Glory at Suffolk Downs in Massachusetts.

**If you could go anywhere in the world on a dream vacation, where would it be?** There are a lot of places I want to visit, but Iceland or Japan are currently at the top of my list.

**Favorite Amoskeag product?** Allagash White is my go-to beer but I also enjoy the array of craft options and trying all the new products the Amoskeag Craft Team brings in.

### Mike Munson

Purchasing Specialist

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

I recently entered the role as Purchasing Specialist for the craft beer segment. I work directly with Bret to purchase inventory and bring in new craft beers to be distributed throughout the state. I maintain inventory levels, place orders with the breweries and organize transportation. This is done weeks and months in advance, so they can package the products we need to sell.

**What did you do before you worked at Amoskeag?** I owned and operated a small restaurant that I closed during the pandemic. Before that, I was active duty Air Force and worked with airfield systems equipment, RF landing equipment, air traffic control radios and weather equipment.

**Where did you grow up? Are you a NH native?** I was born here in NH and raised in Hudson when it was still a small town, not so much anymore.

**What do you like to do when you are not working?** I spend my free time with my wife and 3 daughters and tag along with whatever interests or events they have planned for the weekend.

**What was your first concert? And where was it?** My first concert was actually a hard rock festival in 2007 called Mayhem Festival. SlipKnot, Disturbed, Dragonforce and Five Finger Death Punch performed, to name a few bands.

**If you could go anywhere in the world on a dream vacation, where would it be?** My favorite place to vacation is Puerto Rico. It's easy to get



**Can you share a fun fact about yourself?** In 2015, while snowboarding over 100 days in the season, I was named the "Best Bartender" in Park City.



to and it's an incredibly rich island in food, culture, city life, beaches and rainforests.

**Favorite Amoskeag product?** I drink beer from time to time, normally new seasonal items, but I lean toward ciders, North Country Fire Starter is a favorite.

**Can you share a fun fact about yourself?** I am an absolute car nut; I watch a lot of YouTube videos with car content to get my fix. Before I had kids, I owned 3 to 4 cars at a time and would work on them and modify to my liking. The last fun car I sold off when I got out of the military, was a red 1967 Thunderbird hardtop coupe. I built the motor and transmission as well as suspension and wheels. I really miss working on cars and hope to get back into it again someday.

## Single-Serves Ace the Competition

By “serving up” your best assortment of single-serve beverages, your bottom-line wins game, set & match.

After years of declining sales, Americans have rediscovered single-serve beverages, purchasing them everywhere they are sold **cold**. Perfect for on-the-go & away-from-home occasions, these profit-friendly packages check all the boxes for today’s busy shoppers.

To characterize the business climate of the last two years as “challenging” is an understatement. But as upending as the pandemic was, it brought into clear focus how today’s consumer shops and what they expect from a successful retail experience.

The COVID lockdown and our prolonged at-home experience changed us. In fact, Google Insights, a free data analysis service offered by the search engine, says that the pandemic “redefined how we work, shop and live.” For the consumer, it reset expectations more than anything else. From the safety of their sofas, consumers – some of whom had never entertained e-commerce before – saw products & flavors they may never have considered before right in the palm of their hands. Then, of course, there’s the Amazon Prime effect that has stoked the flames of “I know what I want. And I want it NOW.”

The lessons learned from the pandemic, according to UK retail analyst Vera Hartmuth, are that consumers

are increasingly demanding convenience and instant gratification in their shopping experiences. They value the ability to buy quickly and easily. This is particularly true for millennial and Gen Z customers, who will not be loyal to retailers who do not cater to (or anticipate) their changing needs.

### So, what’s the important take-away for anyone selling beverage alcohol?

It doesn’t matter how YOU define your business – distributor, restaurant, tavern, deli or bodega – unless convenience is a recognizable feature of your brand, you will lose customers to outlets offering a cold, well-curated assortment of easily shoppable single-serves.

### Meanwhile on the supply side...

Brewers were also affected by the pandemic. The old adage – brands are built on-premise – no longer applied. As bars and restaurants were shuttered, millions of gallons of kegged beer languished in basements, eventually going out of code. Any manufacturer that was interested in sales outside of a tasting room had to shift its focus from draught to package, usually single-serve cans. And where was the best place to get noticed by consumers in a brick ’n mortar setting? Why, in the cold box... a.k.a. the “Centre Court” of Wimbledon-worthy, grand slam, pride-of-place competition.



**“It all comes down to executing a plan with the flow, space allocation and assortment consumers want.”**

– Leila Abdollahian,

Constellation’s Director of Off-Premise Sales

*Beer Business Daily* characterized this competition as both a “rush to the cold box” and a “rush to convenience.”

The loss of the on-premise wasn’t the only thing fueling the competition, though. An explosion of flavors in all categories and innovations (seltzers, ranch water, RTD cocktails, hop water, etc.) resulted in an even bigger explosion of SKUs, each one clamoring for eye-level real estate. It was the paradox of choice on steroids, causing confusion for retailers and consumers alike.

### How to be the King of your Court

Of the top three money-making tennis champions who know how to handle the stress of Centre Court (Novak Djokovic, Rafael Nadal & Roger Federer), you want to be Swiss-born Federer. While Nadal and Djokovic succumb to their emotions, RF – that’s his brand name – is cool, studied, methodical and always **efficient**. Roger makes it look easy because he’s got a plan. To be the King of your

Court, you need a plan based upon retail science, one that makes the most of your finite resources. Only then can you hit the passing shots that are proven winners to dominate the competition.

Constellation’s Leila Abdollahian, Director of Off-Premise Sales in the company’s eastern territory, might not describe herself an expert on the science of easily shoppable, single-serve shelf sets, but she’s darn close. As was discussed previously in this article, the shopper has changed. Abdollahian says that shelf sets need to reflect those changes too. She has data proving that a shelf arranged to mimic how shoppers think when standing in front of the cooler provides the easy, quick and convenient experience they expect & demand. In other words, you’ll sell more.

“It all comes down to executing a plan with the flow, space allocation and assortment consumers want,” Abdollahian explains.

#### Lead with Single-Serve

- Since single-serve and multipack occasions rarely overlap (10% of the time a consumer buys a single-serve and multipack together), creating a single-serve destination enables easier shopping and maximizes sales.

#### Organize Singles by Price Point and Segment

- Sets the stage for 2 for \$ pricing (if you buy 2, you get a deal), which increases units per buyer and encourages incremental spend.
- Large brand presence results in a stronger visual reminder that boosts total brand sales by +10-30%.

#### Place the Most Incremental Brands at Eye-Level and Near the Handle

- Brands that move from hinge to handle position increased sales by 8%.

#### Organize Multipacks by Segment

- Move from high-end to low-end, with the most recognizable brands in vertical brand blocks.
- Place AABs (Alternative Adult Beverages) at the beginning of the multipack flow and adjacent to AAB single-serves – keeping this segment out of the middle of multipack beer is key.

What % of shoppers already planned to shop for beer?

76%

What % of shoppers don’t know what brand they will purchase?

51%

What is the average shop time in c-stores?

31 secs

How many beer brands do shoppers consider?

2 to 3

Where is the ultimate shopper purchase decision made?

At the Shelf



**RESULT: UP TO +4 to +6% CATEGORY DOLLAR SALES LIFT**

## The Plan

### Step One: More SKUs don't mean more sales. It's time to DQ the underperformers.

Since 2015, the number of malt-based SKUs has grown by 48%, but has your shelf space doubled? Probably not. Is it possible that you're offering your customers too many choices, making it difficult for them to A. make a decision, and B. find what they want? Eliminate anything that is redundant in favor of a smaller, curated assortment of your market's best-sellers. IRI found that by cutting 20% of the SKUs stocked (mostly declining brands and redundant packages), sales actually increase by 5%.

### Step Two: What makes a shelf set easily shoppable and why does it matter?

Your assortment of single-serves (the best-sellers in your market) need to be presented in a way that reflects the way the shopper thinks to simplify & quicken the decision making process. Organize the packages by price point and segment. Create strong visual cues by grouping brands to boost sales. These things matter because the average amount of time a shopper spends in front of a cooler is 31 seconds.

### Step Three: Space allocation.

Allocate space based on future sales per product segment so the set satisfies the shoppers' needs moving forward. Favor the high-end, which is driving 100% of category growth.

### First Prize... The small format consumer.

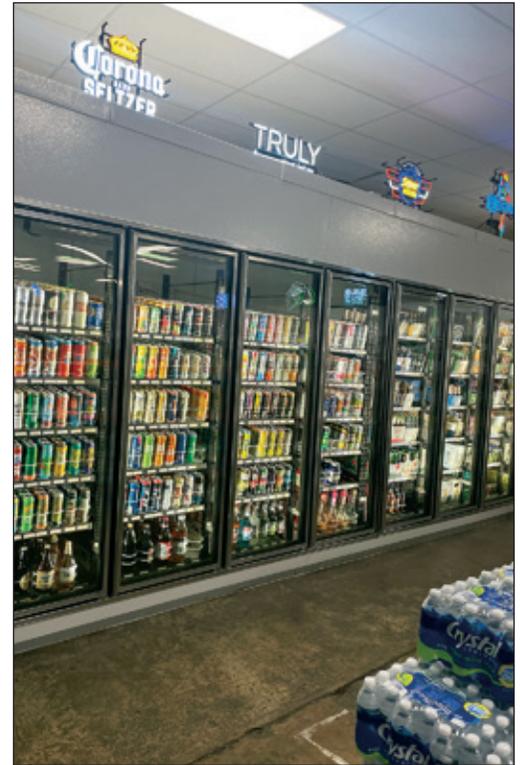
Small format consumers are to be prized because they are driving demand for high-end beer, flavors and high-alcohol products. Retailers can capitalize on this by becoming a destination for these products. Additionally, these consumers make 30% more shopping trips than the average beer buyer per year. Typically, they are slightly younger, more multicultural and are between the ages of 26 – 55.

The small format consumer is largely focused on immediate and occasion-based needs like satisfying a personal craving or feeling the need for relaxation. Over the pandemic, if this customer strayed from their usual purchase, it was to try a new flavor or brand, and we know that the variety of adult beverages available in the single-serve format grew exponentially.

A loyal customer is the prize that keeps on giving. They are looking to get in and get out efficiently from a place they trust that they know has what they're looking for. While they know that variety can be limited, they will return to stores that have the brands they recognize.

"You look at the best in the world, Roger Federer," says top coach Scott Parker. "You wouldn't know if he's two sets up or down. He is levelheaded. He knows what works and sticks with the process. That's the way you win 20 Grand Slam titles."

Check out our tips for setting up your cooler, trust the process & dominate the tournament... Game, Set and Match.



On average,  
Singles represent

24%

of Total Beer  
Dollar Sales and

62%

of Total Beer Unit  
Sales in C-Stores

# Feature

## No-Mix Margaritas for Cinco de Mayo

Shake things up this May with no muss, no fuss RTDs.

Combining the taste of the most popular cocktail in the U.S. with the ease and convenience of the RTD format, FMB margaritas are a no-brainer for your customers' Cinco de Mayo celebrations, whether they're partying on your patio or theirs.

Margarita-inspired FMBs have quickly become the next big thing in RTDs, from hard seltzer variations to fuller-flavored FMBs. **The original cocktail is simple, flavorful and refreshing, meaning it translates seamlessly into the FMB format, offering great taste and convenience at a great price point for the retailer.** Even better, FMB margaritas offer every channel a piece of the Cinco cocktail pie. In the on-premise, FMB margaritas keep your behind-the-bar operations streamlined, freeing up precious time for your bartenders and waitstaff when the Cinco rush hits. And in the off-premise, RTD margaritas are a quick and easy option for any occasion, whether in slushy form, single-serves from the cold box or a variety pack that's perfect for a party.



Cayman Jack has seen growth year after year with **Cayman Jack Margarita**. The OG flavor is included in their first ever variety pack, launched last year.



The Truly Margarita Style Mix Pack adds to Truly's lineup of flavor-packed hard seltzers and features real ingredients like lime juice, agave and sea salt.

**Lime, Peach, Mango and Strawberry, each with a splash of real Mexican lime juice.** Lone River Ranch Water Hard Seltzer will launch **Lone River RanchRita** this April, a deliciously light-tasting margarita-style beverage made with real lime juice and organic agave nectar.

But is this a trend that will last through the summer? Experts say yes. A recent study showed that Gen Z overwhelmingly prefers FMBs to beer, from hard seltzers and hard teas to malt-based RTD cocktails. And when you add in that Gen Z's favorite spirit is tequila, RTDs that play on tequila and tequila-based cocktails are sure to continue to be a smash hit with younger LDA consumers.

While the FMB margarita category has taken off recently, plenty of great brands have been putting in the work for years to make it what it is today. Cayman Jack has seen growth year after year with RTD cocktails like **Cayman Jack Margarita** and **Mojito**. They're the **#1 FMB cocktail brand** as well as the **#1 margarita brand in FMBs/RTDs**, no small feat in this growing category.

And there's a new wave of hard seltzer margaritas on the way. Truly Margarita burst onto the scene in a big way this year with a variety pack featuring **Mango Chili, Classic Lime, Strawberry Hibiscus** and **Watermelon Cucumber** margarita-style hard seltzers, as well as solid packs of **Classic Lime**. The latest range of Truly seltzers has already seen tremendous results, snagging over 5% market share of hard seltzer in just a month. Other big names in hard seltzer are following suit, with **Topo Chico Hard Seltzer** launching a margarita variety pack in April featuring Topo Chico's mineral water and four flavors that play into the authenticity of the brand. Corona's hotly anticipated **Seltzerita** is slated to debut this spring, with a variety pack that includes authentic margarita flavors like **Classic**

## Even More-garitas!

### Topo Chico

#### Margarita Variety

A 12-pack variety of cans will be available in April and features Topo Chico's mineral water in each authentic flavor:

**Signature Margarita, Strawberry Hibiscus, Tropical Pineapple and Prickly Pear.**



### Corona Seltzerita

#### The Corona Seltzerita

variety pack features authentic margarita flavors like **Classic**

**Lime, Peach, Mango and Strawberry.**



### Lone River RanchRita

Lone River RanchRita will deliver a fuller-bodied flavor profile similar to the taste of a classic margarita, while leveraging what consumers love about Lone River Ranch Water Hard Seltzer – its clean taste and high-quality ingredients.



### Fabrizia Italian Margarita

Fabrizia Italian Margarita includes limoncello and fresh-squeezed Sicilian lemon juice along with tequila. *The Spruce Eats* calls Fabrizia Italian Margarita, "The 10 Best Canned Cocktails to Drink in 2022"!



### Crook & Marker

#### Classic Lime Margarita

With zero sugar, real lime juice and beautifully refreshing natural flavors made with organic tequila, this Margarita tastes like a turquoise-hued sunset shimmering on the horizon.



### Jose Cuervo® Sparkling Margarita

This ready-to-drink sparkling margarita made with Jose Cuervo® tequila, triple sec, natural lime and citrus flavors is a perfect year-round favorite.



## Island District Company

Hampton, NH-based Island District Company began when Co-Founders Kayla O'Connor and James Scully were sharing stories of nights out that resulted in unproductive mornings. A trend they noticed from drinking seltzers containing malt liquor, water and carbonation with ingredients they could barely pronounce. O'Connor, an athlete and Scully, a veteran, started to formulate ideas on how to craft a spirit-based beverage that could be enjoyed at night with the intent of a better morning the next day, thus the tagline "Better Tomorrows" was born.

Originally crafted in O'Connor's kitchen from concoctions made with freshly pressed juice and all-natural plant-based waters, the brand was built on a passion for using real ingredients to provide a better-for-you cocktail option that they had trouble finding on store shelves. Recognizing a rise in the functional-based beverage market but a saturation in the hard seltzer category, this presented an opportunity for O'Connor and Scully to create a hybrid RTD canned cocktail, driven by a proactive, not a reactive mindset.

The duo centered on creating an alcoholic beverage that focused on the 24-hour "drinking experience" instead of just simply consumption. Hydration being the key differentiator for mindful consumers making health-focused choices, especially while consuming alcohol that could affect how they feel the next day.

"When we started this endeavor, we realized that drinking is not about the 4-to-6-hour experience at a bar or at home with friends – it's about the pregame, the night out, that night's sleep and the morning after. Let's not treat the hangover when it happens, let's change the drinking experience to lead to a better tomorrow without the sluggish aftereffect. Then, let's can it in a simple, clean, ready-to-drink format," said Scully.

This mindset fueled the launch of their two flagship products last May with **Vodka, Coconut Water, Guava, Lime** and **Tequila, Aloe Water, Honey**, both at 5% ABV and no additional fine print in the ingredients section. What you see is what you get.

"We wanted to create more than just an alcoholic beverage. We are a lifestyle company that provides honest ingredients for health-conscious consumers," said O'Connor, a former professional lacrosse player.

With year two on the horizon, the ID team is delivering yet again another highly anticipated launch of product expansion. This includes the company's first vodka variety pack, **Paradise Pack**, which offers a shareable selection of the original **Guava Lime** and three new flavors – **Blueberry Pomegranate, Cranberry Mango, and Tangerine Peach**. Plus, two additional stand-alone 4 packs featuring **Tequila, Green Tea, Raspberry Dragon Fruit** (coming soon) and **Vodka, Coconut Water, Blueberry Pomegranate**.

Island District is unlike anything on the market today. It's uniquely refreshing and provides consumers with a guilt-free, innovative, ready-to-drink option. The liquid is not only delicious, but each one pours a beautiful opaque hue matched to the color of its label. An Insta-worthy cocktail whether it's enjoyed in the can or poured over ice in your favorite glass.



(From left to right): Andy Hart (Owner, Finestkind Brewing), Kayla O'Connor (Co-Founder, Island District), James Scully (Co-Founder, Island District), Steve Kierstead (CEO, Finestkind Brewing)

Growing up, Scully spent his summers on the New Hampshire seacoast. He was a lifeguard on Hampton Beach before leaving to begin his service in the United States Navy. First, attending the Naval Academy Preparatory School in Newport, RI, then attending the United States Naval Academy in Annapolis, MD. After graduating in 2010, Scully was stationed in Florida, prior to completing his service and returning home. Since his departure from the Navy, he has worn many hats, but one of his proudest accomplishments was opening The Goat with one of his best friends. The Goat, one of New Hampshire's first country bars, now has three locations throughout the state. Although Scully is no longer involved, his experience in the industry sparked his passion for creating a functional alcoholic beverage. Scully, a fitness fanatic and lover of the outdoors, lives the brand and is passionate about bringing a better-for-you drinking experience to those who are looking for more than just your average cocktail.

O'Connor also grew up on the seacoast of New Hampshire, where her free time was largely spent in or near the ocean. She went to Boston College to play DI lacrosse and during her sophomore year, launched her first business, Blue Seacety – a sustainable clothing company. O'Connor learned the textile, supply and manufacturing trade, but her passion lived in the creative design and content creation world. Upon graduating, she continued to play professional lacrosse for three years and launched her second venture – a freelance, digital marketing business. Fast forward to the creation of Island District, O'Connor fused her background in health and fitness with her love of design and branding to create the backbone of Island District Company.

# Brewer *HIGHLIGHT*

O'Connor helped guide the design of the original packaging to tie together the brand's tagline "Better Tomorrows" with a night to day metaphor shown through the black to white layout on each label. She likes to say this is "a metaphor for the light the next morning after a night out of enjoying Island Districts."

*Heady Times* caught up with O'Connor and Scully to discuss more about their better-for-you beverage and what they have in store for 2022.

## **Heady Times (HT): Where did the name Island District come from?**

**Kayla O'Connor (KO):** Island District is named after a small coastal area of Hampton Beach, NH, known as the Island District. As both James and I grew up on the New England seacoast, this area was one of our favorite escapes. We wanted to take the relaxed feeling you get from a day of sun and surf and craft that into a lifestyle brand. There was no hesitation on naming the company after a place true to our roots that welcomed the mindset of escape. A brand that offers a beverage to share, unwind and enjoy the company of friends at night, without missing anything on your horizon tomorrow.

## **HT: What was it like rolling out new products during COVID?**

**KO:** I'm prone to get terrible hangovers from malt-based beverages, so when COVID hit, I was mixing homemade cocktails in my kitchen, pressing fresh juices and adding them into functional beverages with hydrating properties.

As I paired my go-to morning replenishers with my favorite spirit choices, I focused on the attributes of aloe water and coconut water. The outcome of the liquid reassured my decision to innovate a new ready-to-drink cocktail focused not only on flavor but the overall night to next day consumption. In parallel, this was exactly where the market trends were heading with low calorie, all-natural style RTDs. Except, the liquid in Island District really is unmatched. It's clean and refreshing with just a touch of sweetness and hint of bubbles.

## **HT: Tell us about your partnership with Amoskeag.**

**James Scully (JS):** Partnering with Amoskeag was an easy decision for Island District! Amoskeag's team built the spirit-based RTD craft cocktail segment from the ground up in New Hampshire. Moreover, our partners at Smuttynose Brewing have a well-established and valued relationship with Amoskeag. We look forward to growing together.

## **HT: What's on the horizon for Island District?**

**JS:** Building off our successful launch last year, we are thrilled to introduce three new packages and four new unique flavors! This year Island District will launch its first variety 8-pack called the **Paradise Pack** featuring all Vodkas & Coconut Water based flavors, including the original Guava Lime plus new Blueberry Pomegranate, Cranberry Mango, and Tangerine Peach. We'll also offer the Vodkas, Coconut Water, Blueberry Pomegranate in a 4-pack giving the consumer plenty of new options to try based on their personal preferences (see page 15 in the New Products section).



## **The Two That Started It All**

**Island District began with two better-for-you spirit-based alcoholic beverages, hand crafted with all-natural, real ingredients. They are packed with electrolytes and are gluten-free, coming in at 5% ABV. When the can cracks open, your senses will be brought to the islands!**

### **VODKA, COCONUT WATER, GUAVA LIME**

The color of a sunset, this taste of island life is packed with delicious flavor and complementing bubbles.

### **TEQUILA, ALOE WATER, HONEY**

With no added sugar, this all-natural tequila cocktail leaves even the non-tequila drinkers thirsty for more. Described by one consumer as, "summer in a can."



## Get to Know Great North Aleworks Matt Kinne

**G**REAT NORTH ALEWORKS IS A 20-BARREL PRODUCTION BREWERY located in Manchester, NH. Founded by Rob and Lisa North, the brewery's goal is simple – to craft flavorful, food-friendly beers, while maintaining a fanatical devotion to quality. *Heady Times* caught up with Great North Aleworks' Field Sales Representative, Matt Kinne, to learn more about how he developed a passion for beer, his role at the brewery and what new and exciting things you can expect from the brewery in 2022.

### Heady Times (HT): How'd you get your start in the beer biz?

**Matt Kinne (MK):** I got into the beer business in the late 90s and early 2000s, as a draft tech, working for a company out of Tewksbury, MA. I left after 10 years to work for a fire suppression company but continued to volunteer at local brew fests. This is how I met Brian Parada, Rob, and Lisa North. I've been with GNA since October of 2016, when I started as a bartender, the sales job opened in August 2017 and I have been doing that since. My official title is Field Sales Representative. It's been a fast, almost 5 years.

### HT: What do you like most about working for GNA? What's the most challenging thing about your job?

**MK:** My favorite part of working at GNA is the fact I truly feel like it is a big family and we are all striving for the same goal. I was once told there is no plan B. I have always felt that I can ask a question and get a true response, not just an answer and I do ask a lot of questions. The most challenging part of my job is trying to be a better communicator...my New Year's resolution.

### HT: How's your partnership with Amoskeag?

**MK:** Great! The best part of working with the Amoskeag team are the reps and feeling like I have made new friends along the way. The bosses are cool too. Again, I feel like everyone is working towards the same goals, selling beer and making the customers happy with their choice to support local.

### HT: What do you like to do in your free time?

**MK:** When I'm not working, I love to man the grill and cook great food. One of my favorite things to cook is a delicious leg of lamb. It marinates in yogurt and lemon juice (plus many other flavors) overnight and is delightful. I enjoy spending time with my family, even if it's just food shopping. I also own a VW bus that I've had for almost 27 years, it needs some paint, but it is road worthy and lots of fun to drive.

### HT: What's in the pipeline that retailers can look forward to?

**MK:** We released a Belgian style tripel ale collaboration with Small Change Brewing out of Somerville, MA, they are one of our contract breweries we work with. We will also be brewing a lemon shandy this summer with Fabrizia's Sicilian lemon juice out of Salem, NH. Last year we brewed it for NH Comicon and we called it Abominable Snow Cone.



Matt Kinne



John Ratzenberger was the guest speaker at Comicon in Manchester. He was the voice of the abominable snowman in *Monsters, Inc.*, and asked Sully and Mike Wazowski if they wanted a yellow snow cone...LOL. We also have an It's Raining series of sours this year, it will be quarterly, starting with **It's Raining Raspberries** (see page 22). The other fruits are to be announced.

### HT: Any GNA fun facts?

**MK:** As everyone, I'm sure knows, GNA won a silver medal at the World Beer Cup in 2016 for IPA. We have also won awards for Tie Dyed, Moose Juice and RVP at different contests. Our newest beer available all year is Double Orbit, a Double NEIPA. It has been around for about a year and is a solid 8.2% ABV.

.....

**"My favorite part of working at GNA is the fact I truly feel like it is a big family, and we are all striving for the same goals."**

.....

# Why You Should *BE SELLING*...

## Bevy Long Drink Brings Finnish Happiness to the States

**D**id you know Finland is the happiest country in the world? But what exactly makes the Finns so joyful? Maybe it's their pristine forests and crystal-clear lakes. Maybe it's the 23 hours of daylight they get in the summer. Or maybe, just maybe, it's their best-kept secret: the Long Drink.

The Long Drink – or lonkero, as it's known in Finland – was first created when the Finnish government commissioned a cocktail for guests attending the 1952 Summer Olympics. The country was preparing for many visitors, and they needed a drink that could be easily served in crowded bars and restaurants. A simple cocktail of gin, grapefruit soda and tonic was concocted and the Long Drink, the national cocktail of Finland, was born.

Now, through innovation like only they can do, Boston Beer brought this sparkling refresher to drinkers in the U.S. under the name Bevy Long Drink and it's already making waves.

**Bevy's new sparkling citrus refresher is made from a delicious and easy-drinking blend of citrus flavors and wild juniper berries, for an exceptionally thirst-quenching beverage that's perfect for any occasion.** Bevy Long Drink's initial styles are sweet, tart, refreshingly packed with flavor and 5.8% ABV.

"Drinkers are searching for the ultimate in refreshment, but also don't want to sacrifice taste. That's where Bevy Long Drink comes in," said Lesya Lysyj, Chief Marketing Officer for Boston Beer. **"It's cocktail-inspired, easy to drink and full-flavored, yet highly refreshing. It's unlike any beer or pre-mixed cocktail out there."**

While inspired by the traditional cocktail, **Bevy will be the first Long Drink-inspired beverage available in the U.S. that's made without spirits. Bevy Long Drink is made with an original malt base containing natural flavors and wild juniper berries.**

"The Long Drink cocktail is Finland's best-kept secret, but it's typically made with gin," said Lysyj. "Bevy Long Drink is our signature spin on this classic. **We developed a cocktail-inspired recipe, with all the citrus flavors and wild juniper berries and made it ready-to-drink from a can.** You get all the refreshing citrus flavor without the gin. But the best part is, you don't have to fly to Finland. You can just pick up a 6-pack at the store."

As a new beverage and first of its kind to this market, Bevy will have abundant resources to educate consumers and support the launch. "A cool part of the point-of-sale is that there will be a QR code on all the paper POS that consumers can scan and be given information on what Bevy is and what long drink is. Education is important when it comes to a new style," explains Pat Yanni, District Manager for Boston Beer. "Nationally, Bevy will see a \$10 million investment in 2022 with a digital-first strategy, including paid social, dedicated PR and an NHL sponsorship."

**"[Bevy is] cocktail-inspired, easy to drink and full-flavored, yet highly refreshing. It's unlike any beer or pre-mixed cocktail out there."**

**– Lesya Lysyj, Chief Marketing Officer for Boston Beer**



Bevy Long Drink is a refreshing, new take on the classic Long Drink cocktail, which was first crafted in Finland in 1952.

### Why Bevy?

- The beer landscape is changing. Younger shoppers consider the beyond beer category first and are looking for new varieties and flavors.
- The beyond beer category is expected to grow to 22% of beer sales in the next year (from 7% in 2017).
- Cocktail-inspired FMBs are growing faster (+27% in dollars) than full-flavored traditional FMBs (+4% in dollars).
- Bevy has all the attractive attributes of the beyond beer category – sparkling, full-flavored and cocktail-inspired.
- Available in two flavors (Sparkling Citrus Refresher & Sparkling Berry Refresher), Bevy is a modern evolution of the FMB with top-scoring packaging and taste.



Available in Citrus and Berry flavors, these sparkling refreshers are perfect for any occasion.

# New PRODUCTS

## Topo Chico Margarita Hard Seltzer Variety Pack



Discover a new side of hard seltzer with Topo Chico Hard Seltzer Margarita! Each flavor comes in at 4.5% ABV and features Topo Chico's mineral water with the bite of premium tequila flavor and natural haze from lime juice. This 12-pack variety of cans contains four authentic flavors: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**. **Availability:** Year-round, beginning in April

## Topo Chico Signature Margarita Hard Seltzer 24 oz. Cans

Welcome the newest member of the Topo Chico Hard Seltzer familia, Topo Chico Hard Seltzer Margarita! The 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 hint of salt. **ABV:** 4.5% **Availability:** Year-round, beginning in April

## Bevy Long Drink Variety Pack

Bevy Long Drink, inspired by the national cocktail of Finland, is now available in a 2/12 can variety pack!



Bevy blends natural flavors with wild juniper berries for a refreshing take on a classic favorite. Sweet, tart and packed with flavor, the Bevy Variety Pack includes: **Berry, Citrus, Orange** and **Lemon-Lime** Hard Citrus Refreshers. **Availability:** Now, year-round

## Truly Margarita Style Mix Pack

New Truly Margarita Style Hard Seltzer is a unique mix of refreshing hard seltzer and zesty margarita flavors at



5.3% ABV, with real ingredients like lime juice, agave and sea salt. The 2/12 slim can variety includes: **Mango Chili, Classic Lime, Strawberry Hibiscus** and **Watermelon Cucumber**. **Availability:** Now, year-round

## Sauza Agave Cocktails Variety Pack

Sauza has a rich history and has been a pioneer in tequila for more than 150 years, making them the right partner for Boston Beer Co. to bring an RTD tequila beverage to market. These are cocktail-inspired, premium malt beverages that weigh in at 8% ABV. They are not made with distilled spirits. The 12-pack slim can Sauza Agave Cocktails Variety includes: **Lime Crush, Tropical Twist, Strawberry Breeze** and **Black Cherry Smash**. **Availability:** Now, year-round



## Corona Hard Seltzer Seltzerita

Corona Hard Seltzer Seltzerita brings true hard seltzer innovation, with the bold flavors of a margarita balanced by the lightness of a sparkling seltzer. With a splash of real Mexican lime juice and sweetened with real agave and cane sugar, this hard seltzer was inspired by authentic margarita flavors. Corona Hard Seltzer Seltzerita will launch in a 12-pack 12 oz. can variety pack that includes bright, bold offerings including: **Classic Lime, Mango, Peach** and **Strawberry**, with Classic Lime also available in 24 oz. cans. **ABV:** 6% **Availability:** Now, year-round



## Woodchuck Brunch Box Variety Pack

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



# New PRODUCTS

## WhistlePig PiggyBack Barrel Aged Craft Cocktails



What happens when you let whiskey distillers cut loose on cans? You get PiggyBack Barrel Aged Craft Cocktails, an all-natural, slightly tart, barely sweet, and perfectly balanced beverage experience

to enjoy wherever your adventures take you. Drink From the Can & Enjoy the Ryed!

## WhistlePig Fresh Ginger Lime



Respect for tradition mixed with a willingness to turn it on its head just hit the libationary jackpot. Presenting Fresh Ginger Lime Rye Smash. Inspired by the Moscow Mule, it strikes a unique balance between the spicy warmth of ginger, a juicy citrus hit and a hint of 100% rye whiskey. And not just any rye

whiskey. Award-winning WhistlePig PiggyBack 100% Rye. It's slightly dry, like the best jokes. Generously effervescent. Like the best friends. The perfect drink before a barbecue or after a summer day. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

## WhistlePig Session Citrus Mint



Session Citrus Mint features the sweetness and tartness of a farm-fresh lemonade balanced with notes of WhistlePig PiggyBack 100% Rye and a hint of mint. It's the cocktail companion for floating down a river. Chilling on a porch. Or kicking off a memorable night at the grill. And it comes in a can. So, pop

open this tasty, carbonated drink made with barrel-aged lemons and let the good times roll. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

## WhistlePig Blackberry Lemon Fizz



It's not often you get to sip a drink of this caliber in a can and call it refreshing. Welcome to Blackberry Lemon Fizz, the upscale party in your hand that doesn't ask for anything more than a room with good music and friends. It's slightly sweet. Naturally effervescent and features floral

and berry notes doing a delicate balancing act with a touch of WhistlePig PiggyBack 100% Rye essence. Turn up the music, then turn up a can and let the notes of barrel-aged blackberry and lemon take your senses for a tour around. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

## Clown Shoes Above & Beyond Variety Pack

This brand-new variety pack from Clown Shoes features: **Space Cake Double IPA, Rainbows are Real Hazy IPA, Mango Kolsch and Bubble Farm American IPA.** **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



## Arctic Chill Oceanview Variety Pack

An ocean view is always at hand with Arctic Chill's brand-new year-round mix featuring four iconic Polar Seltzer flavors: **Pink Apple Lemon, Blackberry Mango, Ginger Lime and Raspberry Lime.**

**Package:** 12 oz. cans only **Availability:** Year-round, beginning in May



## Kit NA Brewing

In 2019, Rob Barrett made one of the best decisions of his personal and professional life: the choice to give up alcohol. In early 2020, Barrett met with Austin Street Brewery co-founder Will Fisher and the two decided to launch Maine's first exclusively non-alcoholic brewery.



The dream came to life as the two realized the current NA beer options were lacking; Barrett, two years sober and Fisher, exploring his own relationship to alcohol, thought that when it came to NA beer, Maine had something to say – and they could give the state a platform on which to do it. Kit NA Brewing launched in 2021 and after six months of development the brewery's flagship American Blonde was born. "On Your Mark" is the embodiment of Kit's commitment to making true craft beer without the alcohol – to be enjoyed by anyone at any time. Cheers!

## Kit NA On Your Mark Blonde Ale

On Your Mark is a tasty non-alcoholic brew with notes of citrus, pine and biscuity malt with a balanced bitterness. Brewed with Simcoe and Amarillo hops.

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



Non-Alcoholic!

# New PRODUCTS



## White Claw Surf

Introducing White Claw Surf! White Claw's unique patented Brewpure process and 18 months of flavor research have preserved all the typical "better-for-you" White Claw credentials, as well as delivering incredible liquids. White Claw Surf contains only natural flavors, has only 100 calories, 5% ABV, 2g carbs, no artificial colors and no stevia aftertaste. White Claw Surf delivers an elevated approach to more complex flavor combinations. Included in the 2/12 variety pack are: **Citrus Yuzu Smash, Tropical Pomelo Smash, Wildberry Acai Smash** and **Watermelon Lime Smash**. **Availability:** Now, year-round

## White Claw REFRSHR Lemonade Variety Pack



Now's the right time for White Claw, as the category leader, to define the taste benchmark for lemonade seltzer. This spring will see the launch of White Claw REFRSHR Lemonade in four refreshing, unique and exciting flavors, all just 100 calories, 1g carbs and gluten-free. The 12-pack can mix includes: **Limón** with a hint of Calamansi (a popular citrus fruit from Japan right down the Pacific rim to Australia, noted for its sharp citrus taste with the sourness of lime and sweetness of orange); **Blackberry** with a hint of red cherry, **Blood Orange** with a hint of black raspberry and **Strawberry** with a hint of kiwi. **Availability:** Year-round, beginning in April



## White Claw REFRSHR Iced Tea Variety Pack

White Claw REFRSHR Iced Tea is made with sustainably sourced, brewed tea certified by the Rainforest Alliance. It delivers fantastic, real brewed tea refreshment at only 100 calories and 1g of sugar. Included in the 12-pack can variety are four fantastic, gluten-free iced tea flavors: **Peach, Lemon, Strawberry** and **Mango**. **Availability:** Year-round, beginning in April

## Cayman Jack Margarita Pack

Made with fruit juice and agave nectar, Cayman Jack malt-based margaritas are now available in a 2/12-pack variety. The Cayman Jack Margarita Pack includes: **Margarita, Mango Margarita, Watermelon Margarita** and **Strawberry Margarita**. **Availability:** Now!



## Mike's HARDER Half & Half

While HARDER Half & Half is the perfect combination of tea and lemonade, it's also the perfect combination of the two fastest growing sub-segments in FMB: Tea and high ABV. **ABV:** 8% **Package:** 23.5 oz. cans **Availability:** Now, year-round



## The Finnish Long Drink



"Long Drink" is a top selling category of alcohol in Finland – a legendary taste that is now available in America. The roots of long drinks go back to the 1952 Summer Games in Finland, when the country of only 4 million people was still recovering from World War II.

Concerned with how to serve drinks quickly enough to all the visitors, the government commissioned the creation of a revolutionary new liquor drink and so the first long drinks were born. Now this legendary taste has finally been brought to America by the next generation of Finns who want the world to experience the refreshing and unique Finnish Long Drink.

## The Finnish Long Drink Traditional Citrus, Cranberry & Zero

The Long Drink is a refreshing citrus soda with a premium liquor kick. Unlike the seltzers made with fermented sugar, Long Drink is a true award-winning liquor that is smooth, refreshing and doesn't leave you with that full beer feeling. Long Drink comes in: **Traditional Citrus** with gin and natural grapefruit & juniper berry flavors added. **Cranberry** with gin and natural cranberry flavors. **Zero** made with gin and natural grapefruit & juniper berry flavors, zero sugar and only 99 calories. The last sip is as good as the first. **ABV:** 5-5.5% **Package:** 12 oz. cans only **Availability:** Now, year-round.



# New PRODUCTS

## Smirnoff Ice Neon Lemonades Variety Pack



Smirnoff Ice Neon Lemonades, at 4.5% ABV, are the perfect combo of sweet fruit flavor and tartness, packaged up in vibrant, hot Miami vibes. Smirnoff Ice is bringing a new take on the booming

lemonade trend with this 12-pack slim can mix which includes: **Smirnoff Ice Pink Lemonade**, wonderfully tart lemonade taste with hints of sweet raspberry and strawberry; **Peach Lemonade**, a refreshing balance of sweet peaches and tart lemons; **Pineapple Lemonade**, a combination of juicy pineapple and freshly squeezed lemon flavors and **Blue Raspberry Lemonade**, a refreshingly tart lemonade with a sweet blue raspberry finish. **Availability:** Year-round, beginning in April

## Smirnoff Seltzer Neon Lemonades Variety Pack



Smirnoff Seltzer Neon Lemonades are perfectly sweet and tart, at just 4.5% ABV. By combining the vibes of Miami with the hottest flavors, Smirnoff Seltzer is bringing a new take on the booming lemonade trend.

This 12-pack slim can mix includes: **Pink Lemonade Seltzer**, wonderfully tart lemonade flavor with hints of sweet raspberry and strawberry; **Peach Lemonade Seltzer**, a refreshing balance of sweet peaches and tart lemons; **Pineapple Lemonade Seltzer**, a combination of juicy pineapple and freshly squeezed lemon flavors and **Blue Raspberry Lemonade Seltzer**, a refreshingly tart lemonade with a sweet blue raspberry finish. **Availability:** Year-round, beginning in April

## Guinness 0 Non Alcoholic Draught

Brewed at St. James's Gate in Dublin (the home of Guinness), each pint is packed with the same quality Irish malt and roasted barley to deliver the remarkably smooth and bittersweet Guinness Draught Stout that you know and love, without the alcohol! **ABV:** 0.5% **Package:** 14.9 oz. cans only **Availability:** Year-round, beginning in April



## Lone River RanchRita

Lone River RanchRita is deliciously light-tasting, premium brewed, margarita-style beverage made with real lime juice and organic agave nectar steeped in far West Texas tradition. RanchRita leverages what consumers love about Lone River Ranch Water Seltzer (clean taste, high quality ingredients) and delivers a fuller-bodied flavor profile that's closer to the taste of a classic Margarita – the #1 cocktail in America!

**ABV:** 6% **Packages:** 12 and 23.5 oz. cans

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



## Sierra Nevada Sunny Little Thing

Bask in the Sunny Little Thing. This wheat ale is made with citrus for a radiant flavor that's bold yet easygoing, and balanced by a soft, smooth finish. **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round.



## High Noon Passionfruit

After successfully launching the Tropical Variety 8-Pack, High Noon Passionfruit is now available in an individual 4-Pack! Sweet and tangy passionfruit flavors with hints of bright citrus blended with vodka and sparkling water for a crisp, lively and sparkling drink. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## High Noon Lemon

High Noon Lemon has a tart and refreshing "true to fruit" lemon flavor for a crisp, delicious sip! Made with 5x distilled Midwest vodka, real fruit juice and sparkling water. Like all High Noon Sun Sips, 100 calories, no sugar added and gluten-free. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in May



# New PRODUCTS

## Spindrift Spiked



Spindrift likes their drinks like they like their fruit. Real. Which is why Spindrift took everything they learned about making Spindrift and set out to create an equally delicious spiked version.

Let's rewind. Spindrift's story starts in 2010, in founder Bill's kitchen. In an attempt to kick his soda habit, he created America's first sparkling water made with real squeezed fruit – no fake stuff. Ten years and 14 flavors later, Spindrift was ready to take on a new challenge.

Think of Spiked as the sequel to this story. Over the years, people have asked for it but Spindrift wanted to get it right. After a lot of (responsible) taste-testing, they created a spiked sparkling water made from an ultra-filtered cane sugar base and real squeezed fruit. It's the Spindrift you already love, plus a bit of ABV.

If there's one thing you should know, it's that the Spindrift team is obsessively involved with the entire process in the creation of Spiked. From visiting the family farms where they source the best-tasting fruit, to being on-site for every single production run, to tasting each and every batch. They treat Spiked the same way they treat Spindrift – with lots of care and attention.

## Spindrift Spiked Variety Pack

Yup, they finally did it. Spindrift Spiked – undeniably delicious, same real ingredients now with alcohol from cane sugar. For those vibrant, full of life moments when 4% ABV feels just right. Spindrift Spiked Sparkling Water Variety Pack comes in these four flavors: **Pineapple**, made with real squeezed pineapple, **Mango**, made with real squeezed mango, **Lime**, made with real squeezed lime and **Half & Half**, made with real squeezed lemon. **ABV:** 4% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Sugarlands Shine Cocktails

Sugarlands Distilling Company is the world's top-rated distillery experience ranked by TripAdvisor reviewers. Their distillery, based in Gatlinburg, Tennessee is nestled in the Great Smoky Mountains and welcomes over 1 million visitors



each year. They produce all of their award-winning spirits including Sugarlands Shine, Appalachian Sippin' Cream, Roaming Man Whiskey and High Rock Vodka. While their products are distributed across the United States, Sugarlands is just getting started in New Hampshire!

## Sugarlands One-Two Punch

Refreshing, lightly carbonated blend of tropical fruit including pineapple, coconut, citrus and a hint of cherry. Affiliated with and supported by national charity, Folds of Honor, honoring the families of fallen women and men of the U.S. Armed Forces. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Sugarlands Jammin' Peach

This lightly carbonated moonshine cocktail boasts the sweet and velvety taste of ripe summer peaches. Jammin' Peach was created in collaboration with world-renowned rock band, O.A.R., that has sold out concert venues such as Madison Square Garden and Red Rocks Amphitheater. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Jose Cuervo® Sparkling Margarita & Jose Cuervo Sparkling Paloma

Jose Cuervo® Sparkling Margarita is a ready-to-drink sparkling margarita made with Jose Cuervo® tequila, triple sec, natural lime and citrus flavors. It has a taste profile which balances lime, tequila with a hint of fizz. Jose Cuervo® Sparkling Paloma is a classic bubbly paloma cocktail in a can, made with Jose Cuervo®



tequila, triple sec, natural grapefruit and citrus flavors. The taste is a sweet bubbly grapefruit enhanced with agave and lime. **ABV:** 8% **Package:** 355ml cans only **Availability:** Year-round, beginning in April

# New PRODUCTS

## Smuttynose Hazy Kind IPA

From the Kind Series Offerings: Hazy Kind is a new take on the hot and trendy haze craze. Soft tropical notes



of orange and blueberry meld beautifully into a complex aftertaste of citrus and melon.

**ABV:** 6.5% **Packages:** 12 oz. cans and draught

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

## Smuttynose Double Kind DIPA



Double Kind is anchored by a sturdy yet subtle malt foundation, providing the perfect vehicle for the hoppy star of the show to shine through. Hopped throughout the brewing process with ample

amounts of Mosaic, this bold yet balanced double IPA is pleasantly hoppy, carrying flavors of mango, pine, and citrus with aromas of tropical and stone fruit. **ABV:** 8.5% **Package:** 12 oz. cans only **Availability:** Now!

## Smuttynose Tropical Sour Sampler

**NEW!** New Smuttynose Tropical Sour Sampler 8 Pk – featuring two each of **Pineapple, Passionfruit, Tangerine and Mango Sours**, these sessionable brews are made with real fruit. **ABV:** 4.2% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in April



## Seagram's Escapes Cocktails Variety Pack



At only 100 calories, but with the delicious, authentic taste of modern cocktails, Seagram's Escapes Cocktails appeal to the socially active adults who don't want life to get in the way of enjoying their success. This new variety pack delivers a mix

of familiar and emerging cocktails: **Grapefruit Paloma, Lemon Collins, Strawberry Margarita and Pineapple Mule.** **Availability:** Now, year-round

## Island District Paradise Pack

The Island District Paradise Pack is a perfect blend of new and original IDs. Created for all palette preferences. Escape to paradise as you crack open any of their



Vodka and Coconut Water based hydrating refreshers. Whether it be the **Tangerine Peach, Cranberry Mango, Blueberry Pomegranate**, or the OG **Guava Lime** – as the complimenting bubbles hit your lips with the perfect balance of sweetness that will send you straight to your favorite oasis. This fun in the sun, ready to serve cocktail pack is your one-way ticket to a guaranteed island escape. Enjoy tonight, share with friends and unlock better tomorrows. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in April

## Island District Vodka, Coconut Water, Blueberry and Pomegranate

Island District sparkling craft cocktails are made with all natural ingredients like real Vodka, Coconut Water, Blueberry and Pomegranate juices. Just crack and pour, and let your



tastebuds sail away on a midnight cruise. Complimented by just enough blueberry sweetness, a balanced splash of pomegranate and finished with a perfect level of bubbles to keep you smiling until happy hour and beyond. This better-for-you crafted cocktail, is an ideal choice for any occasion with your well-being in mind and better tomorrows on the horizon. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in April

## Liquid Death Sparkling Water Berry It Alive, Mango Chainsaw and Severed Lime

Liquid Death Sparkling Water doesn't just look like a beer, it is actually carbonated like a beer, and the taste of Liquid Death is less bitter and more thirst murderous than many other sparkling waters. These ruthless tallboys of flavored sparkling water are armed with agave nectar and natural



electrolytes to refresh your body and murder your thirst and come in these new flavors: **Berry It Alive, Mango Chainsaw and Severed Lime.** 100% sparkling water from the Alps and only 20 calories. #MurderYourThirst #DeathToPlastic **Package:** 16.9 oz. cans only **Availability:** Now, year-round



# New PRODUCTS



## Willie's Superbrew G.O.A.T. Variety Pack

The same Willie's Superbrew made with all real fruits and started by a surfer and a goat farmer, but they've redesigned their packing to better

express the soulful beverage experience

waiting for you in every pack. The G.O.A.T. Variety Pack is full of our original award-winning Superbrews: **Mango & Passionfruit, Blueberry & Lemon, Pomegranate & Acai** and latest addition, **Blood Orange & Hibiscus**. Each pack is powered by superfruits with nearly a pound of real fruit in every pack. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

# New PACKAGES

## Coors Pure Gets a New Look



The first USDA-certified organic brew from Coors will be flowing strong in 2022 with an all-new refreshed look. Inside each new can and pack, drinkers will find the same 0g sugar and 92

calories they've come to love. **Availability:** Now, year-round

## Coors Light Summer Packaging

This summer, blue mountains are a sign it's about to get more Chill than ever. When limited-edition Coors Light summer cans and aluminum pints turn as cold as the Rockies, a blue QR code is revealed to take drinkers



on a journey to summer Chill where they'll find the chance to win Chill experiences such as tube rides, salsa lessons and more! **Availability:** May

## Blue Moon Baseball Packaging

Blue Moon Belgian-Style Wheat Ale was originally crafted at Coors Field's Sandlot in Denver, Colorado, and this season they're shouting from the stands that this unique taste could only be born in a ballpark. Fans can pick up baseball packaging featuring ballgame-themed "Made Brighter" illustrations and baseball stitching added to the iconic moon logo. Fans



can also scan the diamond-shaped QR code on every pack to learn more about Blue Moon's baseball roots and unlock new DraftKings challenges for the chance to win baseball prizes every day! **Availability:** April

# New PACKAGES

## Miller Lite – The Original Red, White and Blue

The original light beer will be the centerpiece of every July 4<sup>th</sup> beer display this summer, thanks to the return of Miller Lite's iconic Americana packaging. Each striped and spangled secondary pack full of classic Miller Lite cans lets stores build impressive American flag displays – and lets shoppers bring home a little Americana of their own.

**Packages:** 12, 16 and 24 oz. cans **Availability:** May



## Leinie's Summer Shandy Packaging

Spotting Leinie's Summer Shandy on shelves is the official sign that summer has unofficially begun, and this year they're helping shoppers get their first taste of summer even earlier! Updated Summer Shandy displays showcase the new lemon fresh packaging by inviting everyone to bring their own summer whenever they're ready. **Availability:** Now!



## White Claw and Cayman Jack 19.2 oz. Cans Transition to 24 oz. Cans

Due to producers not being able to meet demand, this May, all White Claw and Cayman Jack 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:** Year-round, beginning in May



# New PACKAGES



## Corona Slim Cans

Corona is excited to announce the national transition of all 12 oz. can packages from standard to slim cans. The slim can format will reinforce the Corona equities of refreshing, premium and modern,

while improving the ability to merchandise with other core Corona family can packages. The transition to slim cans will also eliminate the use of single-use plastic rings on the Corona Extra 6-pack can, aligning with the brand's mission to reduce 1 million pounds of plastic across the business by 2025. **Availability:** Now, year-round

## Corona Light 24-Pack Slim Cans



With only 99 calories and 4.8g carbs, Corona Light is a pilsner-style lager for those seeking a uniquely crafted, flavorful and refreshing light beer taste. Corona is expanding its offerings of Corona Light 12 oz. slim cans to 24-packs to capture share

of the 12 oz. can opportunity, coupled with premium light beer large format growth. **Availability:** Year-round, beginning in April

## Clown Shoes Space Cake



This Double IPA features robust hop aromas that carry through to the strong juicy flavors of tropical citrus and has a whole new look! A sweet and strong malt backbone pairs with a subtle booziness to make Space Cake an approachable DIPA fit for an extraterrestrial odyssey. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## Clown Shoes Galactica



Galactica has a new look! Dry-hopped with Galaxy hops, this West Coast Style IPA carries on the tradition of IPAs highlighted by a balanced but resinous hop bitterness. A cavalcade

of expressive hops makes for a complex blend of hop notes that include tropical fruit, citrus and pine, all shining through over a clean malt backbone. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## Woodstock Mosaic Papaya

Mosaic Papaya got a new look! The feel for this can is a new laid-back kind of retro tropical scene. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Woodstock Lemon Blueberry

Lemon Blueberry 12 pk cans got a new look for the summer. Woodstock brightened the look, added some new and enhanced graphics. This package is perfect for the warmer months. **ABV:** 4.4% **Package:** 12 oz. cans only **Availability:** April



## High Noon Peach & Pineapple 700ml Big Cans

Capitalize on the growing large-format category with High Noon's new 700ml Big Cans in two of their top flavors – **Peach** and **Pineapple**.

Rated the #1 Best Tasting Hard Seltzer by The Tasting Panel Magazine and awarded Beyond Beer Company of the Year by Brewbound, High Noon is ready to GO BIG with consumers while driving increased revenue and trade-up for our trade partners. **ABV:** 4.5% **Package:** 700ml cans **Availability:** Now, year-round



## PRESS Premium Alcohol Seltzer Duo Pack

The new PRESS Duo Variety 12-pack showcases PRESS' top two requested flavors – **Blackberry Hibiscus** and **Pineapple Basil** – bringing fresh innovation to the alcohol seltzer category. Rotating seasonally, the Duo Pack allows PRESS consumers to access their favorite flavors

with convenience and ease. An updated package design and innovative easy-open top functionality increases the level of sophistication and distinguishability of this package for an elevated experience. **Availability:** Year-round, beginning in April



## 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 Summer Ale

Golden, hazy and thirst-quenching. This American citrus wheat ale is synonymous with summer. A blend of orange, lime and lemon peel creates a refreshing citrus aroma. Grains of paradise accent the crisp wheat character with a subtle spice that finishes clean. Iconic as it is refreshing, Summer Ale is just right for any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



### Samuel Adams Porch Rocker

Sweet, tangy and refreshing, this lemon radler was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Sam Adams' take on this style starts with a golden helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

### Samuel Adams Summer Squeeze Variety Pack



This 12-pack bottle variety features four easy-drinking beers for spontaneous summer occasions. Seasonal favorites **Summer Ale** and **Porch Rocker** are joined by VP exclusives **Beach Session IPA** and new **Tropical Wheat Ale**. **Availability:** Now!



### Angry Orchard Summer Party 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 (available in cans and bottles) 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. **Availability:** Now!

### Dogfish Head Mandarin & Mango Crush

Inspired by the classic Mid-Atlantic Crush cocktail, Mandarin & Mango Crush is a fruit beer brewed with a base of pilsner malt and fermented with loads of tart mandarin oranges and juicy Alphonso mangos. Refreshing and lightly sweet with a delightful, citrusy tartness and crisp, dry finish, it tastes like a sip of summer! Part of Dogfish Head's annual Off-Centered Art Series, Mandarin & Mango Crush features colorful label artwork by Max Mahn. **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** April



### Dogfish Head 120 Minute IPA



Unfiltered and abundantly hoppy, 120 Minute IPA is the Holy Grail for hopheads! Making its return with all-new label artwork, this continually hopped Imperial IPA is brewed with a copious amount of high-alpha American hops throughout the boil and whirlpool, and then is dry-hopped with even more hops. Clocking in at 15-20% ABV, 120 Minute IPA's high ABV makes it an excellent candidate for aging. **ABV:** 15-20% **Packages:** 12 oz. bottles and draught **Availability:** April

### Truly Hard Seltzer Poolside Variety Pack

Turn up the music and kick back with Truly's new limited-edition 12-pack slim can variety, inspired by Grammy winner Dua Lipa. This summer mix is chock-full of fun, cocktail-inspired seltzers including: **Strawberry Melon Fizz**, **Orange Peach Fizz**, **HIWI Mojito Style Seltzer** and **Piña Colada Style Seltzer**. **Availability:** May



# Seasonal SELECTIONS

## Allagash Seconds to Summer



If the sun is out and your schedule is clear, this easy-drinking lager is for you. Seconds to Summer is brewed with traditional hops from the Czech Republic and fermented with Belgian yeast for a crisp, refreshingly hoppy flavor. With this can in hand, summer is just a sip away. **ABV:** 4.5% **Packages:** 12 oz. cans and draught **Availability:** Mid-April



## Harpoon Summer Vacation



From Chatham to Winnepesaukee to Lake Champlain, New England is home to endless summer vacation destinations and no lineup of beers will pair better with your New

England summer adventures than Harpoon's Summer Vacation mix – featuring Harpoon's ultimate cooldown companion **Rec. League**, new **Summer Style**, classic **Camp Wannamango** and mix-pack exclusive, **Citrus Session Harpoon IPA**. **Package:** 12 oz. cans only **Availability:** Now!



## Harpoon Summer Style

No matter how fresh your 'fit is, this New England blonde ale is instant summer style. Inspired by the classic Keller Kolsch – one of the original hoppy hazy beer styles – but dry-hopped with a blend of modern German and American hops.

**ABV:** 5% **Packages:** 12 oz. bottles, cans and draught **Availability:** Now!

## Harpoon Camp Wannamango



Harpoon's fan favorite mango pale ale – back for a limited time so folks can get their fix! Brewed with fresh mango puree and a tropical blend of modern, juicy hops for the perfect amount of fruity refreshment. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** May

## UFO Splashdown

Splash down with UFO's summer mix pack. Featuring some fun seasonal flavors including summer seasonal, **Georgia Peach** and a new mix-pack exclusive, **Watermelon World**, made in collaboration with renowned chef Andy Husbands. **Package:** 12 oz. cans only **Availability:** Now!



## UFO Georgia Peach

Refreshing with the right touch of sweetness, this easy-drinking and flavorful hazy wheat beer will abduct your thirst with fresh peach flavor. **ABV:** 4.8% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Mike's Hard Pineapple Passion Fruit



Sweet, juicy pineapple notes are perfectly balanced with tropical passion fruit in Mike's newest seasonal. With just the right balance of sweetness

and tartness, every sip is extremely refreshing and drinkable.

**ABV:** 5% **Package:** 12 oz. bottles only **Availability:** May



## Sugarlands Iced Tea Lemonade Partner of the Boston Red Sox & Championship PGA

Sugarlands lightly carbonated Iced Tea Lemonade Moonshine Cocktail delivers vibrantly bright lemon combined with sweet black tea, perfect straight out of the can.

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



# Seasonal SELECTIONS

## Smuttynose Fruit Punch Sour



Fruit Punch Sour! Overflowing with pineapple, orange and cherry flavors this is one sour that really packs a pucker punch. Fruit Punch Sour, like all Smutty sours, represents years of kettle-sour brewing expertise, meaning it's safe for your draft lines without sacrificing any flavor or quality. And as always, Smuttynose proudly features 100% real ingredients. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** April

## Hobbs Cold Brook



The flavor of a NEIPA that drinks like a lager, Cold Brook is smooth, crisp and loaded with hop flavor and aroma from a generous dry hop. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!

## Hobbs Lake Life



Lake Life is a classic American pale ale brewed with Citra and Simcoe hops, lending a bit of citrus and pine to a slightly malty and sweet backbone. **ABV:** 5.9% **Package:** 16 oz. cans only **Availability:** Now!

## Narragansett Del's Black Cherry Shandy

A crisp and thirst-quenching combination of 'Gansett's award-winning Lager and natural black cherry flavor, this shandy has just the right balance of malty sweetness and cherry tartness to deliver an experience as refreshingly different as a Rhode Island sunset. **ABV:** 4.7% **Package:** 16 oz. cans (and in the Del's Variety Pack) **Availability:** Now!



## Narragansett Del's Variety Pack



Del's Variety Pack is being refreshed this year. New **Black Cherry Shandy** will replace Mango Passionfruit Shandy and join **Lemon Shandy** and **Watermelon Shandy** in the 2/12-pack (4 cans of each). **Availability:** Now!

## Greater Good BIGG SUMMER



BIGG SUMMER is a New England IPA best paired with sandy toes, or campfires by the lake. The Galaxy, and Sabro hops provide clean citrus, coconut and stone fruit aromas, matched perfectly with bountiful amounts of fresh pineapple. This juice-bomb is the perfect summer sipper! **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Night Shift All the Peels

A tart, bright, easy-sipper, All the Peels is a wheat ale with orange peel, grapefruit peel and lemon peel. Pouring gold with a fluffy white head, All the Peels has notes of spicy clove, ripe banana, light bubble gum, and bread dough. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** April



## Night Shift Haze Maze

Welcome to a maze of haze. This rotating double dry-hopped DIPA series is Night Shift's exploration of hazy, hoppy complexity. Each new batch features a unique hop combo, offering maze after maze of juicy flavors to explore. Batch #04 is brewed with Mosaic and Citra Hops. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** May



## Night Shift Proud

Night Shift is proud to be an ally to the LGBTTQQIAAP community. From their staff to their drafts, to each and every person that enjoys their products – all styles are always welcome. In celebration of Pride Month, Night Shift shares this beer with you. This year a portion of Night Shift Proud's proceeds will be donated to Fenway Health. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** May



# Seasonal SELECTIONS

## Two Roads Peach Jam



This refreshing wheat ale is brewed with 100% real peaches and a hint of hibiscus. Peach Jam is a most appealing brew with an inviting, jammy fruit flavor enhanced by a subtle tartness from the hibiscus. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** April

## Two Roads Pineapple Mango Gose



Pineapple Mango Gose is a sour with a rich blend of tropical fruit notes with hints of pineapple, mango & guava. With pleasing tartness, it's a tropical twist on a refreshing fruit gose. **ABV:** 4.8% **Packages:** 16 oz. cans and draught **Availability:** April

## Two Roads Stratcity



Brewed with 100% Strata hops, this hazy, juicy IPA is bursting with mango, passionfruit, pear, strawberry, honeydew melon and pine aromas. **ABV:** 7.0% **Packages:** 16 oz. cans and draught **Availability:** May

## Two Roads Road Jam



Road Jam is fruity and refreshing with distinctive flavors and aromas of real raspberries and a touch of lemongrass. **ABV:** 5.0% **Packages:** 12 oz. cans and draught **Availability:** May

## Two Roads Mega Juicy Hazy Imperial IPA



**NEW!** Mega Juicy Hazy Imperial IPA has tropical fruits including banana, pineapple and mango, bright citrus and melon and some sweet bubblegum against a soft malt backdrop. **ABV:** 10.2% **Packages:** 16 oz. cans and draught **Availability:** May



## Sierra Nevada Summer Break Session IPA

Drop into summertime stocked with a session hazy IPA brewed for long days of play. Fruit-forward hops come together to contribute to juicy tropical notes and inviting aromas of mango and passionfruit. **ABV:** 4.6% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Sierra Nevada Hoppy Sampler Pack

As the warm months approach, 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**. The newest Sampler Pack, which will replace the current Sampler Pack, will bring a smile to those wishing to sample the faithful and the new from Sierra Nevada. **Availability:** April



## Moat Mountain CALL IT A DAY! Double IPA



Moat Mountain definitely took their time perfecting this recipe for those who enjoy the pleasures of a delicious East Coast Style Double IPA. Pineapple, tangerine, melon and stone fruit permeate this tasty double dry-hopped ale with a pleasant soft bitterness and clean finish. Get ready to CALL IT A DAY! **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** April



## Moat Mountain Clockwork Mandarinina

Clockwork Mandarinina New England Pale Ale is a lower alcohol version of a New England IPA with a more present maltiness, despite the 3 pounds of hops per barrel. Aromas of tangerine citrus and grapefruit peel are followed by a hint of sweetness as the flavors hit your tongue. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** May



# Seasonal SELECTIONS

## Great North It's Raining Raspberries



It's Raining Raspberries is a sour ale with raspberries and is part of the It's Raining series, with GNA quarterly releases. GNA brewers and QC team worked on this project for over 6 months. They started with developing a base Berliner Weisse and served it in their Tasting Room with different house-made syrups. No surprise that classic raspberry was a guest and staff favorite. GNA then set out to add fruit during the fermentation process to recreate as much raspberry flavor as possible, while having a stable package. **ABV:** 4.2% **Package:** 16 oz. cans only **Availability:** Now!

## 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. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** May

**NEW!**

## Seagram's Escapes Italian Ice Variety Pack

No need to wait in line for your favorite Italian ice flavors! Seagram's Escapes Italian Ice Variety Pack is back for another summer! Featuring **Cherry**, **Blue Raspberry** and **Mango** Italian Ice! **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** April



**NEW MANGO FLAVOR**

## Woodstock Gnosh Double Amber Ale



The Woodstock Inn Brewery is celebrating their 40<sup>th</sup> anniversary this year. On Christmas Eve, 1982, Scott Rice opened the Woodstock Inn. The Inn only had 4 rooms and there was only a small bar and restaurant. The Brewery was added in 1995. They started as a brew pub, and Woodstock Inn Brewery was the third craft brewery to open in New Hampshire. People loved the beer and the experience of hanging out in a brew pub. In 2012, a 30-barrel production system was added, as well as a function room and new tap room. They are adding 4 new quarterly releases for 2022. Each of these unique beers is a spinoff of their business and culture at the Woodstock Inn Brewery.

The first release is called Gnosh Double Amber Ale, which is red in color, has some citrusy notes from the hops but has a smooth malt/hop balance that finishes with caramel sweetness. Gnosh Double Amber Ale is a nod to Woodstock's first beer they made, Red Rack Ale. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Bent Water Supercharger



Bright citrus and tropical fruit (mango & orange), floral undertones with a touch of pine. Smooth, full mouthfeel with a touch of bitterness to balance the slight malt sweetness. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Bent Water Dortmunder



Bent Water's Dortmunder is somewhat maltier and a darker gold than a pilsner and balanced by a solid hop bitterness and noble hop aroma. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



# Seasonal SELECTIONS

## Perfect for the Season & Made in NH



### Great Rhythm Squeeze IPA

Squeeze is a hazy double dry-hopped New England IPA with juicy flavors of fresh squeezed tangerine. **ABV:** 5.7%

**Packages:** 16 oz. cans and draught

### Northwoods Landlocks & Brookies

This pale ale is fermented with the Juggernaut Kveik blend. Pale malt and oats set the base with a whirlpool addition of Azacca. Dry-hopped with Azacca and Ekuanot. Notes of peach rings, papaya, pineapple and lime makes Landlocks & Brookies a year-round favorite. **ABV:** 5% **Packages:** 16 oz. cans and draught



### Great North Tie Dyed



Tie Dyed is a sessionable pale ale that's aromatic and refreshing. Brewed with Citra, Amarillo and Cascade hops, this lively beer is light, crisp and packed with flavor. Tie Dyed received a First Place in the American Pale Ale category at the 21<sup>st</sup> Annual Great International Beer, Cider, Mead & Sake Competition. **ABV:** 5.4% **Packages:** 12 oz. cans, 16 oz. cans and draught

### Lithermans Misguided Angel

Misguided Angel is Lithermans flagship New England IPA brewed with Golden Promise, Vienna and wheat malt, and oats. It is then double-dry-hopped with Citra, Simcoe and Mosaic. Fermented with an expressive British yeast strain to amplify the citrus and tropical hop character. **ABV:** 7.5% **Packages:** 16 oz. cans and draught



### Fabrizia Italian Breeze



Italian Breeze canned cocktails are proudly made in New Hampshire using only real ingredients and offers an explosion of cranberry and raspberry flavor! Made with award winning Fabrizia limoncello. **ABV:** 7% **Package:** 12 oz. cans only

### Fabrizia Blood Orange Vodka Soda



Proudly crafted in the great state of New Hampshire, Fabrizia's Blood Orange Vodka Soda is made with fresh blood oranges and offers a crisp refreshing flavor perfect for any day! 100 calories and only real ingredients place this vodka soda in a class of its own. **ABV:** 4.5% **Package:** 12 oz. cans only



### Tamworth Distilling White Mountain Lemonade

White Mountain Lemonade is a sparkling, tart and tangy canned cocktail made with real distilled vodka and natural lemon flavors. These zesty beverages are delicious straight from the can or poured over ice and

offer a natural alternative to other ready-to-drink cocktails. **ABV:** 6% **Package:** 12 oz. cans only



# Programs

## Coors Light and TravisMathew Signature Gear

Lifestyle golf brand TravisMathew has been soaring to new heights ever since it was founded in 2007, and now the brand that's been embraced by celebrities (Mark Wahlberg and Chris Pratt) and athletes (Matt Ryan, Jimmy Garoppolo, world's #1 golfer Jon Rahm) has created a signature line of gear that's perfect for an afternoon on the links or grabbing some Chill in the clubhouse.



## Celebrate the Spirit of Cinco with Topo Chico Hard Seltzer

This Cinco, the Mexican flavors of Topo Chico Hard Seltzer will bring everyone authentic ways to celebrate one of Mexico's most storied traditions. Messaging featuring custom Papel Picado visuals will draw in shoppers, while scannable codes on every display will lead them to countless authentic recipes for all their Cinco hosting needs thanks to the brand's newest partner, Chicory.



## Keystone Light and Realtree Summer Camo Collection

Keystone Light and Realtree are teaming up to make sure nobody has to hunt for a cold one this summer. POS features a brand-new Realtree camo pattern created just for Keystone Light and shows shoppers the only way fans can get their hands on it. Scan codes on POS for the chance to instantly win a hat, cooler, fishing shirt and more gear featuring the exclusive pattern.



## Blue Moon Makes Summer Brighter

No matter how people spend the summer, Blue Moon can make it brighter! Whether they are dancing at a festival, relaxing by the water or cheering at the ballpark, scanning Blue Moon POS will unlock a spin wheel for chances to instantly win prizes that make all three occasions even brighter! And, for the month of the solstice (6/21), everyone can celebrate even more with the chance to win \$621 in beer money!

# Programs



There are certain moments where only a beer will do – and we call that summer. And to celebrate the season that beer was made for, Miller Lite is celebrating beer loud and proud all summer. Drinkers can scan POS anywhere they find original light beer to unlock exclusive offers for every summer holiday and chances to have Miller Lite pick up their tab!



## Miller Lite Pride

Miller Lite knows a thing or two about originality, and this year they're helping everyone be proud of their authentic, original selves. Limited-edition LGBTQ+ visuals feature can designs inspired by the colors of progress and identity flags and raise awareness of Miller Lite's partnership with the Equality Federation.



## Pass the Summer Vibez

This summer, Vizzy fans won't just be sharing the bold flavors of their favorite hard seltzer made with antioxidant vitamin C – they'll also be passing the Vizzy Vibez! When drinkers scan any Vizzy can, they'll unlock positive messages and have the chance to win cold hard cash with every share.



## Great Round, Great Taste

Every round of golf and every round of beers can be served with great taste thanks to the 96 calories of the original light beer. Miller Lite is bringing the excitement of the links into every store with golf cart case stackers, dimensional golfer standees and putting green floor mats.



## Tastes Like Beer, Lemonade and Summertime

Nothing says summer like Leinie's Summer Shandy, and now shoppers can find more summer fun everywhere they find the unofficial flavor of summer! Scan Summer Shandy POS everywhere for the chance to spend summer Leinie's style with your own inflatable Leinie's lemon.



## Summer as Italians Do

When shoppers pick up the crisp, refreshing taste of Peroni Nastro Azzurro, they'll unlock the secret to a truly Italian summer all around them. When shoppers scan POS on displays, they'll sign up for alerts and reminders for authentic Italian ways to enjoy summer with prizes, offers and inspiration all summer long – from local Italian eatery guides, \$10 to craft mid-summer Peroni cocktails or even their own authentic Italian pizza oven!

# Programs



## Corona de Mayo

Corona can't wait to see consumers on Cinco for the brand's most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, look out for a high-profile TV spot during the NFL draft, plus additional digital and social support to drive relevance between Corona and Cinco celebrations.



## Modelo Celebrates What We're Made Of

As the #1 import beer of Cinco de Mayo, Modelo is celebrating what we're made of, with its all-new Viva Modelo campaign, featuring iconic mosaic tile creative that brings renewed life to the Cinco celebration. As the authentic beer of choice for Cinco de Mayo celebrations, Modelo's TV and media plan will include high profile English and Spanish language TV, and a strong social and digital presence. Modelo is partnering with 5 top Mexican American Chefs – from restaurateurs to bloggers and food truck entrepreneurs. Each chef will share how they use food to showcase their modern Mexican culture with the world.



## Fiesta Further with Pacifico

Pacifico believes Cinco de Mayo is more than just a day. It's being in the moment. It's getting together and raising your glass (or bottle) to the independent spirit in you. This year, Pacifico is celebrating in a big way and encouraging consumers to Fiesta Further with updated creative featuring bright, bold visuals from award-winning illustrator Daniel Diosdado. National TV launches in April, plus increased national digital support, resonating with millennial and LDA Gen Z consumers alike.

# Programs



**WIN A TRIP TO THE 2023 KENTUCKY DERBY**



PROUD PARTNER OF THE KENTUCKY DERBY



SCAN TO ENTER FOR A CHANCE TO WIN

## Win a Trip to the 2023 Kentucky Derby with White Claw

This April and May, consumers can scan a QR code on themed White Claw POS to enter-to-win a trip to the Kentucky Derby in 2023!

## Smirnoff Ice and Smirnoff Seltzer Summer Flavor Fest Sweeps

Smirnoff Ice and Smirnoff Seltzer are doing what they do best: flavors and fun! From May 1<sup>st</sup> through September 10<sup>th</sup>, consumers will have a chance to win the ultimate concert experience! The Summer Flavor Fest Sweepstakes will award one lucky grand prize winner with a trip for six to the concert of their choice, complete with airfare/ accommodations, limousine service and spending money. The first-place winner will receive a trip for two to the concert experience of their choice and 100 winners will receive a JBL pillbox speaker! Dynamic POS communicates the program and features any number of Smirnoff Ice and Smirnoff Seltzer current and new flavors, anchored by a bright Smirnoff concert tour bus mass stacker display centerpiece.



**WIN A PERSONAL WATER CRAFT**



Win a Personal White Claw Water Craft

From May through July, White Claw is offering consumers the chance to win a personal water craft or exclusive White Claw Hard Seltzer water sports gear, simply by scanning a QR code on themed POS.



**SMIRNOFF SUMMER FLAVOR FEST**

COOL *Classic*

SMIRNOFF ICE SMASH RED, WHITE & BERRY

FLAVORS FOR THE PEOPLE



*O.G. Classic*

SMIRNOFF ICE ORIGINAL

FLAVORS FOR THE PEOPLE



*SUNSET Sipping*

SMIRNOFF SELTZER

Pink, Peach, Blue Raspberry, Pineapple

FLAVORS FOR THE PEOPLE



**SMIRNOFF SUMMER FLAVOR FEST**

*New HITS*

SMIRNOFF ICE

Mango Chili, Pineapple Jalapeno, Spicy Tamarind, Spicy Margarita

FLAVORS FOR THE PEOPLE

# Programs



## Scan to Win a Willie's Superbrew Cooler

Willie's Superbrew is celebrating the GOATs that make them greatest hard seltzer by giving away custom Willie's Superbrew Igloo coolers made of recycled plastic. Consumers can scan a QR code to win now through May 31<sup>st</sup>! In-store displays will let Willie's fans know how to enter for their chance to win!

Wanna keep your Superbrews cold in this **cool Igloo, recycled-plastic cooler?** Cool. Scan to enter.



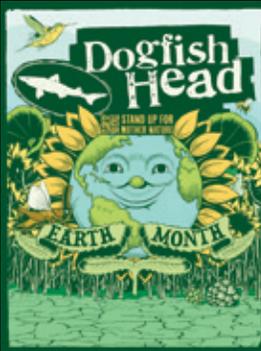
21 GREATEST TASTE MEDALS & COUNTING, 21 REASONS TO KEEP EM' COLD.



WIN ME!  
I'M MADE WITH RECYCLED PLASTIC.

## Dogfish Head Celebrates Earth Month

Aligning with the cultural moment of Earth Month, Dogfish Head's "Mother Nature, Let's Do This!" retail program is returning for a second year this April with an even more impactful approach, including eco-conscious brand collaborations, thoughtfully sourced and designed POS materials and a call-to-action that encourages drinkers to give back. On-premise, Dogfish Head will work to drive features of 60 Minute IPA and Hazy-O! by utilizing Earth Month POS and offering a special sweepstakes to consumers. Off-premise, the brand will focus on driving displays of its variety 12-packs alongside 12-packs of its core products, 60 Minute IPA, SeaQuench Ale, Slightly Mighty and Hazy-O!



# Rethinking RETAIL

## Don't Waste Your Space

Maximize profits with a tailor-made space optimization program.

NASA says space is infinite, but in retail we know that space is more limited than ever. **That's why top U.S. breweries have their best analysts evaluating consumer shopping habits to develop space allocation programs – the most effective tool in your arsenal to increase sales of highly-profitable, single-serve packages.** With summer approaching, there's never been a better time to reset the cooler box, allocating more space to big earners.

However you choose to approach your reset, **allocating space is all about finding the right ratio of velocity & margin** – products that make money because they move fast vs. products that make money because they bring in more dollars per unit – and allocating shelf space accordingly. Some programs give more weight to high velocity items, while others focus on the SKUs that have more bang for the

buck. **Ultimately, the goal is to find the right mix of products that make your customers happy while increasing profits. Single-serve packages are high-margin items, averaging 35 – 45%, so an optimized assortment is a game changer.**

That mix must be evaluated often, but it's a lot easier to nail down when you have the right data at your fingertips, and the right tools to collect it. If your business has a POS system and detailed digital records, you're ahead of the game because you can review sales history. But if you don't have that kind of resource, **Amoskeag Sales Reps are available to create a shelf set that will enhance the profitability of your business no matter the size, location or customer base.** Within our company, there is always a familiar face who knows your business and is willing to lend a hand. It's what we do.

## NH SINGLE-SERVE DATA AT A GLANCE

**“The single-serve segment represents 30% or more of the package mix in the c-store channel.** We have seen the grocery channel take advantage of this growth with the sets this spring. Some grocery stores have increased the single-serve offering significantly, allocating space four times greater than last year. The single-serve segment's biggest opportunity for retailers is the full margin they can make on these packages and the volume is incremental to the overall beer sales,” says Jim Williams, VP National Sales at Amoskeag.

**“In New Hampshire, most of the single-serve volume is in 24 oz. cans with 19.2 oz craft singles really starting to expand as well,”** says Matt Cummings, Chain Sales Manager for Amoskeag.

## Best-Selling Single-Serves

Here are some best-sellers to help in your selection process.

Twisted Tea Original 12/24 oz. can	Redds Wicked Apple Ale 12/24 oz. can	Keystone Light 12/24 oz. can
Twisted Tea Half & Half 12/24 oz. can	Coors Light 12/24 oz. can	Corona Extra 12/24 oz. can
Icehouse 12/24 oz. can	Twisted Tea Peach 12/24 oz. can	Steel Reserve Spiked Watermelon 12/24 oz. can
Steel Reserve 12/24 oz. can	Mike's HARDER Black Cherry 12/23.5 oz. can	Sapporo 12/22 oz. can
Mike's HARDER Lemonade 12/23.5 oz. can	Fosters 12/25.4 oz. oil can	Miller Lite 12/24 oz. can
Twisted Tea Raspberry 12/24 oz. can	White Claw Mango 12/19.2 oz. can	Corona Refresca MAS Mango Citrus 12/24 oz. can
Truly Hard Seltzer Wild Berry 12/24 oz. can	Pabst Blue Ribbon 12/24 oz. can	Cayman Jack Margarita 12/19.25 oz. can
White Claw Black Cherry 12/19.2 oz. can	Smirnoff Smash Red White and Berry 12/23.5 oz. can	Blue Moon Belgian White 12/24 oz. can
Labatt Blue 12/24 oz. can	Smirnoff Smash Screwdriver 12/23.5 oz. can	Dogfish Head 60 Minute IPA 12/19.2 oz. can
	Truly Hard Seltzer Strawberry Lemonade 12/24 oz. can	

Play the “hot hand” (recognizable, best-selling brands) and arrange them by segment & price point, from high dollar to low dollar.



# AMOSKEAG

• BEVERAGES •

510 Hall Street  
Bow, NH 03304-3105



## Corona is the Official Import Beer of Major League Baseball

This season, Corona refreshes American's pastime, bringing energy and optimism and inspiring fans to live every inning to the fullest. As an Official MLB partner, Corona will be able to feature MLB marks nationally, leveraging these marks across broadcast/TV, digital, social, radio, retail and print. Activated brands include Corona Extra, Corona Premier, Corona Hard Seltzer and Corona Refresca. Stay tuned for national retail programming kicking off later this year around the MLB All-Star Game and the postseason. More details to follow!



## The Premier U.S. Open Experience

Corona Premier is back for year four of its partnership with the U.S. Open. This year, Corona Hard Seltzer will also be joining in on the fun! The 2022 tournament takes place at The Country Club in Brookline, Massachusetts from Thursday, June 13<sup>th</sup> through Sunday, June 16<sup>th</sup>. Corona is offering consumers a chance to win tickets to the tournament or experience the premier golf experience wherever they are with prizes from partners GolfNow and TravisMathew. Corona Premier is launching a robust multi-channel media campaign to recruit new drinkers and drive momentum for the brand. Highly targeted media placements include on-air presence during the PGA Championship and U.S. Open, as well as an on-site sponsorship of American Century Championship.