

# HEADY TIMES

**CORONA  
EXTRA**  
THE MOST  
VALUABLE  
BRAND IN  
THE WORLD

AMOSKEAG BEVERAGES  
Fall 2024 | V.49

FALL INTO  
FLAVOR

THE NEW  
TEA  
PARTY

RTD:  
READY TO  
DOMINATE



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As soon as September arrives and the cool autumn weather sets in, the reign of pumpkins begins and continues until winter is over. Pumpkin beer is a popular part of this trend, along with porters and big IPAs. These fall beers, with high alcohol content, are perfect for enjoying at your favorite bar while watching a game or having a meal. Oktoberfest beers, also known as Märzen beers, are a traditional German-style brewed for the annual Oktoberfest celebration. These beers are characterized by their amber color, malty sweetness and clean finish. And let's not forget about hard ciders, which provide a range of seasonal options as an alternative to the flavors of beer.

In this edition of *Heady Times*, there's a comprehensive list of delicious seasonal beers beginning on page 17 that capture the cozy atmosphere of the

cooler weather. The magazine also features an in-depth look at **Constellation Brands'** impressive growth and the emerging segment of hard teas, as well as a spotlight on **Greater Good Imperial Brewing Company** with Rick Sigrist. In addition, exciting new suppliers/brands **Coös Brewing, Medusa Brewing, Foley Brothers Brewing, Grey Sail Brewing of Rhode Island, Two Chicks Sparkling Cocktails** and **Lipton Hard Iced Tea** have been added to our portfolio, enhancing the range of products we offer.

As always, we appreciate your business. With summer behind us, it's now time to focus on the fall and all the opportunities it brings. Our team is ready to provide you with the brands that your customers love.

Cheers!  
Ed & Scott

With summer behind us,  
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opportunities it brings.

Ed Murphy  
President

Scott Proulx  
VP of Sales

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Amoskeag Beverages



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

## Mark Your Calendars

### SEPTEMBER

**9/2** Labor Day  
**9/6 – 8** The 50<sup>th</sup> Mud Bowl  
 – North Conway  
**9/7** National Beer Lover's  
 Day  
**9/7** Tailgating Day  
**9/8** Grandparents Day  
**9/15 – 10/15** Hispanic  
 Heritage Month  
**9/21 – 10/6** Oktoberfest  
**9/28** National Drink  
 Beer Day

### OCTOBER

**10/3** Rosh Hashanah  
**10/4** Barrel-Aged Beer Day  
**10/4 – 5** Harpoon  
 Oktoberfest – Boston  
**10/12** The 16<sup>th</sup> Annual NH  
 Brewfest – Portsmouth  
**10/14** Black Entrepreneurs  
 Day  
**10/27** American Beer Day  
**10/31** Halloween  
**10/31** Diwali



## Guinness is the Official Beer of The Premier League

The four-year agreement, which kicks-off for the 2024/2025 season, will see Guinness become the Official Beer of the Premier League and Guinness 0.0 as the Official Non-Alcoholic Beer of the Premier League.

*"This partnership brings together two iconic global brands that are loved by communities all over the world, and we can't wait to bring beautiful pints to the beautiful game. When the first ball is kicked off in August, Guinness will be building on its international legacy in sport with a new campaign reaching millions of fans, who follow and enjoy the Premier League in their own unique way across the globe."*

—STEPHEN O'KELLY, Global Brand Director for Guinness

# \$409 BILLION

**The amount of money the beer industry contributes to our economy – equivalent to 1.6% of GDP.** It also pays more than \$132 billion in wages and \$63.8 billion in taxes and provides nearly 2.4 million American jobs, including 92,159 brewer and beer importer jobs, 77,847 manufacturing jobs, 137,420 distribution jobs, 52,220 agricultural jobs and 979,805 retail jobs.\*

\* The Beer Institute July 2024

## IN THE NEWS...

**According to a poll conducted in July 2024 by Morning Consult on behalf of the Beer Institute, beer was the alcohol beverage of choice among LDA adults this summer.**

Two-thirds of Americans (66%) opted for beer in the past three months, exceeding wine (54%), liquor (50%), and cocktails (43%).

Two-thirds of Americans (66%) 21+ said they would enjoy a beer at a BBQ, (45%) at pool parties, (40%) at the beach, (39%) at picnics, and outdoor festivals.

When seeking summertime refreshment, nearly half of Americans (45%) are choosing lagers, and they're seeking crispness (35%), lightness (33%), and bright or vibrant flavors (26%) in their beers.

## Constellation has 57 Consecutive Quarters of Growth!

Constellation's goal is to build brand families that people love. And they have been able to do that by understanding and staying true to what each brand in their portfolio represents. The success of these three brands Corona Extra, Modelo Especial and Pacifico has resulted in 57 consecutive quarters of growth for the company. That's how Corona Extra became the most valuable brand in the world... the number one global beer brand with a monetary valuation of \$19,000,000,000...that's billions!



# Corona Extra is the Most Valuable Brand in the World

By: Jerard Fagerberg with Heady Times Editorial Staff



Corona Extra has a global brand valuation of \$19,000,000,000. We'll cheers to that!

**Corona Extra, Modelo Especial, Pacifico.** The success of these three brands Constellation imports from Mexico has resulted in 57 consecutive quarters of growth for the company. That alone is an impressive statistic. Even more remarkable, though, is the dollar valuation placed on the brand that started it all . . . Corona Extra.

**H**ow much could one successful brand possibly be worth? Quite a lot. **Corona Extra has a global brand valuation of \$19,000,000,000.** In case you were wondering, a billion does have nine zeros.

**In a category strangely resistant to growth, Constellation's portfolio of imported Mexican beers is a singular sensation.** Oddly enough, the foundation for the company's success is built on sand. Actually, it's the gleaming white sand of the most perfect, tropical beach you could ever imagine. This beach exists in the mind of anyone who has ever dreamed of living the finest life, or as they say in Spanish, La Vida Más Fina. Fittingly, this sentiment appears on Corona Extra's label, and it is the title of Extra's latest ad campaign featuring Pedro Pascal.

But it was a long walk from the brand's perfect beach to Mr. Pascal's bar stool in

that neighboring watering hole. That stroll began in the 1990s when a postcard-perfect, ocean-front vision of paradise appeared on television screens for no more than 15 or 30 seconds at a time. Arresting in its simplicity, there was no voiceover or music, just the hypnotic sound of waves lapping the shore. The commercial is a masterclass in advertising restraint. There wasn't anything in the ad preventing viewers from placing themselves on their very own, perfect beach. By staying true to that imagery long past a point when less disciplined companies would be afraid NOT to change in some radical fashion, Constellation kept Corona Extra's toes buried in the sand, in a place where their customers have been momentarily **transported** for so many years.

Every successful brand tells a story. The best-loved stories are memorable because they are so emotionally engaging for long periods

of time. Then, at some point, the brand and what it represents merge, becoming one thing. For Corona Extra, that very special one thing is a beach state of mind.

Constellation's goal is to build brand families that people love. And they have been able to do that by understanding and staying true to what each brand in their portfolio represents. That's how Corona Extra became the most valuable brand in the world... the number one global beer brand with a monetary valuation of \$19,000,000,000.

## More Reasons to Love Corona Extra

Corona Extra is remarkable in many ways. In 2023, the brand sold 125MM cases and it continues to grow share of total beer in both dollars and volume. It's the number one best-selling packaged beer on-premise, and for three years Extra has been the second fastest-growing brand in its category.

Going beyond what statistics can convey, Corona Extra is the **number one most loved brand among Hispanic and general market consumers**, including elusive, yet desirable, Gen Z consumers **so the composition of Extra's fan base mirrors the makeup of the U.S. population more closely than the biggest players in the category.**

## From Perfect Beach to La Vida Más Fina and the Appearance of Emmy-winning Actor Pedro Pascal

Staying true to a brand's essence doesn't mean letting it stagnate. After all, a brand has to be relevant to new generations of consumers, so change is essential. But Corona didn't change so much as it evolved over time, paving the way for Emmy Award-winning Hollywood icon Pedro Pascal to belly up to a neighborhood bar.

"The equity that we've been building from the beginning has been around this idea of relaxation and the beach as the symbol of relaxation," says Greg Gallagher, Senior Vice President for Constellation's beer division. "Hispanic culture just really has cracked the code on how to live and how to be in the moment. So, when we were fortunate enough to land Pascal at this



Pedro Pascal relaxes on an idyllic beach in his first television spot for Corona Extra.

time in the brand's life, we knew it was a magical opportunity to build out the next chapter of La Vida Más Fina. Pedro is such a great partner for us in that he naturally personifies the essence of Corona Extra."

Pascal is the most recent celebrity to appear in the Más Fina campaign and for Constellation's money, he is probably the best. "Pedro has that effortless cool," Gallagher says. "And that's how we like to think about the brand. Corona has exuded that same effortless cool over the years and Pedro just seemed to reflect that. Even with his suave good looks, he's not quite a household name yet. So Pascal still has a sort of approachable, genial charm that instantly makes "The Finest Life" the attainable paradise that Extra has always been." Gallagher went on to say that Pascal was a "natural choice" to represent the brand.

## Pascal's Star Power on the Ascendancy

Pedro Pascal has starred in *Narcos*, *The Mandalorian*, and *The Last of Us*, making him eminently hip. But to his credit, he has maintained an aura of humility while burnishing his professional cachet in equal measures. His understated good looks give Pascal the appearance of a guy you'd be glad to run into at the neighborhood pub even though *Time* magazine named him one of the 100 Most Influential People in the world last year. His Hollywood pedigree and award-winning talent place him just a bit beyond the average viewer's grasp, adding to his dreamy allure.

"My ideal life right now," Pascal confided to *GQ* magazine when the campaign first

aired, "is really that opportunity to be in the moment – and then the moment teaching you everything that you need to know. I'm a beach boy. What can I say? I love the water, it calms me down, and it holds all of my fondest memories. So, it is such a perfect way to remember to let go."

But more than anything, Pascal's entry into the La Vida Más Fina campaign comes at a time when Extra is connecting more deeply and purposefully to its Hispanic heritage. Extra's audience is about 27% Hispanic, a number that closely represents the demographic composition of the United States. In the past, Gallagher says, Corona bifurcated their campaigns into English and Spanish-language versions, showcasing different celebrities like Diego Luna and Bad Bunny to emphasize the beer's Mexican heritage. But Pascal, as a Chilean American, is able to speak to both Hispanic and general market audiences simultaneously.

Gallagher explains, "With Snoop and then Andy Samberg, the commercials

worked well, but they did detract from our Hispanic roots. We had a whole different creative. It wasn't on the beach; it was more of a Hispanic heritage campaign, so the brand was seen in a different light. We wanted to get back to one campaign. Pedro allowed us to do that."

Pedro Pascal's La Vida Más Fina spots were shot in both languages, following this amiable leading man and beer-drinking hero as he encounters strangers on the beach, charming them in two languages. The ads feel holistic and authentically Hispanic, while also being true to decades of transformative beach imagery lovingly crafted with discipline, devotion, and care.

Gallagher sees these TV spots as ways to remind customers just what they are buying, whether it's over the bar or for enjoyment at home. Corona Extra is a passport to a state of mind, a vacation worth about \$19,000,000,000, or maybe even more. Let's say that it's priceless.



Constellation Brands' Greg Gallagher says that Pascal was "a natural choice" to take over the La Vida Más Fina campaign.

Corona has exuded that effortless cool over the years, and Pedro just seemed to reflect that.

— GREG GALLAGHER, Senior Vice President of Constellation Brands' beer division marketing



Relax responsibly. Corona Extra Beer. Imported by Crown Imports, Chicago, IL. Todo con medida. Corona Extra Beer. Importada por Crown Imports, Chicago, IL.



# Fall into Flavor

Find out what the Amoskeag team is excited to sip this autumn.

As the crisp autumn air begins to settle in and the leaves transform into vibrant hues, the excitement for fall beverages is palpable. With an array of new seasonal releases and timeless favorites, consumers are eagerly anticipating the flavors that define this cozy time of year. From seasonal lagers to crisp ciders and robust stouts, the beverage enthusiasts at Amoskeag are ready to embrace the rich, aromatic offerings that the fall season brings. We even have a few who love a good ol' year-round RTD, no matter the season! Join us as we explore the drinks that are creating a buzz and setting the scene for a memorable autumn.



**Dani Rigo-Reilly**  
Staff Accountant



**Terry Callahan**  
Operations Analyst



**Dean Jarry**  
Chain Sales Manager



Fall in New England is synonymous with apples and spice, making **North Country Fire Starter Hard Cider** my go-to beverage for the season – though I've been known to enjoy it all year round! Not too sweet, slightly dry and the perfect amount of spice on the back end from the cinnamon and habanero makes this a perfectly balanced cider.



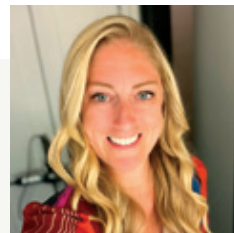
Fall is the time of year I love visiting our local craft brewers and enjoying one of their seasonal selections. **It's Raining Raspberries Sour Ale** from Great North Aleworks is one of my favorites.



Even though **Sun Cruiser Classic Iced Tea** is not a fall seasonal, I'm hooked! It is my choice no matter what season. It is refreshing, easy drinking with no bubbles and it's perfect in the fall and all year long!



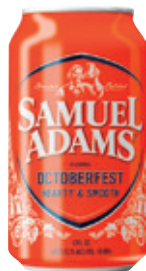
**Richie Razin**  
Sales Representative



**Jennifer Groleau**  
IT Systems Analyst



**Derek Connelly**  
Chain Sales Manager



Nothing says fall in New Hampshire like **Samuel Adams Octoberfest**. It's a classic fall beer that is smooth and tasty which I look forward to every year and is available everywhere.



I love **Two Roads Roadmary's Baby Pumpkin Ale** because the rich and complex flavors from the rum barrels perfectly complement the seasonal pumpkin notes, making it one of my favorite pumpkin seasonal beers.



Once autumn rolls around, you can find me outside enjoying the beautiful hiking trails in New Hampshire. My cooler is always filled with a few **Long Drink Cranberry** – I love the natural cranberry flavor, it's incredibly crisp and refreshing.

# Ready to Dominate

## RTDs and FMBs Are Finding Open Runways to Continued Growth

By: Joshua M. Bernstein

The desires of today's drinkers are as unpredictable and fast-changing as the weather. Even five years ago, craft breweries could lavish IPAs with hops and expect customers to line up for cans – right after stocking up on hard seltzers.

The forecasts for beer and hard seltzer have since slowed, with dollar sales dipping 1.2% and 11.5% in the 26 weeks ending July 6, according to NielsenIQ (NIQ). **In that same period, FMBs and spirit-based RTDs grew 6.6% and 19.5% respectively**, and there's ample runway for growth.

"New brands that launch have the opportunity to break into the top five [in overall sales]," says Kaleigh Theriault, the Director of Beverage Alcohol Leadership at NIQ. "People are excited about new and different in this world."

To stand out among the crowded variety packs and single-serve cans, **beverage alcohol companies are producing FMBs and RTDs built around real fruit and bold flavor blends with multicultural appeal. Additionally, brands are carving out new retail opportunities by developing malt-based analogues of spirited cocktails and liquors, while breweries are reaching for the RTD aisle to find new customers.**

### FMBs Are One Key to Reaching Gen Z Consumers

Linguistic gatekeeping can hinder beverage-alcohol adoption. Wrap a dry-hopped West Coast IPA or Chardonnay in excess adjectives, and it can seem unapproachable to less-experienced drinkers. **FMBs deliver bold yet familiar flavors that need no Cicerone or sommelier explanations.**

This is relevant to diverse Gen Z consumers that have grown up in a world filled with snacks and drinks flavored with global peppers, spices, herbs, and citrus.



Sales of the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.

A sparkling yuzu seltzer is nothing new.

**When a Gen Zer reaches LDA, "they already have a much more refined palate and flavor experiences,"**

Theriault says.

Molson Coors Beverage Company is pursuing the latest LDA consumers with its **Happy Thursday** line. "It's a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors," says Amanda DeVore, the Senior Director of Marketing Innovation at MCBC.

Released this spring, **the spiked refreshers – ideally merchandized**

**between FMBs and RTDs – take cues from the colorful non-alcoholic refreshers found at chain coffee shops.** Happy Thursday comes in four flavors, including compelling blends such as pineapple starfruit, each variant's technicolor label corresponding to its flavor.

Many successful FMBs entice customers with color. Brand new, **Captain Morgan Sliced** are sold in bright colored slim cans that showcase brilliant hues of their products. Captain Morgan Sliced flavors are bold and fruit-forward, so the vibrant colors create a visual cue for consumers. Another new Amoskeag RTD with beautiful packaging is, **Two Chicks Sparkling**





Happy Thursday is a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors.



**Cocktails**, a women-owned, founded and run company. Their sparkling canned cocktails are made with REAL premium spirits (tequila, vodka, whiskey and gin) with fruit and botanicals at 5% alcohol, deliciously designed for any occasion.

Speaking of women run beverage companies...founded by entrepreneur Kylie Jenner, **Sprinter** is a bold and juicy RTD vodka soda made with real fruit juice, premium vodka and sparkling water. Kylie tapped Chandra Richter, a beverage development expert with over 20 years of beverage alcohol industry experience and a PhD in molecular biology, to serve as Head of Product Development and Operations at Sprinter. After over a year of taste testing, the duo achieved the perfect balance of flavors and Sprinter was born.



After water, tea is the world's most consumed beverage, meaning it's ripe for FMB crossovers that might be tougher for soda brands with comparatively narrower followings.

**Lipton Hard Iced Tea** debuted last year, and the cross-section of consumers includes "loyal Lipton non-alcoholic drinkers, current hard tea drinkers crossing over and others who are new to the segment," says Lisa Texido, Brand Director for Lipton Hard Iced Tea.

Parsing research data, Texido discovered that Lipton Hard Iced Tea drinkers tend to be well educated, earn higher incomes, and lean millennial. High brand awareness helps "cut through the clutter," Texido says.

## Malt-Based FMBs Can Broaden Sales Opportunities

To adhere to America's misaligned liquor laws, and find new sales opportunities, many beverage companies are creating malt-based analogues of both popular cocktails and spirit brands.

**Popular cocktails are primed for an FMB approach.** Mark Anthony Brands is finding massive success with **Cayman Jack**, its line of margarita-inspired FMBs made with lime juice and blue agave nectar.

**"The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues,"** says Mark Anthony's Chief Commercial Officer David Barnett. Sales of the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.

Another blockbuster hit is **Jose Cuervo Sparkling Pink Lemonade Margarita**. Jose Cuervo Margaritas are the #1 Ready-to-Drink cocktails and the #1 Margarita in the USA. Jose Cuervo Sparkling Pink Lemonade Margarita is a premium bubbly cocktail expertly crafted from authentic Jose Cuervo tequila, triple sec liqueur and the flavors of ripe raspberries all complemented by the zest of sweet lemon. It also comes in **Sparkling Strawberry Margarita** flavor, which is another popular choice.

**For all FMB and RTD brands, the challenge is that early enthusiasm can sometimes wane as customers face cold cases filled with fast-changing options,** leading to little brand loyalty. "Consumers have gotten into a mindset where there's always going to be a new flavor," Theriault says.

Navigating today's market requires a constant recalibration of flavors, can sizes, and ABVs, staying on trend with today's changing tastes. **Finding the right flavor of the month can lead to success for years to come.**

**About the Author:** Award-winning beer journalist Joshua M. Bernstein is the author of six books, including *The Complete Beer Course*

“The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues.”

— DAVID BARNETT, Mark Anthony's Chief Commercial Officer

# The New Tea Party

Twisted Tea helped build this fast-growing FMB subsegment, and plenty of new brands are following suit.

By: Kate Bernot



**G**lobally, tea is the most consumed beverage in the world besides water. In the U.S., hard tea's star is skyrocketing, with the category expanding and diversifying as consumers develop distinct preferences within the segment, primarily driven by desire for flavor. Flavored alcohol – sometimes referred to as the “fourth category” – represents 12.2% of all beverage-alcohol dollar sales, up half a share from the year prior.

But hard tea's rise to ubiquity comes behind the well-carved path from the clear category leader: Boston Beer Co.'s Twisted Tea. Though Twisted Tea has existed since 2001, sales expansion and greater marketing investment from its parent company have propelled the brand

to the top of FMBs. **Since 2023, it's been Boston Beer's top-grossing product in chain retail, and it accounts for 60-70% of all hard tea dollar sales in those stores.**

**With Twisted Tea as the leader, the hard tea segment is poised to be a 100 million case segment.** Through mid-May, hard tea accounted for 30.6% of total flavored malt beverage dollars in chain retail, up just shy of 4% versus the year prior. **In 2023, hard tea was the number two-dollar growth segment within ready-to-drink alcohol,** second only to spirits-based seltzers, according to Nielsen.

Though few major competitors existed during Twisted Tea's first decades of

existence, the category is becoming an increasingly crowded sea. **In May, Boston Beer founder Jim Koch told the Beer Insights Spring Conference that he estimates that 100-150 new hard tea brands have launched within just the prior eight months,** chipping away at the 95% market share of hard tea that Twisted Tea used to command. Some of these plays are national competitors, but many are regional or even local offshoots from existing breweries and distilleries. This includes **Sun Cruiser Iced Tea & Vodka** a brand-new spirits-based hard iced tea innovation from Boston Beer Company that's made with real iced tea, real vodka with incredibly delicious flavor for a sip that's so smooth you can't help but go back for more.

Sun Cruiser is refreshing and easy to drink with 4.5% ABV, just 100 calories and 1 gram of sugar per 12oz. serving. Even better, Sun Cruiser has no bubbles, making it the perfect drink for sipping all day long. Available in **Classic Iced Tea, Lemonade + Iced Tea, Raspberry** and **Peach**, Sun Cruiser's got a flavor for the whole crew.

Meet your new favorite hard tea, **Lipton Hard Iced Tea!** Based in more than 130 years of tea expertise, every 5% ABV, just-sweet-enough flavor starts with real brewed Lipton tea for the smoothest and most refreshing hard tea out there. Tea trends don't seem to be dying off because iced tea is just part of our lives. This resonates particularly deeply in New Hampshire with brands like **Dunkin' Spiked Iced Tea**, a boozy spin on fan-favorite Dunkin' drinks.



**Regardless of the brand, hard tea owes a debt to Americans' fondness for iced tea.** Koch writes of Twisted Tea's origins in nostalgic, down-home terms in his 2016 business book *Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two* stating: "[Twisted Tea], I thought, would evoke the simple pleasures of spending time outside or whiling away a hot afternoon on the porch."

That idyllic reference point is fairly universal, but the hard tea market is increasingly diversifying and flavor reigns supreme.

**To meet the demand for flavor, hard tea brands have expanded their lineups:** Twisted Tea has a full range including Half & Half (with lemonade), Black Cherry and Light. The ever-popular High Noon has rolled out **High Noon Vodka Iced Tea Variety Pack**, which has been hitting the shelves.

**There are other points of differentiation, including carbonation.**



Twisted Tea is a completely still product and most of its competitors have followed suit by packaging them without carbonation. Some, however, are lightly effervescent. **Calories also vary:** The "better-for-you" hard tea segment includes brands such as Twisted Tea Light (110 calories) while higher-alcohol brands tend to have more than double those calories per 12 oz. serving.

**Then there's the base fermentable.** Hard tea is also diversifying there. The vast majority of brands are malt-based (more than 70% of the flavored alcohol category is malt-based), however, newer spirits-based brands such as **Surfside** and **High Noon's Vodka Iced Tea** have emerged and are doing well.

**So despite spirits-based entries, hard tea remains predominantly a malt-based segment,** riding a wave of consumer demand for flavor, convenience, and variety, and combining beloved flavors



with the ease of a premixed drink. **Malt-based RTDs broadly have been on a tear, jumping from 9% of all beer dollars in 2018 to 18% year-to-date through May 2024,** as tracked by Nielsen. And hard tea is no small part of that trajectory.

**Hard teas meet a variety of consumer needs: flavor, convenience, premiumization, and variety-seeking.** These are some of the most important trends in beverage alcohol at large, and have helped propel the growth of FMBs as well as broader ready-to-drink alcohol.

## TEA TRENDS

**Circana data shows sales of combined RTDs (including FMBs) have more than tripled between 2018 and 2023, to more than \$10 billion.**

Those needs are also particularly acute among young legal-drinking age consumers. This subset of Gen Z is critically important for brands to reach, and their preference is clear: flavor and variety. Circana's consumer research indicates that households aged 21 to 34 have the highest percentage (22%) of FMB buyers among all age groups, and also the highest percentage (29%) of malt-based seltzer buyers. **Nielsen also called out hard iced teas as one of the core flavor-forward alcohol options that LDA members of Gen Z seek.**

**About the Author:** You may know her as the director of the North American Guild of Beer Writers, but Kate Bernot wears many hats. The work of this celebrated journalist and BJCP Certified Beer Judge routinely appears in The New York Times, Washington Post and the online publication Good Beer Hunting – to name a few. Ms. Bernot resides in Missoula, Montana where she enjoys the great outdoors and a good pint of beer made by the area's skilled local brewers.



**With Twisted Tea as the leader, the hard tea segment is poised to be a 100 million case segment.**

# On The Job With...



Dan Lewis



Brenna Thompson

## Dan Lewis

### Merchandising Supervisor

**Heady Times (HT):** What does your job entail?

**Dan Lewis (DL):** As a Merchandising Supervisor, my responsibilities include training the merchandisers and overseeing the proper execution of their duties, route hopping for the sales representatives and providing support to my team.

**HT: What did you do for work before coming to Amoskeag?**

**DL:** I was the assistant manager at one of Amoskeag's largest independent border accounts. This is the dojo where I cut my teeth so to speak.

**HT: What are some of your hobbies outside of work?**

**DL:** If I can find the time, you might catch me skateboarding, mountain biking, fishing, camping, gaming, making beats, or bar hopping.

**HT: What's one thing on your bucket list you'd like to do?**

**DL:** I've always wanted to try stand-up comedy, but I am nervous about flat-out bombing in front of a crowd.

**HT: What was your favorite concert?**

**DL:** My favorite would be The Pharcyde (a 90s rap group if you're not in the know) at Wally's in Hampton.

**HT: If you could meet any living person for dinner, who would you pick and what Amoskeag product would you drink?**

**DL:** I'd like to do a pizza review with Dave Portnoy "one bite everyone knows the rules" and we would crush some Nooners, Pres-Pack of course!

**HT: A genie grants you one wish; what do you wish for?**

**DL:** I would wish for more wishes, then for exuberant wealth, world peace and finally I would free the genie from their lamp.

## Brenna Thompson

### HR Administrator

**Heady Times (HT):** What does your job entail?

**Brenna Thompson (BT):** As an HR Administrator, I provide administrative support to the HR department. Some of my responsibilities include new hire orientation, onboarding, employee benefits and leave of absences.

**HT: What did you do for work before coming to Amoskeag?**

**BT:** I worked as an HR Administrator for a food service company in Manchester, for a little over 2 years before coming to Amoskeag in June of this year.

**HT: What's one thing on your bucket list you'd like to do?**

**BT:** I would love to travel to Banff National Park in Alberta. It has been at the top of my bucket list for a long time; it just looks so picture-perfect!

**HT: What was your favorite concert?**

**BT:** Thomas Rhett has been one of my favorite live performers, and I have seen him a few times. Last summer, he played one of his songs in the crowd a few seats down from where I was sitting. It was pretty cool!

**HT: If you could meet any living person for dinner, who would you pick and what Amoskeag product would you drink?**

**BT:** I would love to meet David Pastrňák from the Boston Bruins. It would be awesome to talk about his career while enjoying a PBR!

**HT: What's your guilty pleasure?**

**BT:** Cooking has always been one of my favorite things since I was young. I try to make something new every week!

**HT: What is your favorite cereal?**

**BT:** Lucky Charms, it's a classic!

# Get to Know Rick Sigrist from Greater Good Imperial Brewing Company

**Heady Times (HT):** How'd you get into the beer business?

**Rick Sigrist (RS):** While attending college, I worked as a helper with the original Coors Distributor in Manchester (between semesters), which morphed into me doing bar promotions with my cover band, then a route-jumper position opened up, which led to a full-time sales position in 1987.

**HT: What does your job entail?**

**RS:** As a Territory Sales Manager for Greater Good, my job is to oversee inventory-to-market execution and communicate our "go-to street" protocols with sales and management. The most important aspect of my job is bringing enthusiasm to both sales and retail partners. I support sales by either presenting a new item or holding a Pint Nite. I also manage quality control.

**HT: What do you like most about your job?**

**RS:** It's a very social job, you are not sitting in a cubical farm tied to a desk. I love working with the salesforce, merchandisers and retailers. In addition, I get to make new friends and talk about a company and beer that people truly love.

**HT: What's the best thing about working with the Amoskeag team?**

**RS:** Being from the Amoskeag family gave me an advantage when I took over NH. I'm lucky enough to have gotten to work with



Rick in the CHUGGS costume

my college peers, hire merchandisers who became salesmen, and watch them start their families. Many of us "seasoned" vets are still here and making an impact. The Amoskeag crew is by far the best part.

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

**RS:** I love going to the beach, playing and seeing live music, visiting the grandchildren and leaving them all wound up...payback!

**HT: Do you have a favorite Greater Good product? What would you pair it with?**

**RS:** Our flagship beer, Pulp Daddy on draft, is by far the best beer I've ever sold and tasted. It won first place in a blind taste test tournament that featured the 48 highest-rated IPAs in Massachusetts (Untappd & BeerAdvocate ratings). My go-to food pairing is either sushi or BBQ.

**HT: What are some exciting things happening at Greater Good you would like readers to know about?**

**RS:** Every September Greater Good hosts Imperial Fest at the brewery in Worcester;

a beer fest comprised of 30-50 breweries who are featuring their favorite high-ABV brews.

**HT: Anything else we should know about Greater Good?**

**RS:** Greater Good is trademarked as America's All-Imperial Craft Brewery, brewing beer that is exclusively 8% and above. We frequently take styles that are known for being "sessionable" at 4-5% and scale them up to 8%+ imperial status.



## 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.

### NEW SUPPLIERS

## Lipton Hard Iced Tea



Meet your new favorite hard tea, Lipton Hard Iced Tea! Based in more than 130 years of tea expertise, every 5% ABV, just-sweet-enough flavor starts with real brewed Lipton tea for the smoothest and most refreshing hard tea out there.

## Lipton Hard Iced Tea Variety Pack



Try all four sun-soaked, 5% ABV flavors in Lipton's variety pack. **Lemon, Half & Half, Peach and Strawberry.** **Package:** 12 oz. cans only **Availability:** Now, year-round

## Lipton Hard Iced Tea Lemon

Real Lipton tea meets tart lemon flavor for an ultra-smooth take on classic iced tea. **ABV:** 5% **Packages:** 12 oz. and 24 oz. cans **Availability:** Now, year-round



## Lipton Hard Iced Tea Citrus Green Tea

A refreshing twist on a familiar taste with real Lipton green tea. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

## Two Chicks Sparkling Cocktails



Two Chicks Sparkling Cocktails is a women-owned, founded and run company. Their sparkling canned cocktails are made with REAL premium spirits (tequila, vodka, whiskey and gin) with fruit and botanicals at 5% alcohol, deliciously designed for any occasion.

## Two Chicks Sparkling Vodka CuTea

Sparkling Vodka CuTea is a vodka with peach, cucumber tea & thyme cocktail. Savory peach paired with refreshing cucumber tea and a subtle finish of thyme. The perfect polished peach cocktail. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Two Chicks Sparkling Vodka Fizz

Sparkling Fizz is a vodka, elderflower & pear cocktail. Fragrant with flavors of lush juicy pear, this refreshing elegant cocktail is paired with a silky smooth vodka. The final hint of the velvety elderflower blossoms leaves an aromatic kiss on your palate. This cocktail defines relaxation. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Two Chicks Sparkling Vodka Variety Pack

This variety 8-pack includes, **Sparkling Vodka CuTea, Sparkling Lemon Strawberry Kiss, Sparkling Vodka Fizz and Sparkling Cranberry Tartini.** Premium spirits with natural flavor. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Two Chicks Craft Cocktail Variety Pack

This variety 8-pack includes, **Sparkling Melon Drop, Sparkling Vodka Fizz, Sparkling Lemon Strawberry Kiss and Sparkling Watermelon Breeze.** Premium spirits with natural flavor. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Foley Brothers Brewing



In 2006, Bob Foley and his wife Rhonda purchased The Inn at Neshobe River in Brandon, Vermont and established the Neshobe River Winery. Five years later, the younger Foley generation began experimenting with beer-making, resulting in the creation of Foley Brothers Brewing in 2012. They are committed to using top-quality ingredients and meticulous brewing

techniques, adhering to their motto “do it the hard way” with no shortcuts in their beer production. Operating with a 15-barrel brewery, they craft small batches of beer and are continuously innovating with new recipes. In addition, they recently opened a second tasting room called The Foley Brothers Beer Garden in Quechee, VT.



### Foley Brothers Tipping Point

Tipping Point is a fruit forward IPA with notes of tropical fruit, sweet citrus and pine. Brewed with Armarillo, Medusa and Citra hops. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now, year-round



### Foley Brothers Prospect

This unfiltered American India Pale Ale is brewed with a special blend of malt, barley and oats. Prospect is an easy drinking IPA that’s packed with aromas of pine, apple and lychee. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



### Foley Brothers Big Bang

This unfiltered IPA is brewed with Citra and Galaxy then dry hopped with Citra, Mosaic, Amarillo and Simcoe. Aromas are a melody of grapefruit, passionfruit, papaya, lychee and melon. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Grey Sail Brewing of Rhode Island, founded in 2011 in Westerly, Rhode Island, is known for its high-quality craft beers. The brewery, housed in a historic 1920s building, offers a range of brews that include IPAs, lagers and seasonal specialties. Grey Sail has garnered a strong local and regional following and recognition for its dedication to brewing excellence and community involvement.



### Grey Sail Captain's Daughter

Captain's Daughter Double IPA features the explosive combination of Citra and Mosaic hops, bursting with tropical and citrus flavors and a delightfully bold hop character. **ABV:** 8.5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

### Grey Sail Mix Pack

Grey Sail Mix Pack includes: **Sea Maiden Enchantingly Light Ale**, which has a delicate balance of crisp grains and subtle sweetness that washes across the taste buds, leaving a refreshing, satisfying impression. She is low in calories, making every moment guilt-free. **Little Sister Session IPA**, which has the perfect harmony of Citra and Mosaic hops in this low-ABV IPA, delivering a burst of bright citrus flavors and a light, refreshing body. **Flying Jenny Pale Ale**, classically hopped to deliver a nostalgic blend of citrusy brightness and satisfying bite and **Captain's Daughter Double IPA**, which features the explosive combination of Citra and Mosaic hops, bursting with tropical and citrus flavors and a delightfully bold hop character. **Availability:** Now, year-round







Coös Brewing Co. is the northernmost brewery in New Hampshire, located in the town of Colebrook. In August 2021, Coös Brewing moved from its small proof-of-concept garage to a larger production facility in Colebrook. The new brewery and tasting room, situated on the banks of the Connecticut River, feature a bright industrial vibe with plenty of space and seating. They offer cans and bottles to go, draft beer and flights for on-premise consumption, as well as non-alcoholic drinks and a new food menu filled with healthy and delicious options, all of which can be enjoyed on their new patio. Coös Brewing's beer is best enjoyed outdoors, complementing the natural beauty of the region. Live free & drink good beer!



## Coös Dooryard NEIPA

Coös Brewing's flagship New England IPA, Dooryard has a pillowy soft mouthfeel with citrus and tropical fruit aroma balanced with a rich malt backbone and flavors of candied orange and dank stone fruit. Always hoppy, never bitter. **ABV:** 6.6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Coös Double Raspberry Puckerbrush

A Berliner weisse-style tart wheat beer conditioned on raspberries, Double Raspberry Puckerbrush has the aroma of ripe summer berries and a deep jammy raspberry flavor balanced with the bright tartness of the fruit itself. Quenchingly sour and fruity. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Now, year-round

## Medusa Brewing Company

Medusa Brewing Company is located at 111 Main Street in the charming downtown of Hudson, MA. Visitors can explore a vast and unique draft list and indulge in delicious food from Taco Gato at the Taproom. Live music and events are regularly featured. Nothing beats cold beer, good company and the great outdoors-- Medusa's outdoor beer garden is the place to be when the weather is nice. Further down the road, Medusa operates Wild Hare, a Café/Kitchen/Brewery home to the beer cellar for Medusa Brewing Company, "The Cellar at Wild Hare" features an ever-evolving variety of beers, aged in a range of oak cooperages. There's always something fun to discover at Medusa Brewing Company.



## Medusa Laser Cat

Plenty of dense citrus, tropical fruit and herbal notes to assault your hop-loving senses. Dry-hopped with absurd amounts of Citra and Nugget hops. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Medusa Laser Kitten

Laser Cat's gentler sibling arrives at 6%, while still packing plenty of Citra, Mosaic and Galaxy hops for a citrusy, fruity punch. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Medusa Soft Machine

Soft Machine NEIPA is crafted with Maine-grown 2-Row and an extra-healthy portion of flaked oats and wheat to promote a soft, smooth mouthfeel and that telltale haze. Yeast-driven stonefruit esters are intertwined with vibrant tropical citrus fruit notes from the dry-hopping trifecta of Galaxy, Citra and Mosaic. **ABV:** 6.9% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Medusa Duchovni

Medusa's rendition of the classic Bohemian-style pilsner, this straw-colored lager is dry, quaffable and liberally hopped with Czech Saaz for a bit of bite. An indisputable favorite amongst both the Medusa team and their taproom regulars, Duchovni was awarded the Gold Medal in the 2016 World Beer Cup! **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## High Noon Vodka Iced Tea Variety Pack



Here's the tea – High Noon Vodka Iced Tea has arrived! This variety 8-pack features four flavors: **Original, Lemon, Raspberry** and **Peach** and has the perfect combination of real vodka and real iced tea in every sip. High Noon Vodka Iced Tea is also non-carbonated and contains no added sugar.

Perfection indeed! **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

## Jose Cuervo Sparkling Pink Lemonade Margarita



Jose Cuervo Margaritas are the #1 Ready-to-Drink cocktails and the #1 Margarita in the USA. Jose Cuervo Sparkling Pink Lemonade Margarita is a premium bubbly cocktail expertly crafted from authentic Jose Cuervo tequila, triple sec liqueur and the flavors of ripe raspberries all complemented by the zest of sweet lemon. Enjoy chilled or on the rocks. **ABV:** 8% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Jose Cuervo Sparkling Strawberry Margarita

Jose Cuervo Margaritas are the #1 Ready-to-Drink cocktails and the #1 Margarita in the USA. Jose Cuervo Sparkling Strawberry Margarita is a bubbly twist made with Jose Cuervo tequila, triple sec, natural strawberry and citrus flavors. Enjoy chilled

or on the rocks. **ABV:** 8% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

## Castle Island A Taste of the Good Times



A taste of the good times is here to satisfy any occasion, **Keeper** a west coast IPA is accompanied by **Light Lager** which is light, crisp and chug-worthy, **White Ale**, a super smooth Belgian-style wheat beer and **Winner**, an easy drinking clear IPA. **Package:** 12 oz.

cans only **Availability:** Now, year-round

## Great North Electric Haze

After 34 batches, more than 20 different hop combinations and over five years, Great North Aleworks has evolved their Hazy Rotation series in to Electric Haze! **ABV:** 6.3% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Great North Draft Lager

What started as a Tasting Room only draft beer called "Shifty", is now available everywhere. Draft Lager is the perfect easy-going beer, that is smooth, balanced and great for any occasion. And... it's just as good in a can as it is on draft! **ABV:** 4.8% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now, year-round



## Great North Hop Water

Great North's first non-alcoholic beverage, with a crisp refreshing, bubbly taste. This hop infused sparkling water is crafted with Citra and Azacca hops, Great North Hop Water brings a fun twist to your daily hydration goals. **ABV:** 0% **Package:** 16 oz. cans only **Availability:** Now, year-round



## Lone Pine Core Variety Pack

A fantastic lineup of beers are included in the Lone Pine Core Variety Pack: **Oh-J** 8.1%, **Brightside IPA** 7.2%, **Juice Punch IPA** 6.0% and **Portland Pale Ale** 5.2% **Package:** 12 oz. cans only **Availability:** Now, year-round



## Lone Pine Low-J IPA

Low-J low-calorie session IPA is a low-stress, low-pressure twist on Lone Pine's flavor-forward line of IPAs. Coming in at under 100 calories and with only 3.6% ABV, Low-J is punchy, hazy and flavorful, while remaining low-alc and mindful of the waistline. Modeled after their flagship Oh-J Double IPA, Low-J is loaded with the same hop structure, but on top of a drier, quenching malt body. **ABV:** 3.6% **Package:** 12 oz. cans only **Availability:** Now, year-round



## NEW PACKAGES

### Smithwick's Red Ale Now in 8-Packs Cans



The distinctive ruby red color makes it unmistakably Smithwick's. With a refreshingly balanced taste, this is a blend of mild hops, sweet malt and roasted barley. The gentle bitterness of the hops is

perfectly complemented by the sweet, malty notes. **ABV:** 4.5% **Packages:** 14.9 oz. cans and draught **Availability:** Now!

### Harp Lager Now in 8-Packs Cans



Harp Lager is a refreshing and flavorful beer that is perfect for any occasion that was created in 1960 in Ireland. Made with the finest ingredients, Harp has a smooth and crisp taste that is sure to satisfy. Whether

you're enjoying a casual get-together with friends or relaxing after a long day, Harp Lager is the perfect choice. **ABV:** 4.5% **Packages:** 14.9 oz. cans and draught **Availability:** September

### Dogfish Head Punkin Ale



Punkin Ale is a full-bodied brown ale brewed with real pumpkin, brown sugar, allspice, nutmeg and cinnamon. As the season cools, this is the perfect beer to warm up

with. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Now!



### Switchback Citra Vista Now in 12-Packs



Switchback Citra Vista will be available in 12-pack cans for the first time! This Kellerbier is dry hopped with Citra, featuring bright sunny notes of lemon & citrus. All Switchback beers are brewed in Burlington, Vermont and are carbonated during fermentation by

the yeast itself resulting in a 100% naturally conditioned beer. After aging, they simply move the beer to the keg, bottle or can leaving it unfiltered for the freshest, fullest, most natural flavor possible. **ABV:** 5.1% **Packages:** 12 oz. cans and draught **Availability:** Now!

## SEASONAL SELECTIONS & PROGRAMS

### Clown Shoes Pumpkin Sombbrero



Full-bodied and chock full of luscious dark malt flavor, Pumpkin Sombbrero supplements the hallmarks of a classic Mexican-style chocolate stout with seasonal spice and pumpkin puree for a twist of seasonal sweetness. **ABV:** 7%

**Package:** 16 oz. cans only **Availability:** Now!

### Clown Shoes Pecan Pie Porter



Genghis Pecan rules with an iron fist. He conquers all that he surveys but he is also a strategic genius. Having won the humble pie eating contest for the better part of the last decade he's upped his game and is taking his talents to the intergalactic level. Clown Shoe's is going next level this time around too by tweaking the recipe

of this robust American porter with an addition of bourbon, vanilla and pecan pie flavor. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** September

### UFO Pumpkin

A blend of seasonal spices pairs with a subtle sweetness of real pumpkin puree in this unfiltered ale. Medium-bodied and easy-drinking, this seasonal tradition finishes clean and smooth with lingering notes of cinnamon and nutmeg.

**ABV:** 5.9% **Packages:** 12 oz. cans and draught **Availability:** Now!



## 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 Fall Mix

The days are getting shorter. The air is getting crisp. It's fall in New England. Whether you're tailgating a game, heading to the orchard, or leaf peeping on a hike, grab a Harpoon Fall Mix Pack to share with friends and family. The variety pack includes: **Octoberfest**, **Harpoon IPA**, **Flannel Friday** and **L.L. Bean Harvest Lager**. **Package:** 12 oz. cans only **Availability:** Now!



## Harpoon L.L. Bean Harvest Lager



Brewed in the spirit of friendship, New England craftsmanship and the idea that being outdoors is better together. An easy-drinking pale amber lager made for crisp fall air and hikes with friends, inspired by the Viennese lagers from the foothills of the Alps but modernized with malt from the foothills of Maine's

Appalachians. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Harpoon Pumpkin Cider



This seasonal sensation combines the crisp, refreshing taste of locally sourced apples with the signature taste of fall – pumpkin! Whether you're carving up a jack-o'-lantern, gathered around a bonfire or basking in the glory of fall foliage, Harpoon Pumpkin Cider is ready to spice up those crisp New England days and

nights. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!

## Long Trail Apple Wheat

Long Trail's tribute to the state fruit of Vermont, this modern American wheat ale is packed full of crisp apple flavor. **ABV:** 4.8%

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



## Long Trail Harvest Ale

Long Trail's legendary maple brown ale is brewed with a touch of Vermont maple syrup to complement delicious notes of toffee and caramel derived from a toasty, complex malt profile. **ABV:** 4.4%

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



## Long Trail Fall Survival Pack

When the leaves start falling and the weather turns cool, relish in the fall season with Long Trail's Fall Survival Pack. This special variety of brews is all you really need to enjoy the fall season. This Survival Pack includes: **VT IPA**, **Apple Wheat**, **Harvest** and **Pumpkin Ale**. **Availability:** Now!



## Dunkin' Spiked Pumpkin Spice Iced Latte

Did someone say Pumpkin' Spiked? Introducing the first ever Dunkin' Spiked seasonal offering, Pumpkin Spice Iced Latte! A deliciously decadent boozy twist on a beloved and highly anticipated autumn go-to. **ABV:** 6.9% **Package:** 12 oz. cans only **Availability:** Now!



## Samuel Adams Beer Fest Variety Pack



A pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest Variety Pack is sure to keep drinkers coming back all beer season long! This pack includes **Octoberfest**, **Jack-O**, **Boston Lager** and **Flannel Fest**. **Availability:** Now!



### Samuel Adams Octoberfest

In 1810, the Oktoberfest tradition was born when Munich celebrated Crown Prince Ludwig's wedding with a special beer and 16-day party. Sam Adams' take on the style and blends hearty malts for a deep, smooth flavor with notes of caramel that are 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 Jack-O

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%

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



## It's Beer Season

Drinkers have been waiting all year to celebrate the full flavor of fall beer and the social excitement that comes with it. Sam Adams wants to make cracking open their Octoberfest synonymous with celebrating fall to the extreme. People think they know how to love fall, but Sam Adams is going to show them what it really means to unapologetically celebrate the season!

## Angry Orchard Fireside Mix Pack

Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season! Cozy up and gather with your friends to embrace four delicious appley, juicy and spicy fall ciders. This ultimate apple pack features flavors including **Crisp Apple**, **Cinnful Apple**, **Green Apple** and **Baked Apple Pie**. Get Angry this season! **Availability:** Now!



## Keep It Crisp This Fall

Keep It Crisp This Fall with Angry Orchard is your opportunity to drive displays, promotional activity and activation across all classes of trade during cider's #1 season-fall!



## Truly Brunch Pack

Brunch is the perfect excuse to wake up and drink.

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



## Dogfish Head Fall Variety Pack

This variety pack features a combination of beers that are perfect for those cozy nights by the fire or hanging out with friends. As the leaves turn and the air crisps, pick up this seasonal variety pack from Dogfish Head to share with your favorite people. This variety pack includes **60 Minute IPA**, **SeaQuench Ale**, **Blue Hen Pilsner**, and *exclusive* **Tasty Traveler**. **Availability:** Now!



## Stone Enjoy By 10.31.24 Hazy IPA

With a heavy helping of Citra, Mosaic, Amarillo and Nelson Sauvin hops, the only thing that would be truly terrifying is missing out on this frighteningly fresh creation! This beer has a refreshing dryness and huge tropical fruit flavors. **ABV:** 9.4% **Packages:** 12 oz. cans and draught **Availability:** Now!



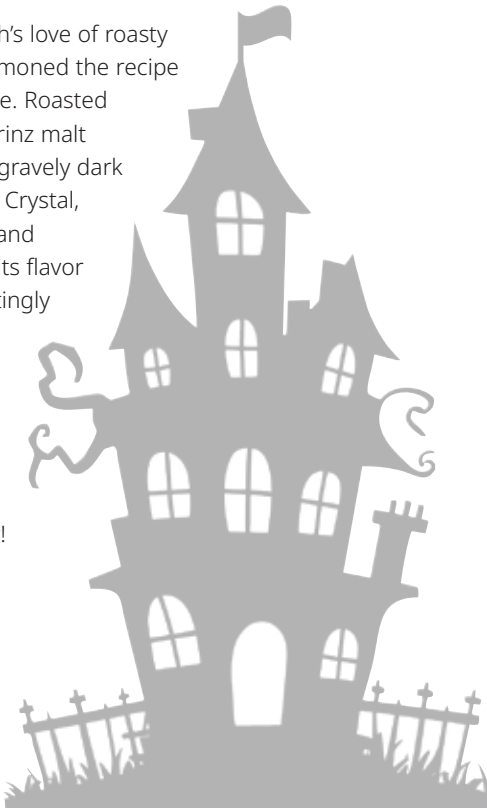
## Stone 28<sup>th</sup> Anniversary Hazy Double IPA

This beauty is brewed with a simple hop bill of Mosaic and Nelson Sauvin, but in carefully selecting the very best of these varieties, Stone concocted an intensely fruity, triumphantly tropical IPA fit for commemorating 28 years of brewing. **ABV:** 8.5% **Packages:** 12 oz. cans and draught **Availability:** September



## Allagash Haunted House Hoppy Dark Ale

Cursed by Allagash's love of roasty porters, they 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:** 6.6% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Baxter Oktoberfest Märzen Lager

This is a malty lager modeled after a Märzen. Easy to drink, balanced malty sweetness with notes of caramel and earthy hops. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Baxter Window Seat Coconut Almond Porter



This fan-favorite coconut almond porter won Baxter a silver medal at the Great American Beer Festival! It is rich and chocolaty with supporting

notes of coconut and almond. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** September



## Two Roads Roadsmar's Baby Pumpkin Ale



A scary-good brew that's smooth and full-bodied with notes of pumpkin pie spice, vanilla, oak and a touch of warming rum. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

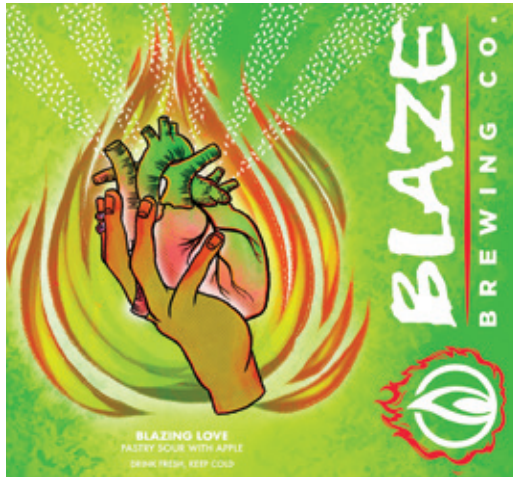
## Great North Marzen Rover Amber Lager

Perfectly toasted and crisp for warm days and cool nights. Marzen Rover is lightly hopped with a blend of malts creating a bready, honey-like flavor. It 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!



## Blaze Blazing Love Pastry Sour with Apple

Blazing Love is part of Blaze's 7% pastry sour collaboration series with Branch and Blade Brewing. This batch was conditioned on apple, vanilla, cinnamon and marshmallows. Blaze Brewing had an absolute blast brewing this with Branch and Blade and are incredibly excited to continue dropping their versions. Blazing Love smells and tastes like apple pie. Seriously! **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** Late September



## Blaze Toasted Porter with Marshmallow

Toasted is a s'mores porter that is brewed with a plethora of Blaze's favorite dark malts to create a beer full of cocoa flavor. Then they added marshmallows. This created a liquid dessert at a modest ABV! Toasted smells and tastes like s'mores you eat by a crackling fire while looking at the stars above. A truly fantastic campfire beer. Enjoy! **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** Late September



## Medusa Oktoberfest



For years, Medusa has been crafting classic, crisp, light-bodied Festbiers and rich, malty Märzens, but their new Oktoberfest release marries these two styles into a balanced amber lager to be enjoyed by all! Built from a blend of Pilsner, Munich and caramel malts and hopped with precision with German Saphir, Medusa is pleased to present this new libation for celebrating the season! **ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** Now!

## Hobbs Virgil Pumpkin Ale



This autumn ale is filled with fall flavors such as pumpkin, graham cracker, spices and vanilla. It is full-flavored but has a crisp and clean finish. The ale is named in honor of Virgil D. White, a West Ossipee legend who invented the first snowmobile, served as the Motor Vehicle Commissioner of the State of New Hampshire and was a respected businessman and friend.

Virgil, who tragically lost his life in the Hobbs Tavern building, is rumored to still roam the halls of their offices. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Hobbs Hobbtoberfest Märzen-Style Lager



This annual day-drinking-friendly brew is a rich amber lager 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:** Now!

## Hobbs Pulp Riot SUPERDELIC



This rotating Hop New England India Pale is a version of Hobbs's Pulp Riot Rotating Hop Hazy IPA featuring NZ Hops Superdelic hops with notes of berries, tropical fruit and bubblegum. **ABV:** 5.8% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Greater Good Giant Pumpkin Imperial Ale



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 and is a top rated Pumpkin on Untapped & Beer Advocate **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Greater Good Funk Daddy Sour Series Cranberry Orange Punch

This sour ale combines tart cranberries, juicy oranges and mulling spices resulting in the perfect addition to any tailgate or dinner party. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Northwoods Festbier

Festbier or Wiesn (meadow in Bavarian) is the more modern version of the beer style brewed for the Oktoberfest in Munich Germany. Clear and golden with doughy malt aromas. The malt flavor starts an almost honey like sweetness, soft but not cloying. Then the Mittelfruh hops slowly balance the malt into a gentle slightly bread-like flavor. The beer has a medium body and creamy mouthfeel. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** September



## Northwoods Autumn Buzz Copper Ale

Northwoods is proud to partner with The Morning Buzz to produce a truly special brew. A portion of the proceeds from the sale of this beverage is donated to The Morning Buzz's, Lend a Helping Can, a non-profit providing meals for families in need throughout NH and VT. An easy drinking brew with herbal notes of black and green tea, bread crust and dried fruit. **ABV:** 5.3% **Packages:** 16 oz. cans and draught **Availability:** October



## Woodstock Autumn Ale

Autumn Ale is a light bodied brown ale with hints of apple and cinnamon flavors, perfect for all your fall activities. **ABV:** 4.3% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Now!



## Woodstock S'mores Imperial Stout with Marshmallow Flavor

Stay warm on these long dark nights with thoughts of a roaring campfire. Brewed with Belgian dark candi syrup, roasted marshmallow and an array of malts that bring that graham cracker flavor. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** September



**GREAT DAYS OF ADVENTURE SHOULD END WITH BOLD DELICIOUS BEER**

**Bold beer that's well-built for the intrepid people of NH. Greater Good Imperial Brewing Co., Worcester, MA.**

## Smuttynose Magic Beans Coffee Porter



Born from a long lost Smuttlabs recipe, Magic Beans Coffee Porter has been reborn! Brewed with a deep, dark-roast coffee blend with over 1 lbs. of beans for every barrel to give the beer a rich mouthfeel with subtle notes of chocolate and fruit. The

result is a flavor that is pure magic. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** October

## Moat Opa's Oktoberfest Lager



Opa's Oktoberfest Lager 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 body, balanced, clean, semi-dry finish and oh-so-good. Prost! **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** September

## Lone Pine Pumpkin Party



Pumpkin, spice and everything nice. Brewed with real pumpkin and a carefully curated blend of seasonal spices. Pumpkin Party Pumpkin Ale is an ode to the Northeast's favorite season. Hit the patch, bring a glass and revel in the wistful flavors of fall.

**ABV:** 4.2% **Packages:** 16 oz. cans and draught **Availability:** September



## Score a Fan Cave Makeover on Coors Light

Coors Light is giving football fans the opportunity to win a fan cave makeover as well as chances to win instant prizes in three easy steps. Consumers can sign up using the QR code featured on Coors Light POS, flip the coin to see if they're an instant winner, and enter for a chance to win their own custom fan cave upgrade – or other weekly prizes such as branded team gear, beer money and more.



## Coors Banquet & Wrangler Team Up

Western beer meets western wear this fall with an iconic collab from Coors Banquet and Wrangler. Together, they'll be creating the world's first Beer Wash Jeans that 21+ consumers will have a chance to win. They'll also send lucky shoppers to experience the magic of the West at The National Finals Rodeo. The two sweepstakes will be supported by a full retail lineup, paid media, social and more – so order now to get in on the action!



## Keystone Light's Hunt Continues

Keystone Light's special "The Hunt" beer cases are back – offering shoppers two easy ways to win some ultra-smooth merch along with other epic outdoorsy rewards. The rules are simple – find the blaze orange can and instantly win blaze edge merch or scan The Hunt cases' QR code for a chance to win exciting Realtree apparel, gear and more.

## Coors Light Brings the Chill for Bruins Fans

Coors Light, Official Partner of the Boston Bruins, is turning retailers and bars into Bruins HQs to get fans set for the season. They'll be releasing limited-time alliance tools such as goal-shaped pole toppers and LEDs, buckets, bev wraps and mini hockey sticks (intended for 21+) plus more.



## Game Time Tastes Like Miller Time

Miller Lite is giving football fans the opportunity to earn cool prizes all season long. Consumers can scan limited-edition packaging and score anything from \$2,000 toward a TV/sound system, Char-Broil® grills, a virtual meet-and-greet with JJ Watt, \$500 to host the ultimate tailgate party, or daily instant wins of \$25 in football merch! It's never been easier to grab the W on game day, with Miller Lite.

## Kick Off Game Day with Vizzy

On top of offering a variety of delicious, vibrantly-flavored hard seltzers, Vizzy is also offering 21+ football fans a chance to score some extra Venmo cash for all their game day needs. Consumers can scan the QR code on POS to see if they've won their first game day drink on Vizzy!





## For Fans Who Never Lose

Corona and Eli Manning are teaming up to bring the Fine Life to the football field! The duo is giving fans the chance to win a game day weekend experience by scanning a QR code on a Corona. The grand prize winner will enjoy air transportation, lodging and the opportunity to watch their favorite team battle it out on the field!



## Corona Makes Día de los Muertos a Celebration to Remember

Corona believes that Día de los Muertos is a holiday to celebrate life, viewing it through a positive lens and making the most of each moment. In that spirit, Corona is releasing all new on and off-premise Corona Extra and Familiar POS bundles and permanent pieces reminding everyone that life is made for celebration.



## Día de los Muertos – Raise a Modelo in Their Honor

This Día de los Muertos, Modelo is celebrating those that came before us through food, family and traditions. To bring the icons of Día to life, Modelo is partnering with Artist, Bob Case to unveil vibrant new designs that will bring the traditions of the holiday straight to consumers through dynamic point of sale. 360 marketing support includes all new on-premise promotional POS, a new DDLM bobblehead at retail and more!

## Pacifico: Best Served Outdoors

This fall, Pacifico is inviting consumers to come hang out in the great outdoors, whether it be a local bar patio, at the park with friends, or under the stars with a Pacifico! QR codes on POS will drive consumers to Pacifico's website where they can enter to win prizes made for the outdoors. Select prizes include a Super73 e-bike, Solo Stove and more!





## Modelo College Football: Experience Game Day Greatness

Modelo, the official beer sponsor of college football playoffs, is putting fans in the game with seven prizing timeframes, ensuring the brand engages consumers from kickoff to the championship game! Beyond Modelo's website, dedicated university websites will support local sponsorships and offer a customized fan experience. With a larger ESPN investment, new partnership with Varsity Coolers and the return of Uber, Fanatics, Ticketmaster and Traeger, Modelo is sure to reward their full-time fans with legendary game day experiences.

## Smirnoff Ice Supports Hispanic Heritage Month



As the exclusive Flavored Malt Beverage Sponsor of Latin Music Week, Smirnoff Ice is giving fans a chance to be part of the festivities. This fall, consumers can celebrate Hispanic Heritage Month with Smirnoff Ice by entering a chance to win tickets to Billboard's Latin Music Week in Miami October 14<sup>th</sup>-18<sup>th</sup>. The grand prize includes two tickets to select activities, air travel and hotel stay. Consumers can text "LATIN" to 24272 or scan the QR code for a chance to win.

## Sierra Nevada Oktoberfest



**NEW Collaboration!**

Sierra Nevada's authentic Oktoberfest is a collaboration with Brauerei Gutman, an iconic German brewer that's been family-owned since 1707.

This classic festbier is smooth and balanced with biscuity malt flavor and a clean finish. Prost! **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** August

## Sierra Nevada Hoppy Little Thing Hazy IPA

Hoppy, hazy and crushable, Hoppy Little Thing is the third beer in The Hazy Little Thing Series. It is bursting with juicy, tropical flavors and resinous notes from a blend of El Dorado, Cascade, Simcoe and Crystal hops. Keep the flavor up with a beer that's down for anything. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** October

**NEW!**



## Grill. Chill. Cheers.

For their 2024 fall program, Sierra Nevada is expanding their partnership with Big Green Egg to craft meaningful experiences and help drinkers level-up their home-gating rituals. This program reminds consumers to savor the moment, reconnect and grill, chill, cheers with family and friends.



## Guinness English Premier League Partnership

Guinness is now the “Official Beer of the Premier League,” and Guinness 0 is the “Official Non-Alcoholic Beer of the Premier League.” As the “Official Responsible Drinking Partner” of the League, Guinness will be using its global rights to promote and encourage responsible drinking during the season.

Guinness will use its distinctive marketing, creative advertising, and history of activating world-class sports sponsorships to create fun and engaging fan experiences. The partnership will look to support and uplift the football community, on and off the pitch, and inspire new connections between its own consumers and passionate Premier League fans around the world. As the most-watched football league on the planet where games are broadcast into 900 million homes in 189 countries, Guinness will bring together the beautiful game and the beautiful pint through its activation of the partnership with the Premier League.

## Irish Pub Pack

Discover Irish optimism: A playful look at the welcoming and magnetic Irish Pub. Brewed in Dublin, Ireland, enjoyed all over, this pack includes: **Guinness Draught**, **Smithwick’s** and **Harp**. **Availability:** October



## Guinness Gives Back Packaging

The holiday season is a time for gratitude, giving back and supporting our communities. Guinness is proud to continue their commitment to charitable organizations across the United States through the Guinness Gives Back Fund, which donates to local non-profits. Visit [GuinnessGivesBack.com](http://GuinnessGivesBack.com) to learn more about partners and causes they support.

**Availability:** September



## Night Shift Pumpkin Piescraper

Pumpkin Piescraper is pumpkin pie inspired beer with vanilla, spices, maple syrup and lactose. It sips with notes of toasted marshmallow, fall spices and maple syrup. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

## Night Shift Share the Night Series Beers For Good

A series of beers that give back to the community with every sip. For every 4-pack of Night Shift Dog Days Lemon IPA sold, \$1 will be donated to MSPCA Angell – Kindness and Care for Animals. Dog Days sips soft and smooth with notes of lemon bars, lemon peel and sweet pineapple. It bursts with citrus flavors and a pleasantly bright bitterness. This program runs now through September, pick up a 4-pack today!





## Mike's Hard Lemonade Blueberry Lime

Blueberry taste combines perfectly with lime and lemon notes in this balanced and sessionable limited release from Mike's Hard Lemonade.

**ABV:** 5% **Package:** 11.2 oz. bottles only

**Availability:** September



**mike's** HARD LEMONADE **BLACKSTONE**

# TAILGATE LIKE A PRO

SCAN TO ENTER FOR A CHANCE TO WIN A BLACKSTONE GRIDDLE, COOLER & MORE

**Take your tailgate to pro levels with Mike's tailgating giveaway. All consumers need to do is scan the QR code and they will be entered to win a Blackstone grill, cooler, and more tailgating must-haves.**

REFRESH YOUR

# TAILGATE

WITH AMERICA'S #1 MARGARITA

YOU COULD WIN A GRILL, TENT & OTHER TAILGATING ESSENTIALS

Refresh Your Tailgate with America's #1 Margarita

This fall, consumers can enter to win a full tailgating package courtesy of Cayman Jack! Consumers can enter to win grills, tents and scooter coolers by scanning the QR code on corresponding POS.



## Brooklyn Post Road Pumpkin

Brooklyn Post Road Pumpkin Ale brings you a delicious rendition of this traditional American classic – with pounds of real pumpkin. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now!



510 Hall Street  
Bow, NH 03304-3105

## Harpoon's 34<sup>th</sup> Annual Oktoberfest! Friday, October 4<sup>th</sup> & Saturday, October 5<sup>th</sup>



FRIDAY, OCTOBER 4<sup>TH</sup>  
& SATURDAY, OCTOBER 5<sup>TH</sup>

Flowing taps, live oompah music, stein-hoisting competitions, pretzel eating contests, chicken dancing and more will be waiting for you at Harpoon's largest festival of the year. Friday, October 4<sup>th</sup> & Saturday, October 5<sup>th</sup> at Harpoon Brewery 306 Northern Avenue, Boston. Raise a stein under Harpoon's open air tents with thousands of beer lovers!