

HEADY GUINNESS TIMES RISING

AMOSKEAG BEVERAGES
Holiday 2025 | V.54



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In this edition of *Heady Times*, we're raising a glass to brands that pair perfectly with any occasion. Our cover story on Guinness explores how this iconic industry pillar – once considered a winter-only beer – has evolved into a year-round favorite with universal appeal. You'll also find engaging interviews with Stephen Rodrigues, Production Manager at Rek'-lis Brewing Company, and Sarah Fenerty, Creative Director at Northwoods Brewing, who share insights into their craft and creativity. Plus, don't miss our feature on merchandising, where we dive into how strategic beer displays can drive retail success.

As we wrap up another great year, we want to take a moment to thank you for your continued partnership and support. It's been a pleasure working alongside you to share great beer and good times with our

communities. Your collaboration and commitment mean the world to us, and we're truly grateful for the trust you place in our team. From all of us at Amoskeag Beverages, we wish you a joyful holiday season and a prosperous New Year filled with new opportunities, shared success, and plenty of good cheer!

“As we wrap up another great year, we want to take a moment to thank you for your continued partnership and support. It's been a pleasure working alongside you to share great beer and good times with our communities.”

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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

first draught *getting you ahead of the curve*

MARK YOUR CALENDARS



NOVEMBER

- 11/1 – 11/2 Dia de los Muertos
- 11/2 Daylight Saving Time Ends
- 11/6 National Stout Day
- 11/11 Veterans Day
- 11/13 World Kindness Day
- 11/27 Thanksgiving
- 11/29 Small Business Saturday
- 11/30 Small Brewery Sunday

DECEMBER

- 12/5 National Bartender Day
- 12/5 Repeal Day
- 12/10 National Lager Day
- 12/14 – 12/22 Hanukkah
- 12/21 Winter Solstice

12/25 Christmas Day

12/26-1/1 Kwanzaa

JANUARY

1/1 New Year's Day

DRAUGHT BEER is gaining momentum in U.S. bars and restaurants, now accounting for more than half of beer sales by volume. This growth, driven by consumer preference for freshness, rising demand for imports, and expanding distribution, underscores draught's strategic importance for venues and suppliers looking to boost sales and brand loyalty.

PROUD **Surfside** PARTNER

LET'S GO BRUINS!




100 CALS * 0 BUBBLES

Game on, Bruins fans! Surfside Lemonade is now the official lemonade of the Boston Bruins!

World Beer Cup 2025

This year's World Beer Cup, held in May, featured 8,375 entries from more than 1,700 breweries across 37 countries and highlighted hazy IPAs as the most-entered style. For the first time, the competition included hard cider categories, signifying a shift toward greater acceptance of cider alongside beer in craft competitions.



RBC Sees Hope if the Industry Makes Strategic Pivots

RBC Capital Markets recently published a 178-page report that suggests while beverage alcohol's slump is partly cyclical, the industry must confront structural headwinds and make strategic pivots to regain growth. We've highlighted a few of their approaches:



- **Expand drinking occasions:** Look beyond tailgates and bars to solo downtime, gaming, book clubs, and older-adult social events.
- **Two-way portfolio:** Keep premium strong but also offer value tiers to recruit new drinkers who can trade up later.
- **Older consumers:** Buyers who are 45+ drive the most spend and want wellness plus social connection – ideal for low/zero-alc and “better-for-you” options.
- **Blueprint from winners:** Brands growing today succeed with authentic marketing, social media strength, and clear on-trend identities.

*Per Beer Business Daily

Guinness Rising

The 265-year-old stout is enjoying a renaissance as it wins with new drinkers and in new occasions throughout the year.

By: Kate Bernot



The holidays are the perfect time to raise a Guinness – a timeless classic made to be enjoyed all year long.

“**G**uinness continues to grow double digits in New Hampshire and the North East.

This momentum is built on innovation, like Guinness 0, brand heritage and quality which is something we consistently drive in the on-premise to achieve a Perfect Pint poured as the brewers intended for consumers to enjoy,” says Malcolm Patterson Distributor Manager for NH, VT, ME for Diageo Beer Company.

Guinness’ recent success isn’t limited to New Hampshire. Nationally, **the iconic 265-year-old brand is enjoying a resurgence in popularity, driving double-digit sales growth across retail channels. At Amoskeag, Guinness Draught placements have shown steady growth over the past year.** The brand’s ability to thrive in such diverse markets proves that Guinness remains one of the most adaptable and enduring beers on tap today.

“Once considered a seasonal stout centered around Irish pubs and St. Patrick’s

Day, Guinness is undergoing a powerful transformation in the U.S., driven by smart distribution gains, culturally resonant marketing, and innovations like **Guinness 0**,” says Karissa Downer, Brand Director for Beer at Diageo Beer Company USA. Downer notes that the “Lovely Day for a Guinness” campaign has been instrumental in shifting perceptions, proving Guinness can belong at any table and any time of year.

And lest you assume this is all attributable to the viral “splitting the G” challenge – in which drinkers take a sip of Guinness and attempt to level the remaining beer with the “G” emblazoned on the branded glass – it goes much deeper. Yes, the challenge has spread far and wide, creating headlines and social media chatter. But Guinness itself hasn’t promoted “splitting the G” at all, and in fact has stayed on the sidelines as fans and even bars themselves have turned it into a phenomenon. The challenge likely has introduced new drinkers to the beer, but that alone doesn’t explain the brand’s ongoing growth.

Instead, Guinness’ success is attributable to factors fundamental to the brand: It’s easy-drinking, consistent, visually appealing, and flavorful – a dependable beer that’s comforting, not boring.

Thanks to new marketing campaigns and innovations like the fast-growing, non-alcoholic Guinness 0, the brand is connecting with younger and more diverse drinkers throughout the year.

In effect, Guinness has taken itself out of the “winter stout” box and reintroduced itself as a beer for every season and every occasion.

New Drinkers, Year-Round

One of the brand’s chief campaigns has focused on expanding Guinness’ appeal during warmer months. **Called “Lovely Day for a Guinness,” this campaign reminds drinkers that any time can be a great time for this light, low-calorie, and sessionable beer.** This repositioning is helping Guinness become a go-to choice at picnics, soccer



As of early September, Guinness 0 was the third fastest-growing non-alcoholic beer brand nationally.



Amoskeag has seen double-digit growth in Guinness Draught sales throughout 2025.

matches, barbecues, and nights out alike – truly a beer for all occasions. One of the most prominent components of this campaign was **Guinness' role as Official Beer and Official Non-Alcoholic Beer of the Premier League**, a global partnership that is in its second year during the current 2025/2026 season. This partnership saw Guinness activate in 80 countries around the world.

Guinness has also made a point of expanding its cultural relevance beyond St. Patrick's Day. **87% of Guinness sales happen outside of the month of March, and it's a priority for the brand to extend an invitation to drinkers outside the context of St. Patrick's Day and Irish bars.** "Of course we love Irish pubs, but now that we're expanding distribution beyond that, it's exciting to see who else is taking Guinness on," Downer says. **This is evident, as Amoskeag is up**

nearly 10% YTD on the Guinness brand as a whole.

Big Wins for 0

Most drinkers assume Guinness is a single beer, but Guinness is actually a brand that encompasses a few products. **Guinness Draught, Guinness Extra Stout**, and since 2022, **Guinness 0**. This non-alcoholic Irish stout offers drinkers everything they love about Guinness' texture, aroma, and flavor, but without any alcohol. It's a successful entrant in a small but booming subsegment: Growth in non-alcoholic beer is largely led by craft brands.

As of early September, Guinness was the third fastest-growing non-alcoholic beer brand nationally behind Corona and Athletic. Dollar sales for Guinness 0 were up +67% in August, outpacing

the last 52-week growth rate of +55%.

The beer continues to make inroads with new points of distribution as well.

What's behind the growth of Guinness 0? As with any beer, it's the way it tastes. A post on the forum website Reddit in late August asking for recommendations of great-tasting non-alcoholic beers was met with resounding support for Guinness 0. "NA Guinness is the best out there, in terms of tasting like the original. It's still got the nitro widget in the can too, so the body is basically the same," one poster wrote. "NA Guinness is pretty solid as well," was the top upvoted comment of the entire thread.

For retailers, carrying the packaged non-alcoholic version of Guinness as a complement to the full-strength draught version is an easy way to add incremental sales.

Spreading the Pub Love

Conventional wisdom says brands are built in the on-premise, and this continues to ring true for Guinness whose true beating heart is the corner pub. Sure, Guinness can be enjoyed from a can or bottle, but it is best experienced via a properly poured pint slid across the bar. This is more than mere aesthetics: A well-poured Guinness is a singular, multisensory experience that engages the drinkers' eyes, nose, and palate. In this way, **Guinness and the bars that sell it have a mutually beneficial relationship.**

Promoting Guinness is promoting getting customers back to bars. In recent years, those bars have expanded beyond the traditional Irish pub that's long carried Guinness. Sports bars have become important partners, particularly in light of the brand's sponsorship of the English Premier League. Where fans go to watch their favorite teams, Guinness wants to be part of that experience.

But Guinness is remarkably versatile, comfortable on draught at the corner pub as well as some of the highest-end bars in the world. This chameleon-like quality – fitting seamlessly into different venues and occasions – is one reason Guinness continues to grow. What many Amoskeag accounts appreciate most about Guinness is the same thing that bars, restaurants, and drinkers everywhere do, its unmatched quality and consistency, refined over 265 years.

Guinness pours right every time. It looks great every time, there is no indication that we will ever get rid of it, because it's consistent... **Guinness is tried and true; it's a no-brainer.**

This has long been true for retailers, and now drinkers are singing the same tune. In the age of endless choices among the constant new offerings on taplines and on the shelf, reliable and easily understood brands are enjoying renewed attention. **Guinness is one of the most**

recognized and respected brands in the world, full stop. It stands for quality and a culture that few other beers can rival. Fans have Guinness tattoos. People name their dogs after the beer. They travel to Dublin to visit the brewery. And these days, new drinkers are discovering the brand in new contexts, which bodes well for another two and a half centuries of lovely days. From pubs to sporting events, winter to summer, draught to non-alcoholic, Guinness has cemented its place as the beer that wins in every occasion.

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

The Guinness brand encompasses more than just one beer, explore Amoskeag's lineup.

Guinness Draught Stout

The OG Irish stout, brewed in Dublin since 1759, is famous for its ruby-black pour, roasted mocha-espresso flavor, and light yet elegant body. ABV: 4.2%



Guinness 0 Non Alcoholic Draught

Guinness 0, brewed with the same roasted barley and smooth flavor as the original, delivers the iconic Guinness taste without the alcohol.



Guinness Extra Stout

The original heir to the West India Porter, Guinness Extra Stout delivers over 200 years of rich roasted barley, hop freshness, and crisp bittersweet flavor. ABV: 5.6%



On The Job With...



Andrew Farkas

Andrew Farkas *Graphic Designer*

What did you do for work before coming to Amoskeag? I've been a graphic designer for over twenty years. Before joining Amoskeag, I worked as a designer for Republic National Distributing Company, Spectrum Marketing, Velcro USA, and the Society of Professional Journalists. My very first job was stocking shelves at Market Basket!

What do you like to do when you're not working? I'm an avid guitar player and practice almost every day. I also enjoy hiking, canoeing, archery, gardening, camping, and cooking.

Can you share a fun fact about yourself? I'm a first-generation American.

My father was born in Hungary and left during the 1956 Revolution.

The last TV show you binged was... *Breaking Bad*.

Favorite holiday movie is... *Christmas Vacation* or *Die Hard* – yes, it is a Christmas movie!

First concert was... Pantera on the Extreme Steel Tour in 2001. It was incredible, and I was lucky enough to see them live three more times after that.

If you had to eat only one food for the rest of your life, what would it be? I love Italian food, but sushi is a close second!

AJ Frink *Relief Driver*

What did you do for work before coming to Amoskeag? I worked at Olive Garden for ten years before joining Amoskeag. What started as a part-time bussing job eventually turned into a full-fledged career.

What do you like to do when you're not working? I spend as much time as possible with my wife and kids. Most of my free time revolves around family, whether it's being at home, attending sporting events, or just hanging out together. My life is all about my family, above all else.

If you could teleport anywhere in the world right now, where would you go, and what Amoskeag product would you have in your hand? I'd teleport back in time to spend a little more time with my late grandfather. When he passed, I wasn't in a great place. He was a lifelong truck driver, and I even named my son after him. We'd be sipping Miller Lites, smiling, and sharing stories about the craziness of life.

What's your guilty pleasure? Hanging out in my garage with my Harley-Davidson or a fun game of pool.

The last TV show you binged was... A show called *Tracker*. My wife introduced me to it, and I was hooked right away.

Favorite holiday movie is... Jim Carrey's *The Grinch*. He was misunderstood, and I think the deeper meaning behind that story is powerful.

First concert was... Taylor Swift opening for Rascal Flatts at MGM, back in her "Tim McGraw" days. She sells out football stadiums now, but back then it felt intimate, an experience I'll never forget.

If you had to eat only one food for the rest of your life, what would it be? Definitely pizza, hands down. There's nothing better than a great slice of pizza paired with a cold Miller Lite.

What's the best advice you've ever been given? "Be the person you needed when you were younger." We all have a unique opportunity to shape the future in some way and it's how we act on that opportunity that makes the difference.



AJ Frink

Stephen Rodrigues, Production Manager, Rek'-lis Brewing Company

From humble beginnings in a backyard shed to becoming one of the North Country's most beloved breweries, Rek'-lis Brewing Company has built its reputation on bold flavors, creative collaboration, and a strong sense of community. At the heart of it all is Production Manager, Stephen Rodrigues, whose journey from loyal customer to key member of the brewing team perfectly captures the Rek'-lis spirit. We caught up with Stephen to talk about his path in craft beer, the brewery's seasonal traditions, and what's brewing next in Bethlehem, New Hampshire.

Heady Times (HT): How did you get into brewing, and what path led you to Rek'-lis Brewing Company?

Stephen Rodrigues (SR): Rek'-lis Brewing began in a shed behind owners Ian and Marlaina's home. I became a fan on opening day and joined during the Main Street expansion, starting nights and weekends. I became the brewery's first employee and grew with it from cellarman to production manager.

HT: What was the first beer you ever brewed, and how does it compare to what you're making today?

SR: My first recipe for Rek'-lis was **Carry Out Stout**. I've always relied on BJCP guidelines to help shape my brewing approach. In the early days, I was eager to push boundaries and I still love experimenting but I've learned that true creativity often comes from working within a framework. Some of our best beers come from that balance between structure and imagination.

HT: Does Rek'-lis have any holiday traditions or seasonal brews?

SR: Absolutely. Seasonal brewing is part of our rhythm year-round. One of our longest-running traditions is **Madame Noire** a rich, decadent stout aged in red wine barrels and released in late fall. The idea was sparked by our curiosity about barrel aging and Marlaina's passion for red wine, and it's become one of our most anticipated annual releases.



HT: Rek'-lis has a strong community presence in Bethlehem. How does the local culture influence your brewing?

SR: Our **Trail Call** label says, "Brewed by trail lovers for trail lovers," and that's really at the heart of who we are. While our fans extend beyond hikers and skiers, we're deeply rooted in the outdoor lifestyle and stewardship of the land.

HT: What's the most memorable feedback you've received from a customer?

SR: Earlier this year, we brewed our first ESB, called **Pub Ale**. We have a few regulars who are either from England or just diehard fans of English-style beers. When one of them took a sip and said, "It tastes just like England in June," that was an incredible moment. It's always rewarding to hear someone call one of our beers their favorite, especially at brewfests but nothing beats getting that same nod of approval from Ian and the rest of our brew crew.

HT: What's on the horizon for Rek'-lis Brewing, any special projects, collaborations, or upcoming releases you're excited about?

SR: I recently read about ancient Egyptian beer brewed with dates, which sparked my imagination. As a fan of Belgian-style beers with rich date and raisin notes, I'm toying with a Belgian Quad using dates, bold and complex, perfect for a cold New Hampshire winter.



Madame Noire is one of Rek'-lis' most anticipated seasonal releases.

Turning Aluminum into Art

An Interview with Northwoods Brewing's Creative Director, Sarah Fenerty

Behind every great beer is a story and behind every great label, an artist who knows how to make that story pop from the shelf. At Northwoods Brewing Co., that artist is Sarah Fenerty, whose bold, playful designs have become as recognizable as the beers themselves. *Heady Times* caught up with Fenerty to talk about her creative process, her favorite projects, and what it's like blending family, art, and craft beer.

Heady Times (HT): How did you first get into art and design, and what path led you to working with Northwoods Brewing?

Sarah Fenerty (SF): I've been drawing since I was a kid, which was always my favorite thing to do. In my twenties, it became a way to unwind after work, and eventually I started an Etsy shop where I sold prints and originals. When my parents opened Northwoods Brewing, it just made sense to bring that creative side into the mix. I know it might look like a case of nepotism, but my dad's a straight shooter; if he didn't think my work fit the brand, he'd have gone another direction. I'm just grateful he believes in what I do.

HT: When you sit down to design a new beer label, where do you usually start? With the beer's name, the style, or an idea from the brewers?

SF: Northwoods is a little chaotic, in the best way, when it comes to the creative process. The beer style usually comes first, probably 95% of the time. It's rare that we have a label concept before the beer exists. Sometimes the name is set early, but more often we're brainstorming names and visuals side by side. There's always an initial spark, but what it evolves into is the fun part. The team's flexibility is amazing and those "lightbulb" moments that strike a few weeks in are always the most rewarding.

HT: What's been your favorite label to create so far, and why does it stand out to you?

SF: That's such a tough question, we've done over 65 labels at this point!



Landlocks & Brookies, Amoskeag's top-selling Northwoods product.

Landlocks & Brookies is especially meaningful. My dad and I went back and forth on that one quite a bit. He originally wanted three dead fish on a line, which I was pretty adamant about avoiding. We're both stubborn, but we eventually landed on a design inspired by the Pisces symbol, a perfect compromise. Collaborating with him creatively has been such a fun new chapter in our relationship, and I'm really proud of what we created together.

I also love **NH Made** – that was just such a joyful project. And all of the **Autumn Buzz** labels have been a blast. I feel so lucky to have had the chance to pour this much creativity into something I love.

HT: Looking ahead, are there any dream projects or new directions you'd love to explore with Northwoods Brewing's artwork?

SF: Mike Lianza, Amoskeag's Marketing Director and I have talked about doing a series featuring "unsung animal heroes"... pigeons, possums, raccoons, the creatures that don't usually get the spotlight. It's



Sarah Fenerty

still just an idea, but I'd love to bring it to life someday. Honestly, though, I'm just thrilled to keep growing with Northwoods for as long as they'll have me.

If anyone wants to see what Sarah's working on, whether it's brewery projects or other art, you can find her on Instagram at @s.fenertyart.

Merchandising Matters

How strategic beer displays drive retail success.

In today's crowded retail environment, simply stocking shelves isn't enough. A well-executed beer display can be the deciding factor between a shopper walking past – or walking out with a cart full. "Strategic displays sell. They engage shoppers, highlight value, and showcase availability, whether through price, exclusivity, or limited editions. Place them in high-traffic spots like entrances or endcaps, and you capture impulse buys: 'I came in for milk and bread... but I'll take Sam Adams Octoberfest too,'" says PJ Lajeunesse, Chain Sales Manager at Amoskeag Beverages.

The Power of Timing

Seasonality drives display success. Holidays and sports seasons are prime opportunities for breweries and retailers to connect with buyers. Seasonal offerings and event sponsorships perform best when showcased in displays, whether a holiday floor stack or a football-themed endcap. Aligning with consumer rituals makes your product more relevant and boosts sales.

Anatomy of an Effective Display

Great displays don't just look good, they function seamlessly. Every display should have five main qualities; **they should be impactful, eye-catching, priced marked, thematic, and easy-to-shop**. Cold box placement, colorful endcaps, and well-positioned floor stacks can all deliver impact. Layering in urgency through signage like "limited-time offer" or "get it before it's gone" further sparks impulse purchases. But space is increasingly tight. With RTDs and new SKUs flooding stores, the room to make displays is becoming more limited, so your merchandising has to get more creative.

Cross-Promotions That Stick

Cross-promotion is a great way to get creative – and it can be a lot of fun, especially with the products in our

portfolio. Leading up to Cinco de Mayo, a stacked display of Corona and Modelo with limes saves customers a trip back to produce, while also capturing impulse buys from shoppers who might not have planned to grab beer, so why not merchandise them together?

Tools & Tactics

We have plenty of tools to create standout displays, but **pricing and signage are always essential**. Large displays can feature header cards or banners, while smaller ones work well with branded risers or case stackers. A base wrap adds a polished finish.

Don't forget dealer loaders, partnering with the supplier for a value item or "Enter to Win" promo can attract attention and drive traffic. Seasonal touches, like pumpkins this time of year, can take your display over the top – just check with your retailer first.

Measuring Success

Sales lift is the obvious metric, but look at incremental gains. A 12-pack stack by the register that encourages add-ons or tracking an "in-and-out" package against the standard pack size, are clear signs of impact. Consumer engagement, whether through promotions, QR-driven rebates, or sweepstakes...adds another layer of measurable success.

Looking Ahead

The future of beer merchandising blends digital and physical touchpoints. **More modernization will come into play**, we're seeing this starting now with QR codes that deliver instant rebates directly to consumers' Venmo accounts. Social media tie-ins and delivery platforms will continue to reshape how displays connect with consumers.

For suppliers and retailers, the message is clear: **merchandising**



Last season, Jeff Chrabolowski's holiday Sierra Nevada display hit all the marks...impactful, eye-catching, clearly priced, thematic, and easy to shop.



This football-themed Molson Coors display, built by Zach Dion, scores big by tapping into consumer passions, driving relevance and sales.

isn't decoration – it's a driver of velocity, brand engagement, and shopper satisfaction. As Lajeunesse puts it, "success comes from balancing priorities, empowering reps, and never losing sight of the shopper's mission."

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 PRODUCTS

Sapporo Premium Non-Alcoholic

New Sapporo Premium Non-Alcoholic is brewed to provide all the balanced flavor and refreshingly crisp finish expected of Sapporo Premium Beer – without the alcohol. With Sapporo Premium Non-Alcoholic, Sapporo fans can enjoy a full-flavored experience without compromise. Non-Alcoholic, Still Legendary. **ABV:** NA
Package: 12 oz. cans only **Availability:** Now, year-round



NEW PACKAGES

A New Addition to the Stone Delicious IPA Mixed Pack



Delicious Tropical IPA, the newest addition to the Stone Delicious lineup of beers and exclusive to the mixed pack, is tropical and sweet with mild bitterness and flavors of orange, passion fruit and mango. Delicious Tropical IPA joins **Delicious IPA**,

Delicious Hazy IPA and **Delicious Double IPA** in the IPA Mixed Pack! **Availability:** Now, year-round



Sapporo x Ghost of Yōtei Packaging

Sapporo has partnered with Ghost of Yōtei, available exclusively on PlayStation, with limited-edition Ghost of Yōtei packaging! Consumers can

download an exclusive in-game reward, via QR code scan found on Sapporo 12 oz. bottle and 12 oz. can packaging.

Availability: Now, for a limited time!

Angry Orchard Crisp Imperial 19.2 oz. Cans

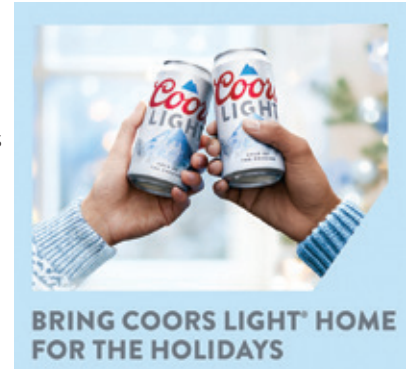
Introducing Angry Orchard Crisp Imperial 19.2 oz. cans! The same bold, slightly sweet, easy to drink 8% ABV flavor you know and love, now packaged with a couple more ounces. **Availability:** Now, year-round



SEASONAL SELECTIONS & PROGRAMS

Light Up Your Holidays with Coors Light

There's no better beer to celebrate the chill side of the holiday season than Coors Light. From retail tools that cater to key shopper touchpoints, to flexible e-com solutions, Coors Light is keeping drinkers stocked for the season's beer-forward moments. Explore their standout fireplace display, digital media assets and full suite of on-premise tools for festive activations. Chill greetings!



Coors Light and the Boston Bruins Keep Hockey Season Ice Cold

When the Bruins hit the ice, the only right choice is mountain cold refreshment. Coors Light's new point of sale tools offer alliance-specific designs to bring shoppers' fandom to life. Check out the full lineup of print and digital assets, as well as standout pieces like apex rack inserts.



The Boston Bruins Join the Coors Banquet Legacy

As an official partner of the Boston Bruins, Coors Banquet is bringing their legendary beer to a team built on tradition. Bring the alliance in-store with new point of sale tools for the hockey season.



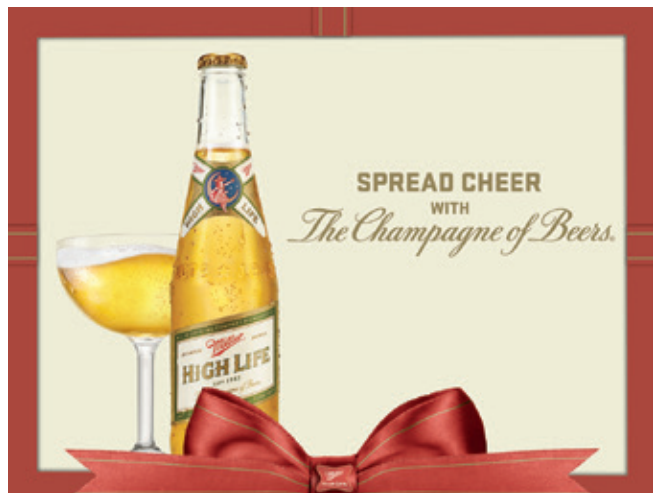


Miller Lite to Deck Holiday Hangouts

'Tis Miller Time this holiday season thanks to Miller Lite's new 360-degree program. Shoppers can scan POS for the chance to win money and prizes for their holiday hangs, including alliance holiday knitwear for football fans. From thematic on-premise glassware to retail theater and paid social, they've got everything you need for holidays with Miller Lite.

Live the High Life This Holiday Season

Spread cheer with the Champagne of Beers' new thematic packaging. Those who scan will get the chance to unwrap High Life gifts, just in time for the holidays. 360-degree support for the program includes a festive suite of retail tools – from LEDs and shelf blades to case toppers. Plus, shoppable media, merch collaboration and expanded SKUs for their Zing Zang Bloody Mary mix collab. Join the celebration and order now.



IT'S
Miller
TIME,
CELTICS FANS



Sip Into Celtics Season With Miller Lite

The Original Lite beer and the Boston Celtics continue their partnership with a new point of sale lineup. Help shoppers Lite up the season and stock up!

Leinenkugel's Summer Shandy Finds Its Winter Wonderland

It may be the beer of summer, but with year-round availability, Summer Shandy is the perfect way to bring sunshine to the holiday season. Leinie's will bring lake life to shoppers' holidays with a dynamic sled case stacker, cozy merch and on-premise tools. Order now for a slice of summertime!



Blue Moon Tops Off the Season

Beginning November 1, Blue Moon is taking perfect pairings to the next level, offering consumers the chance to win a Pair Tree – a festive serving tower for Blue Moon and holiday treats. To support the promotion, they're rolling out a showstopping display, plus c-store solutions like a case topper, case stacker and transparent cooler decal. Grab them to add some shine to your store!



Simply Spiked Keeps the Holidays Juicy



Simply Spiked and Simply Spiked Bold will keep the festivities flavorful with exciting new point of sale tools. Explore pole toppers, display enhancers and even an apex rack for a quick flavor fix amid the holiday shuffle.

Celebrate in Style With Peroni and Giada De Laurentiis

Shoppers everywhere can add Italian flair to their holidays with this exciting partnership. Together, Peroni and Giada are serving up recipes and the perfect beer pairing for the festivities. Point of sale tools like modular case stackers and shelf talkers will drive to the partnership's Pinterest board for inspiration, supporting shoppers through a season of hosting. Grab the full suite of tools and merch before they say ciao!



Dwayne Johnson and ZOA Sleigh the Holidays

ZOA founder Dwayne Johnson is the face of ZOA's holiday campaign, spreading cheer through a brand act and suite of retail tools. Be on the lookout for the holiday point of sale display, plus 360-degree support from an expanded influencer community, experiential events and a limited-time flavor for select retailers. Now that's a big sleigh.

Fuel the Festivities with ZOA Lemon Lime



Stock your shelves with ZOA's most successful Amazon launch to date. ZOA's Lemon Lime flavor has been 100% incremental to the rest of the portfolio, making it the perfect crowd-pleaser for the holidays. Order it today for more holiday energy.



Modelo Noche Especial



This season, Modelo is introducing new, limited-edition Modelo Noche Especial! This flavored lager is meant to be enjoyed during Noche Buena, a cherished Mexican holiday each December. Catered towards Hispanics seeking culturally relevant offerings, and general market consumers interested in unique seasonal

NEW!

brews, Modelo Noche Especial is perfect for a celebration with family and friends. **ABV: 5.7%**
Package: 12 oz. bottles only **Availability:** Now!

Modelo Gives Full-Time Fans A Chance to Win Big



The Modelo Recruiter is back and ready to give Full-Time Fans the experience they deserve! Now through January 19, 2026, consumers will have a chance to win VIP flyaway trips to key games throughout the season, along with the opportunity to win tickets to next year's College Football Playoff

championship game! They will enter to win via QR code scan on themed POS.

Corona Extra the Official Cerveza of the Boston Celtics



It's Merry With Modelo

To wrap up the year in a gold bow, Modelo is reminding consumers it's Merry With Modelo. This holiday season from November 3 – December 31, the brand is encouraging consumers to celebrate the holidays the Modelo way: full of friends, family, and cerveza for all! To support the program at retail, gold bottle display enhancers return along with all-new, vibrant, premium POS!



Corona Celebrates the Season with the Iconic Feliz Navidad Campaign

The iconic 35-year-old Corona Feliz Navidad campaign is back to ring in the holidays. To celebrate, from November 3 – December 31, Corona is giving consumers the chance to win holiday cash and a Corona snow globe, via QR code scan on themed POS, throughout the holiday season.



Pacifico X Snow League



From October 1 – January 25, Pacifico is giving consumers the chance to experience an unforgettable trip to The Snow League's Aspen Snowmass USA in 2026 where they will get the opportunity to hit the slopes alongside the pros! Consumers will enter for a chance to win via QR code scan on themed POS.



Pacifico is La Cerveza of the Season

This holiday season, Pacifico is decking the halls with POS materials geared up to paint retail yellow. Be on the lookout for exclusive Pacifico holiday elements designed for teams to craft the perfect Pacifico holiday experience.



**WE'LL GET YOU AND A FRIEND
HOME FOR A CLAW™**

SCAN TO ENTER FOR A CHANCE TO
**WIN A TRIP HOME
FOR A HOLIDAY REUNION**
PRIZE IN THE FORM OF A \$2,000 CHECK



Home for the Holidays with White Claw

The holidays make it harder than ever to see the friends we miss most. Between work, family obligations, and the high cost of travel, it's easy to feel like there's just no way to make it home. But White Claw believes even one drink with your crew is worth the journey. So this season, the brand is making it possible for friends to reconnect – no matter the distance – so they can enjoy a White Claw together. Because our connections are what truly makes the holidays special.

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!



Guinness The Most Wonderful Pint of the Year Packaging



Guinness celebrates the season with a festive, limited-edition Guinness Winter Holiday 8-pack of 14.9 oz. cans highlighting the Most Wonderful Pint of the Year! And shoppers can scan the QR code on corresponding POS to receive holiday savings/rebates, seasonal food recipes and pairings, seasonal cocktail recipes,

and updates on Guinness Gives Back 2025 activity.

Availability: November



Guinness Premier League Team Deals

The official beer of the Premier League, Guinness, has expanded its reach by signing three Premier League clubs to multi-year sponsorship deals. The three clubs are Arsenal (114 million social followers), Aston Villa (17 million social followers), and Newcastle United (14 million social followers). These exciting partnerships will include social media collaboration, team IP usage in store, access to teams when in the US along with VIP experiences and consumer sweepstakes.





Unwrap Holiday Greatness with Sam Adams

This year, Sam Adams is embracing the holiday season with the new Winter White Ale and thematic holiday POS!

Samuel Adams Winter White Ale

Winter may be chilly, but this festive ale balances bright orange peel with holiday spices like cinnamon and nutmeg to warm up even the coldest temperatures and help drinkers celebrate the season. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



NEW!

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 and 12 oz. cans

Availability: November



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:** November



Samuel Adams Winter Break Variety Pack

This year's Sam Adams winter 2/12 can variety pack includes: *new* **Cold Brew Coffee Stout**, *new* **Winter White Ale** and returning favorites **Old Fezziwig** and **Winter Lager**. The pack name and design deliver on festive vibes while allowing the package to extend beyond the holidays into January. Whether it's a holiday gathering or a cozy evening spent by a fire, these are the moments we cherish most. This season, Sam is here for those moments – unwrap holiday greatness! **Availability:** Now!

NEW VARIETY PACK!





Sam Adams X Big East

Sam Adams is back for the 2025-2026 season and tournament of the Big East Conference with American Light as the official beer and Just the Haze as the non-alc beer!

Angry Orchard Knotty Bunch Variety Pack

A little angry has never tasted so good with the new Angry Orchard Knotty Bunch 2/12 Variety Pack!

Filled with bold, unapologetic sweetness and spice, this lineup includes:

Mad Pear, Cinnister Cran, Hot Mess Honey, and Ginger Snapp'd.

Availability: November



Dogfish Head Covered In Nuggs

Classically dank, piney and citrusy, Covered In Nuggs scratches every nook and cranny of that IPA itch. Dogfish Head laid down a delicious, sturdy base of North American barley malt and piled on Citra, Simcoe, Amarillo, and Centennial hops to build a sticky heap of lupulin goodness. Covered In Nuggs makes you want to celebrate IPA Day every day!

ABV: 6.7% **Package:** 12 oz. cans only **Availability:** November



Dogfish Head Winter Pack

There's no better holiday gift than a Dogfish Head variety pack! Celebrate the holiday season with the brand-new 2/12 can Winter Pack, featuring: **60 Minute IPA, Un'Ora, Covered In Nuggs and Bon Appletree.** **Availability:** November

NEW VARIETY PACK!



Truly Hard Seltzer Dream Pack

Welcome to the whimsical world of the Truly 2/12 slim can Dream Pack! Truly teamed up with the fantastical French artist Laura Norman (A.K.A. Launorma) to create the pack of your dreams, which features four surreal flavors: **Strawberry Stardust, Raspberry Rainbow, Pineapple Daydream, and Citrus Clouds.** Don't sleep on this pack. **Availability:** January

NEW VARIETY PACK!



Twisted Tea Holiday

The holidays are prime party season. Shoppers are stocking up for gatherings, gifting, and entertaining, and retailers are looking for brands that deliver incremental basket growth. Twisted Tea must show up big, bold, and unmistakable to own the moment.





Sun Cruiser and Teton Gravity Ultimate Sun & Snow Sweeps

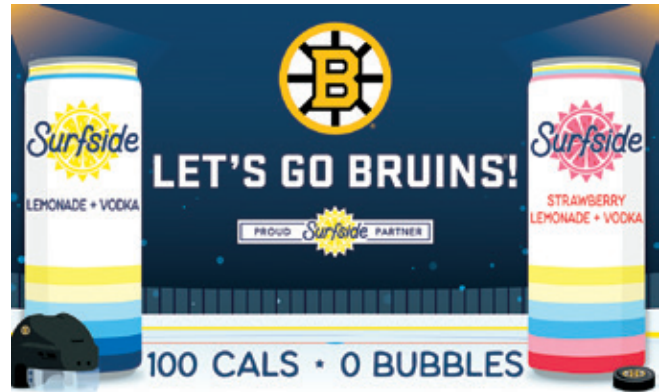


Sun Cruiser and Teton Gravity are giving away the ultimate Sun & Ski adventure to Jackson Hole! One lucky grand prize winner will receive a 4-night, all-expenses-paid trip for themselves

and three friends, complete with lift tickets, \$1,000 in spending cash, an exclusive après ski party with Teton Gravity athletes, and a \$250 Teton Gravity gift card. There will be in-market activations from November 1, 2025 through March 31, 2026, where consumers scan the QR code for their chance to win.

Sun Cruiser x Big East

Sun Cruiser is back as official the official vodka RTD for the Big East 2025-2026 season and tournament!



Surfside Lemonade the Official Lemonade of the Boston Bruins

Cheers to big hits and bright sips, Surfside Lemonade is the official lemonade of the Boston Bruins.

Win a 4 Day Getaway to the Ultimate Mountain Resort with Surfside

Surfside is giving consumers the chance to win the ultimate winter escape! One lucky winner and a guest will enjoy a 4-day VIP getaway to a world-class mountain resort, the perfect pairing for the après-ski essential, Surfside. This \$10,000 prize package promises unforgettable mountain memories. All season long, Surfside will bring the alpine energy to life with exclusive social content, striking in-store displays like gondolas, pole toppers, and easels, plus après-ski activations at top winter resorts. Consumers can scan the QR code between November 1, 2025, and January 31, 2026. The winner will be announced in early February, 2026.



Sierra Nevada Celebration Fresh Hop IPA



The start of the Celebration season is a festive event. Sierra 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 Fresh Hop 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 Citra Little Thing



NEW!

The first of three beers in Sierra Nevada's 2026 Hazy Rotator Series, Citra Little Thing is a hazy showcase of Citra hops. Layering vibrant notes of orange and grapefruit into one remarkably silky brew, this limited release is citrusy, smooth, and perfect for any season.

ABV: 7.5% **Package:** 12 oz. cans only **Availability:** November

Sierra Nevada Bigfoot Barleywine-Style Ale



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 is vintage dated. Collect your own and see the flavors develop and progress. **ABV:** 9.6% **Package:** 12 oz. bottles only **Availability:** Late December

SAVOR THE CELEBRATION
WITH FRESH HOPS FOR THE HOLIDAYS

SCAN FOR HOLIDAY RECIPES & SAVINGS

SIERRA NEVADA
CELEBRATION FRESH HOP IPA

SIERRA NEVADA
HAZY LITTLE THING IPA

SIERRA NEVADA
PALE ALE

TASTE WHAT MATTERS™

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Chico, CA & Mills River, NC | SierraNevada.com
Please Drink Responsibly | Please Recycle

Savor the Celebration with Sierra Nevada

Make every moment a celebration this holiday season. Brewed with the freshest hops of the harvest, Celebration Fresh Hop IPA brings the holiday flavor. Pair that with recipes created by Sierra's in-house chefs and you've got a celebration all season long – from Friendsgiving to New Year's and every moment in between. Consumers can scan the QR code on POS for the holiday recipes and savings!

Long Trail Après IPA



It's a great day to Après. Hop off the lift and into a well-deserved IPA as piney and resiny as the well-trodden trails. But fair warning; this beer is not for beginners **ABV: 7%**
Packages: 12 oz. cans and draught
Availability: Now!

Long Trail Hibernator



Don't sleep on this rich, robust winter classic. 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: 12oz. bottles only
Availability: Now!

Long Trail Survival Pack



Survive the cold winter months with Long Trail's Survival Pack. Featuring Long Trail's flagship **Long Trail Ale** (5% ABV), hazy, juicy **VT IPA** (6%), crisp **Riverside Lager** crafted with VT ingredients (4.8%) & winter seasonal, **Hibernator** (6%) **Package:** 12 oz. bottles only **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

Clown Shoes Snow on the Maple Tree

Aged in bourbon barrels that once held premium maple syrup then aged in them as well, this beer is a perfect companion for a winter night.
ABV: 11% Packages: 12 oz. cans and draught
Availability: November



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: 6.8% Packages: 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



Harpoon Wintry Mix Pack

Winter in New England is a mixed bag – snow squalls, surprise sunshine, and that one guy still wearing shorts. Harpoon figured your beer should match the mood.

The Wintry Mix Pack brings together a blizzard of bold flavors, from cozy classics to unexpected twists, brewed to get you through whatever the season throws at you. Each pack includes: **Harpoon IPA**, **Harpoon Day Drifter**, **Harpoon Winter Warmer** and **Harpoon Dunkin' Shaken Espresso Stout**. Just don't forget your gloves. Or your koozie.
Package: 12 oz. cans only **Availability:** Now!



Harpoon Dunkin' Shakin' Espresso Stout

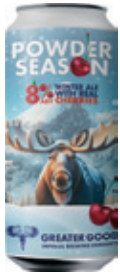
A winter stout worth savoring, Harpoon Dunkin' Brown Sugar Shakin' Espresso Stout pairs rich Dunkin' espresso roast with a symphony of dark-roasted malts, layered with notes of

caramelized brown sugar and all smoothed out by a creamy nitrogen pour. Full-bodied but endlessly drinkable, this limited-release stout delivers a bold jolt of flavor that's as satisfying as your favorite winter coffee run.

Cheers! **ABV: 6%**
Packages: 12 oz. cans and draught
Availability: Now!



Greater Good Powder Season



A meticulously constructed winter ale that delivers a smooth, full-bodied mouthfeel and a sublime balance of German wheat, the finest hops, and real cherries. A perfect complement to gathering at a warm fire with friends and family. As hearty snow-loving New Englanders, Greater Good knows that you will enjoy this festive and flavorful winter brew as much as they do. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Greater Good Funk Daddy Sour Cranberry Orange Punch

Introducing this year's festive Funk Daddy Sour Series brew: Cranberry Orange Punch! This sour ale combines tart cranberries and juicy oranges, resulting in the perfect addition to any tailgate

or dinner party. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

Wachusett Winter Mix Pack



When winter hits, you need options in order to Catch a Good Time! Wachusett's Winter Mix Pack has got your back with four flavorful options to perfectly pair with any activity.

The mix pack includes:

Wachusett Country Pale

Ale, Wachusett Frosty Day, Wachusett Westy IPA and Wachusett Coffee Porter. Package: 12 oz. cans only **Availability:** Now!

Wachusett Coffee Porter

Just because the weather is getting cooler, doesn't mean Wachusett starts to slow down. They've got wood to split, motors to winterize and good times still to be had. Wachusett Coffee Porter will be there to help you, whatever you may be doing. It pours a rich black with notes of coffee to tickle your nose and awaken your tastebuds. So get out there and Catch a Good Time! **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!



Wachusett Frosty Day IPA

As the temps drop, so do new ways to Catch a Good Time! Around here, that means bobhouses, sleds, and a cold Wachusett Frosty Day IPA while we wait for the flag to flip.

ABV: 5.1% **Package:** 12 oz. cans only **Availability:** Now!



Hobbs Lodge Life Baltic-Style Porter

A smooth and creamy dark lager with notes of milk chocolate and caramel, Lodge Life is best enjoyed alongside your favorite cold-weather activity, whether you'd rather brave the elements or bundle up! **ABV:** 8.2%

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



Hobbs Yule Lager Winter Warmer

This spicy and warming brew is a unique take on a holiday classic. Brewed with molasses, cinnamon, ginger, nutmeg and allspice and backed up by a deliciously toasty and caramel malt character. This beer is then fermented cold and lagered, resulting in a clean and crisp profile that allows the rich gingerbread character to shine through. **ABV:** 7.4%

Package: 500ml bottles only **Availability:** November



Woodstock Frosty Goggles Shred Pale Ale



NEW LABEL!

Crisp and refreshing with notes of sweet citrus and pine, Frosty Goggles Shred Pale Ale delivers the perfect balance of bright flavor and

smooth malt sweetness. **ABV:** 5%

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

Woodstock Cannon Ale



Hoppy, aromatic, and smooth: a perfect après companion for slope side sips.

Brewed in honor of Woodstock's friends at Cannon Mountain. **ABV:** 5.5%

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

Woodstock Kanc Country Maple Porter



NEW THROWBACK LABEL!

Brewed with real NH maple syrup, this full-bodied porter is rich, smooth, and undeniably New England.

Roasty chocolate and coffee mingle with a touch of sweet maple for a bold, local flavor. **ABV:** 7%

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

Moat Gnomaste IPA



Moat Gnomaste is a Belgian-style IPA, made in the heart of the Granite State and is brewed with Belgian ale yeasts that imparts a slight peppery flavor. The combination of Old and New World hops in the kettle and dry hop; Saaz, Citra and Amarillo give an orange and grapefruit finish.

ABV: 8.8% **Packages:** 16 oz. cans and draught **Availability:** November

Moat Imperial Stout



Made in the heart of the Granite State, this Russian 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.

ABV: 9% **Packages:** 16 oz. cans and draught **Availability:** November

Night Shift Mainer Sour

Mainer Sour unites tart blueberry brightness with a subtle swirl of cinnamon spice for a uniquely cozy and refreshing sip.

Juicy, tangy, and just the right amount of warming spice, it'll have you floating through dreams of rocky coasts and fresh blueberry pie. **ABV:** 6% **Package:** 16 oz. cans only

Availability: November

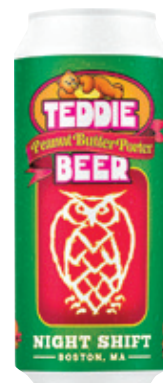


Night Shift Teddie Beer

Much like Night Shift's Everett neighbor, Teddie, they have an affinity for peanut butter. This peanut butter porter sips with aromas of nutty toffee and peanut butter candy, with rich flavors of dark chocolate, cocoa, and roasted peanut butter. The mouthfeel is smooth and medium-bodied, making it the perfect, easy-to-drink treat.

ABV: 5.8% **Package:** 16 oz. cans only

Availability: November



Night Shift Belgian Waffles

Breakfast in a can! One sip of this Belgian blonde serves up the sweet comfort of a piping hot stack of fresh waffles even better than your neighborhood diner. Sweet maple syrup and cinnamon mingle with the smooth, breadly notes of a classic Belgian ale. It's the best part of brunch, now in beer form! **ABV:** 5.2% **Package:** 16 oz. cans only

Availability: November



Brewery Ommegang Everything Nice



Lightly dusted with spices of the season, Everything Nice is a warming, wintry Belgian-style blonde ale. This supremely cozy confection pairs perfectly with any traditional holiday treat. Note the flavors of cinnamon, ginger, nutmeg, cloves and white pepper as you sip next to the fireplace. Brewery Ommegang hopes this fresh-baked offering brings

warmth and light to you and yours. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** Now!

Great North Black Bear Imperial Stout



Black Bear is Great North's annual Imperial Stout. Dark, rich, boozy, yet smooth. This one's a sipper! A perfect dessert beer (goes great with chocolate cake) or any time of day, they won't judge! Try it with a steak or a burger. When you can only have one beer, this is it! **ABV:** 10% **Packages:** 16 oz. cans and draught **Availability:** November

Stormalong Happy Holidays

Featuring a blend of holiday spices, Happy Holidays 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!



Notch Black Lager Czech-Style Černé Pivo

"Černé" is Czech for "black," and this cold-weather cult favorite lives up to its name. Expect a smooth, toasty malt backbone with subtle roasted character, layered with hints of dark chocolate and coffee. Double-decocted, open-fermented, naturally carbonated, and lagered to perfection, this is the beer you'll want in hand on a crisp evening. **ABV:** 4.3% **Packages:** 16 oz. cans and draught **Availability:** November



WOODCHUCK AMBER

WASSAIL

Woodchuck & Bourbon

1 OZ BOURBON
.25 OZ SIMPLE SYRUP

MUDDLE A CINNAMON STICK AND ADD INGREDIENTS. STRAIN INTO GLASS 3/4 FULL OF ICE. FILL WITH AMBER. GARNISH WITH A CINNAMON STICK.

WOODCHUCK HARD CIDER

© 2025 Woodchuck Ciders, Middlebury, VT

Celebrate the Holidays with Woodchuck

Celebrate the Holidays with Woodchuck this November and December! Enjoy cider cocktails, curated pairings, and festive recipes featuring a variety of Woodchuck styles. The holiday program includes vibrant artwork and promotional materials for both on- and off-premise: menu inserts, posters, and table tents for on-premise locations, plus shelf stackers and case cards for off-premise displays.

Narragansett Bing Crosby White Christmas Winter Warmer

Narragansett's winter warmer embodies the warmth, cheer, and merriment that Bing Crosby brought to all of us through his music. Brewed with dark cherries, sweet orange peel, and ginger, White Christmas Winter Warmer offers notes of toffee and dried fruit with a slight sweetness. English hops provide a hint of bitterness and spice, making it the perfect beer to get you in the holiday spirit! **ABV:** 7.4% **Package:** 12 oz. cans only **Availability:** Now!



Under Your Own Influence: It's OK to Say "NA" When You're the Designated Everything

There's something magical about this time of year. Twinkly lights. A fridge full of cheese. The smell of cinnamon candles no one actually lights. But for most of us, the holiday spirit comes wrapped in a to-do list longer than a CVS receipt.

You're not just attending the party – you're hosting it. Coordinating the potluck. Driving to the airport. Running back to the store because someone forgot cranberries (again). And while everyone else is raising a glass, you're keeping the train on the tracks.

That's why more drinkers are reaching for non-alcoholic options – not because they have to, but because they want to. They want to feel good *in* the moment and even better the next morning. They want to stay sharp, stay social, and still say cheers without the buzz.

And data backs that up: Non-alcoholic beverages now see their **strongest retail sales during the end-of-year holiday season – surpassing even Dry January** in some markets. According to NIQ, **NA beer, wine, and spirits grew 31% YOY in off-premise channels**, with spikes around major U.S. drinking holidays.

And here at KIT, they believe It's OK to Say "NA" – not just as a mantra, but as a seasonal survival strategy. It's OK to say NA to the third office party of the week, to questionable eggnog, to that one relative's 5-hour charades tournament. Saying NA doesn't mean saying no to the season – it just means saying yes to feeling good through it. For retailers, it's an opportunity to meet the moment and support the customers who are juggling it all and still want to enjoy themselves.

Stocking a bold, full-flavored option like KIT in your holiday displays isn't just good hospitality – it's good business. Shoppers are actively looking for better-for-you, better-for-right-now choices. Make sure KIT is easy to grab, gift, and display.

KIT is brewed for late-night gift wrapping, early-morning road trips, and every social situation in between. It's not a substitute. It's a smart move. A tool in your cooler. A way to say, "Yes, I'd love a beer" – without the fine print.

So when the season gets chaotic (because it will), help your customers find a little clarity in the middle of the madness. And whatever they're doing this season – **Help them do it Under Their Own Influence!**

