

# HEADY TIMES

## HOLIDAY EDITION

AMOSKEAG BEVERAGES  
Volume 50

FESTIVE  
& BOOZE-FREE

DESCHUTES  
COMES TO NEW HAMPSHIRE



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This time of year is all about gathering with friends and family and we're proud to provide the beverages that help make those moments special. Whether you're toasting to new beginnings or reminiscing over old memories, we're here to ensure you have the perfect selection for your customers.

In this issue of *Heady Times*, we're excited to introduce you to **Deschutes Brewery**, a standout in the craft beer world. Based in Bend, Oregon, Deschutes is not only one of the largest independent craft breweries in the United States, but also a pioneer in sustainability and community engagement. Since its founding in 1988, Deschutes has consistently delivered well-crafted beers, earning a strong and loyal following.


Did you know that the holiday season is a prime time for non-alcoholic sales? In our "Festive and Booze-Free" Cover Story, we're thrilled to introduce a range of premium non-alcoholic beers. From the refreshing **Kit Non-Alc** to the robust **Brooklyn Special Effects** and the adventurous **Sierra Nevada Trail Pass** to the rich **Deschutes Black Butte NA**. We encourage you to visit [www.AmoskeagBeverages.com](http://www.AmoskeagBeverages.com) to check out our portfolio of award-winning non-alcs which also include, **Corona Non-Alcoholic**, **Blue Moon Non-Alcoholic**, **Peroni 0.0** and **Sam Adams Just the Haze**...just to name a few! So, whether you're the designated driver, taking a break, or simply looking for a different option, our non-alcoholic beers let you enjoy the festivities without compromise.

As we approach the end of 2024, we want to take a moment to express our sincere thanks for your unwavering support throughout the year. Your trust and loyalty are the bedrock of our business and we are truly grateful for the opportunity to serve you. We look forward to continuing our partnership in the coming year.

Wishing you a joyful holiday season filled with laughter, good health, prosperity and, of course, great beer! Thank you for being part of our community.

 @AmoskeagBev

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 Amoskeag Beverages



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

Ed Murphy  
President

Scott Proulx  
VP of Sales

# Mark Your Calendars

## NOVEMBER

- 11/1** Day of the Dead
- 11/3** Daylight Savings Time Ends
- 11/11** Veterans Day
- 11/28** Thanksgiving, *Amoskeag will be closed, and no deliveries will be made.*
- 11/29** Native American Heritage Day
- 11/30** Small Business Saturday

## DECEMBER

- 12/3** Giving Tuesday
- 12/6** National Bartender Day
- 12/25** Christmas Day, *Amoskeag will be closed, and no deliveries will be made.*
- 12/25 - 1/2** Hanukkah
- 12/26** Kwanzaa
- 12/31** New Year's Eve

## JANUARY

- 1/1** New Year's Day, *Amoskeag will be closed, and no deliveries will be made.*



**Constellation Beer Brands Division remained the #1 share-gaining supplier over 12 weeks ending 9/8/24.**



## Sapporo Celebrates the Year of the Snake With Special Packaging

Japanese American artist Tokyo Hiro once again lends his tattoo-style illustrations to all Sapporo Premium packaging for a limited time in 2025. The two snakes featured on the packaging symbolize the end of an old year and the beginning of the new, while the peonies represent good luck.



**Skip the Champagne...**  
Ring in the New Year with Woodchuck Hard Cider Pearsecco.

# Festive and Booze-Free

## The Holiday Season Offers Big Opportunity for Non-Alcoholic Sales

By: Courtney Iseman

From Thanksgiving to New Year's Day, drink purchases for parties and gifting soar, but **in 2024, demand for non-alcoholic alternatives is soaring**, too. Retailers and on-premise venues stand to build lasting consumer relationships with intentional alcohol-free inventories.

**The rise of non-alcoholic beverages is undeniable and impressive, with sales increasing 32% according to NielsenIQ.** With a growing number of consumers showing interest in booze-free options, the holidays are a vital time of year to lean into that trend. For the season's busy social calendars, providing NA options are now more important than ever.

**"We've found that 41% of Americans are seeking to reduce their alcohol intake in 2024,"** says Jordan Bass, Co-founder and CEO of **HOP WTR**. "During the holiday season, when spending is at an all-time high, it's important to cater to all types of consumers, especially those who are constantly on the lookout for new products that fit into their lifestyle choices."

When planning for the holidays, on-premise venues, as well as off-premise retailers, shouldn't underestimate just how large the non-alcoholic audience is. The market for non-alcoholic drinks ramps up at the holidays.

**"At Kit Non-Alc, we've seen that over 90% of non-alc purchasers are also purchasing beer containing alcohol, which speaks to a broader shift in drinking habits.** With the holiday season nestled between Sober October and Dry January – periods where people are increasingly conscious about their choices – providing non-alcoholic options is more relevant and valued than ever. It's an ideal time for venues and retailers to meet this demand, enhancing their offerings for all types of consumers," says Matt Welch, Sales Director at Kit Non-Alc. Kit Non-Alc is also excited to be rolling out some eye-catching, updated, new packaging for **Kit Non-Alc Hazy IPA, Golden, Blonde and Variety Pack.** (see page 10).



**HOP WTR has found 58% of consumers switch between alcoholic and non-alcoholic beverages even within the same occasion.**

"People might want to be able to socialize longer, or they might not want a hangover the next day," notes Ellie Preslar, Chief Communications Officer of Sierra Nevada Brewing Company. "But still, they want to feel included the festivities."

It's with that in mind that non-alcoholic brands put intention into branding and things like cocktail ideas with their beverages. Just because there's no alcohol doesn't mean these options don't fit in seamlessly alongside other party or holiday season favorites.

"Our **Trail Pass** [non-alcoholic] beers look and taste remarkably similar to traditional beer," Preslar says. "The can art looks like a typical craft beer offering, and the brews also appear tasty and satisfying when poured into a glass."

Eric Ottaway, CEO of **Brooklyn Brewery** has similar thoughts on their non-alc offerings. "Starting as just one SKU in 2018, the **Special Effects** portfolio has

**grown to be 10% of our total sales, with three SKU's in six-packs and our popular Variety 12-pack. Hoppy Amber and IPA anchor the set and Golden and Grapefruit IPA add fun new flavors to the mix.** The great part of working with these beers has been the ability to provide people with the great beer flavor and refreshment they crave even when they don't want the alcohol. We know that consumers today are more concerned than ever with being healthy and active, but also still want to enjoy their favorite beverages. With Special Effects they don't have to compromise on one to enjoy the other. You can do both!"

Considering the wide range of non-alcoholic offerings and the equally wide range of non-alcoholic consumers, there's a world of opportunity for retailers as well as restaurants and bars to both make all shoppers and guests feel welcome and boost sales with more options. **The first step is to mix inventories up between**



**classics and new offerings.** As Bass mentions, **non-alcoholic consumers are actively seeking out new things to try.** Sobriety or moderation might be new to them, and they're eager to explore what's available. Meanwhile, many consumers will keep looking for familiar favorites, too.

**Off-premise retailers can effectively market their inventories with dedicated displays.** Many NH retailers have their non-alcoholic offerings together, because shoppers shouldn't have to pick something up and worry about whether it has alcohol or not. They should know by shopping in a certain section, everything they're curious about is booze-free.

**"Creating a shelf set with non-alcoholic spirits, beer, and RTDs, and co-merchandising that space with premium mixers, gives customers a better understanding of what options are available,"** says Alyssa Mason, Business Development Manager for Non-alcoholic Beverages at Diageo.

It's also important for retailers to advertise that they have this selection. "Sharing product availability and brand assets on social media can also drive awareness

and trial," says Mason. **Stores can think about spotlighting non-alcoholic drinks the same way they would with alcohol, messaging around which reaches a fever pitch during the holidays. Dedicated posts about alcohol-free options, classics to find, new brands to discover and mocktail ideas can cut through the noise to reach interested consumers.**

"On-premise venues can do their own spotlighting with not just social media posts but with non-alcoholic options prominently displayed on menus. In the past, **alcohol-free beverages have appeared at the bottom or back of menus, communicating that they were an afterthought. Highlighting them in their own menu section alerts guests that these are elevated non-alcoholic options,**" Mason explains.

Perhaps most important is that retailer and restaurant staff be prepared to answer any questions consumers may have about non-alcoholic beverages. These questions may indeed be more numerous, as new shoppers explore the segment, and as more people start buying these options. Product education is vital.

Tasting and researching new products should be part of the store's employee training. They need to instill them with confidence.

There's significant potential for consumer engagement during the holidays, and that is especially primed for building lasting relationships when people are reevaluating their relationships with alcohol and looking for varying options for different occasions. **A favorable holiday purchase tells a consumer they can trust a store for staples and future discoveries.** The holidays, after all, lead right into Dry January. Per *Forbes*, one in five adults said they participated in the alcohol-free month in 2022, up 13% from 2021.

A good non-alcoholic game plan for the holidays is a good game plan for Dry January and all the various individual consumer goals for the rest of the year.

**About the Author:** Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.

# What You Need to Know About Selling Beverage Alcohol to Gen Z Consumers

This generation, born between 1998 and 2012, the first to come of age in the digital era, wants healthy options, bold flavors and much, much more.

By: Louis Livingston-Garcia



Gen Z is reshaping the beverage industry with a preference for bold flavors, health-conscious options and experiences, both online and in-store.

Right now, a full 20% of the U.S. population belongs to Gen Z. By the year 2030, this group's spending power is predicted to reach \$2 trillion. Understanding their likes and dislikes, not to mention connecting with them where they spend most of their time, is essential to staying competitive.

Only half of Gen Z is of legal drinking age, so only a part of the picture is starting to develop. But we do know that **social media platforms like TikTok and Instagram are considered necessities.** They are vital sources of information, not

just outlets where trends and gossip are discovered. **Forbes reports that social media marketing is more "efficient and effective" and can reach more niche markets than television.** This fact alone makes Gen Z different from every generation that came before them.

**Despite being considered a "digital native" generation, Gen Z does like to shop in regular stores.** They value the experience of being able to physically see, touch, and try products before buying, which is not always possible online. Gen Z also appreciates the

social aspect of shopping in-person and the ability to discover new items while browsing in a store environment.

**Something that makes Gen Z truly unique is their relationship with food and beverages.** They are significantly more health conscious and appear to drink less alcohol. **The post-millennial generation isn't necessarily abstaining or completely sober, but they are more likely to sample products from many different categories, favoring liquids with bold flavor and low or even no alcohol.**



Corona Sunbrew's bold citrus flavors and lower ABV satisfy Gen Z's thirst for vibrant, fruit-forward drinks, often inspired by TikTok trends. Coming March 2025!

## What is Gen Z after in an alcoholic beverage?

While the dust hasn't completely settled on Gen Z's habits, **a lot of what the generation likes in a drink is fruit-forward, bold, and distinct.** An example of this is **Corona's Sunbrew Citrus Cerveza** filled with orange and lime peel, making it a bold, citrus-forward drink with a modest 4.5% ABV.

Sunbrew Citrus Cerveza banks on the bold, flavor-forward drink market with a lower ABV Gen Z is looking for. Corona took inspiration from a viral TikTok

cocktail, the Corona Sunrise, made with tequila, a bottle of Corona, orange juice, grenadine, and lime juice. With 14 million views, the cocktail was a popular flavor and trend to follow (more on social media's impact below).

Sunbrew explores those same flavor notes to satiate Gen Z's fondness for exploring different types of drinks and inquisitive nature, which has allowed TikTok cocktail trends to become an "it" thing out of nowhere.

Molson Coors developed a Gen Z culture panel to help with product development, which is how **Happy Thursday** came to



## Gen Z by the Numbers

Drizly, Statista, and the World Finance Report statistics reveal how Gen Z drinkers differ from previous generations.

Gen Z drinks 20% less than millennials, and millennials drink less than previous generations.

86% of Gen Z factors mental and physical health together when considering alcohol.

38% of Gen Z is more likely to try non-alcoholic drinks.

54% of Gen Z use TikTok to research drinks and drink trends.

Gen Z is more likely to drink alternatives to beer, such as hard iced tea, pre-mixed cocktails, and hard seltzer.

57% of Gen Z would choose brands that align with their ethical and social beliefs, including sustainability, inclusivity, and ethical business practices.

Women made up the majority of alcohol consumers under 25 in 2019, an industry first.



Non-carbonated and refreshing, Happy Thursday was designed with Gen Z's flavor preferences and health-conscious mentality in mind – no bubbles, just bold taste.

be. The panel helped Molson Coors select its four flavors: strawberry, pineapple starfruit, black cherry, and mango passionfruit. Its low 4.4% ABV is also a way for it to adhere to low-alcohol trends and the health-forward mindset. And through the panel, Molson Coors also learned Gen Z doesn't care for carbonation. TikTok videos of people using a milk frother to decarbonate their drinks also informed this product's development. A big selling

point of Happy Thursday is its lack of carbonation which reduces bloating and the sensation of burning.

More than ever, brands must evolve and tether themselves to trends, especially as these alternatives to traditional drinks gain more sales ground and continue to grow. Low ABV, NA drinks, ready-to-drink cocktails, spiked iced tea, hard seltzers, and noncarbonated drinks are all part of this ever-increasing Gen Z segment.



**HOP WTR is an example of a product that allows Gen Z to enjoy fun flavors and still maintain a healthier lifestyle because it has no sugar, carbs, alcohol or calories. Last year, HOP WTR sales increased by nearly 200%.**

**About the Author:** *Louis Livingston-Garcia helms the Tulip and Schooner beer and spirit newsletter for Heavy Table. If he isn't traveling around the world with his wife to photograph wild bears, he is most likely playing soccer, watching soccer, playing video games, or reading with a pint of hazy IPA in hand.*



# Holiday Celebrations

## Amoskeag Employee Picks for the Holidays

Christmas beer, holiday beer, winter beer – it doesn't matter what you call it, all that matters is that it pairs well with a roaring fire and makes you feel cozy. Some of the flavors and styles to watch out for during the winter months include stouts, porters, imperial, bourbon, chocolate and coffee. You'll also find that many winter beers are also commonly flavored with nutmeg, cinnamon, cloves, vanilla, cocoa and peppermint. Here's what a few Amoskeag employees are looking forward to enjoying!



**Mike Lianza**

*Marketing Director*



Every year when **Sierra Nevada Celebration IPA** comes out, I get excited for the holidays, campfires and sweatshirt weather. I love the more piney/citrus west-coast style IPAs and this one is always perfect!

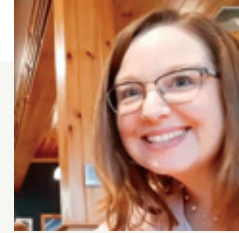


**Liz Scharf**

*Sales Representative*



For many of us the holidays mean two things, food and family. **Stormalongs Happy Holidays** tastes like a homemade apple pie baked from a family recipe. This hard cider is sweet but still has a fresh, tart apple taste to balance out the spices. It's perfect for gifting or sharing around the table this holiday season!



**Kate Yarris**

*Sales Admin Assistant*



I love **Allagash Ski House**, a flavorful winter white ale that gets me in the holiday spirit! The best is enjoying this full-bodied beer around a winter campfire with friends.



**Rob Bohnwagner**

*Sales Representative*



Fall and winter are the best seasons for porters and stouts. When the weather gets colder and the holidays roll around, I reach for a **Great North RVP (Robust Vanilla Porter)**. RVP is brewed with a blend of roasted and toasted malts, laying a rich foundation of coffee and dark chocolate flavors.



**Chris Acker**

*Sales Representative*



My choice for a tasty bev would be **Baxter Ice Storm of '98**. I'm a huge fan of IPAs, no matter what time of year, and this crisp little flavor bomb is right at home tailgating at the mountain, enjoying by a fire or having with a meal.



**Rob Condict**

*Purchasing Specialist*



The item I am looking forward to is **Stormalongs White Mountain Magic Winter Cider**. It's an unfiltered hard cider made with a blend of winter spices and a hint of New Hampshire maple syrup. It's a great beverage to enjoy after a day outdoors. Available from the winter holidays right through until the maple sap flows again in the spring.

# Deschutes Brewery

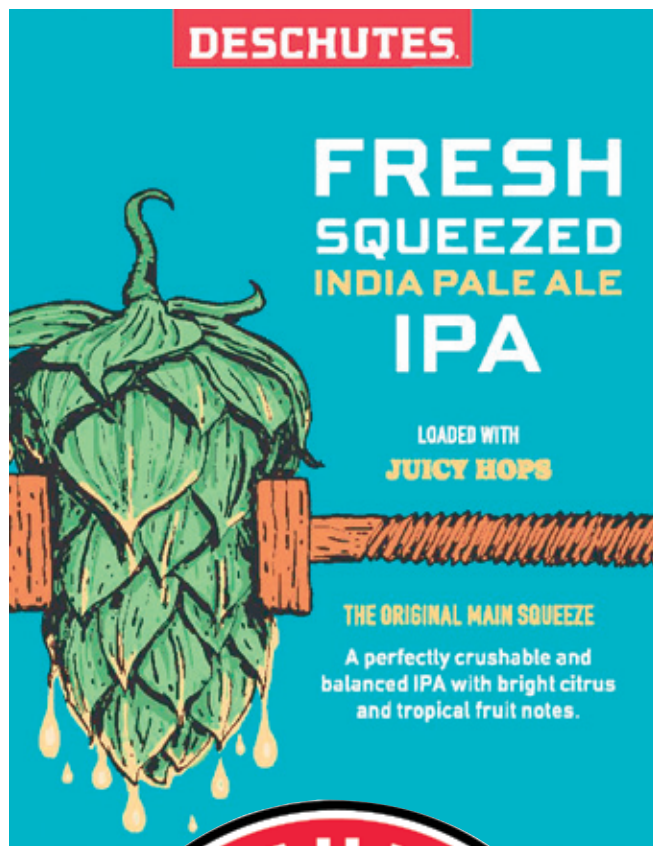
## Good Beer Brings People Together

*It's pronounced Da-Shootz*

In 1988, Gary Fish, a passionate beer enthusiast, established a small brewpub in downtown Bend, Oregon and named it after the Deschutes River. His vision was to create a home for the public, a place where friends, family and neighbors could gather over a house-brewed pint of beer. This personal touch resonated with many and soon after Gary opened Deschutes Brewery and Public House, people started to arrive, hang out, taste their beer and food, and spread the word. In that first year, Deschutes sold 310 barrels of beer.

Today, Deschutes Brewery has grown significantly. The brewery now sells more than 225,000 barrels per year, and their beer can be found in all 50 states and even a few other countries. This past June, Amoskeag began distributing Deschutes in New Hampshire and sales have been growing steadily, with Deschutes Fresh Squeezed IPA leading the pack. This remarkable growth is a testament to the brewery's quality and popularity. "It's been a long time coming but we are extremely excited to be selling Deschutes. Not only is their beer highly rated but their non-alcoholic offerings are just as popular and just as delicious. We look forward to sharing these beers with all of our customers throughout NH," says Bret Pollock, Craft Beer Manager at Amoskeag Beverages.

Despite their growth, Deschutes Brewery has remained true to their roots. They have set up more locations, including a brewery and tasting room less than a mile across town in Bend and a second pub in downtown Portland, Oregon. However, their mission has not changed: Creating community over damn tasty beer. This commitment to community is what sets Deschutes Brewery apart and continues to inspire their loyal customers.



## 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 BRANDS



Thirsty City is a side project of Great North Aleworks. Their first offering is a variety of hard honey flavors. The focus is making fun and flavorful craft beverages that are unique and easy to enjoy.

Thirsty City Hard Honey is an all-natural, gluten free, adult beverage made with pure honey, real fruit, water and yeast. They are 6% ABV, lightly carbonated and drink like a hard cider.

## Thirsty City Concord Grape Hard Honey



Thirsty City Concord Grape Hard Honey is an all-natural, gluten free, adult beverage made with pure honey, Concord grapes, water and yeast. It is lightly carbonated and drinks like a hard cider.

**ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## Thirsty City Raspberry Lemonade Hard Honey



Thirsty City Raspberry Lemonade Hard Honey is an all-natural, gluten free, adult beverage made with pure honey, raspberries, lemons, water and yeast. It is lightly carbonated and drinks like a hard cider. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

### NEW PRODUCTS

## Sierra Nevada Trail Pass Non-Alc Hazy IPA

Grab a Trail Pass and start a non-stop adventure with miles of flavor. Explore this non-alcoholic hazy IPA, bursting with Mosaic and El Dorado hops. It's a juicy flavorscape fit for any adventure. **ABV:** <0.5%

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



## Sierra Nevada Trail Pass IPA Non-Alc Variety Pack

With new non-alc Trail Pass brews like the juicy Hazy IPA and crushable Brewveza, alongside classics IPA and Golden, this mix is packed for miles of flavor. **Availability:** Year-round, beginning in December



## Night Shift Garden Party Pilsner

Garden Party celebrates the heart and hustle of Causeway Street. Whether you're cheering for the black & gold or rooting for Banner 18, this crisp pilsner has you covered. Dual-colored for dual loyalties – Garden Party is a toast to both teams and the Boston sports icons we rally behind. Cheers to the legends of the court and the ice!

**ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



## Brooklyn Special Effects Variety Pack

Brooklyn Special Effects Variety Pack is bursting with a flavorful range of Brooklyn's favorite styles – that just so happens to be non-alcoholic.

Enjoy three cans each of Hoppy Amber, IPA, Grapefruit IPA and variety pack exclusive, Golden

Ale. Stock up, share them around, and see what you can do with Special Effects. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



NON-ALC

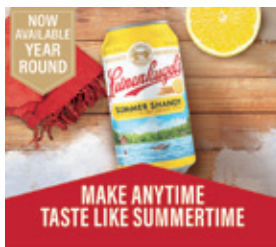
## Brooklyn Special Effects Grapefruit IPA

Special Effects Grapefruit IPA packs a zesty punch of sweet and zingy grapefruit. Every sip of this non-alc bursts with a bold aroma and tart finish that's both tantalizing and satisfying, all at once. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

NON-ALC



## NEW PRODUCTS



### No End for Summer Shandy

Summer Shandy, a seasonal favorite from Leinenkugel's, will now be brewed all year long! Consumers will no longer have to look forward to a beer they love, they'll be able to look for it year-round.

### Switchback SwitchPack Variety Pack

Say hello to the updated 2/12 can SwitchPACK Variety Pack! Featuring **Switchback Ale, Citra Vista, E-Z Blonde Ale** and new 'mountain-style' **Mansfield IPA**.

**Availability:** Now, year-round



## NEW PACKAGES



### Kit Non-Alc Hazy IPA

Multiple gold medal-winning non-alcoholic craft beer, Hazy IPA is made with Idaho 7, Simcoe and El Dorado and is bursting with hop aroma and finishes with barely any bitterness. This beer is tropical, juicy and everything you want in a Hazy IPA. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Kit Non-Alc Golden

Golden is a light and citrusy non-alcoholic craft beer. Hints of coriander and orange peel lead to a smooth, full-bodied finish that feels like sipping on sunshine. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### Kit Non-Alc Blonde

Blonde is a multiple award-winning non-alcoholic craft beer. This 100% approachable beer is crisp and crushable with notes of grapefruit and hop-forward finish. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

### Kit Non-Alc Variety Pack



Kit Non-Alc's first variety pack, featuring all of their great, awarding winning non-alcoholic craft beer flavors. Enjoy 4 of each of: **Blonde, Hazy IPA & Golden**. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

## SEASONAL SELECTIONS & PROGRAMS



### Brighten the Season with Blue Moon

Fall and winter are perfect seasons to pair with a bright and refreshing Blue Moon. So, beginning in autumn, Blue Moon will bring seasonally appropriate designs to brighten its off-premise and on-premise tools. Even better, customers can scan QR codes on POS to enter to win a branded, premium soft cooler as well as a 10-pack of peel and stick patches.



### Coors Light Keeps the Holidays Chill

Nothing says holiday chill like falling snow and mountain-cold Coors Light. This season, Coors Light is keeping that tradition going. Consumers can scan a QR code on point-of-sale to pull up a virtual snow globe that reveals if they've won a Holiday Chill Kit packed with gear, including a cozy holiday puffer hat, an Instax Polaroid camera with film, a cookie cutter set, playing cards, and more. Standout POS pieces include a 3D Christmas tree standee, string lights, pole case toppers, window clings and more.

## Make the Season Lite with Free Miller Lite



Throughout November and December, Miller Lite will help shoppers ease into holiday cheer with a chance to win a Venmo credit to buy a beer. National shoppers

can win additional prizes like ugly sweaters and holiday-themed apparel. Standout point-of-sale bring the hearth of the fireplace to life in stores. Animated LED signs, ugly sweater-style buckets and plastic cups keep the holidays lite on-premise.

## Unwrap A Chance to Gift the High Life



This winter, Miller is gifting the High Life all season long. Shoppers can enter for a chance to win free beer money (via Venmo) and limited-edition branded holiday items.

Shoppers can enter to win by scanning QR codes on limited-edition holiday packs or point-of-sale items.

## Peroni Hits the Slopes in Style with Alp N Rock Collab



Celebrate the holidays in style while welcoming ski season with Peroni. Holiday thematic packaging returns for 2024 with eye-catching point-of-sale tools like oversized gift bows and

3D snow angel pole toppers. Additionally, Peroni will be partnering with luxury ski apparel brand Alp N Rock to create a limited line of branded sweaters that bring cozy comfort and après ski vibes to Peroni fans. It's the perfect item to pack for a VIP trip to the ultimate après ski party, which Peroni will be offering a chance to win.

## Topo Chico Greet Holiday Occasions

Say hello to display tools that speak to fall and winter celebrations. Retailers can leverage standout point-of-sale to promote Topo Chico during the fall and winter holidays. Tools are available in English and Spanish translations.



## Celtics Time is Miller Time

Miller Lite is proud to partner with the 2024 World Champion Boston Celtics. Point-of-sale to commemorate the winning championship season includes schedule banners, schedule posters and more.



## Coors Banquet X Yellowstone Partnership Returns

To help drive on-premise watch parties for *Yellowstone's* season 5 premiere, Coors Banquet will be offering the most popular tools from its collab with the series. Boost your sales with bandanas, keychains, and t-shirts that make fantastic giveaways while also helping to promote the show and its partnership with Coors Banquet.



## Lone Pine Winter Carnival White Ale

Lone Pine's first seasonal winter ale brewed with colder months in mind, and they are putting coriander, orange peel and their own custom spice blend to work! The end result pours a dark yellow with heavy haze with a lingering sweetness and notes of clove, coriander, ginger and orange. **ABV:** 5.2% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** November



## Lone Pine Holiday Spruce Tip IPA

In the spirit of the holiday, Lone Pine has brewed Holiday Spruce Tip IPA with spruce tips to celebrate the season. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** November

## Woodstock Frosty Goggles Shred Pale Ale

Sweet and piney, Frosty Goggles is a crisp and refreshing red pale ale with notes of citrus. A little sweet, citrusy and with a smooth bitterness to balance it out, it's the perfect beer for unwinding after a day of winter fun. **ABV:** 5% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** November



## Moat Mountain Imperial Stout

Fit for royalty, Imperial Stout pours pitch black, crowned by a prolific creamy espresso head. The balanced, yet bold, stout flavors result from a plethora of wisely selected ingredients. Notes of dark chocolate, coffee, toasted grains, dark fruit, molasses and subtle vanilla all come together to bring about a rich mouthfeel. Find this winter specialty when the days are coldest and the nights are longest. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** November



## Corona Holiday: Gather 'Round Our Tree

This holiday season, consumers can scan a QR code on Corona holiday POS to unwrap festive prizes each day. Consumers will be encouraged to come back every day for prizes spanning from fun, beachy holiday playlists to matching Corona lounge sets – everything they'll need to make their holidays *Más Fina*.

## It's Merry with Modelo

To wrap up the year, Modelo is reminding consumers it's Merry with Modelo. The brand will encourage consumers to celebrate the holidays the Modelo way: with friends, familia and cerveza for all. This program will stand out at retail with the return of the gold bottle display enhancer and an all-new premium POS cross hatch tree and gift box display!



## Samuel Adams Winter Lager



For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations. **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!

## Samuel Adams Holiday White Ale



Ah, the holidays. Full of friends, family, festive parties... and last-minute gifts and food mishaps. No matter what happens, this beer is your trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Samuel Adams Old Fezziwig



Like the character that inspired it, this spiced ale is warm, festive and worthy of a celebration all its own. Its full body accompanies a deep malt character, with notes of sweet toffee and rich, dark caramel. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Now!

## Samuel Adams Beers for Cheers Variety Pack



This winter variety 2/12 can pack features **Winter Lager, Holiday White Ale, Old Fezziwig** and **OVP (Oaked Vanilla Porter)**. **Availability:** Now!

## Angry Orchard Party Pack



**NEW!**

Angry Orchard's Party Pack is a cheers-worthy collection of hard ciders! Crack open this 2/12 can pack to delight in winter fruit-inspired flavors or your classic apple favorite. Featuring **Crisp Apple, Crisp Light, Cranberry Craze** and **Risqué Rosé**, this pack is sure to be the life of every party. **Availability:** November

## Dogfish Head Covered in Nuggs

Covered in Nuggs is a staff beloved and fan favorite pub exclusive and 2024 will be the first time it is available nationally. The brew contains notes of pine and citrus. Covered in Nuggs scratches every nook and cranny of that IPA itch! **ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** Now!

**NEW!**



## 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 unique flavors that perfectly complement brunch foods. The four flavors include: **Peach Bellini, Cranberry Sangria, Orange Mimosa**, and **Rosé!** **Availability:** Now!



Holidays are all about tradition. You go home, you see family and friends, you drink the same drinks, you get your dad a book on World War II, you argue over politics at dinner... rinse and repeat. But this year, Sam Adams is going to spice things up because, well, it's Sam season!

## Harpoon Winter Warmer

By perfectly melding, the subtle sweetness of caramel malt with a pinch of cinnamon and nutmeg, Harpoon created a surprisingly easy-drinking “cozy up” beer. A Classic since 1988.

**ABV:** 6% **Packages:** 12 oz. bottles, 12 oz. cans and draught  
**Availability:** November



## Clown Shoes Snow on the Maple Tree

Aged in bourbon barrels that had premium maple syrup aged in them as well, Clown Shoes Snow on the Maple Tree is a beautiful compliment for a winter night. **ABV:** 11% **Packages:** 12 oz. cans and draught **Availability:** November



## Long Trail Hibernator

Don't sleep on this rich, robust winter classic. Hibernator is a Vermont classic, built to take the bite from a cold winter night with the rich malt base highlighted by warming notes of caramel and toffee. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** Now!



## Stormalong Happy Holidays

Featuring a blend of holiday spices, this unfiltered hard cider is bursting with flavors of freshly baked apple pie and mulled cider. It is a delicious holiday companion that captures the smells, tastes and atmosphere of the holiday season. Made with allspice, cinnamon, nutmeg, cloves, ginger and organic brown sugar. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Long Trail Ski The East

Long Trail hopped in the lift line with Ski The East to create this mountain-inspired hazy IPA with a knee-deep dose of citrus, pine and tropical fruit hops to deliver a brew for those who want to keep the shred alive. **ABV:** 6.8% **Packages:** 16 oz. cans and draught **Availability:** November



## Stormalong White Mountain Magic

White Mountain Magic is Stormalong's highlight of the winter with flavors of New Hampshire and New England. This cider is made with NH maple syrup, chicory root, vanilla beans, cinnamon, a touch of dandelion root and of course apple cider. It pours dark for a cider and tastes of baked goods, a hearty cider, but not overwhelming. A perfect après-ski beverage. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** November



## Long Trail IPA Variety Ski The East Edition

Loaded to the brim with juicy hop flavors, the perfect mix of Long Trail's trail-worthy IPAs. Featuring hazy & juicy **VT IPA**; low calorie & full flavor **Little Anomaly**; juicy yet bitter **Limbo IPA**; and of course, **Ski The East IPA**. **Package:** 12 oz. cans only **Availability:** November



## Narragansett Bing Crosby White Christmas

Narragansett set out to create something that embodied the warmth, cheer, and merriment that Bing Crosby brought to all of us through his music. They wanted to brew a classic style and put a fun spin on it, so they created this spiced, English-style winter warmer. The selection of specialty malts used imparts traditional holiday flavors of figgy pudding, toffee and caramel. They also utilized dark, sweet cherry, sweet orange peel and ginger in the brew to give it a fuller depth of flavor and a hint of holiday spice. Narragansett's hope for this beer is that it brings folks together to enjoy and create happy memories, much like Bing Crosby's music has done over the years. **ABV:** 7.4% **Package:** 12 oz. cans only **Availability:** November



## Long Trail Triple Bag

Back from pasture, homegrown and rugged, this complex ale features a growing season's worth of malts, yielding a rich, malty ale with balancing, but not intense bitterness. Triple Bag is a small-batch beer brewed using only the first running of the mash. Mild dry-hopping graces the beer with pleasantly hoppy, fruity aromatics. **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** November







## Here's to the Holidays: Celebration Runs in the Family

It is the most wonderful time for a beer – Celebration season! Sierra is expanding support for their 2024 holiday program to create a fast start at retail and own more holiday celebrations. From Friendsgiving to Christmas, and all the moments in between, Sierra Nevada is inviting shoppers to savor the Celebration by creating beer pairings and recipes for each holiday celebration.

## Sierra Nevada Celebration IPA



The start of the celebration season is a festive event. Sierra Nevada can't start brewing until the first fresh hops have arrived, but once they have, the season is officially under way! First brewed in 1981, Celebration IPA is one of the earliest examples of an American-style IPA and one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial and Chinook hops. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

## Sierra Nevada Rad Little Thing

Rad Little Thing is the ultimate ride for IPA fans from coast to coast. Combining classic West Coast hop flavors of pine and citrus with smooth East Coast haze, it's a radical twist on the IPA. Hop on board and experience it before it's gone! **ABV:** 7% **Package:** 12 oz. cans only **Availability:** December

**NEW!**



## Sierra Nevada Bigfoot

Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. First introduced in the winter of 1982, Bigfoot is a cult-classic beer brewed in a barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of a wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. Each new release of "expedition" is vintage dated. **ABV:** 9.6%



**Package:** 12 oz. bottles only **Availability:** December



## It's the Most Wonderful Pint of the Year

Guinness' holiday sweepstakes is giving consumers a chance to win the most wonderful prizes of the season. Consumers can scan the QR code on POS directing them to a mobile-friendly website to enter the sweepstakes. There is a second chance to enter through a "Perfect Pour Gamification" where consumers can digitally pour a pint and get a second entry.



## Mike's Holiday Rewards

Consumers will have the opportunity to win a holiday sweater and other merry merchandise from Mike's this holiday season. Fans can enter to win by scanning the QR code on POS.

## The Holidays Start with White Claw

This holiday season, White Claw consumers can scan the QR code on POS, pick the party kit that fits their vibe and they'll be entered to win everything needed for an iconic party!



## North Country Northern Comfort

Northern Comfort is made from New Hampshire and Maine grown apples with a unique blend of mulling spices, ginger and orange zest. Tastes like "holiday in a glass." **ABV:** 5% **Package:** 12 oz. cans only **Availability:** November

## Brooklyn Black Chocolate Stout

Originally Brooklyn's Brewmaster Garrett Oliver's resume beer, Black Chocolate Stout is now a wintertime favorite among beer fans worldwide. Rich roasted malts come together to create an unmistakable dark chocolate flavor perfect for special occasions and late nights by the fire.

**ABV:** 10% **Packages:** 12 oz. bottles and draught **Availability:** Now!



*With Rotating Seasonal, Brooklyn Brown*

## Brooklyn Variety Pack

Not that Brooklyn ever picks favorites, but the Brooklyn Variety Pack contains



four of their most exciting offerings: **Brooklyn Lager**, **Brooklyn Pilsner**, **Pulp Art Hazy IPA** and rotating seasonal, **Brooklyn Brown**. With three cans of each, there's something for every kind of Brooklyn fan. Open one up, gather good people around, and good times are sure to follow (that's the Brooklyn way). **Package:** 12 oz. cans only **Availability:** Now!

## Allagash Ski House

Cozy up – or let the festivities commence – with the notes of citrus, spice and hint of fresh ginger you'll find in Ski House. This full-bodied wheat beer is brewed to bring you the cheer of a snowy haven, no matter where you happen to enjoy it. **ABV:** 7.5% **Packages:** 12 oz. cans and draught **Availability:** Now!

**NEW!**



## Cushnoc Cajun Queen

Cajun Queen is a southern inspired "dessert" imperial porter that features layers of toasty pecan, graham cracker crust, baking chocolate and toasty bitterness. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** November





## Sapporo Year of the Snake

Japanese American artist Tokyo Hiro returns to lend his tattoo-style illustrations to all Sapporo Premium packaging for a limited time. The two snakes featured on the packaging symbolize the end of an old year and the beginning of the new, and the peonies represent good luck. Fortune favors great taste.



## Elevate Your Spiked Coffee Game with Alc-a-Chino

Alc-a-Chino is the perfect non-dairy hard latte, free from artificial flavors, colors and preservatives. What's their secret? Simple, natural ingredients: Arabica coffee, cane sugar and vanilla – blended with oat milk and spiked with premium sugar brew. The result is a rich, smooth, dairy-free, gluten-free Alc-a-Chino Hard Latte that you can enjoy straight from the can, over ice, or shaken



cold and served up like an espresso martini. Grab a pack of Alc-a-Chino to enjoy at your next brunch, tailgate, pre-game, golf course or cozy evening on the couch. Perfect for anytime you crave that coffee shop quality – spiked. The evolution of your coffee continues!

## Kit Non-Alc Under Your Own Influence Dry January

Kit Non-Alc Under Your Own Influence Dry January campaign empowers consumers to take on Dry January with confidence by offering them a chance to win an exclusive toolkit packed with everything they need to crush Dry January and beyond. This toolkit is inclusive of fitness, wellness and mindful items to keep them going past January. Kit Non-Alc encourages the community to join them in embracing a mindful approach to the new year!



## Stone Imperial Stout



A fan-favorite returns! Nearly jet-black with a fluffy hot chocolate-colored head, Stone Imperial Stout is redolent with dark chocolate and heavy roast up front, gracefully supported by nuances of coffee, black currant and molasses as it finishes.

**ABV:** 10.5% **Packages:** 12 oz. cans and draught **Availability:** November

## Two Roads Holiday Ale Bière de Noël



Two Roads Holiday Ale is inspired by the little known Bière de Noël style, a subset of Bière de Garde, both of which originated on small farmhouse breweries in the north of France. Bière de Noël, which translates as “Christmas Beer”, tends to exhibit a more malty profile than a typical Bière de Garde. In its native France this special type of ale is brewed by just a handful of small breweries and is only available for the few

weeks leading up to Christmas. **ABV:** 7.3% **Package:** 12 oz. cans only **Availability:** November

## Sebago Slick Nick Wicked Winter Ale

Slick Nick Wicked Winter Ale is a classic Sebago seasonal – rocking us through the long Maine winter since 1998. Slick Nick Wicked Winter Ale's full body offers malty warmth and a touch of hop character.

**ABV:** 7.2% **Package:** 16 oz. cans only **Availability:** November





510 Hall Street  
Bow, NH 03304-3105



## The Grand Opening of the Holly Jolly Journey

Get ready for an unforgettable experience as Mel's Funway Park proudly presents the grand opening of the Holly Jolly Journey, arriving for the season on Friday, November 29<sup>th</sup> at 4:30pm, the day after Thanksgiving!

The Holly Jolly Journey is a one-of-a-kind holiday light show that promises a unique experience for families and friends. Spanning over  $\frac{2}{3}$  of a mile, this journey takes you through the enchanting Zoo of Lights, along the festive Candy Cane Lane, inside the magical Ice Cave and all the way to the North Pole. With millions of lights illuminating your path, this is a journey like no other!

Patrons will not only enjoy breathtaking light displays, but a variety of food and refreshment stations along their journey.

Holiday music and numerous photo opportunities are all part of the experience. So, grab a hot cocoa, enjoy a s'more, sip a seasonal cocktail or your favorite beer

and make the merriest of memories during your visit to the Holly Jolly Journey. Located at 454 Charles Bancroft Hwy, Litchfield, the Holly Jolly Journey will run through January 12, 2025. Visit [hollyjollyjourney.com](http://hollyjollyjourney.com) for more information.

