

Fall 2022 | V.41

AMOSKEAG BEVERAGES

Heady Times

GEN Z

CONSUMERS
COME OF AGE

AND THE BOSTON BEER CO.
HAS JUST WHAT THEY'RE SEARCHING FOR



Delivering Excellence Seasonals Industry Spotlight New Products Programs

STORMALONG CIDER | FALL SELECTIONS | PUMPKIN BEERS RING IN THE SEASON



SOME OF US MAY BE HAPPY TO LEAVE BEHIND A SUMMER OF RECORD breaking temperatures and ease into more of the flannel-sweater weather, but sometimes this can lead to a big dose of summer remorse. Where did the summer go? Most of the summer beers are scarce on store shelves. Though it isn't officially fall until September 22nd, it's time to check out the fall seasonal lineup of beers and ciders. Amoskeag offers a stellar variety of Octoberfests, darker porters, harvest ales, pumpkin inspired brews and tasty ciders.

No matter what style you favor, light lagers or heavy stouts and everything in between, Amoskeag has some exciting new releases (and welcome re-releases) sure to make the transition to fall that much easier. Check out the Seasonal and New Product sections in this issue of *Heady Times*. We are also excited to welcome Notch Brewing and Cushnoc Brewing to our family of suppliers.

Along with the fall foliage and the changing colors of leaves, Amoskeag is also doing a little changing. You might have already noticed our new logo on our delivery trucks and on our employee wearables. Stay tuned for the unveiling of our newly designed website, which is coming soon.



Whether you're carving Jack O' Lanterns or watching your favorite scary movie, we wish you a successful fall selling season and time spent with family and friends.

As always, we thank you for your continued partnership.

Scott & Ed

Scott Proulx
VP of Sales

Ed Murphy
President

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Delivering THE TASTE OF EXCELLENCE

Amoskeag People Get The Job Done

Liz Scharf

Craft Account Specialist

What's your title and what does your job entail? I am a Craft Account Specialist. I work with our reps and craft-focused accounts to educate them on our craft portfolio and help curate their draft lists. I also work with our supplier reps to help them reach their distribution goals.

What did you do before starting at Amoskeag? I began working in the beer industry in 2010 as the beer buyer at a craft beer bar called the Barley Pub. From there, I went on to work as a rep for Smuttynose Brewing Co. for almost seven years.

If you could be in the Olympics, what would be your sport? I have always been in awe and mesmerized by the sport of gymnastics.

Where would you go on a dream vacation? I would love to go to Barcelona, Spain, so I could see the architecture of Antoni Gaudi. I think his work is fascinating.

If you could have a superpower, what would it be? Teleportation so I could travel anywhere in the world in an instant.

Can you share a fun fact about yourself? I absolutely love Halloween! I am on the board, or "Coven", as we like to call it, for the Portsmouth Halloween Parade. If you do a web search for Best Halloween Parades, Travel Channel lists it as one of the top 10 Halloween parades in the country.

Favorite movie or book? My favorite movie is *Fear and Loathing in Las Vegas*, which also happens to be one of my favorite books. The soundtrack to the movie is also fantastic.

William Sweatt

Driver

How long have you been with Amoskeag? And what do you like most about your job? I started this past February as a Driver Helper but just recently passed the CDL Training Class and have acquired my CDL B certification from the State of NH DMV, so now I am officially a Driver with Amoskeag. The people here are great! And although my work is physical, it's not as hard as my last job (I know the guys don't like it when I say this!), LOL.

What did you do before this job? I worked at the Walmart Distribution Center.

What do you like to do in your free time? I love spending time with family and coaching my two boys in baseball and basketball. I also have an interest in photography.

Where would you go on a dream vacation? I'd love to explore Alaska. I am not a warm weather person and I know I would enjoy the Alaskan climate. Sightseeing and taking photos of the amazing scenery would be great.

If you had a talk show, who would be your first 3 guests? I'd have to have my 2 favorite athletes of all time, Michael Jordan and Lawrence Taylor. I guess my third guest would be Ken Griffey Jr.



Who was your childhood crush?

Jonathan Taylor Thomas, or as he is most commonly known, JTT.

If you were stranded on a desert island what 3 things couldn't you live without?

My partner Kevin, a solar-powered radio so we could listen to music and Liars Bench No Dice Pilsner to quench our thirst.



Favorite movie? That's easy, I love the movie *Slap Shot*. It's been around a while (it came out in 1977, the year I was born) but I never get sick of watching it.

Gen Z Consumers Come of Age

Thirsting for flavor, face-to-face fun and products that are “real,” the next generation of LDA consumers aren’t just drinking less, they are drinking *different*. And The Boston Beer Company has just what they are searching for.

Back in July, the knowledgeable people of Boston Beer got on the phone with Heady Times’ staff writers. The conversation was all about Generation Z and how they purchase alcohol. The take-away is this: **The beverage has to suit the occasion & the occasion is mostly an afternoon affair.** Here’s the rest of what they had to say...

“I think young drinkers today are kind of like cross-drinkers. They like seltzers. They like craft beer and they are all about convenient, ready-to-drink canned cocktails with lots of flavor,” began Sam Calagione, the founder of Dogfish Head Brewery, a company that is arguably one of the OG breweries dedicated to flavor. “And it’s never been a better time to be a lover of diverse beverages.”

“Absolutely. But for me, what’s really interesting is not just what they are drinking,” chimed in Dave Burwick, BBC’s President and CEO. “It’s *when* they are drinking. It’s much earlier in the day. Late-night drinking is less of a thing with this age group. So, thinking ahead to the fall and what Gen Z is likely to purchase, this is what retailers should take to heart. The occasion is likely to be something like a tailgate. It takes place in the afternoon and it’s going to last for hours, so the beverages they bring to the party are easy-to-drink, approachable and lower in alcohol. The sweet spot is between 4% & 5% ABV.”



[Think of an approachable beverage as something with a taste that isn’t too complex. It’s straight forward and refreshing like an **Octoberfest** lager, **Twisted Tea** or the reformulated **Truly** made with real fruit juice for lots more flavor. It’s not an Imperial stout with aromas of chocolate and coffee.]

“It’s a beverage that can keep them in the moment, not anything that’s going to weigh them down. They want a product that enhances their enjoyment of the occasion by imparting a pleasant buzz... something they can keep drinking longer through the day while celebrating with their friends,” explained Audrey Chee-Read, Senior Leader of BBC’s Consumer Insights Team.



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– Sam Calagione,
Founder of Dogfish Head Brewery

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This fall's Truly x Takis partnership was made with Gen Z in mind and includes a suite of POS that will boldly stand out at retail and drive incremental sales.

"That's definitely the case," said Sam Calagione. "And getting back to what I said earlier about the Gen Z consumer being a cross-drinker, variety is important. We know that because the sale of variety packs are up. When you buy a variety pack, you get to experience different flavors. And be confident that everyone else at the party will find something they like because the group of people they are hanging out with will be as diverse as the stuff they are drinking. It's so cool that Gen Z is very inclusive and open to accepting others who are different from them."

PROFILE OF A GEN Z CONSUMER (BORN AFTER 1996)

Authenticity – They want the real, raw deal. Imposters need not apply.

Skeptical – They hate jargon and won't be "sold to" with a lame marketing pitch. Recommendations from their peers are more persuasive than Facebook or Twitter campaigns.

Shopping Habits – They enjoy going to a store with friends as a social activity. When buying online, they use their phone & would rather buy from a store or brand than use Amazon.

Brand Loyalty – They are fickle, but gravitate to brands that prize inclusivity and demonstrate commitment to various causes like the environment or social justice.

Gen Z Approved. These Beverages Check All the Boxes.



Truly

Hard seltzer is still the beverage of the new generation and Truly is the dominant product in hard seltzer's full-flavor segment. The product now contains real fruit juice to amp up the taste, but it's still sessionable and authentic. In terms of flavor, there is something for everyone, so it checks the box for inclusivity.

Samuel Adams Octoberfest

Octoberfest is the number one fall seasonal and has authenticity in spades. The Samuel Adams Stein Hoisting program is perfect for a generation that prizes fun group activities.



Sam Adams Sweater Weather Variety Pack & Dogfish Head Off-Centered Party Pack

These variety packs are chock-full of approachable, sessionable brews and have something for everyone.



Twisted Tea

The brand that launched a category, Twisted Tea has everything Gen Z likes in an adult beverage. Tasty & sessionable, it appeals to many different demographics and the advertising shows real customers enjoying the product.



Pumpkin Beers RING IN THE SEASON

Pumpkin, Spice & Everything Nice

A beloved seasonal with colonial American roots is still a best-seller.

Long before pumpkin spice lattes signaled the unofficial start of fall, pumpkin beers rang in the season. The arrival of the first orange six-packs & cases is still a cause for celebration. But have you ever wondered why anyone would make a beer with pumpkin in the first place?

Turns out, these beers are historic!

An important symbol of American culture, the pumpkin was a staple of the colonial diet, especially when it was fermented. Because pumpkins are full of starches and sugars, colonists used them to craft the earliest “pumpkin beer,” with recipes for the brew published as early as 1771. But those early beers would hardly be recognizable to today’s craft beer drinker – made without any malt, they were more like a hoppy pumpkin cider.

Today, a variety of pumpkin beers are enjoyed as a seasonal alternative to the West Coast IPAs of summer that are relished before the barleywines and porters of winter.

Pumpkin beers can run the gamut from brown ales brewed with real pumpkin (like Dogfish Head’s classic **Punkin Ale**) to roasty stouts with sweet, spicy notes (like Clown Shoes **Pumpkin Sombrero**). They might finish sweet or dry, range in color from clear amber to opaque & dark and the included pumpkin may be raw, roasted, juiced or pureed, or not be present at all. In fact, many pumpkin beers don’t actually contain pumpkin! Instead, the unifying characteristic of modern pumpkin beers is the

inclusion of spices and flavors typically found in pumpkin pie: cinnamon, nutmeg, allspice and vanilla. These flavors can be added via steeping spices in the beer like tea, or by aging the beer in rum barrels (like in Two Roads’ **Roadsmary’s Baby**).

It’s that characteristic combination of flavors that makes pumpkin beers the perfect choice for fall. **With a strong malt backbone, higher ABV and fall spice notes, these beers pair incredibly well with cooler temperatures and heartier cuisine**, from roasted chicken and turkey to creamy squash soup to – you guessed it – pie.

And the best part? **While pumpkin beers might get the most play in the weeks leading up to Halloween, their ideal sipping season runs all autumn long.** From the first changing leaves to Thanksgiving dinner, there’s no better accompaniment to fall festivities than a frosty pumpkin beer!

U-Pick Pumpkins – Fresh from the Tank

Can’t get enough of that good orange stuff? Here are a few pumpkin brews your customers are looking forward to this fall!



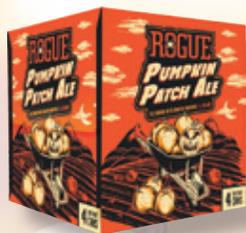
Brooklyn Post Road Pumpkin Ale

Brooklyn Brewery uses a touch of spice and pounds of real pumpkins to create a warm but surprisingly crisp spin on the traditional pumpkin ales made by American settlers.



Dogfish Head Punkin Ale

Dogfish Head’s classic, full-bodied brown ale features smooth hints of real pumpkin, brown sugar and spice.



Rogue Pumpkin Patch Ale

Pumpkin Patch Ale is made with whole pumpkins that Rogue chops up and roasts by hand. Then it’s combined with a delicate balance of spices which creates the signature flavor.



Sam Adams Jack-O

Jack-O is packed with flavors that recall memories of homemade pumpkin pie: fresh pumpkin, cinnamon and nutmeg. A subtle note of fresh citrus balances out the spices to offer a crisp, refreshing finish.



Northwoods Pumpkin Troll

Pumpkin Troll is a malty, nutty, citrusy IPA with a hint of coconut. A silky mouth-feel from pumpkin makes this IPA reminiscent of the delicious crispness of New England autumn air (no pumpkin spice blend here, folks).



Woodchuck Pumpkin Cider

A natural pumpkin profile and spiced notes play perfectly against the red culinary apple varieties blended in this seasonal cider.

Nick Farruggia, Mass Bay Brewing Company



Nick Farruggia

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

Nick Farruggia (NF): Hello, all you readers out there, my name is Nick, and I am 35 years old. I was born in New Jersey, grew up in Gilford on beautiful Lake Winnepesaukee, spent my college years (and quite a few after) on the seacoast and now reside in Derry, NH.

HT: How did you get into the beer business?

NF: I was in a fraternity at college, which helped a great deal with networking. Luckily, one of our alumni runs a distributorship, which I got employed by after my college days. After working on the distributor side of things for a bit, I had an excellent opportunity to get on the supplier side with Harpoon.

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

NF: I love that we are an employee-owned company. I work with a great group of people who continue to work harder every day to ensure our independent success, long into the future.

The most challenging part of the beverage business is the work-life balance. It is nearly impossible to "clock out" when working in an industry like this. I also am a firm believer in the phrase, "choose a job you love, and you will never have to work a day in your life," so, I enjoy every moment of it!

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

NF: The best part, hands down, are the people at Amoskeag. Their management is dialed in and their sales teams are laser-focused. I couldn't imagine where our brands would be without Amoskeag's great staff!

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

NF: One of my biggest passions is sports. If it has to do with Boston sports (or Tom Brady), I'm in! In addition to watching sports, I really

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"Choose a job you love, and you will never have to work a day in your life."

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enjoy golfing and bowling. I have also been spotted at the poker tables from time to time, having played in the World Series of Poker multiple times now!

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

NF: I've half joked with friends over the years about opening up a "Nicky's Fresh Food and Fun." Think Dave and Busters but catering more to adults...good food, good beer, sports, gambling, etc.

HT: Any fun facts about Harpoon?

NF: Harpoon has brewers license #001 in Massachusetts. I love sharing this with accounts and reps and really owning the fact that we are Boston's brewery!

HT: What's your favorite meal and what Harpoon product would your pair with it?

NF: I am a burger connoisseur. I would have to say my favorite burger out there would be the "Belly" burger from Hop N' Grind paired with 16 delicious ounces of Harpoon IPA!

HT: What are some exciting things happening at Harpoon that you'd like readers to know about?

NF: I am excited for the release of Harpoon's new non-alcoholic offering, **Open League**. The NA segment is growing at a crazy rate right now and I think not only having an NA, but building off of our successful "League" Family is a big opportunity for us.

Shannon Edgar of Stormalong Cider



Shannon Edgar

Heady Times (HT): Shannon, what's your background? How did you end up in the hard cider business?

Shannon Edgar (SE): My background is in the music industry. I've spent the last 20+ years on both the artist and industry side of the music business and lived in Los Angeles for about 15 years, working in various roles. Working in a hyper-competitive environment like that and promoting artists with the goal of cutting through the noise, was a good learning experience that prepared me for the beverage industry.

When I moved back from Los Angeles to Massachusetts, my wife found a house rental on an orchard in Natick, MA and I suddenly had a 120 acre orchard as my backyard. Being surrounded by apple trees every day inspired me to learn more about my surroundings. I started making small batches of cider there on the orchard and one thing led to another. After a few years of experimenting, I became pretty obsessed with apples and thought it could be a fantastic pursuit for a business.

HT: Tell us about your facility in Sherborn, MA.

SE: I moved to Sherborn in 2014 and started converting a barn next to our house into a smaller-scale cidery. It's a cool vibe here in Sherborn and it was a great place to get started. We made all of our cider here

from 2014 through 2017. Due to our growth, in 2017, we began working on a bigger production space in Leominster, MA, where we currently produce our cider. We moved from 250 gallon totes, to 750 gallon stainless steel fermenters, to now 8000 gallon insulated unitanks in our Leominster facility that are about 20 feet tall. We still have our sales and marketing team based in our Sherborn location and have a small retail store here that is open Monday through Friday.

HT: How did Stormalong get its name?

SE: I had been researching local New England folklore and stories and came across the tall tale of Captain Alfred Bulltop Stormalong. Captain Stormalong was hailed as the greatest deep-water sailor to have ever lived in the typical exaggerated style from tall tales. The tale is in children's books and other "Tall Tale" type books that feature Paul Bunyan, Davy Crockett, etc. But it's obscure and the tale about Stormalong isn't widely known.

As the story goes, Captain Stormalong is said to eat these giant barrels of shark meat soup and drink barrels of cider. So, when I was thinking about a brand for the cider company, Captain Stormalong and the folklore around him seemed like a perfect fit. Many of the cider names are also inspired by the Stormalong tale as well as various songs.

HT: How do you differentiate yourself from other ciders?

SE: Our motto is "Respect the Apple". We take that motto to heart and put all our emphasis on the ingredients we use in our products. We have a 10 acre orchard in Sherborn, where we grow about 20 different Heirloom apple varieties. We also work with growers in New Hampshire and other parts of New England who grow some of these rare Heirloom apples that have a wide range of traits, from high acid to bittersweet and bittersharp, that can be amazing for hard cider. That's really the most important thing that separates us from other companies. We use the best local, whole apples we can source. We don't use concentrates, or chemically concocted "natural flavors" or

Brewer *HIGHLIGHT*

add industrially made malic acid, which is a petroleum by-product. We only use whole ingredients. Period. So, the product we make is superior and crafted with care and a quality first process.

HT: Anything new on the horizon?

SE: We are always innovating and have new products in the works. We are just launching Variety 12 packs which have 3 cans of our core styles: **Legendary Dry**, **Mass Appeal**, **Red Skies at Night** and our newest offering **Unfiltered**. It's a delicious introduction to our ciders, which are packaged in 12 oz. sleek cans. We have noticed big growth with our lineup of rotating seasonal ciders. We launched Tropical Voyage, a pineapple and guava cider, this year and will move on to Happy Holidays, our spiced cider, in September. Then in January, we will roll out the second edition of White Mountain Magic, our winter cider that's made with local New Hampshire maple syrup from Patch Orchards.

HT: How is your partnership with Amoskeag?

SE: Our partnership with Amoskeag has been incredible, we have been able to grow year to year and continue to build our relationship. In fact, as of July 14th of 2022 we are up 64% in NH from the same time period last year. Our chain business continues to grow and we're looking forward to the upcoming cider season and the introduction of a Variety 12 pack into the marketplace with the help of the Amoskeag team.

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

SE: Our hometown of Sherborn, MA, was once home to the largest hard cider producer in the United States from about 1880 to 1920. The cider mill was called the "Holbrook Cider Mill" and they made about 1.25 million gallons annually and sold it as a "champagne cider" at the height of their production. That scale was crazy back then. So, it's been fun to have that history as a backdrop to our pursuit of cider in New England.



These Ciders are the *Apple* of Stormalong's Eye

Legendary Dry

In homage to America's hard cider history and the larger-than-life Captain Stormalong, Stormalong's flagship cider is named "Legendary Dry". Made with a unique blend of 'bittersweet' cider apples which impart a tannic finish and 'champagne-like' character. A British inspired cider with an American take. Less than 3 grams of sugar per can.



Mass Appeal

This cider is easy-drinking with a nice balance of semi-sweet and tart apple. Big apple flavor and juiciness from the classic New England Macintosh variety, while Golden Delicious adds a tropical layer to the finish.



Red Skies at Night

A tropical, fruit forward cider made with passionfruit and hibiscus. It has a rich finish and deep pink color. It's a perfect year-round cider for your enjoyment.



Unfiltered

Featuring a blend of 100% high-quality, fresh pressed, locally sourced apples from orchards across New England, this unfiltered hard cider is reminiscent of classic farmstand fresh apple cider pressed and sold at harvest. It's crisp, refreshing, with a savory balance of tart and sweet.



Why You Should *BE SELLING*...

“Little Things,” Sierra Nevada’s Successful, Inclusive Craft Brand Family, is a BIG Success

Four years ago, as the hazy/New England IPA craze was moving full steam ahead, Sierra Nevada created Hazy Little Thing IPA. “I’d been talking with a lot of people in the industry and told them we were working on a hazy IPA,” Sean Lavery, Sierra’s Vice President of Technical Innovation and Brewing told VinePair in a recent interview. “They gave me a lot of sh*t for it. They were like, ‘Don’t tell me Sierra Nevada is going down the path of chasing trends.’”

The chase paid off, and Hazy Little Thing has become a big success – **it’s in its fifth year of growth and has overtaken Pale Ale as Sierra’s top-volume brand. It’s also the top hazy IPA, which is a pretty big deal, as hazy IPAs are now about 21% of the IPA category in Nielsen.**

Following in the footsteps of Hazy Little Thing, Sierra Nevada added a second beer to the Little Things lineup: **Wild Little Thing**, a slightly sour ale that is **uniquely approachable and appreciated by beer lovers and non-beer lovers alike.** Its depth of fruit flavor, paired with a slight tartness, provides a nice balance for those who tend to shy away from drinking sour beers. “By lightly souring Wild Little Thing and adding guava, hibiscus and strawberry, we created a beer that’s balanced, glowing and

full of interesting flavors, but still wildly drinkable,” said Sierra Nevada Brewmaster Scott Jennings.

In 2021, Sierra introduced the third member of the Little Things family, an Imperial IPA – **Big Little Thing.** And they did so in a *big* way... by setting a Guinness World Record for catapulting a keg of beer over 438 feet. The gigantic beer boasts a full malt body, 9% ABV, 45 IBUs and enormous tropical hop flavors of mango, grapefruit and tangerine. **To date, Big Little Thing Imperial IPA sales have increased more than 20%.**

Sierra’s Vice President of Marketing, Noelle Haley, said that in order to round out the Little Things family, they looked for the largest area of white space and biggest volume opportunity for the collection. So, they added an approachable wheat beer. **Sunny Little Thing**, released earlier this year, is already Sierra’s number three on-premise brand year-to-date and has also gained some impressive recognition, **taking home the bronze medal in the fruit wheat beer category at the 2022 World Beer Cup.** “With this fourth beer, the company aims to **establish the Little Things family as the ‘inclusive craft brand,’** with something for everyone,” said Haley.

Speaking of something for everyone, Hazy Little Thing, Big Little Thing, Wild Little Thing and Sunny Little Thing are also available in the **Little Things Party Pack**, the perfect addition to any get-together.

What’s Your Thing?



Hazy Little Thing

Juicy hops and silky malt meet in Hazy Little Thing with fruit-forward flavor, modest bitterness and a smooth finish. ABV: 6.7%



Wild Little Thing

Slightly sour Wild Little Thing has just the right smack of tartness for serious refreshment, while guava, hibiscus & strawberry lend fruity-sweet depth and a bright pop of color. ABV: 5.5%



Big Little Thing

Big Little Thing, an Imperial IPA, flexes a full malt body, restrained sweetness and tropical hop flavors of mango, grapefruit & tangerine. ABV: 9%



Sunny Little Thing

This wheat ale is made with citrus for radiant flavor that’s bold yet easy-going and balanced by a soft, smooth finish. ABV: 5%



Little Things Party Pack

From hazy to wild to bold to sunny, Sierra has come up with just the thing to bring the party to any party! Four styles, 12 cans, endless good times.

Allagash River Trip

A remarkable pale ale, River Trip's new look is inspired by the beauty seen while floating down the Allagash Wilderness Waterway in a canoe.

Picture this: a serene, winding river on a sunny day. Miles of pristine forest surrounding you on all sides. The birds are chirping in the distance and all your worries slip away with the gentle rushing of the cool water. This paradise is what inspired Allagash's River Trip.

Since its debut in 2018, River Trip has become a beloved companion to backwoods, backyards and balconies alike. In 2019, **VinePair** named **River Trip its #1 beer of the year and it was the only beer included on Gear Patrol's list of top 100 best products of the year.** And now, after several years of being enjoyed while rafting through rapids and relaxing in inflatable pools, River Trip is sporting a refreshed look.

The beer's new duds, which rolled out in the spring of this year, keep the same calming color scheme, but now also display images of the beer's inspiration story: a picturesque canoe trip down the Allagash Wilderness Waterway. The Allagash Wilderness Waterway in Northern Maine is one of America's preeminent canoe trips and was established by the Maine Legislature in 1966 to preserve, protect and enhance the wilderness found in this unique area. It's a magnificent 92-mile-long ribbon of lakes, ponds, rivers and streams winding through the heart of northern Maine's vast commercial forests.

"For years, we've donated to the Allagash Wilderness Waterway foundation," says Brett Willis of Allagash. "Many of our employees love going to the waterway to explore, so we have a personal connection there."

In fact, Allagash Brewery is even named after the waterway. Founder Rob Tod thought the name and region captured the same spirit of Maine that he wanted his beer to represent. As the years have passed, Allagash's connection to the waterway has grown. They've taken employee trips to the region and are constantly using more Maine-grown grain. Willis says, "All of our beer is influenced by the fruit, grain and bounty of Maine. And we think that a perfect representation of that wild, rustic, Maine-specific beauty is the Allagash Wilderness Waterway itself."

The tranquil, blue scene of "the Allagash" (as locals call it), draws you in and is just as refreshing as the beer itself.

Also updated on River Trip's packaging is a change in the beer's style description, from a Belgian-style sessionable ale to a pale ale. Removing the word Belgian from the packaging simplifies the style and gives River Trip a chance to speak to consumers with a style that's more relatable. "We feel like [pale ale] is a really accurate description for the beer and it's gonna allow more people to discover it," says Allagash Marketing Director, Jeff Pillet-Shore. "It's just a more familiar style; [it] doesn't change the beer one bit." **Although the name and packaging have been updated, the recipe remains the same – a refreshing 4.8% pale ale with coriander that's dry hopped for notes of citrus and melon.**



From rafting through rapids to relaxing in an inflatable pool, River Trip pairs perfectly with any outing.

"All of our beer is influenced by the fruit, grain and bounty of Maine. And we think that a perfect representation of that wild, rustic, Maine-specific beauty is the Allagash Wilderness Waterway itself."

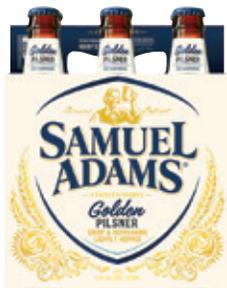
– Brett Willis, Senior Communications Specialist for Allagash



River Trip's new look is reflective of the beer's inspiration story: a canoe trip down the Allagash Wilderness Waterway.

New PRODUCTS

Samuel Adams Golden Pilsner



Developed as a gift for Sam's VP of Brewing, this classic German style Pilsner is brewed with golden malt for a subtle sweetness and Hallertau and Tettnang hops for a floral yet restrained hop character. The appearance is golden and brilliantly clear, while the flavor is rounded out with a

clean dry finish. **ABV:** 5% **Package:** 12 oz. bottles only
Availability: Now, year-round

Angry Orchard Hardcore Dark Cherry Apple



Angry Orchard Hardcore Dark Cherry Apple is bursting with flavor and real fruit. Featuring bittersweet apples blended with dark cherries, this well-balanced Imperial hard cider, with an 8% ABV, is robust yet smooth. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Modelo Chelada Variety Pack



The Modelo Chelada 12 oz. can Variety Pack is the brand's newest multi-pack offering and first variety pack, featuring fruit-forward flavors: **Mango y Chile, Naranja Picoso, Limón y Sal** and **Piña Picante**. This new variety pack will continue

to drive incremental brand growth by tapping into new drinking occasions and to consumers and unlocking channel distribution opportunities.
Availability: Year-round, beginning in September

Sierra Nevada Hop Splash



Not the right time for a beer, but got a hop craving? Drench it with Hop Splash, Sierra Nevada's new sparkling water infused with Citra and Amarillo hops for refreshing notes of peach, mango and grapefruit.

Hop Splash has zero alcohol, zero calories and maximum hop flavor.
ABV: Non-alcoholic
Package: 12 oz. cans only **Availability:** Now, year-round



Notch Brewing



Launched in 2010, Notch Brewing – named for the nick made to keep a record when

you're having more than one – was the first brewing company in the U.S. to focus exclusively on session beer. At the time, Notch simply wanted to brew the beers they loved to drink because finding them was a challenge. Session beer has been enjoyed in every great beer brewing nation for centuries, yet in the U.S., it was overlooked. So, Notch set out to brew the world's classic session styles from the Czech Republic, Germany, England and Belgium, as well as explore how session beer could fit with the U.S.'s hoppy beer infatuation. Over a decade later, Notch Brewing has a brewery built on the back of session beer and its proven two things: beer consumers like options and session beer is a great one.

Notch Session Pils

Notch Session Pils salutes the session pale lagers of the Czech Republic: crisp, herbal and hoppy. The Czech culture is a beer culture and their beer of choice is this low gravity pale lager known as Světlé Výčepní. **ABV:** 4% **Package:** 16 oz. cans only
Availability: Now, year-round



Notch Kölsch

Medium in body with a soft mouth-feel and a straw yellow or pale gold color, Kölsch has a spicy, herbal Noble hop bitterness that is medium to slightly assertive – less than a pilsner, but not by much. A somewhat fruity or vinous (grape-y from malts) quality and a crisp, dryish finish make up the rest of the flavor profile. **ABV:** 4.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Notch Left of the Dial IPA

Celebrating the modest ABV of British IPAs, yet with the passion and stone fruit aromas of American hop varieties, Left of the Dial uses British malt, hard water and a new wave hop profile. **ABV:** 4.3% **Package:** 16 oz. cans only
Availability: Now, year-round



New PRODUCTS



New Amsterdam Wildcard Original Hard Lemonade

Wildcard Original Hard Lemonade has sweet juicy notes of lemon layered with a hint of zest and made with real vodka. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



New Amsterdam Wildcard Classic Hard Punch

Wildcard Classic Hard Punch is a full-flavored punch with layers of cherry, orange, pineapple and other tropical fruits and is made with real vodka. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



New Amsterdam Wildcard Lemon Hard Tea

Wildcard Lemon Hard Tea has a balanced blend of fresh juicy lemon and sweet black tea and is made with real vodka. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now, year-round



Northwoods Forever Locked DIPA

Forever Locked DIPA is medium bodied, tastes of lemon cake and orange pith buttering. This brew is part of a unique partnership with Forever Locked, an extension of the NH Wildlife Foundation. A portion from every package sold is being donated back to Forever Locked. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Year-round in September

Allagash Day's End



NEW!

Settle in for a sunset with this rich, red ale inspired by a cocktail known as the Boulevardier. This beer is brewed with Lambrusco grape must, angelica root and orange peel before it's aged in bourbon barrels for two months, resulting in balanced notes of vanilla, red wine, oak and caramel. Cheers to another day well spent. **ABV:** 9.5% **Package:** 12 oz. bottles only **Availability:** Now!

Cushnoc Brewing Company



Located in downtown Augusta, Maine, Cushnoc Brewing Company was started in 2017 by Casey Hynes, Tobias Parkhurst, James Bass and Chris Geerlings as a 120-seat restaurant specializing in hand

crafted beer and wood fired pizza; the first of both in the state's capital. Located in the historical Kresge building, this space was home to Stacy's Hallmark for 40 years. (Their wood fired oven is named in her honor).

Before Augusta was settled, Native Americans referred to this region as "Cushnoc", meaning "head of the tide" in reference to the tidal Kennebec River. Located directly across the river, Cushnoc Trading Post facilitated trade between Native Americans and pilgrims from Plymouth, MA. The trading post is no longer standing, but Fort Western is visible from Cushnoc's windows and remains the oldest surviving wooden fort in America. Cushnoc Brewing Company's name, logo, core beers and signature pizza names all pay tribute to this region's rich history.

Cushnoc Kresge Kölsch

Clean, crisp and refreshing with a subtle grainy malt character, brewed with noble German hops for a mellow, floral, grassy aroma. A perfect pizza pairing and named for the building in which it's brewed.

ABV: 4.8% **Package:** 16 oz. cans only **Availability:** Now, year-round



Cushnoc Gigantic Dad Pants IPA

Pungent whirlpool hops and assertive dry hopping lend smooth, low bitterness along with pungent, dank, over ripe citrus aromas to Gigantic Dad Pants. Huge volumes of oats and wheat, round out a soft mouth-feel.

ABV: 7.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



New PRODUCTS

Harpoon Open League Non-Alcoholic Hazy IPA



This League is Open for All! Hoppy, hazy, light and refreshing but with less than 0.5% alc./vol – finally, a league that’s open for everyone! Crack a beer and get in the game



with this non-alcoholic, hazy IPA, packed with juicy tropical hops and some recreation-minded ingredients but only 35 calories and 5 carbs per serving. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Right Coast Vodka Whips Variety Pack



Another canned cocktail? Get Real. Originally inspired by the Orange Crush cocktail, this variety pack features four flavors: **Orange, Pineapple, Watermelon and Wild Berry.** Made with real vodka, real fruit, and a whipped finish that

provides a slightly sweet touch. These handcrafted canned cocktails offer a unique, full-flavor experience at a premium ABV of 7.5%. **Package:** 12 oz. cans only **Availability:** Now, year-round

Right Coast Orange Vodka Whips



For those seeking more from their beverages, Right Coast Orange Vodka Whips delivers. At 7.5% ABV, this full-flavored, vodka-based cocktail is a fresh take on the Orange Crush, a wildly popular cocktail in the Mid-Atlantic. Real vodka, real fruit and a subtle whip cream flavor create a smooth, slightly sweet, creamsicle-like cocktail. **Package:** 12 oz. cans only **Availability:** Now, year-round

Arctic Chill The Oceanview Variety Pack

Arctic Chill is a hard seltzer made by people who have been perfecting the art for over 135 years. Crafted with Polar Seltzer, Arctic Chill hard seltzer is made with natural fruit flavors and essences for a uniquely crisp, clean, refreshing taste.



The Oceanview Variety Pack features two new flavors, **Pink Apple & Lemon** and **Blackberry Mango**, as well as award-winning flavors **Ginger Lime** and **Raspberry Lime.** **Package:** 12 oz. cans only **Availability:** Now, year-round



Seasonal SELECTIONS

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.

Leinenkugel's Oktoberfest



Leinenkugel's is paying homage to their German roots with the return of their traditional Märzen-style beer. Brewed to deliver a toasted malt flavor and subtly spicy hop notes, it's perfect for all

the fall festivities. **ABV:** 5.1% **Packages:** 12 oz. cans and draught **Availability:** Now!

Leinenkugel's Sunset Wheat

Sunset Wheat is back by popular demand this fall. This limited-batch Belgian-style witbier serves up notes of orange and blueberry with a tart finish. Top it with an orange wheel to deepen the citrus notes and settle in for a sudsy sunset.



ABV: 4.9% **Package:** 12 oz. cans only **Availability:** Now!

Leinenkugel's Lodge Pack



Twelve cans, four flavors, one fall catch-all. Leinenkugel's Lodge Pack will feature fan-favorite **Sunset Wheat** along with the **Lemon Haze IPA, Juicy Peach** and Lodge Pack-exclusive **Snowdrift Vanilla Porter**, drift into

winter with its full-bodied flavor brewed with hints of cocoa, coffee and caramel – all brought out by roasted malts and aged on real vanilla. It's smooth, creamy and outfitted to fight the fall temps. **Availability:** September

Seasonal SELECTIONS

Samuel Adams Octoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Samuel Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season, or whatever you're celebrating. **ABV:** 5.3%

Packages: 12 oz. bottles, 12 oz. cans and draught
Availability: Now!

Samuel Adams Festbier



The "fest" in Festbier means the barley and hops have been gathered, and Sam Adams' growers have their first moment to celebrate another successful harvest. This beer has a medium body, clean finish and notes of toasty Munich malt. The slight noble hop aroma rounds this sessionable beer. Festbier is brewed to

toast and enjoy. **ABV:** 5.8% **Package:** 12 oz. bottles only
Availability: Now!

Samuel Adams Jack-O Pumpkin Ale



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition

of summer into cooler days and nights. **ABV:** 4.4%
Package: 12 oz. bottles only **Availability:** Now!



Samuel Adams Sweater Weather (Can) Variety Pack



This seasonal assortment of cans includes: **Octoberfest**, a hearty Märzen with a roasty malt sweetness and a light hop character; **Jack-O**, a pumpkin beer packed with flavors that recall memories of homemade pumpkin pie; **Boston Lager**, bold, rich and complex, Samuel Adams' flagship

brew offers caramel and toffee malt notes and a distinct noble hop character with hints of spicy pine and citrus and **Festbier**, brewed to toast and enjoy, Festbier offers a malty sweetness balanced by moderate hop bitterness and a touch of honey. **Availability:** Now!

Dogfish Head Off-Centered Party Pack



Featuring a variety pack exclusively brewed to pair perfectly with cheese, this 12-pack drives incrementality at retail as consumers explore beyond the can and bring the perfect pairing to the party. The Dogfish Head Off-Centered Party Pack includes a hoppy-leaning lineup for cooler weather drinking:

60 Minute, **90 Minute**, **Blue Hen Pilsner** and *new/exclusive to this mix*, **The Perfect Pairing Pale Ale**, an unfiltered, juicy pale ale developed from a sensory perspective with Dogfish Head's pals at Cabot Creamery to be the perfect pairing for sharp cheddar cheese. And the packaging includes a QR code that links to an interactive, digital cheese pairing page to experience pairings for each beer in the pack!

Availability: Now!



Dogfish Head Punkin Ale



This full-bodied brown ale is made with REAL pumpkin, brown sugar, allspice, nutmeg and cinnamon. Fun fact: six months before Dogfish even opened their doors for business, Punkin Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut in 1995, they've brewed Punkin Ale each-and-every-fall. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** September

Mike's Hard Lemonade Apple Pear



Crisp apple and authentic bosc pear perfectly complement each other in Mike's newest seasonal. Mike's Hard Lemonade Apple Pear has just the right balance of tartness and sweetness that makes every sip refreshing. **ABV:** 5% **Package:** 12 oz. bottles only
Availability: September

Notch Festbier



This is the beer served in the Munich tents during Oktoberfest and is often referred to as Wiesen which is "meadow" in German. It is paler in color and not as cloyingly sweet as Oktoberfests exported to the US. Perfect for all your fall activities. **ABV:** 5.7% **Package:** 12 oz. cans only
Availability: Now!



Seasonal SELECTIONS

Harpoon Flannel Friday



American hops combine with subtle notes of caramel and roast in this seasonal amber ale. Teetering somewhere between a brown ale and a red IPA but balanced and easy-drinking, Flannel Friday is Harpoon's tribute

to fall in New England. The sun is bright but the air is crisp – it's time to layer up and crack a beer. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Harpoon Tailgater



For over 20 years, Harpoon has been celebrating the return of fall with New England's best Oktoberfest festivals at their breweries in Boston, MA and Windsor, VT – and they would love to have you join them!

Harpoon also understands that you may have other commitments...like football, concerts and the last barbecue of the season. These were the occasions Harpoon had in mind when they came up with the Tailgater Mix Pack. This mix includes: **Harpoon IPA, Rec. League, Flannel Friday** and **Octoberfest**, combining the best offerings of the fall and pairing perfectly with your next tailgate! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Harpoon Octoberfest



What started as Harpoon's second seasonal beer in '89 led to a 30+ year festival tradition. Over the years, tens of thousands have joined Harpoon at their breweries for their annual Oktoberfest celebrations to hoist this malty, easy-drinking riff on a traditional Munich favorite. Roll out the barrels and break

out your stein. Prost! **ABV:** 5.3% **Package:** 16 oz. cans only **Availability:** Now!



Harpoon Dunkin' Pumpkin

Inspired by Harpoon's favorite fall latte, this ale is brewed with pumpkin, fall spices and a splash of coffee. This fall treat is another tribute to all the days that Dunkin' has helped us fire up

the brew kettle. Cheers! **ABV:** 5.2% **Package:** 12 oz. bottles only **Availability:** September

Harpoon Dunkin' Box O' Beer

A new and improved seasonal mix of four Dunkin'-inspired beers. Along with the return of their favorite **Dunkin' Pumpkin Spiced Latte Ale**, the 2022 mix features three brand-new flavors:

Dunkin' Cold Brew Coffee Porter, Dunkin' Hazelnut Blonde Stout and **Dunkin' Coffee Roll Cream Ale**. **Package:** 12 oz. cans only **Availability:** September



Clown Shoes Pumpkin Sombbrero

This pumpkin stout is full-bodied and chock full of dark malt flavor, Pumpkin Sombbrero supplements the hallmarks of a classic Mexican-style chocolate stout with fall spices, cinnamon, nutmeg, vanilla and pumpkin puree, for a twist of seasonal sweetness. **ABV:** 7% **Packages:** 16 oz. cans and *limited* draught **Availability:** Now!



Clown Shoes Pecan Pie Porter

A seasonal favorite to go alongside a classic dessert, Pecan Pie Porter presents a cavalcade of sweet dessert flavors inside a full-bodied and robust porter. Clown Shoes is taking 2022's version to a new level by tweaking the recipe with an addition of bourbon vanilla to add even more luscious dessert flavors. **ABV:** 8%

Packages: 16 oz. cans and *limited* draught **Availability:** September



Clown Shoes Undead Party Crasher

Clown Shoes' big and bold imperial stout has a malt bill that includes smoked malts that bursts with roasty, toasted flavors. Rich notes of coffee and chocolate mingle throughout an intense and full-bodied stout. **ABV:** 9% **Packages:** 16 oz. cans and *limited* draught **Availability:** October



Seasonal SELECTIONS

UFO Harvester



UFO Harvester is back and better than ever! Making a crash landing in this year's edition is a mix-pack exclusive: **UFO Razwell**. A radiant raspberry wheat beer suitable for any fall adventure. **UFO White**, **UFO Maine Blueberry** and **UFO Pumpkin** round out the mix. **Package:** 12 oz. cans only **Availability:** Now!



UFO Pumpkin

Some pumpkins get made into jack-o-lanterns and baked goods and a select few get pureed and added to this seasonally spiced ale that UFO brewed for more than a decade. But the rest... they experience a different kind of harvest. They make the journey to Planet Pumpkin. **ABV:** 5.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

Sierra Nevada Narwhal

Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain and a light hint of smoke, Narwhal is a massive malt-forward monster. Aggressive but refined with a very smooth body and decadent finish, Narwhal will age in the bottle for years to come. **ABV:** 10.2% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Sierra Nevada Liquid Hoppiness IPA



Replacing Oktoberfest this year, Sierra's newest seasonal wants you to ride the rapids of liquid hoppiness flowing through the canyons of hops and haze where fruity notes of pineapple, grapefruit, orange and fresh berries thrive in this juicy flavorscape. **ABV:** 7% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

NEW!

Woodchuck Pumpkin Hard Cider



The naked pumpkin profile and oak aging plays perfectly against the red culinary apple varieties blended in this hard cider. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** September

Narragansett FEST Märzen Lager

Based on the Bavarian style beer that Narragansett produced in the '60s and '70s, this elegant Oktoberfest-style Märzen is brewed with the highest quality German malts and hops. Weyermann's Munich malt creates a rich, bready and toasty base, while Tettnang hops add a crisp, but subtle and dry, spiced finish. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



Allagash Haunted House

Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Crystal, Nugget, Cascade and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt and a devilish hint of hops. **ABV:** 6.66% **Packages:** 16 oz. cans and draught **Availability:** September



Seagram's Escapes Aloha Ice Variety Pack

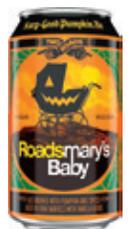
Bring the sweet and tropical taste of Hawaii's shaved ice into your home with Seagram's Escapes Aloha Ice™ Variety Pack, now available in 12 pack cans! Featuring **Island Berry**, **Hawaiian POG**, **Strawberry Kiwi** and **Watermelon Pineapple**. **ABV:** 3.2% **Packages:** 12 oz. bottles and cans **Availability:** October



NEW!

Two Roads Roadsmar's Baby

Two Roads' legendary spiced pumpkin ale is aged in rum barrels for added complexity and spiced with cinnamon, nutmeg, allspice and vanilla. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!



Greater Good Giant Pumpkin

Giant Pumpkin is Greater Good's seasonal imperial pumpkin ale brewed with real pumpkin and just the right balance of premium quality spices. This handcrafted beverage is incredibly smooth and refreshing. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** September



Seasonal SELECTIONS

Night Shift Pumpkin Piescraper



This pumpkin ale sips with towering notes of warm cinnamon, candied yams and brown sugar. The perfect combination of fall flavors, this ale pours deep gold to light amber in color with a medium full-bodied mouth-feel. **ABV:** 7.5%

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

Night Shift Phone Home Peanut Butter Porter



Like E.T., Night Shift has an affinity for peanut butter candy. This peanut butter porter has an aroma of hazelnut coffee and Reese's pieces candy with flavors of dark chocolate and a roasty bitterness. The mouth-feel is medium-light bodied making it the perfect, easy

to drink sweet treat. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** September

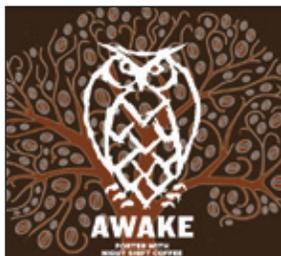
Night Shift Apple Piescraper



How many pies make a piescraper? Night Shift couldn't agree on an answer, so they made this apple pie beer instead. Apple Piescraper is the fourth release of Night Shift's Piescraper series. This apple ale has a slightly sweet aroma of just-picked apples and

sips with crisp and refreshing notes of ripe apple and a hint of vanilla on the taste, followed by a mild sweet creaminess from the additional of milk sugar. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** October

Night Shift Awake Porter with Night Shift Coffee



Awake is a porter crafted by and for those who make the most of their waking hours. This robust, lively porter is brewed with an exceptional blend of Night Shift Brewing's "Chelsea" coffee beans. The enticing aromas of toffee and baker's chocolate lead

into smooth flavors of fresh coffee roast and cacao. It finishes bitter with a hint of sweetness. It's the perfect marriage of the two things folks can't live without – coffee and beer! **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** October

Smuttynose Pumpkin Ale

Pumpkin Ale is Smuttynose's homage to New England's original brewers, a tip of the cap to historical beer recipes calling for the use of pumpkins that date back to early colonial times. Brewed with real pumpkin and traditional spices of cinnamon, nutmeg and clove – it's a hearty, deeply balanced ale with a cornucopia of fall aromas to match a flavor profile that's robust and complex without being overwhelming. **ABV:** 5.9% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!



Smuttynose Fall Variety Pack

Smuttynose Fall Variety Pack is a 12-pack of 12 oz. cans brimming with New Hampshire's finest craft beer. Featuring three each: **Finestkind IPA**, **Old Brown Dog Ale**, **Pumpkin Ale** and Smuttynose's newly revamped **Oktoberfest** German-style lager. This is one lineup that has something sure to please everyone around your fire. **Package:** 12 oz. cans only **Availability:** Now!



Smuttynose Oktoberfest

Time to break out the lederhosen and dirndls as Smuttynose enters the beer hall with their latest iteration of a true German-style Oktoberfest lager. Falling somewhere in-between an amber Märzen and the lighter Festbier. Smuttynose Oktoberfest Lager is rich in malt with a balance of clean, hop bitterness, similar to a Vienna lager. Expect toasted bread or biscuit-like malt aroma and hearty flavors. **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Smuttlabs Macho Mango IPA

Macho Mango IPA is a bright and juicy take on your standard India pale ale with an intense flavor profile and heady fruit aroma that is almost too big to be contained by a measly 16 oz. can. Its off-the-top-rope hop character is achieved with a blend of Crystal, Citra and Simcoe hops that have been pile-driven with a mighty wallop of real mango puree. **ABV:** 6.7% **Packages:** 16 oz. cans and draught **Availability:** Now!



Seasonal SELECTIONS

Woodstock Autumn Ale

Autumn Ale is a mild English brown ale and is flavored with apples and cinnamon. This fall seasonal is an autumn favorite with refreshed packaging and can art work. **ABV:** 4.3% **Packages:** 12 oz. cans and draught **Availability:** Now!

Woodstock Get a Room Passion Fruit Wit

Woodstock's next addition in their 40th Anniversary beer series, is Get a Room Passion Fruit Wit. This Belgian wit is light and crisp with just the right amount of passion fruit flavoring to spice it up. **ABV:** 4.4% **Package:** 16 oz. cans only **Availability:** October

Northwoods Pumpkin Troll IPA

Pumpkin Troll is a malty, nutty, citrusy IPA with a hint of coconut. A silky mouth-feel from pumpkin makes this IPA reminiscent of the delicious crispness of New England autumn air (no pumpkin spice blend here, folks). **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Now!



Northwoods Laffy Daffy Fruited Kettle Sour with Lactose

Laffy Daffy Fruited Kettle Sour with Lactose is fruity, tart, creamy and sweet with jammy plum and cherry flavors with Tahitian vanilla. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Late October



Hobbs Hobbtoberfest

Hobbs Brewing's annual day-drinking-friendly, Märzen-style lager is a rich amber brew full of satisfying bready malts and a crisp, light finish for the day ahead. Prost! **ABV:** 5.8% **Packages:** 16 oz. cans and draught **Availability:** September

Great North Marzen Rover

Lightly hopped with a blend of malts creating a bready, honey-like flavor. Marzen Rover has a touch of sweetness, followed by a clean dry finish making it easy drinking yet satisfying. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



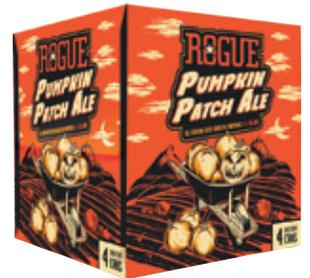
Rogue Dean 'n' Dead

Rogue's brewers and distillers teamed up to show off the best of both worlds through Dead Guy Ale and Dead Guy Whiskey. Dead 'n' Dead compliments the flavor profile of Rogue's classic Dead Guy Ale with oak, vanilla, and fruit notes by recirculating Dead Guy Ale over oak chips that were previously soaked in Dead Guy Whiskey. **ABV:** 9.5% **Packages:** 16 oz. cans and draught **Availability:** September



Rogue Pumpkin Patch Ale

Pumpkin Patch Ale is made with whole pumpkins that Rogue chops up and roasts by hand. The hand roast allows it to caramelize the natural sugars exactly as Rogue likes, which when combined with a delicate balance of spices creates the signature flavor of their classic fall-themed brew. They know you'll appreciate the effort when you taste the difference roasting real pumpkins makes. **ABV:** 6.1% **Packages:** 16 oz. cans and draught **Availability:** September



Brooklyn Post Road Pumpkin Ale

Brooklyn Brewery uses a touch of spice and pounds of real pumpkins to create a warm but surprisingly crisp spin on the traditional pumpkin ales made by American settlers. **ABV:** 5% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Moat Opa's Oktoberfest

Opa's Oktoberfest has a mildly sweet nose of toasted bread, dried grass and faint spices. The malt-forward profile showcases the caramel-like flavors that result from a traditional decoction mash. The taste is smooth and slightly crisp, with flavors of roasted malt, biscuit and nuts with hints of herbal hop and zest. Medium bodied, balanced, clean, semi-dry finish and oh-so-good. Prost! **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



Programs



Make a Scary Big Difference with Coors Light

Coors Light and St. Jude Children's Hospital are celebrating over 25 years of partnership with this year's Halloween donation program. Starting October 1st and running through November 1st, shoppers will scan new and improved "Hauntingly Chill" POS to learn how they can donate. This program aims to add \$7 million to the over \$100 million in past donations through the partnership and will be supported across digital platforms and in on-premise accounts with tools from coasters to tearpads.



This college football season, Coors Light is rallying fans behind one mission: Chill On. With a suite of in-store and on-premise tools for each local alliance, fans all over the country will get a chance to win game day prizes like tickets, fanny packs and tailgate chairs, plus a chance to connect with one of the greats – courtesy of Cameo Calls. First to the Cameo lineup is broadcaster and former Patriots quarterback Scott Zolak, who will be Chilling On with New England's winners.

Get Ghoulish with Miller Lite

Miller Lite is dressing up their iconic can this Halloween with a brand-new look. Beginning October 1, they'll be outfitting bars with a full suite of tools from a thematic photo frame to disposable cups and beverage wraps. Drinkers can face off for best costume for a chance to win a coveted "can ghost" t-shirt while enjoying the great taste of Miller Lite.



Celebrate Hispanic Heritage with Topo Chico and Tajin

Make this Hispanic Heritage Month legendary with the most authentic hard seltzer in the game. Topo Chico Hard Seltzer is teaming up with Tajin to bring shoppers a flavor combo they can turn into a lasting ritual. With beautiful in-store POS and engaging on-premise tools, Topo Chico Hard Seltzer will support incremental displays, while giving shoppers a taste of culture.

Programs



Created for the hardworking miners who first enjoyed it and born in the heart of wildfire country, Coors Banquet is committed to supporting firefighters everywhere. Equipped with new, velocity-driving promotional packaging, they'll be donating to the Wildland Firefighter Foundation and local fire departments with every purchase. The refreshed Protect Our Protectors platform is backed by local activations, an exclusive merch collab and above-the-line support from influencer outreach and national PR to radio and out of home.



GAMEDAY IPAs HIT DIFFERENT
— WITH HOP VALLEY —

INCLUDES WITH CANONICAL CARD THE SUBJECT IS IN OUR STASH

Hop Valley Makes Game Day Hit Different

With craft beer's popularity among football fans, Hop Valley's flavorful yet sessionable IPAs are the perfect solution for everything from the tailgate to the post-game. From August 1st through October 1st, Hop Valley will capture IPA lovers with localized creative and merch. The new look will come to life on eye-catching POS like case stackers and wobblers, along with on-premise tools that incorporate brand education on Hop Valley's unique Cryo Hops®.

GO NEW ENGLAND



2022 SCHEDULE

TBD	NEW YORK (NYG) (PRE)	HOME	TBD
TBD	CAROLINA (PRE)	HOME	TBD
TBD	LAS VEGAS (PRE)	AWAY	TBD
SEP. 11	MIAMI*	AWAY	1:00 PM
SEP. 18	PITTSBURGH	AWAY	1:00 PM
SEP. 25	BALTIMORE	HOME	1:00 PM
OCT. 2	GREEN BAY	AWAY	4:25 PM
OCT. 9	DETROIT	HOME	1:00 PM
OCT. 16	CLEVELAND	AWAY	1:00 PM
OCT. 24	CHICAGO (MON)	HOME	8:15 PM
OCT. 30	NEW YORK* (NYJ)	AWAY	1:00 PM
NOV. 6	INDIANAPOLIS	HOME	1:00 PM
NOV. 20	NEW YORK* (NYJ)	HOME	1:00 PM
NOV. 24	MINNESOTA (SUN)	AWAY	8:20 PM
DEC. 1	BUFFALO* (THURS)	HOME	8:15 PM
DEC. 12	ARIZONA (MON)	AWAY	8:15 PM
DEC. 18	LAS VEGAS (SUN)	AWAY	8:20 PM
DEC. 24	CINCINNATI	HOME	1:00 PM
JAN. 1	MIAMI*	HOME	1:00 PM
TBD	BUFFALO*	AWAY	TBD

Programs



Truly x Takis

Truly is a leader with younger drinkers, flavor and innovation. This fall, the Truly x Takis partnership will include a suite of POS to boldly stand out at retail and drive incremental sales. The partnership will drive take-out engagement and motivate drinkers to level up their “homegames” and tailgates this football season.

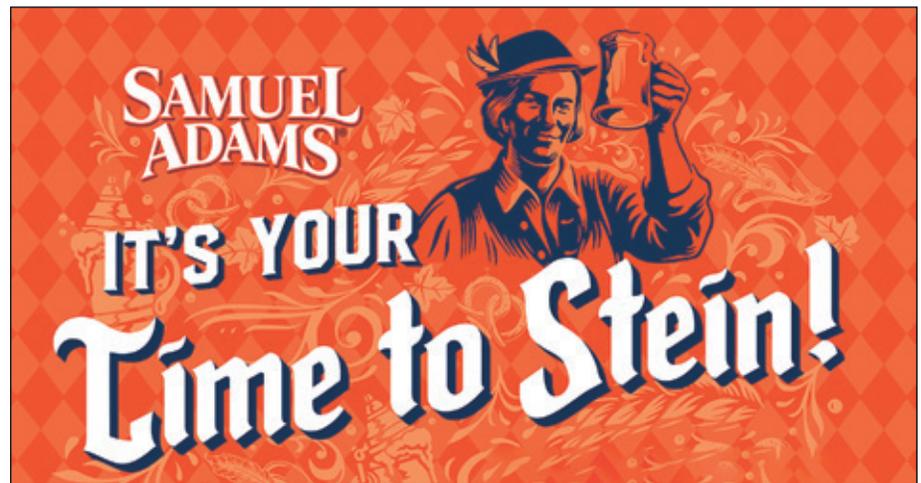
The program includes:

- A national partnership with the hottest snack brand
- A consumer sweeps for 3 grand prize trips to the Rose Bowl in California
- Recipe pairings available at the Truly x Takis micro-site
- Media and social/digital support



Twisted Tea & College Football

This college football season, Twisted Tea will drive relevance and displays to earn share of mind with drinkers during football and tailgating season.



Samuel Adams Your Time to Stein

This fall, Sam Adams is giving Oktoberfest drinkers a fun new way to own the party and celebrate beer with beer! From August through October, Sam Adams is giving away 650 customized ceramic steins! Drinkers will enter via QR code on themed POS and 50 winners will be selected every week! Winners will then upload a picture of themselves (or their friend, spouse, dog, goldfish, etc.) and Sam Adams will put that mug on a mug! Personalized steins will be delivered to winners in the first quarter of 2023.



Angry Orchard Halloween Harvest

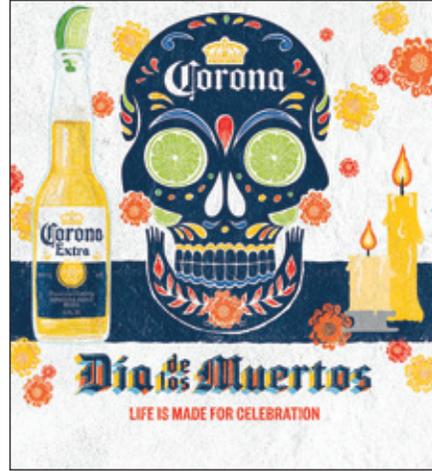
Through thematic packs and products, as well as exclusive partnerships and sweepstakes, Angry Orchard will help drive store-level shopper excitement and drinker joy during the fall/ Halloween season.

Programs



Corona Football: For Fans of the Fine Life

This fall, from August 16th through October 31st, Snoop Dogg and Corona are going all in on football and helping consumers experience the Fine Life during every game day throughout the season. Corona will be providing fans the opportunity to optimize their game day experience by giving them the chance to score resort wear Gameday Gear every week of the season via prizing bundles. Corona's here to help make this football season the very best yet with 360-degree marketing support including strong TV presence during NFL and college football games, and on and off-premise support tools to win at retail.



Día de los Muertos: Life is Made for Celebration

By celebrating life's moments as well as the people that came before us, Corona reminds us to take advantage of all that life has to offer. To continue the Día de los Muertos tradition, Corona's 2022 program, running from October 1st through November 2nd, will be supported by refreshed on and off-premise POS bundles and pieces reminding everyone that life is made for celebration.



Raise One in Their Honor with Modelo

Modelo invites consumers to celebrate Día de los Muertos as it is meant to be – by immersing themselves in the art and iconography of the holiday. Modelo is once again enlisting legendary, LA-based artist Mister Cartoon to bring the celebrations to new levels through his custom artwork and personal story. This year, Modelo is giving consumers a chance to take home the artistry of Día de los Muertos with limited-edition packaging designed by Mister Cartoon and a sweepstakes, running in October and November, to win Mister Cartoon apparel.



Modelo is the Official Beer of Fans with the Fighting Spirit

As the #2 beer in America, Modelo Especial continues to be ready every week for game day as the official beer of fans with the Fighting Spirit. In partnership with DraftKings, consumers will fight to the top of the leaderboard every football Sunday (from September 1st through October 31st) in free-to-enter contests for the chance to win a share of \$5k in cash each week. One lucky consumer who racks up the most points over the nine-week promotion will win a grand prize trip to Vegas inclusive of a Modelo x Las Vegas Raiders curated game day experience. The brand's football support will also include strong linear TV presence and digital and social media across sports properties like ESPN as well as the DraftKings platform.



Pacifico will continue the summer momentum this fall with an engaging retail campaign that invites consumers to "adventure further." Pacifico will continue to build equity in outdoor adventure by offering consumers a chance to win a special limited-edition Pacifico Super73 e-bike, a brand that outperforms with Gen Z. The program will be supported by TV, digital and social media and on and off-premise retail tools.

Programs

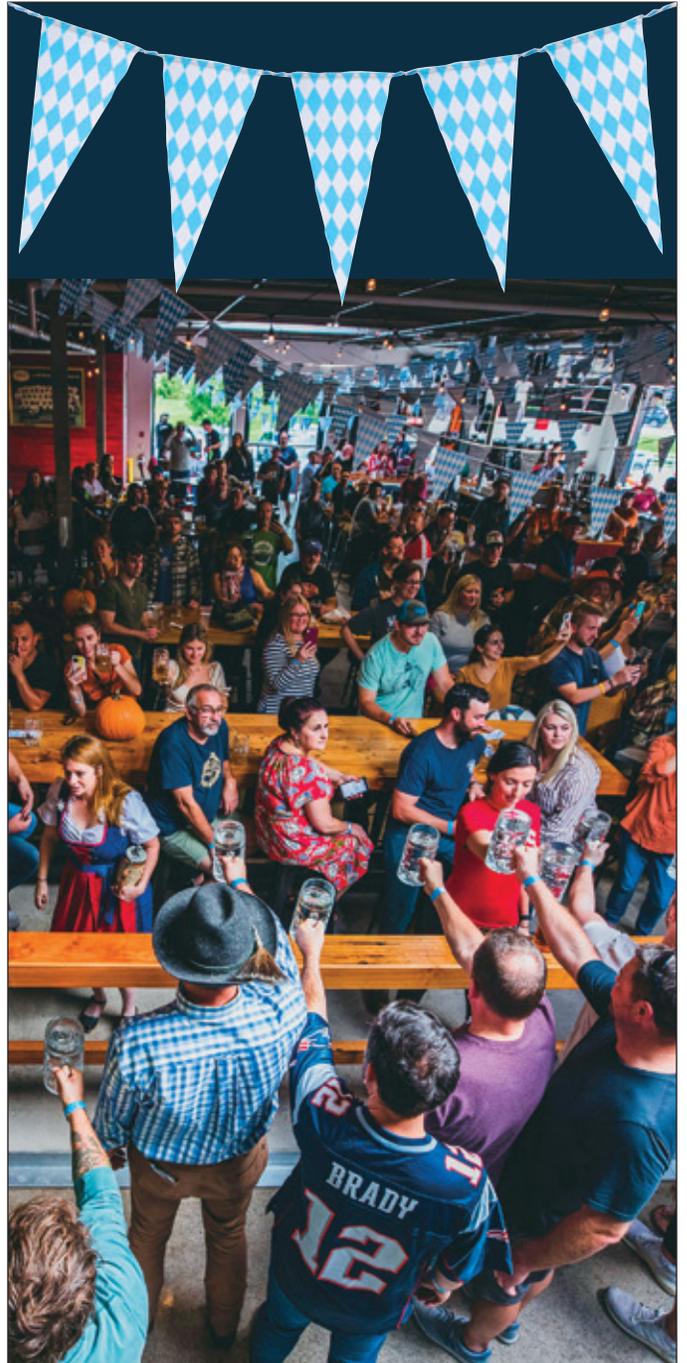


Hi-Neighbor!

THE FAMOUS
Narragansett
FRESH CATCH

**WANT \$5 BACK
WHEN YOU BUY
FRESH CATCH AND
SEAFOOD?
SCAN THE QR CODE ABOVE!**

Gansett.com | /Narragansettbeer | @Gansettbeer | /Gansettbeer
MUST BE 21 OR OLDER TO ENJOY. PLEASE DRINK RESPONSIBLY.



The New Narragansett Brewery in Providence is Rocking

Narragansett welcomes fans to visit them this fall for their Oktoberfest celebration – Friday, September 30th to Sunday, Oct 2nd. Last year's Oktoberfest event was sold out, so be sure to show up to the party early!



Enjoy 'Gansett Fresh Catch on National Lobster Day September 25th

This fall through the end of the year, when consumers purchase Narragansett Fresh Catch and seafood (even at different locations), they can scan a QR code on themed POS to receive a \$5 rebate (valid thru December 31, 2022). Fresh Catch is a 4.2% ABV golden session ale, dry-hopped with Citra, which pairs perfectly with seafood.

Programs



**GAME TIME
GUINNESS TIME**

18 VISITOR 59 HOME

DraftKings & Guinness Time Challenge

From September 8th through February 12th, Guinness and DraftKings will run a 22-week fantasy football consumer contest. That's 18 weeks of regular season, three weeks of play-offs and one week for the big game. Consumers will submit a weekly fantasy line-up on draftkings.com. Each week, a prize pool of \$5k (\$10k for big game week) will be split among winning consumers: \$115,000 total!



Guinness: The Official Beer of Notre Dame Alumni & Fans

The Guinness and Notre Dame partnership (which runs all football season long) keeps getting stronger and stronger; a partnership over 260 years in the making, with over 41 million avid Notre Dame fans!



Follow It West to The National Finals Rodeo Sweepstakes

This fall, consumers can enter to win one of four national VIP trips for two to Vegas (including VIP tickets, airfare and hotel accommodations) for The National Finals Rodeo in December, plus \$1,000 spending cash! The event includes a live rodeo competition, music headliners and exhibits designed to transform Vegas into a complete country western experience. Consumers can enter to win via text or QR code scan on themed POS.

SMIRNOFF FLAVOR FANDOM
-ICE FANDOM

Fanatics

ENTER TO WIN ONE OF (5) \$1,500 "SUPER FAN" SHOPPING SPREES* FROM FANATICS.COM

Sweepstakes

TEXT TOUCHDOWN TO 24272 OR SCAN CODE

Message and Data Rates May Apply.

SMIRNOFF ICE Neon LEMONADES

Smirnoff Flavor Fandom Sweepstakes

Smirnoff Ice and Fanatics are giving away a \$1,500 "Super Fan" shopping spree from Fanatics to five lucky winners! From September 1st through October 31st, consumers can either text TOUCHDOWN to 24272 or scan a QR code on themed POS to enter for a chance to win.

Programs

NOBODY MAKES LEMONADE LIKE MIKE'S



WIN A BACKYARD MOVIE THEATRE
A DIGITAL PROJECTOR, FILM SCREEN, BLUETOOTH SOUND SYSTEM

Win a Backyard Movie Theatre with Mike's

This August through September, consumers will have a chance to win a backyard movie theatre including a digital projector, film screen and a Bluetooth sound system from Mike's Hard Lemonade! Consumers will scan a QR code on themed POS to enter to win.



WIN A LAKESIDE RETREAT
FOR YOU & THREE FRIENDS



WIN A LAKESIDE RETREAT FOR YOU & THREE FRIENDS

This fall, White Claw is giving away a lakeside retreat to one lucky winner and three of their friends, plus exclusive White Claw Hard Seltzer two-person kayaks. To enter to win, consumers will scan a QR code on themed POS.

***SCAN TO ENTER FOR A CHANCE TO WIN**

SOBER HOP TOBER



HOP WTR Wants the Sober Curious to Sober "HOPtober" in Style

The sober curious movement is on the rise: 35% of legal-aged US adults completed Dry January in 2022, up from the previous high of 21% who participated in 2019. Enter Sober October: the second most popular low/no-alc month on the sober curious calendar.

HOP WTR, the one-of-a-kind functional non-alcoholic sparkling hop water brand, has big plans to celebrate Sober "HOPtober" in style. The brand will execute an integrated Sober HOPtober marketing program featuring: targeted connected TV, digital video, paid social campaigns and a roster of influencers and content creators. The campaign will run throughout the month of October and extend into retail with all-new point-of-sale materials and dedicated in-store sampling programs to drive velocity. Consumers will be stocking up on low/no-alc options and mocktail ingredients all-month long; be sure to capitalize on the sober curious trend this Sober October with HOP WTR.



Make Halloween a Hazy One with Sierra Nevada

HAVE A HAZY
LITTLE HALLOWEEN.



Sierra's Make Halloween a Hazy One program delivers a 360-degree support plan designed to engage and influence drinkers at each point along the shopper's journey. The program, which runs from September 15th through October 31st, includes a media campaign, in-store displays and market activation.



Sierra Nevada: Your Grill's Best Friend

Labor Day: a tribute to all those hard-working folks out there, and the perfect time for a backyard barbecue & a Sierra Nevada Pale Ale. This August and September, Sierra Nevada is giving consumers the opportunity to win a Big Green Egg Grill package or one of several custom Sierra Nevada grilling essential kits to make it the best backyard barbecue experience. Consumers will simply scan a QR code on themed POS to enter to win.



510 Hall Street
Bow, NH 03304-3105

Harpoon's 32nd Annual Oktoberfest

Join Harpoon on Friday, September 30th and Saturday, October 1st, alongside thousands of friends outside of their Boston brewery in open air tents for their 32nd Annual Oktoberfest, Harpoon's largest festival of the year! Flowing taps, live oompah music, stein-hoisting competitions, pretzel eating contests, chicken dancing and more will be waiting for you at Boston's festival of the fall.

While day-of tickets will be available as capacity allows, Harpoon strongly encourages folks to pre-purchase to guarantee admission!

Please visit www.harpoonbrewery.com for more information.

HARPOON

