

# HEADY TIMES

AMOSKEAG BEVERAGES  
Fall 2025 | V.53



**BOSTON BEER IS BETTING BIG**  
ON BARS, BEER MENUS & DEADHEAD DEMAND

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Summer may be the undisputed champ of beer season – driving nearly 40% of annual sales between Memorial Day and Labor Day – but fall is hot on its heels. Even though autumn doesn't officially arrive until September 22, suppliers are already embracing sweater weather with the release of early seasonal favorites.

In this issue of *Heady Times*, we're diving into those early fall arrivals. Now's the perfect time to start bringing in seasonal crowd-pleasers like Oktoberfests, pumpkin ales, and crisp ciders. Getting ahead of the game helps you meet early demand, lock in shelf space, and spark fresh interest with your customers.

New this issue: our *Ask the Brewers* feature, where industry pros reveal their go-to fall seasonals and what makes them stand out. It's a fun, insightful read you won't want to miss.

We're also raising a glass to **Fever-Tree**, now part of the Amoskeag portfolio. These premium mixers are a natural fit alongside our exceptional lineup, offering even more ways to elevate your beverage program.

Our cover story takes it back to basics – exploring how strong fundamentals like customer engagement, great service, and standout products continue to drive results in a competitive market.

As we enter the back half of the year, let's keep leaning into what works. With quality products, reliable partnerships, and a focus on delivering unforgettable experiences, the future of beer is bright – and it starts with the basics we know and trust.


Thanks, as always, for being an essential part of the Amoskeag team.


Ed & Scott

## SMART BEER SELLING STARTS HERE

**Quick tips to help boost sales and create a better experience for your customers.**

- **Put beer on the menu:** A clear, well-written beer menu helps customers choose and boosts sales.
- **Train your staff:** Educated staff can guide guests to try new beers and improve the overall experience.
- **Make draught beer stand out:** Eye-catching tap handles, glassware, and proper pours make beer more appealing.
- **Use updated point-of-sale materials:** Visible, current signage helps promote beers and increase orders.
- **Offer unique, buzz-worthy beers:** Exclusive or themed brews spark interest and encourage repeat visits.
- **Keep the tap list focused:** A curated selection sells better than a long list with no guidance.

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

Ed Murphy  
President

Scott Proulx  
VP of Sales



# first draught *getting you ahead of the curve*

## Mark Your Calendars

### AUGUST

8/1 International Beer Day

8/7 National IPA Day

### SEPTEMBER

9/1 Labor Day

9/7 National Beer Lover's Day

9/15 – 10/15 Hispanic Heritage Month

9/16 Mexican Independence Day

9/20 National Hard Seltzer Day

9/20 – 10/5 Oktoberfest

9/22 – 9/24 Rosh Hashanah

9/27 Red, White & Brew Festival, Laconia

9/28 National Drink Beer Day

### OCTOBER

10/1 – 10/2 Yom Kippur

10/3 Barrel-Aged Beer Day

10/9 International Beer & Pizza Day

10/10 National Black Brewers Day

10/20 Diwali

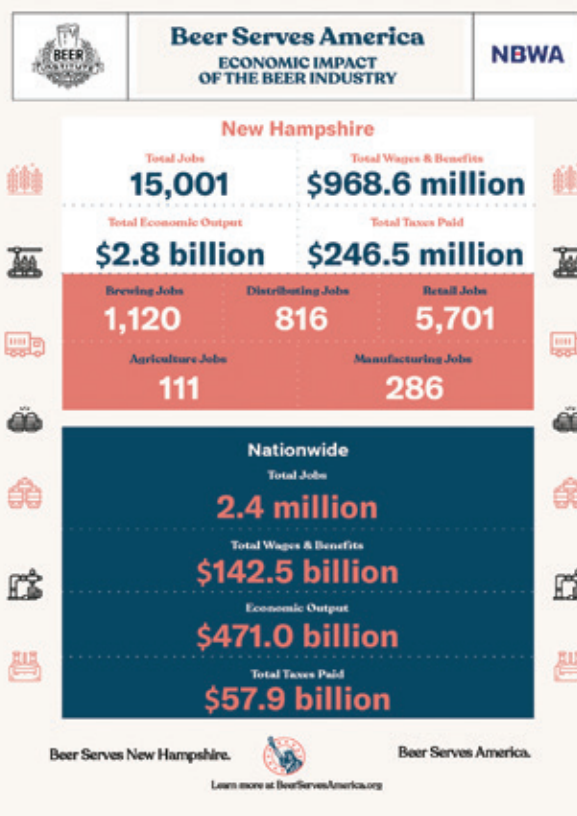
10/27 National American Beer Day

10/31 Halloween



## TAPPING INTO ON-PREMISE MOMENTUM

In 2024, the on-premise universe **grew by +1.9%** year-on-year, opening new distribution opportunities for beverage brands. This issue's cover story highlights the efforts Boston Beer is making to build some of their newest brands in the on-premise.





# Reviving the Draught

Why Boston Beer and Dogfish Head are betting big on bars, beer menus, and Deadhead demand.

By: Joshua M. Bernstein



When it comes to their new beer, Dogfish Head and Boston Beer weren't just capitalizing on nostalgia – they were catching a cultural moment with authenticity and flair.

When Dogfish Head launched Grateful Dead Juicy Pale Ale in 2024, the brewery wasn't just releasing a new beer – it was striking a chord that resonated far beyond its taps. Featuring the iconic Steal Your Face logo and bursting with tropical flavor, the collaboration with the legendary jam band quickly became a fan favorite. But the success wasn't just about nostalgia or branding. It signaled a renewed focus by parent company Boston Beer on the power of on-premise experiences – bars, restaurants, and the people behind them – to build lasting brands, drive trial, and reenergize a beer market still rebounding from years of disruption.

Since opening in 1995, Dogfish Head has brewed no shortage of smash beers, from **90 Minute IPA** to **SeaQuench Ale**

to **World Wide Stout**. But the brewery created a record-breaking beer by banding together with, well, a band. Since **Grateful Dead Juicy Pale Ale** debuted last year, the juicy brew quickly became the “fastest-growing beer launch in the history of Dogfish Head,” says Founder Sam Calagione, adding that the pale ale celebrates the brewery's 30<sup>th</sup> and the band's 60<sup>th</sup> anniversaries.

The timing couldn't have been better. **Over the last two decades, the Grateful Dead has seen a massive cultural resurgence.** From their celebrated residency at the Las Vegas Sphere to their recent honor at the Kennedy Center, the band has reclaimed a prominent place in the American cultural imagination. **Dogfish Head and Boston Beer weren't just capitalizing on nostalgia – they**

**were catching a cultural moment with authenticity and flair.**

One week this spring, Dogfish Head brewed 14 batches of the pale ale, or roughly 2,800 barrels. “That's more beer than Dogfish Head brewed in our first two years that we were open,” Calagione says. The beer has become a major growth driver for the brewery after years of stagnation. That momentum is no accident: both Dogfish Head and the Grateful Dead are OGs in their respective fields – unscripted, enduring, and always finding ways to reinvent themselves.

**The success of Grateful Dead Juicy Pale Ale is buoyed by Boston Beer's renewed importance on building brands through on-premise channels,** including restaurants and bars, that have been “somewhat neglected,” as Founder



Boston Beer's strategic plans for 2025 seek to streamline operations and strengthen market presence by boosting investments in brands including Samuel Adams American Light.

and Chairman Jim Koch has said. Boston Beer's strategic plans for 2025 seek to streamline operations and strengthen market presence by boosting investments in brands including **Twisted Tea** and **Samuel Adams American Light**.

Amplifying consumer engagement and enhancing execution in all sales channels will help Boston Beer meet today's customers wherever they shop and whatever they drink, be it an **Angry Orchard** cider or **Boston Lager**.

## Staff Education Is Essential to On-Premise Success

Five years ago, the Covid pandemic forced bars and restaurants to shutter to alleviate viral spread. They had to furlough and lay off workers, many of whom permanently left the hospitality industry. "When bars and restaurants reopened, there was a shortage of trained staff," says Kurt Wilson, Senior Director of On-premise at the Boston Beer Company. Businesses prioritized navigating a challenged hospitality landscape. Training often fell by the wayside, creating a shortfall of staff that could smartly steer uncertain customers to the right IPA or Imperial

stout. "It was the grand reset of staff," Wilson says.

**But the benefit of having a knowledgeable, engaged staff goes beyond just making a sale – it's about creating an experience that draws people out of their homes.** Bars and restaurants today aren't just competing with each other – they're up against streaming services, cannabis use, and a growing preference for staying in. For younger LDA consumers, going out needs to feel worth it. **A bartender who can connect with guests and introduce them to something new can make all the difference.**

**To aid with education, Boston Beer created an online training system featuring short, TikTok-style videos that teach people how to quickly and eloquently describe the company's beers to "stimulate guest interest," Wilson says.** Catering to on-premise customers requires a more personal touch. When a customer shops off-premise, they're often buying for friends and family. But **people bending elbows at bars are making personal decisions when ordering a pint. They're also often open to trying something new.**

Moreover, **a majority of consumers enter on-premise accounts without a predetermined drink in mind.**

According to a Boston Beer study, "only 13% of people leave the house going, 'I'm going to drink Boston Lager when I get to the restaurant,'" Wilson says, adding that people select drinks after gathering more information. **"A menu is the number one thing that helps them make a decision."**

That's why a well-trained staff and a compelling draught program aren't just nice-to-haves – they're essential tools for turning curiosity into loyalty. **Operators may believe cocktails with clever names deliver bigger margins, but an intentional draught list, properly poured and promoted, keeps guests lingering longer and spending more.**

## Helping Retailers Fine-Tune Sales Techniques

For bar and restaurant owners, the real question isn't how to help Boston Beer sell more Grateful Dead Juicy Pale Ale – it's how that beer helps drive traffic, engagement, and repeat visits. **Guests who try something new are more**





The real question isn't how to help Boston Beer sell more Grateful Dead Juicy Pale Ale – it's how that beer helps drive traffic, engagement, and repeat visits.

likely to talk about it, post about it, and return for more. A distinctive draught beer gives them a reason to sit down – and stay.

To help on-premise accounts increase sales, **Boston Beer sales staff will help retailers lay out beer menus, plus advise on point-of-sale marketing such as mirrors that might advertise a specific beer or brand.** “Believe it or not, people actually look at those,” Wilson says. If the mirror advertises a discontinued brand, or one that's no longer stocked, then that's a lost marketing and sales opportunity.

**Eye-catching tap handles are also important.** During the 2010s era of Edison light bulbs and bare brick walls, modern bars embraced tiny black tap handles as part of a minimalistic aesthetic.

Calagione wasn't a fan. “They did an injustice to the unique personality of the beverages on tap,” he says. “We treat our draught tap handles as artwork, as much as we do our recipes, and we want the opportunity to put those sculptures up in every on-premise location.”

To compete with the allure of cocktails, **bars can elevate draught beer through creative presentation like distinct glassware, proper foam, and even beer ‘cocktails’ like a salted SeaQuench Ale.**

### Why On-Premise Remains a Stronghold for Building Brands

Still, some operators may wonder: Why double down on draught at all when craft beer headlines look shaky? The answer is simple: it's about offering an experience

“The benefit of having a knowledgeable, engaged staff goes beyond just making a sale – it's about creating an experience that draws people out of their homes.”

— KURT WILSON

Senior Director of On-premise  
at the Boston Beer Company

worth showing up for. **A memorable beer served the right way can set a venue apart. And when done well, the draught program becomes a powerful profit center, not just a rotating tap list.**

The average grocery store or beer distributor offers dozens, if not hundreds of different beers. So those who try a new brand they like at a bar or restaurant are able to stop by one of these stores (maybe even on their way home) to pick up a 12-pack of that beverage.

#### About the Author:

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

# On The Job With...



Sam Schneider

## Sam Schneider *Sales Representative*

**What do you like most about your job?** Hands down, it's the people. I really enjoy getting to interact with and meet new folks every day – it keeps things interesting and fun.

**What did you do before you worked at Amoskeag?** I was an intern for the Tampa Bay Buccaneers and also worked summers at Candia Woods Golf Links.

**What do you like to do when you're not working?** If I'm not watching sports, I'm probably out playing golf with my buddies.

**If you could teleport anywhere in the world right now, where would you go and what Amoskeag product would you have in your hand?** Australia, with a Labatt Blue Light.

**Can you share a fun fact about yourself?** I'm a sixth-generation member of the beer business.

**The last TV series you binged was...** *Severance*. I'm currently watching *MobLand* and *Tires*.

**Your favorite movie of all time is...** *Step Brothers*. Instant classic.

**First concert was...** Dave Matthews Band at SNHU Arena in Manchester.

**If you had to eat only one food for the rest of your life, what would it be?** Pizza.

**What's the best advice you've ever been given?** "Make eye contact and offer a firm handshake to make a good first impression."

## Marc Trogler *Night Warehouse Manager*



Marc Trogler

**What does your job entail and what do you like about it?** As the Night Warehouse Manager my job involves keeping things moving efficiently and making sure the team is supported. I really enjoy interacting with everyone, mentoring, and helping people grow. Oddly enough, I thrive in organized chaos – when things get hectic, I love jumping in to sort it all out and get us back on track. I'm not great at sitting still, so the fast-paced environment suits me perfectly.

**What was your first job?** I was a dishwasher and pizza cook at a local restaurant when I was 13.

**What are your hobbies?** I love camping and traveling with my friends and family.

**Would you rather time travel to the past or the future?** I'd go back in time to really listen to my parents and take in all the wisdom they shared. You don't always realize how valuable that advice is until later.

**What's your guilty pleasure?** Collecting vintage baseball cards.

**The last TV series you binged was...** *Yellowstone*.

**First concert was...** Def Leppard at the Worcester Centrum back in the 80s.

**If you could teleport anywhere in the world right now, where would you go and what Amoskeag product would you have in your hand?** Iceland with a frosty Miller Lite.

**What is a pet peeve of yours?** People that don't hold themselves accountable for their actions.

**What was the best advice you've ever been given?** "Sometimes it's better just to sit back and listen and not talk, you could learn a lot more."

**If you were a superhero, what would your power be?** Invisibility.



# Cider Season in New England: A Toast to Autumn's Harvest



As the last beach towels are packed away and the first leaves begin to turn, New England eases into one of its most treasured and tastiest traditions – cider season. Stretching from Labor Day through Thanksgiving, this vibrant stretch of autumn celebrates the apple harvest in all its crisp, golden glory. Orchards buzz with activity, the foliage blazes with color, and the air takes on that unmistakable snap that says fall has truly arrived. For cider lovers and autumn adventurers alike, it's more than just a season – it's a sensory celebration rooted in heritage, community, and the timeless pleasure of freshly pressed cider.

"In every book on the world of cider, there's a section dedicated to New England – because here, we have the perfect 'terroir' for growing apples and just the right people to turn them into world-class cider," says Mark LaClair, owner of **Rhythm Cider and Seven Birches Winery** at the RiverWalk Resort at Loon Mountain in Lincoln. "At Rhythm, we're proud to be part of this

American tradition that dates back to our earliest settlers. Cider season is just one way we honor it." To explore more about Rhythm Cider's events, as well as other New England cider makers, visit **ciderseason.com** – it's a must-visit destination for cider lovers this fall, and an initiative started by LaClair.

If New England has a signature fruit, it's undoubtedly the apple. Long before craft beer and boutique wine took center stage, apples were the cornerstone of the region's agricultural identity. Rocky soils, cool nights, and centuries-old orchards combine to produce apples with remarkable depth – tart, sweet, tannic, and full of personality. Beyond the familiar supermarket staples are heirloom gems like Kingston Black, Roxbury Russet, Ashmead's Kernel, and Northern Spy – varieties that elevate cider from a drink to an experience. Here, as with wine, terroir matters, and New England's landscape leaves its mark on every bottle.

At **Stormalong Cider** in Sherborn, MA, that sense of artistry is at the heart

of their work. Cider making there is a modern-day renaissance – equal parts tradition and innovation. By blending culinary and rare heirloom apple varieties, they craft ciders that reflect the depth and complexity of the fruit itself. Traditional and contemporary fermentation techniques are used to coax out nuanced flavors and a true expression of the apple's soul in every sip.

The apples behind this seasonal celebration aren't just grown – they're nurtured. Many New England orchards remain small, family-run operations that blend old-school growing methods with new-school fermentation. Fall is when all that quiet cultivation pays off. Visitors can wander through orchard rows, bite into just-picked apples, and sip small-batch ciders pressed in rustic barns – each one a reflection of place, weather, and craftsmanship.

Of course, apples are more than just ingredients – they're cultural icons. Fall in New England wouldn't be complete without the aromas of warm apple pies,





Mark LaClair, owner of Rhythm Cider.

crumbly crisps, and cinnamon-sugar cider donuts wafting from roadside farm stands and local bakeries. These familiar flavors remind us that apples aren't just for drinking; they're woven into the story of autumn itself. Whether baked into a buttery crust or poured into a glass, apples are the heart of the harvest.

Nestled in scenic Middlebury, Vermont, **Woodchuck Hard Cider** has been crafting premium hard ciders for over

30 years. A visit to the cidery offers the perfect opportunity to tour their state-of-the-art facility and enjoy a tasting of their award-winning ciders.

At **North Country Hard Cider** in Dover, NH, the apple is honored with uncompromising purity. Since 2014, the team has developed a process that's anything but standard – eschewing additives and preservatives to let the fruit shine on its own. “Maintaining this quality is something we refuse to sacrifice,” says co-founder Ron Dixon. Made in small batches using fresh-pressed, locally sourced apples, North Country's ciders are a testament to what careful, intentional craftsmanship can achieve. Their cozy tasting room offers a front-row seat to the region's cider revolution – one glass at a time.

Also located in New Hampshire, **Contoocook Cider Company** crafts distinctive blends using many of the 100+ apple varieties they grow – including rare heirloom apples and even one variety found exclusively in their own orchards.

As Thanksgiving draws near and the last leaves drift to the ground, cider season begins to wind down. But its flavors linger – bottled for holiday meals and recalled in stories of orchard visits, favorite pours, and shared moments around the table. In a region defined by its seasons, cider season stands out not just for its taste, but for its ability to bring people together. In every golden pour is a celebration of the humble apple – transformed, elevated, and uniquely New England. **Cheers to cider season – a time to savor, celebrate, and toast the fruits of autumn!**

## Cheers to Cider Season!



### Rhythm Original Cider

Rhythm Original Hard Apple Cider begins with locally-sourced apple juice, naturally fermented to let the fruit shine. A field blend of dessert apples is pressed into a beautifully sweet juice, then carefully fermented to near dryness. The result is an off-dry, crisp, and refreshing cider – brightly carbonated and proudly crafted as Rhythm Cider's signature Original.



### Woodchuck Amber

Woodchuck Amber is the original hard cider that started it all. Crafted from a custom blend of New England apples, it strikes a perfect balance between sweet and crisp. Smooth, refreshing, and full of bold apple character, Amber is a classic, approachable cider with a clean finish that's stood the test of time.



### Stormalong Alyson's Orchard

Perched on a hill, overlooking the Connecticut River into Vermont, sits the spectacular Alyson's Orchard in Walpole, NH. Alyson's is consistently rated as a top 10 apple-picking destination in New England. Stormalong uses a selection of their 30+ apple varieties in this farmstand-style unfiltered hard cider.



### North Country Fire Starter

Fire Starter is a bold, unfiltered, flavorful hard cider with a fiery kick of habanero pepper and hint of cinnamon balanced with the sweetness of pure pomegranate juice. Naturally fermented with no added sugars or preservatives, it's full-bodied, vibrant and a wakeup call to your taste buds. Perfect for sipping by the fire or adding some heat to your happy hour.



### Contoocook Cranberry

The award-winning cranberry and apple cider is crafted from Contoocook's late-season apple harvest and fermented with fresh New England cranberries. The result brings together the best of both worlds for a unique New England experience.

# Mixing Mates

## How Fever-Tree Non-Alcoholic Mixers Cornered the Cocktail Market

By: John Holl



Today, Fever-Tree offers a variety of core mixers including Tonic and Sparkling Waters, as well as sodas like Cola, Ginger Beer, and Ginger Ale.

Back in 2003 when the craft spirits movement was taking off, two friends and entrepreneurs thought about entering the space, brining gins of note to discerning drinkers. Tasting what was already in the market, they found consistently good examples but were disappointed with the mixers available.

The tonic and soda waters available were from large companies and bland against the vibrant botanical spirits. Seeing

an opportunity, Charles Rolls and Tim Warrillow founded Fever-Tree in England the following year, with the goal of bringing premium mixers to deserving spirits.

"They spent the next two years in the British Library, really seeking out the very best ingredients for their first mixer, our Premium Tonic Water, which was what started it all," says Brand Director Emma White. "They went to the Democratic Republic of Congo, where they sourced the

very finest quinine, the bitter ingredient in tonic waters. They went to great lengths to source the best ingredients."

Today, it's nearly impossible to miss Fever-Tree at bars, on shelves, and in the drinks of customers-in-the-know. Earlier this year, the brand entered a "strategic partnership" with Molson Coors to assume exclusive commercialization rights and will be responsible for production, marketing, sales, and distribution of the brand in the U.S.





Disappointed with the mixers available in the market, Fever-Tree founders Charles Rolls and Tim Warrillow made it their mission to bring premium mixers to deserving spirits.

## Expanded Portfolio

As the brand expanded throughout Europe, its offerings grew. Fever-Tree opened a New York office in 2018 and launched with eight different SKUs. Today, Fever-Tree offers 15 core mixers including **Tonic** and **Sparkling Waters**, as well as sodas like **Cola**, **Ginger Beer**, and **Ginger Ale**.

"We also offer cocktail mixers like **Margarita**," says White. "We've also expanded into different formats, now offering cans and various bottle sizes, which really tap into the different occasions for our consumer."

What are the occasions where Fever-Tree works best? When COVID-19 impacted the

bar business, the brand benefitted from at-home mixologists looking for flavorful experiences while socially distancing. Fever-Tree Tonic Water became the top-seller in the category in the US, and mixers like Ginger Beer took off with such gusto that the brand launched line extensions.

The enthusiasm that started at home followed consumers to the bar as the world opened back up and bars again became populated.

## Following Cocktail Trends

Fever-Tree actively follows what is happening in the larger cocktail scene and looks to create new mixers that will



Special occasions are the perfect opportunity to create superior cocktails with the finest ingredients.

capture drinkers' attention. While classics like margaritas and gin and tonics will never go out of fashion, the company has jumped on newer trends. **Sparkling Pink Grapefruit** is just right for a paloma or can just be enjoyed over ice by itself with a garnish.

Whether it's bars looking to create an easy cocktail program, folks looking to celebrate at home, or the sober curious looking for a flavorful non-alcoholic drink, Fever-Tree is bringing diversity and flavor to the glass.

"Our goal is really to make the best-tasting drink," says White. "Fever-Tree is here to elevate every drinking occasion."



Fever-Tree Tonic Water, shown here with Amoskeag's lineup of products, became the top-seller in the category in the U.S. during the COVID-19 pandemic.

# Thirsting for Autumn

With summer winding down, brewers from four iconic breweries look ahead to the splendor of fall.

By: Jerard Fagerberg

Fall is not just the dawn of a new season, but the sunset of summer – the end of vacations, barbecues, boat rides, and beach days. It's a bittersweet transition, but one that's made easier by the autumn traditions of seasonal beer.

Blonde ales and light lagers trade out for festbiers and pumpkin ales. Our tastes grow deeper and more complex as the days shorten and the temperature drops. To help ease the seasonal changeover, we talked to four brewers from stalwart breweries across the country about the gifts fall brings for craft beer lovers.



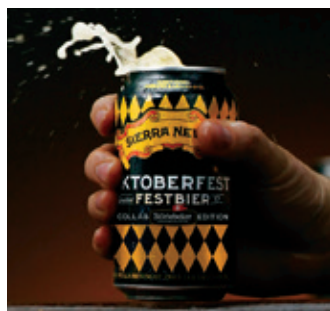
Sierra Nevada Vice President Brian Grossman eagerly anticipates the annual return of Oktoberfest.

## Brian Grossman

Vice President, Sierra Nevada Brewing Company

**Signature fall seasonal:**  
Sierra Nevada Oktoberfest

**What do you look for in a fall beer?** Maltness is elevated during the fall season. I describe beers in terms of how long it takes people to drink them. During the summer, you may drink lighter, citrus beers that might be 5 or 10-minute beers. When you transition into the cooler months, you open up those 30 to 45-minute beers.



Sierra Nevada's Oktoberfest is a world-class take on the style.



Allagash Brewmaster Jason Perkins heads to the trails of Portland whenever the fall weather hits.

## Jason Perkins

Brewmaster, Allagash Brewing

**Signature fall seasonal:**  
Allagash Haunted House

**What do you look for in a fall beer?** For me, it's something that has a roasted character to it. We use a variety of kilned malts in Haunted House, which gives it these nicely balanced notes of cocoa and coffee, while the yeast adds some depth to it.



Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Nugget, Cascade, and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt, and a devilish hint of hops.



Peter Dodenhoff encourages everyone to visit Woodstock Inn Brewery and take in the beauty of the White Mountains – there's no better time than fall to experience it all.

## Peter Dodenhoff

Brewery Manager / Head Brewer, Woodstock Inn Brewery

**Signature fall seasonal:**  
Woodstock Autumn Brew Ale

**What do you like about Autumn Brew Ale and why should people try it?** During the fall, I always look forward to enjoying our Autumn Brew Ale. This apple cinnamon brown ale is a true taste of the season, wrapping up all the cozy, comforting flavors of fall into one delicious pint. With notes of warm spice, baked apple, and a rich malty backbone, it's like sipping on autumn itself.



Check out the fresh new look of Woodstock's Autumn Brew Ale – same great taste, bold new graphics!



Mike Frothingham's favorite fall activity is going on a hike and enjoying the foliage, and of course bringing along a summit beer to enjoy at the top.

## Mike Frothingham

Head Brewer, Hobbs Brewing Company

**Signature fall seasonal:**  
Hobbtoberfest  
Märzen-Style Lager

**What do you like about Hobbtoberfest Märzen-Style Lager and why should people try it?** Hobbtoberfest is the beer I look forward to all year long. It's rich and malty with a smooth finish, yet still refreshingly crisp – making it the perfect brew to welcome the shift into cooler fall weather. Whether you're donning lederhosen or just flannel, this is the beer you'll want in hand when the leaves start to turn. Prost!



Nothing says "summer's gone" like the annual resurrection of Hobbtoberfest.

**About the Author:** Jerard Fagerberg is a freelance drinks writer and product manager based in Kittery, Maine. His name is not Jared, but lotsa folks get that wrong.



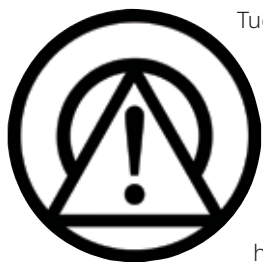
## When Demand Exceeds Supply

Seasonal and specialty releases are produced in limited quantities, and Amoskeag works hard to secure as much as possible. However, since this publication goes to print months before brewery allocations are finalized, variations in availability may occur.

### NEW BRANDS

# rek' • lis

Bethlehem, NH



Tucked in the heart of the White Mountains, rek'-lis Brewing Company is brewing three things: craft, adventure, and community. That's not just a slogan, it's how they run things, day in and day out. They care deeply about what they make and how it makes people feel. Whether it's

the beer in your glass, the food on your plate, or the space you're sitting in, rek'-lis is hands-on with every piece of it. When they say craft, they mean it's theirs, from start to finish. Small-batch beer brewed right here by the rek'-lis team. Food made from scratch, with real ingredients and no shortcuts. And an atmosphere that doesn't just happen, it's shaped by the people who show up, the music played, the energy that's put into every detail. rek'-lis takes what they do seriously because it matters. But they don't take themselves too seriously, this place is meant to be shared, explored, and enjoyed. Whether you've just stumbled in after a long hike or you're a regular who knows every bartender by name, the folks at rek'-lis hope it feels like a discovery worth holding onto.

## rek' - lis Pretentious Hopper NEIPA



rek'-lis took some of the most coveted hops on the globe and added them to Pretentious Hopper with abundance. The result is an opaque and toothsome libation that is vigorously sought after the world over! To imbibe it is akin to lounging in the folds of a hop flower bathing in the fine yellow lupulin, while simultaneously being showered in the essence of citrus! **ABV:** 7% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in August



## rek' - lis Clouded Judgement NEIPA

1,000 and 1 pints are poured each day. You sit at the bar watching each pint flow from the tap. As the wise man said when he stepped away, "You would be a fool not to stay." Your judgement is fair, but with this beer, you will forget what you feel and remember what you

deserve. rek'-lis was seeing clearly when using a medley of late addition hops in this NEIPA. The resulting beer has a fruitiness that sits on the tongue for a sweet second, with a pillowy head and a feather light body. The verdict is that a Clouded Judgement isn't always a bad thing. **ABV:** 5.3% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in August



## rek' - lis Trail Call Dry Hopped Pilsner

This light and hoppy basic pilsner was brewed in support of the Bethlehem Trails Association. A beer that is perfect for a tailgate after an epic ride on rek'-lis's backyard trails! This beer was inspired by the spirit of adventure only found on the side of a mountain. By the

hard work and commitment it takes to get to the top, and by the gravity that gets you back down. Lastly, it's thanks to those who are committed to keeping our trails the best in the world. Cheers! **ABV:** 4.5% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in August



## rek' - lis Carry Out Stout

Search and rescue missions in the White Mountains can take long hours, or even days. Much of the labor that goes into locating, treating, and extracting patients in the backcountry is taken on by volunteers. rek'-lis created Carry Out Stout to say "thank you". Brewed to be dark as night, with a clean piny bitterness honoring the conditions endured by

SAR teams. rek'-lis make a donation to Pemigewasset Valley Search and Rescue each time they brew Carry Out Stout to thank the local volunteers. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in August

## NEW BRANDS

### Fever-Tree

Amoskeag is excited to welcome Fever-Tree premium mixers to our portfolio of great products. Their **Premium** and **Light Tonic Waters** feature distinctive quinine and oils from Mexican bitter oranges. **Mediterranean Tonic Water** combines flavors of rosemary and lemon thyme with the finest quinine for a unique twist. Fever-Tree's **Club Soda** is crafted with the perfect level of bubbles and a delicate aroma to enhance the finest spirits. Their classic **Ginger Ale** offers an authentic, refreshing taste, while the bold, non-alcoholic **Ginger Beer** delivers a deep, long-lasting ginger character without being too sweet. **Blood Orange Ginger Beer** blends the fiery taste of ginger with the subtle citrus flavor of Italian blood orange. The **Classic Margarita Mix** is made using Mexican limes and Spanish sea salt for a balanced, flavorful blend. **Sparkling Pink Grapefruit** is a crisp, citrusy soda with a refreshing burst of flavor. Finally, **Distillers Cola** is crafted from eleven carefully selected ingredients, including Caribbean kola nuts, Mexican limes, and botanicals like Jamaican pimento berry and Madagascan vanilla. Premium mixers made to elevate any spirit! **Availability:** Now, year-round



## NEW PRODUCTS

### Sierra Nevada Premium Pils

Sierra continues to bring together the craftsmanship of European brewing with distinctive American flavor in their newest year-round premium craft lager, Premium



Pils. Crisp and clean with an innovative twist for a refreshingly smooth taste, it's the best of both worlds. **ABV:** 4.7% **Packages:** 8.4 oz. cans and draught **Availability:** Year-round, beginning in late August

### Hobbs Happy Camper IPA



This West Coast-style IPA features bright notes of citrus and pine from American and Southern Hemisphere hops, with a smooth, snappy finish that's always ready to roam. It's the perfect companion for long hikes, clear skies, and black flies. **ABV:** 6.5% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

## NEW PRODUCTS

### ALC A CHINO Hard Refresher Variety Pack

ALC A CHINO Hard Refreshers are made with a blend of real fruit juice, natural flavors, pure cane sugar, green coffee extract, and spiked with sugar brew. No bubbles for a clean, crisp, refreshing buzz. The Variety Pack comes with: **Strawberry Acai, Mango Dragonfruit** and **Tropical Passion**. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### ALC A CHINO Harder Coffee Salted Caramel Coffee & Mocha Coffee

Available in mocha and salted caramel, this 15.5 oz spiked coffee is made with 100% Arabica Coffee, oat milk, and natural flavors and spiked with sugar brew. It's unforgettably flavorful and undeniably bold. Redefining the coffee ritual with this daily bevy for a premium buzz. **ABV:** 8% **Package:** 15.5 oz. cans only **Availability:** Now, year-round



### Northwood Double IPA

Northwoods Double IPA delivers a bold yet balanced experience with bright notes of citrus and tropical fruit layered over subtle hints of pine and fresh evergreen. Medium to full-bodied with a soft, pillowy mouthfeel, this brew offers a smooth finish that makes it as approachable as it is flavorful. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



### Northwoods NH Made IPA

Northwoods NH Made IPA is a juicy, refreshingly crisp brew with a perfect balance of hop character and smooth drinkability. Bursting with bright citrus and tropical notes, it's a true New Hampshire original that's as flavorful as it is easygoing. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round





## Rupee has a New Look

Rupee Basmati Rice Lager has revamped its packaging! Brewed by a world-renowned master beer brewer and an award-winning Indian chef, Rupee has become the go-to Indian beer available at Indian restaurants & retailers nationally. Rupee is specifically crafted to pair with Indian, spicy and world cuisines. Rupee Basmati Rice Lager is a multi-award winning lager that's brewed to a traditional Indian recipe with lower levels of carbonation for a more enjoyable drinking experience when pairing with spicy flavors. **ABV:** 4.7%

**Availability:** Now, year-round



## Switchback Ale Now Available in 19.2 oz. Cans

Vermont's iconic Switchback Ale is now available in 19.2 oz. cans. Using only traditional ingredients, Switchback Ale is an unfiltered, reddish-amber ale which is particularly well-balanced, allowing for complexity of flavor coupled with an unusually smooth and refreshing character. Five different malts, select hop varieties, and their own specially cultivated

yeast create an ale which leads with hop flavors and a subtle impression of fruit, followed by a palate pleasing malty finish.

**ABV:** 5% **Availability:** Now, year-round

## Night Shift Fluffy Now in Draught

Fluffy sips like a fresh squeeze of hoppy orange juice – and now it's also available in draught! It pours a hazy sunset orange, bursting with enormous notes of sweet clementine, fresh apricot, and ripe mango. Its texture is pillowy soft – like fluffy white clouds on a gentle breeze. Welcome to this tropical vacation for your taste buds, no passport required. **ABV:** 7%

**Availability:** Now, year-round



## Coors Light Continues St. Jude Partnership

For over 30 years, Coors Light and St. Jude have partnered to bring their distributor network and on-premise accounts a one-of-a-kind Halloween program. The partnership began in 1992, and in that first year approximately \$175,000 was generated. The collaboration has continued and over the last 30 years this campaign has generated more than \$138 million dollars for the children of St. Jude. Coors Light is excited to continue their partnership with St. Jude and bring a refreshed look and feel to their campaign in 2025, beginning October 1.

## Coors Banquet and Wrangler Are Outfitting Rodeo Fans Everywhere

Beginning August 1, in partnership with Wrangler, Coors Banquet is sending lucky shoppers to the National Finals Rodeo in Las Vegas. Those who scan the QR code on limited-time POS, and are selected, will receive airfare, tickets, an apparel bundle, and more! Shoppers everywhere can get their hands on the apparel as well, which will be sold in stores and online throughout the program. Grab this iconic roundup of retail tools and join in!



## Miller Lite and Celtics Team Up for Another Season

IT'S  
*Miller*  
TIME,  
CELTICS FANS



The partnership between Miller Lite and the Boston Celtics is going strong with a new round of breakthrough tools. Among the lineup are pole

toppers, schedule posters, pennant strings and everything retailers and bars need to turn into Celtics HQ, beginning October 1<sup>st</sup>.

## Get Spooky Great Taste With Miller Lite



Miller Lite is delivering fright this Halloween season with a suite of support tools to complement spooky celebrations. With on- and off-premise POS and merch like cups

and t-shirts, they're ready to bring Great Taste to ghouls and goblins alike. The program runs the month of October.

## Happy Beer N' Brat-toberfest From Leinenkugel's

'Tis the season to break out the beers and brats, and Leinenkugel's is helping shoppers do just that by teaming up with Johnsonville. With pop-up displays, pole toppers and other POS tools, they'll bring the fall food occasion to life in stores, beginning August 1<sup>st</sup>.



## 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!



## Dogfish Head Liquid Truth Serum

This unfiltered IPA is bursting with ALL the hops. Liquid Truth Serum is brewed using a unique process that incorporates four different states of hops: whole leaf, liquefied, pelletized, and powdered. The result is a blissfully inefficient IPA full of citrusy and tropical notes, that's truthfully hoppy without being deceptively bitter. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Mid-August



## Dogfish Head Engine 19 IPA

Introducing Dogfish Head Engine 19 IPA! This delicious citrusy IPA is made in collaboration with



Garnet Hathaway and his charity, Hath's Heroes. The Hathaways launched Hath's Heroes in 2019 to give back to first responders. Hathaway's great-grandfather, Garnet McElroy, was a firefighter in Winnipeg, and his experiences inspired Hathaway to launch the program. This satisfying IPA is filled with top-shelf aromas of pine and pithy citrus rounded out by the lamp lighting goodness of American malt. Dogfish Head is proud to brew this beer in collaboration with and in support of Hath's Heroes. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Mid-September

NEW!

## Dogfish Head Fall Rewind Pack

Nothing hits like the classics! Introducing the new Dogfish Head Rewind Pack! Re-discover some delicious throwback Dogfish Head beers that fans have asked for time and time again! This 2/12 can pack features four, OG Dogfish Head beers: **Punkin Ale** (first brewed in 1994), **Chicory Stout** (first brewed in 1995), **Raison D'etre** (first brewed in 1996), and the classic **60 Minute IPA** (first brewed in 2003). **Availability:** August

NEW  
VARIETY  
PACK!





## Truly Hard Seltzer Celebrations Pack

This limited-edition 2/12 slim can variety pack includes four Truly flavors perfect for throwing rules out the window and turning up this holiday season: **Peach**

**Party, Citrus Spark, Trusecco Style, and Rose Style.**

**Availability:** September



## Samuel Adams Octoberfest

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



## Samuel Adams Fall Legends Variety Pack

This year's Samuel Adams 2/12 can fall variety pack celebrates a delicious collection of seasonal beers including their legendary **Octoberfest**, as well as **Harvest Helles**, **Jack-O**, and **Flannel Fest**. **Availability:** August

**NEW VARIETY PACK!**



## Samuel Adams Legends of Fall

Each fall, the leaves change, the temperature drops, and a legend returns. For 25 years, Sam fans have waited with bated breath for the reappearance of Oktoberfest. In fact, the only thing more renowned than this beer is drinkers' commitment to it. They hoist steins. They don lederhosen. They stock up, stash, and squirrel away for later with legendary devotion. And it's about damn time they got their just due. So, Sam is asking fans this fall to grab their friends, crack a bottle, and raise a stein in recognition.



## Twisted Tea Celebrates College Football

Twisted Tea's fall program taps into the excitement and cultural significance of college football, aligning the brand with one of America's most celebrated past times.



## Angry Orchard Thriller Pack

The Angry Orchard Thriller Pack is full

of bold, Halloween treat-flavored ciders combined with the marketing trick of the season – a Friday the 13<sup>th</sup> partnership can! This mix pack is sure to be the highlight of scream season! The 2/12 can

variety includes: **Crisp Apple, Blood**

**Orange, Berry Bewitched, and Headless Pumpkin.**

**Availability:** September



**NEW VARIETY PACK!**

## Angry Orchard Celebrates Freaky Season

This fall, Angry Orchard is kicking cute seasonal stereotypes to the curb and celebrating the season of freaky, fun and absurd! The brand is bringing the terror to life this season with a fully immersive partnership with the Jason Universe. The program features Jason and Angry Orchard themed POS and giveaways, limited release styles, and fun thematic packaging – all with a QR code to unlock access to a brand-new Jason short thriller!





## Corona Welcomes Fans to the Lime Zone

This fall, from August 1 – October 31, Corona is welcoming fans to the Corona Lime Zone by offering them a chance to win a custom Corona tailgate! The iconic cerveza will also be partnering with Seat Geek and Weber to offer even more unique prizes to elevate their gameday experience to the next level.

## Modelo Rewards Full-Time Fans



The Modelo Recruiter is back and ready to give Full-Time Fans the experience they deserve. The brand will be reinventing the college football experience by giving consumers the chance to win VIP flyaway trips to key games throughout the season and the chance to win tickets to next year's College Football

Playoff championship game. The promotion runs from August 16, 2025 – January 19, 2026.



## Celebrate Día de los Muertos with Modelo



This Día de los Muertos, Modelo is celebrating those that came before us through food, family, and traditions. The brand is partnering with artist, Rodolfo Baquier, to create vibrant new

designs that bring the authentic traditions of the holiday to life through dynamic point-of-sale. Plus, an exciting new bobblehead to stand out in retail!



## Yappy Hour with Pacifico

Let the dogs out because Pacifico is celebrating the bond between pet owners and their furry companions this fall, from September 3 – November 30, by offering 100 lucky winners and their pets their very own matching Pacifico-branded hats, shirts, and vests!

## Kick Off Football Season with Guinness



A trip to last year's national championship game means that fans and customers are going to be supporting Notre Dame Football in a BIG way this season! From August 1 through December 31, new LTO cans and a consumer sweepstakes offering fans a chance to win fly-away trips to a Notre Dame home game, are a great way to kick off!

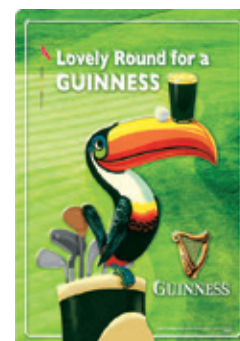
## Guinness x Premier League Sweepstakes

Kick off the 2025-2026 Premier League season with Guinness! From August 1 – December 31, consumers can enter a sweepstakes for a chance to win the ultimate Guinness Premier League Fan Room, including a pair of branded recliners, a Guinness Kegerator, glassware and more!



## Lovely Round for a Guinness

Guinness over-indexes with golfers and has great momentum with younger LDA consumers. From July 1 – September 30 consumers can enter for a chance to win a free round of golf for four (a \$200 gift card), a Guinness golf bag, or a \$50 Sunday Swagger gift card/code!



## Guinness Notre Dame Cans

This fall, Guinness, the Official Beer of Notre Dame Alumni & Fans, is offering 2025 Collector's Edition 14.9 oz. Guinness Notre Dame cans for a limited time!

**Availability:** August



## Allagash Haunted House

Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with 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:** August





## Sierra Nevada Narwhal Imperial Stout



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



## Sierra Nevada Oktoberfest Festbier

Sierra Nevada Oktoberfest brings the party tents to you, with Germany's Störtebeker craft brewery lending their festbier expertise to every sip. At 6% ABV, this collaborative lager leans into rich, smooth malt that imparts notes of freshly-baked bread and honey. It's balanced with a careful blend of four hop varieties, including organic Opal and Perle hops that Störtebeker brought from back home. From its herbal-spicy aroma to its crisp finish, this year's Oktoberfest tastes like it's straight



from the source. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** August

## Turn Up the Flavor with Sierra Nevada

A Sierra Nevada in someone's hand is a signal that they bring something special to quality moments. For gameday fans, it's a signal that the social occasion is just as important as the game itself. For the grill masters, it's a signal that they are creating more than a meal full of flavor, but an elevated experience while connecting with company. Sierra's fall program

provides an opportunity for consumers to create intentional, meaningful moments and turn up the flavor with a consumer sweeps offering drinkers a chance to win the ultimate grilling setup from the Big Green Egg! The program, which runs from August 1 – September 30, also includes a national rebate designed to drive increased basket ring and a digital experience that includes ambassador content, go-to grilling recipes, and drive awareness to the sweepstakes.



## Mike's Fantasy Life Variety Pack

Mike's does it again! Introducing the Mike's 2/12 can Fantasy Life Variety Pack – delivering on flavor and consumer engagement! This football themed mix pack includes four completely new flavor offerings from Mike's: **Berry Blitz Lemonade**, **Pineapple Rush Lemonade**, **Apple Tackle Lemonade**, and **Pink Pick 6 Lemonade**. Plus, each 12-pack offers consumers a chance to win epic football prizes all season long via QR code scan! *The Mike's Fantasy Life Variety Pack will replace the Mike's Celebration Pack.* This season, make it a Mike's! **Availability:** September



## Brewery Ommegang All Hallows Treat

Brewery Ommegang's All Hallows Treat is an Imperial peanut butter chocolate stout. It is their most popular limited release from Ommegang's OMG series. Sweet and spooky like the perfect Halloween night, All Hallows Treat rekindles your favorite childhood holiday memories. Aromas and flavors of dark chocolate, creamy peanut butter and a soft vanilla finish swirl with a smooth body and medium mouthfeel. It's the perfect throwback that brings you to your first bite of a chocolate peanut butter cup. **ABV:** 7.6% **Package:** 16 oz. cans only **Availability:** August



## Two Roads Roadsmary's Baby

Roadsmary's Baby is 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% **Package:** 12 oz. cans only **Availability:** Now!



## Win a Remote Control Cooler with Lipton Hard Iced Tea

Now through December 31, 2025 consumers can scan the code or go to [liptonhardtea.com/tailgate](https://liptonhardtea.com/tailgate) to win a Lipton Hard Iced Tea remote control cooler.



## 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 Cozy Collection Mix Pack



The perfect cozy collection of some of Harpoon's favorite beers! **Harpoon IPA** (6% ABV), **Day Drifter Nitro-Dosed IPA** (4.8% ABV), **Flannel Friday** (5.7%) and mix pack exclusive, **Octoberfest** (5.3%) **Package:** 12 oz. cans only **Availability:** Now!

## Harpoon L.L. Bean 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% **Package:** 16 oz. cans only **Availability:** August

## 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's Pumpkin Cider is ready to

spice up those crisp New England days and nights. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** August

## 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:** August

## 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:** August



## Long Trail Survival Pack

The Survival Pack features Long Trail's flagship **Long Trail Ale** (5% ABV), **Riverside Lager** (4.8%), fall seasonal **Harvest Ale** (4.4%) and a brewery pack exclusive, **Pumpkin Ale** (6.7%). **Package:** 12 oz. bottles only **Availability:** Now!



## Smuttynose Pumpkin Ale

Brewed with real pumpkin and traditional spices – think cinnamon, nutmeg and clove – it's a hearty, deeply balanced ale with a cornucopia of fall aromas to match a flavor profile that's robust and complex without being overwhelming. **Packages:** 12 oz. cans, 16 oz. cans and draught **ABV:** 5.9% **Availability:** Now!



## Smuttynose Finest Times Variety Pack

If you ask Smuttynose, the Finest Times aren't always the big banner moments. Sometimes, it's a simple walk in the woods with your dog or a casual firepit with family and friends. The variety pack includes:

**Old Brown Dog**, **Finestkind IPA**, **Oktoberfest**, and **Pumpkin Ale**. **Package:** 12 oz. cans only **Availability:** Now!



## Smuttynose Raspberry Lime Rickey

Imagine the fizzy, tart and sweet characteristics that made the cocktail the mainstay it is today but artfully expressed in beer form, featuring a bright red hue that'll turn heads and a clean, citrusy flavor that'll keep you coming back for more. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now!







## Wachusett Fall Mix Pack

Crisp air, cozy flannels, and a perfect lineup of brews – Wachusett's Fall Mix Pack brings the best of the season to your fridge. This limited-release

variety pack features **Oktoberfest Ale** (5.2%), **Blueberry Ale** (4.5%), **Pumpkin Ale** (6.6%) and **Nut Brown Ale** (5%).  
**Package:** 12 oz. cans only **Availability:** August



## Wachusett Pumpkin Ale

Wachusett Pumpkin Ale has the perfect balance of fresh pumpkin flavor brewed with select variety of spices to help celebrate the glory of the fall season.

**ABV:** 5.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** September



## Clown Shoes Pumpkin Sombrero

Full-bodied and chock full of luscious dark malt flavor, Pumpkin Sombrero 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:** August

## Woodstock Autumn Brew Ale



A light-bodied brown ale with hints of apple and cinnamon flavors. A fresh, updated look with a nostalgic twist. The iconic apple heads have come out of retirement for another round! **ABV:** 4.3%

**Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** August



## Woodstock S'mores Imperial Stout

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%

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



## Baxter Oktoberfest

Raise a stein for tradition. This Märzen-style, malty amber lager is Baxter's tribute to the world's greatest beer celebration – rich, smooth, and brewed with classic European character. Crafted for crisp fall nights and backyard feasts, Baxter Oktoberfest pairs perfectly with grilled brats, warm pretzels, and good company. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** August



## Northwoods Autumn Buzz Copper Ale

Northwoods is proud to collaborate 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, dried fruit. **ABV:** 5.3% **Packages:** 16 oz. cans and draught **Availability:** September



## 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 is medium bodied with a creamy mouthfeel. **ABV:** 5.6% **Packages:** 16 oz. cans and draught **Availability:** August



## Great North Marzen Rover

Perfectly toasted and crisp for warm days and cool nights. Marzen Rover an amber lager 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:** August





## Woodchuck Spiced Apple

Spiced Apple is a balanced cider bursting with apple, cinnamon and nutmeg, just like apple pie. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

## Woodchuck Great Gathering Variety Pack

Celebrate the season with the *Great Gathering Variety Pack*, a trio of classic and flavorful ciders perfect for any autumn occasion. Great Gathering Variety pack includes; **Amber**, the original cider, which was first hand-filled in Woodchuck's two-car garage back in 1991, delivering a medium body, sweet red apple taste and golden hue, **Spiced Apple**, a balanced cider bursting with apple, cinnamon and nutmeg, just like apple pie and **Granny Smith**, which is blended with Granny Smith apples for a crisp taste that finishes tart and tangy. Whether you're gathering around the fire or heading out on a fall hike, this variety pack brings the perfect mix of tradition, spice, and crisp refreshment. **Package:** 12 oz. cans only **Availability:** Now!



## Brooklyn Post Road Pumpkin Ale

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:** August



## Notch Festbier

Brewed once a year for Notch's Oktoberfest in Salem, MA. This is a traditional Festbier variant brewed especially for the festival tents in Munich. Pale gold, medium malt, and just a hint of hops. Congrats to Notch Festbier, rated #3 by BeerAdvocate in the Festbier / Wiesnbier category. Prost! **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Surfside x Blackstone Griddle Giveaway!

Get fired up – Surfside is teaming up with Blackstone to give away a co-branded Blackstone Griddle and cover! The sweepstakes will be featured in exciting and creative ways throughout the promotional period, including collaborative social media posts from Surfside and Blackstone, eye-catching pole toppers, display easels, and high-energy in-market activations. Keep an eye out in key cities and college towns, where Surfside will be hosting tailgates and driving participation all season long! Promotion runs now through November 30, 2025. Winners announced December 8, 2025.

## Dad Water \$5 Rebate

Dad Water is clean, refreshing, non-carbonated – and most importantly, it's fun. Oh, and did we mention it's made with tequila? Meet **Tom, Steve, Rodney**, and **Gary** – the bold personalities behind each uniquely flavored tequila water in the Dad Water lineup. High-quality dudes. Even higher-quality ingredients. Now through September 7, 2025, grab a Dad Water Variety 8-Pack, scan code, send receipt and get a \$5 rebate via Venmo – because staying hydrated (and happy) has never tasted so good.







## Buy Beer Get Gear with Labatt Blue

Consumers can scan the QR code or go to [rewards.labattusa.com](https://rewards.labattusa.com) to win some stylish Labatt Blue wearables now through December 31, 2025.

## Hobbs Virgil Pumpkin Ale



This autumn ale is packed with the flavors of fall – brewed with pumpkin, graham cracker, spices, and vanilla, full-flavored but with a crisp and clean finish. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** August



## Hobbtoberfest Märzen-Style Lager

This is Hobbs Brewing's 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!

## Night Shift Pumpkin Piescraper



How many pies make a piescraper? Night Shift couldn't agree on an answer, so they made this pumpkin pie beer instead. Pumpkin Piescraper sips rich and delicious, with notes of toasted marshmallow, fall spices, and maple syrup. It's as comforting as a slice of homemade pumpkin pie. **ABV:** 7% **Packages:** 16 oz. cans and draught **Availability:** August



## Night Shift Granita Sour

Granita is a sour ale that pours sunset orange with a clean and crisp body. Tart and refreshing, this thirst-quenching sipper boasts juicy notes of

grapefruit, mango and sweet OJ. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** August

## Narragansett Tailgate Giveaway

This fall, from August 1 – September 30, Narragansett is offering fans a chance to win a 'Gansett tailgate package that includes chairs, a cooler, a tailgate grill and more! Consumers will simply scan the QR code on in-store POS to enter to win!



## Under Your Own Influence: Sober October, Your Way

*A fresh take on drinking habits, seasonal shifts, and how non-alc beer is becoming part of the everyday lineup.*

Let's get one thing straight: drinking non-alcoholic beer doesn't mean you've sworn off alcohol. It just means you're paying attention – to your time, your energy, your mornings. That's not sobriety. That's strategy. More drinkers are working

NA beers into their everyday routines – from post-gym refreshers and midweek resets to Friday night firepit beers before Saturday morning soccer games. And if you're in the business of selling beer, you're seeing it firsthand – non-alc beer volumes are up **22% year-to-date in the U.S.**, and globally the category grew **9% in 2024**, even as total beer consumption declined

Fall is when routines return. School's in. Work's back. Flip-flops give way to flannels. It's a perfect moment for reset – and that includes what's in the glass. Sober October is real, but the opportunity is bigger than a trend. It's not just about "going dry" – it's about drinking differently. People still want the ritual. The flavor. The feeling of cracking something cold. They just don't want the fuzz, the fog, or the fallout. That's where the new generation of NA beers comes in.

KIT is brewed for drinkers who value presence over pressure. For the ones who go hard on Saturdays and reset on Sundays. For the ones who just want to stay sharp on Monday at 8am. This season isn't about giving something up. It's about leaning in – with clarity, confidence, and a little less compromise.

Whatever your customers are doing, help them do it, *Under Their Own Influence*.



## Veterans Count Lakes Region Red, White & Brew Craft Beer and Wine Festival, September 27<sup>th</sup>!



Join us for the 9<sup>th</sup> Annual  
Veterans Count Lakes Region  
Red, White & Brew Craft  
Beer & Wine Festival on  
Saturday, September  
27, 2025, from 12:00 to  
7:00 PM at Funspot, 579  
Endicott Street, Laconia.  
This exciting event  
benefits New Hampshire  
service members, Veterans,  
and their families. Enjoy an

afternoon filled with local craft beer and wine, delicious food, a  
classic car show, raffles, auctions, and live music from *The Bob  
Pratte Band*. It's a day of fun, flavor, and community spirit – all  
for a great cause. Come raise a glass and show your support for  
those who've served! *Scan the QR Code to register for the event.*

