

HEADY TIMES

FLAVOR FOREVER

MARK ANTHONY BRANDS

AMOSKEAG BEVERAGES
Summer 2026 | V.56



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Spring has officially arrived, bringing the excitement of the season ahead. As temperatures rise and everything starts to turn green, so does the energy around the “hot” topics featured in this edition of *Heady Times*.

Our cover story highlights **Mark Anthony Brands**, one of Amoskeag’s valued partners for many years. What began as a “little engine that could” has grown into an industry powerhouse. **White Claw** not only pioneered the hard seltzer category but continues to lead as the nation’s #1 hard seltzer. This summer also marks a major milestone – July 4th is the 250th anniversary of the signing of the Declaration of Independence. To us, that includes a cold beer, and this issue features breweries rolling out limited-edition packaging and programs to help your customers celebrate America’s birthday in patriotic style.

A new wave is emerging in the beverage world – where hydration meets celebration. Amoskeag is excited to introduce **Super Lyte Vodka+Ade**, a fresh take on ready-to-drink cocktails. With no bubbles and just 90 calories, it blends premium vodka with nostalgic sports drink flavors for a crisp, refreshing alternative to traditional seltzers. Another new brand is **Spiked Ade**, which is powered by vodka, features zero sugar, gluten-free ingredients, no carbonation, and only 100 calories – delivering a clean, sessionable option for consumers seeking flavor, function, and fun in one can. For a non-alcoholic option, **PHX Hydration Energy** offers a first-of-its-kind, multi-functional drink combining elite hydration, natural energy, and essential vitamins.

We’re also excited to welcome **Lucky Pigeon Brewing Co.**, Maine’s first dedicated gluten-free brewery. Their premium, locally brewed beers deliver true craft flavor that are safe for those with gluten intolerance and enjoyable for all.

Please connect with your Sales Rep to ensure you’re fully stocked and ready to meet demand during these busy months.

Thank you for your continued partnership. We appreciate you and look forward to a fantastic spring and summer filled with celebration!

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Amoskeag Beverages



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first draft *getting you ahead of the curve*



Mark Your Calendars

APRIL

- 4/1 April Fools' Day
- 4/5 Easter Sunday
- 4/7 National Beer Day
- 4/17-25 Wolfeboro Restaurant Week
- 4/22 Earth Day

MAY

- 5/2 Kentucky Derby
- 5/5 Cinco de Mayo
- 5/10 Mother's Day
- 5/15-17 Wake the Lake
- 5/25 Memorial Day

JUNE

- 6/13-21 Laconia Motorcycle Week
- 6/19 Juneteenth
- 6/19-21 Northlands Music Festival
- 6/21 Summer Solstice
- 6/21 Father's Day

JULY

- 7/1 National Wine Cooler Day
- 7/4 Independence Day
- 7/7 National Dive Bar Day
- 7/12 Michelada Day



As America gears up for its **250th birthday this summer**, brands are preparing to celebrate like it's 1776. Breweries like **Miller Lite**, **Samuel Adams**, and **Narragansett** are rolling out patriotic packaging, throwback promotions, and activations designed to tie America's founding story to today's beer occasions. For retailers, these programs offer ready-made ways to build displays, host themed events, and tap into the patriotic momentum to drive summer beer sales. Learn more on page 6.

3 Tips to Win Cinco de Mayo

UTILIZE BEER & FOOD PAIRINGS Light, crisp lagers are perfect with tacos, nachos, and spicy dishes. Highlight pairing suggestions on menus or shelf talkers to encourage customers to grab beer alongside food for their Cinco celebrations.

USE THEMED MERCHANDISING Festive signage, branded POS, and bright displays help stop consumers in their tracks. Even a small Cinco de Mayo feature can drive impulse purchases and orders.

PROMOTE EARLY Cinco de Mayo falls on a weekday this year, so encourage customers to celebrate the weekend before and after. Running promotions for several days helps capture more of the holiday demand.



Lagers Still Lead

When it comes to beer sales, lagers remain the category's foundation. The style represents 77% of beer cases and 65% of dollars, totaling \$37.9 billion in sales last year. Classic American lagers account for 59% of lager dollars (\$22.5B), while import lagers hold nearly 36% share (\$13.5B). Together, these two segments make up virtually the entire lager category - highlighting their continued importance for on- and off-premise retailers alike.

\$1.6 Billion

Consumer demand for convenient, flavor-forward cocktails continues to surge. RTD margaritas generated \$1.6 billion in sales in NIQ data for the 52 weeks ending January 31, with category leader Cayman Jack growing 8.2%, reinforcing its position as a top RTD margarita brand.



Flavor Forever

Mark Anthony Brands' Disciplined Portfolio Sees Room to Grow.

By: Kate Bernot



Mike's Hard Lemonade helped create the flavored malt beverage category in 1999 and continues to drive summer sales today with nostalgic appeal, bold flavors, and new packaging designed for today's cooler sets.

A pioneer of “fourth category” beverages, Mark Anthony still has some tricks up its sleeve. Greater marketing spend and targeted innovations set the company up to dominate the hot summer sales season and create real profit opportunities for retailers.

There's no more important word in beer and beyond right now than “flavor.”

It's what's driving growth and innovation across the entire alcohol aisle – from beer to FMBs to spirit-based cocktails and wine-based RTDs. **Eight of the top 10 new beer innovations for 2025 were flavor-forward**, according to NIQ data analyzed by Bump Williams Consulting. But amid a sea of new canned cocktails, party punches, and spiked everything, **one stalwart company remains at the forefront of flavored beverages with staying power: Mark Anthony Brands.**

For retailers, that staying power matters. In a category crowded with short-lived trends, Mark Anthony's portfolio consistently delivers velocity, premium price points, and repeat purchase – the combination that protects margins and reduces inventory risk.

That durability matters even more as consumer behavior evolves. A recent *New York Times* report noted that many Gen Z consumers are growing tired of the constant churn of social media microtrends and are instead gravitating toward familiar, and sometimes nostalgic, brands from the 1990s and 2000s. In beverage alcohol, that shift favors established names like **Mike's Hard Lemonade** that can tap into throwback recognition while still delivering the bold flavors younger drinkers are looking for.

There are a lot of new products out there, however Mark Anthony has provided proven

winners to the marketplace. They have their pulse on trends, and they don't rest on their laurels.

A Legacy of Leading

It's that combination of innovation, volume, and endurance that sets the portfolio apart. Mark Anthony Brands' President David Barnett noted in a memo to distributors that this **volume, combined with a premium pricing strategy, has generated \$9 billion in incremental distributor and retailer profit** over the years.

Since its founding in 1972, Vancouver, Canada-based Mark Anthony Group has become a North American juggernaut. Its Chicago-headquartered U.S. arm, **Mark Anthony Brands, is now the fourth largest beer company in the United States and the only one to be**



White Claw leads the hard seltzer category with dominant market share, strong brand recognition, and a lineup that spans everything from high-energy 8% SURGE to non-alcoholic Zero Proof.

exclusively flavor-focused. In February, it surpassed cumulative sales of one billion cases. The U.S. business has become increasingly critical to the overall company, with its contribution growing 15-fold since 2008.

That scale gives retailers confidence. These are not niche seasonal bets – they are nationally supported brands with meaningful marketing dollars behind them.

It's a position built on the strength of category-defining brands like **White Claw** hard seltzer, **Cayman Jack** malt-based margaritas, and of course, the FMB that started it all: **Mike's Hard Lemonade**.

Meeting Today's Consumer

Today's alcohol shopper looks different than a decade ago. Younger legal drinking age consumers are less brand-loyal to traditional beer styles, more flavor curious, and more occasion-driven. They're shopping for backyard hangouts, beach days, tailgates, girls' nights, golf outings, and streaming watch parties – and they

want bold flavor, sessionable options, and in some cases higher ABV choices that deliver value per serving.

Launched on April Fools' Day in 1999, Mike's Hard Lemonade helped create the nascent FMB category 27 years ago and it continues to evolve with that consumer. **Slim cans debuted earlier this year, modernizing the package for cooler sets and convenience doors.** A variety pack of **Dirty Lemonade** flavors, inspired by the viral "dirty soda" trend, launched in February – tapping directly into Gen Z and younger Millennial flavor culture.

Mark Anthony has taken a highly strategic and disciplined approach to innovation and every new release feels intentional.

For retailers, Mike's works as a bridge brand – attracting nostalgic core drinkers while recruiting new, younger shoppers into the FMB set.

Hard Seltzer's Still Swinging

Though the hard seltzer market has contracted since its peak, it remains

a robust beer subcategory – and one that Mark Anthony Brands dominates at roughly 70% market share. **White Claw is the seventh largest beer brand family in off-premise dollar sales. Malt-based seltzers started 2026 +1.6% in volume and +4.2% in sales across chain retail in January**, according to Circana data.

In other words: the category has stabilized – and leaders are winning.

After a decade in the market, White Claw remains an absolute workhorse for the parent company, distribution partners, and retailers.

For many drinkers, White Claw doesn't just compete in hard seltzer – it *is* hard seltzer. Similar to the way Kleenex became shorthand for tissues, White Claw has become the default name people use when talking about the entire category. That brand equity matters as consumers often look for the White Claw name.

Strategically, White Claw belongs in high-visibility cold box placements, secondary summer displays, and as a crossover

option for drinkers who may not identify as “beer” drinkers but still shop the beer aisle.

The brand has also proven it can adapt with focus and diligence. From 8% ABV **SURGE** to non-alcoholic **White Claw Zero Proof** and the 2025 launch of **ClawTails**, the portfolio stretches across moderation occasions and high-energy gatherings alike – giving retailers a laddered offering that captures multiple drinking occasions.

Just as importantly, Mark Anthony Brands prunes aggressively. Underperforming flavors and line extensions have been eliminated to keep the family tight and velocity strong.

A Ton of Runway Left

Beyond seltzer, cocktail-inspired beverages represent meaningful growth upside.

Cayman Jack is this monster waiting in the grass. This puts the brand squarely at the intersection of flavor and value – a



Available in convenient single-serve packages, Cayman Jacked delivers both taste and value for today’s flavor-driven drinkers.



Turning On the On-Premise

Mark Anthony Brands’ portfolio has room to grow in bars, restaurants, and venues. According to data from BeerBoard, “beyond beer” products now represent more than 10% of packaged volume in the on-premise, with hard seltzers – led by White Claw Black Cherry – continuing to post growth at the start of 2026. In the year prior, hard seltzers were the number three packaged volume gainer in the on-premise behind RTD cocktails and non-alcoholic adult beverages.

Music festivals have also proven to be an important area for trial and volume. At festivals and venues that serve White Claw, the brand commands approximately 40% of beer-plus-RTD sales. That’s thanks in part to a major partnership with events company Live Nation and to White Claw’s ongoing marketing efforts at such festivals.

sweet spot in today’s inflation-conscious environment where consumers are increasingly calculating alcohol-per-dollar.

For retailers, the takeaway is clear: **Mark Anthony’s portfolio isn’t just about trend participation; it’s about owning high-velocity flavor segments across multiple price tiers and occasions.**

From premium seltzer 12-packs to high-ABV single serves, the lineup allows operators to trade consumers up, capture impulse purchases, and protect margins.

Backed by the company’s largest-ever marketing spend – including partnerships with musician Teddy Swims, Netflix and TGL integrations for Mike’s, and increased investment behind Cayman Jack – **Mark Anthony Brands enters peak summer not as a challenger, but as a category anchor.**

In a flavor-driven era where consumers are seeking both excitement and familiarity, these stalwart brands are well positioned – not because they’re new, but because they’ve proven they can evolve.

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.

On The Job With...



Seth Kirshneur

Seth Kirshneur

Keg Selector

How long have you been working at Amoskeag? I hit 10 years at Amoskeag at the beginning of January. I started as a picker, then moved to the keg cooler, later worked as a yard jockey, and now I'm back in the keg cooler.

What do you like to do when you are not working? When I'm not working, I spend most of my time with my 13-year-old son. We play video games, watch movies, and we're both completely addicted to baseball. I also like to mess around on my guitar whenever I get the chance.

What do you enjoy most about summer? The best thing about summer, by far, is baseball. The Boston Red Sox have been a huge part of my life since I was about 7 or 8 – when they lost the 1986 World Series to the New York Mets. I've been hooked on baseball ever since.

Can you share a fun fact about yourself? I think I might still hold the state record for the biggest moose ever

taken. I was 16 when I shot it up in Pittsburg, New Hampshire – it weighed in at 1,040 pounds on the scale.

What's your dream car and where would you road trip to? A 1968 Shelby Mustang GT500 in Highland Green. I'd love to take one and drive it across the country on a long road trip.

What's your favorite song or artist? My favorite artist has to be Led Zeppelin. Their music is truly one-of-a-kind – every member was a master at what they did, and they never wrote a bad song. It's rare to find a band that has that much talent across the board.

What's your go-to comfort food? Any Italian food, spaghetti and meatballs or lasagna, you really can't go wrong.

What's your favorite Amoskeag product? I love Guinness, it's like dinner in a can – you get to enjoy a great beer and satisfy that hunger at the same time.

Corey Luckern

Area Manager

How long have you been with Amoskeag Beverages? Five years.

What did you do for work before coming to Amoskeag? I was the Facility Manager at the Concord YMCA.

What do you like to do when you are not working? I love hanging out with my three dogs and hitting the golf course with friends during the season. I also enjoy traveling – I've visited three different countries in the past three years.

What do you love most about the summer? From a work perspective, it's when beer sales are at their peak. Personally, I love being outside on the homestead while my wife tends the garden, hitting the trails with our dogs, and catching live concerts whenever I can.

Can you share a fun fact about yourself? I can wiggle my ears.

Would you time travel to the past or future – and why? I'd travel back to the past to see the people who have passed away in my life. Getting even a little more time with them again would be priceless.

What's your dream car and where would you road trip to? I'm not much of a car guy, but I used to have a Jeep Wrangler with a soft top. Taking it on a road trip to the ocean with the top down was always a blast.

Your favorite movie of all time is...
No Country for Old Men

What's your favorite Amoskeag product? Negra Modelo draft with two limes, it pairs well with Mexican delicacy.



Corey Luckern

Celebrate America's 250th Birthday with Beer

Throughout 2026, the semiquincentennial provides an opportunity to re-center beer in shared celebratory moments.

By: Joshua M. Bernstein



For the United States, this summer brings a big birthday. July 4th marks the 250th anniversary of the Founding Fathers signing the Declaration of Independence, granting unalienable rights including life, liberty, and the pursuit of happiness. To us, that also includes a cold beer.

Powered by history and tradition, the semiquincentennial is poised to become a unifying, occasion-driving engine that turns 2026 into a yearlong series of toast-worthy moments. The anniversary is a culturally driven reset switch that re-centers beer in shared occasions, be it block parties, backyard BBQs, stadium tailgates, or fireworks displays.

This year, American beer leans into brewed-here heritage of time-worn

taverns and industrious immigrants that brought lager-making traditions across the Atlantic. This will be emphasized by the marketing muscle of patriotic packaging and collector cans, plus activations that tie the past to the present, one pint at a time. Here's how the all-American lager is set to win the sales moment, and how Amoskeag has the perfect lineup of products for the July 4th celebrations.

Crowd-Pleasing Lagers and Patriotic Packaging

Miller Lite continues to stand out as a category leader. First introduced in 1975, it helped define the light beer segment by delivering full beer flavor with fewer calories and a smooth, balanced finish.

Brewed as an American light lager, Miller Lite offers a dependable, crowd-pleasing profile that resonates with a wide range of drinkers.

To mark the milestone, Miller Lite is releasing special patriotic packaging that honors the traditions that have kept America's spirit strong. Miller Lite will use its platforms and packaging to share its rich history in a meaningful and modern way, giving drinkers a deeper connection to the brand during a year centered around national pride and American legacy.

Another legacy brand leveraging the semiquincentennial is 1890-founded Narragansett Brewing. The New England stalwart regularly offers limited-edition packaging for its flagship lager, notably



Miller Lite's return of Americana packaging pairs seamlessly with major summer sports moments, delivering display-ready patriotic impact and incremental lift across on- and off-premise channels.

the 1975 Jaws can. **Narragansett now channels 1976 by reviving and revamping its bicentennial can design featuring the cracked Liberty Bell.** The 12 oz. can will be distributed through mid-May, while the 16 oz. can will be in market until August.

The Narragansett can also doubles as a contest. Hidden inside packages are 100 specially stickered cans that will enter finders into a sweepstakes to win a three-night trip to Boston for the Sail Boston maritime festivities that are part of Sail250. A local Narragansett rep will lead



Narragansett revives its bicentennial-era cracked Liberty Bell can, turning heritage into urgency with limited-edition packaging.



Keystone Light is running a program with commemorative stars & stripes POS giving consumers a chance to scan the QR code to thank service members.

winners on a Narragansett bar crawl of historic pubs that link the heritage brand to Boston's tavern culture.

Boston Beer Company, which is sponsoring Sail250, is well suited to celebrate America's revolutionary spirit. **"As the only major beer named after a Founding Father, Samuel Adams is uniquely positioned to lead the rallying cry to toast to American independence all summer,"** says Tory Bratt, Senior Brand Manager for Samuel Adams. "Just as our Founding Fathers plotted and planned over beers in taverns 250 years ago, we'll be raising our glasses throughout the season and toasting to independence together."

Samuel Adams will release limited-edition retro packaging for Summer Ale and American Light, plus a Star-Spangled variety pack and a special Boston Lager design. "Drinkers will also see Boston Lager prominently featured in retail programming and highlighted in our iconic Perfect Pint glasses," Bratt says. Retail activations will unify around Drink Like It's 1776. On-premise plays include trivia, playable via QR codes on coasters or in-person events, that connect America's history with the heritage of Samuel Adams. "Additionally, on-premise will have a huge sampling program, and both on- and off-premise will offer rebates allowing drinkers to buy a beer with throwback pricing tying it back to Drink Like It's 1776," Bratt says.

Raise an Anniversary Pint in Boston, the Cradle of the Revolution

Perhaps no city is better positioned to be the nation's front porch for festivities



Samuel Adams is celebrating America's 250th with retro packaging, throwback pricing, and QR-powered trivia activations – uniting retail programming and on-premise engagement around a revolutionary summer occasion.

than Boston, the starting point of the Revolution and America's foundational beer-and-tavern town. From tailgating to corner pubs, Bostonians love beer and there will be plenty of occasions to celebrate, from one of the largest ever Battle Road reenactments on Patriots' Day in Lexington, to the Fourth of July "Freedom Fireworks Spectacular" on the Esplanade, and Sail Boston's Sail250 celebrations taking place in July, which will include fireworks and tours of Tall Ships docked in the Boston Harbor.

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

Sapporo

By: Jess McDonough

In a beer market that increasingly rewards clarity, consistency, and smart execution, **Sapporo** is checking all the right boxes for retailers heading into 2026. With accelerating scan growth, meaningful innovation, and a cultural relevance that continues to deepen in the U.S., **Sapporo isn't just a strong Asian import, it's a scalable growth engine across channels.**

Start with momentum. Sapporo is the **only top 100 beer brand in national scans to accelerate growth in each of the last three years**, according to company leadership. In 2025 alone, the brand grew high-single-digits in depletions, with early 2026 already showing double-digit growth. That kind of sustained acceleration is rare, and exactly what distributors want behind the wheel.

Category leadership reinforces that story. **Sapporo commands 73.5% dollar share of the Asian import segment.** But Sapporo-Stone leadership isn't fixated on defending a niche, they're benchmarking against the top import brands overall, signaling **confidence that Sapporo can continue to urge consumers to trade up.**

That ambition is well-timed culturally. Asian cuisine is one of the fastest-growing food segments in America, driven by the mainstreaming of sushi, ramen, Korean BBQ, and pan-Asian street fare across grocery, fast casual, and fine dining. At the same time, Japanese and Korean culture – from anime and manga to K-pop and prestige streaming content – are more embedded in American society than ever before. As consumer interest in these flavors and cultural touchpoints rises, so does the natural affinity for an authentic Japanese beer. **Sapporo isn't riding a niche wave – it's aligned with a broad, structural shift in American dining and entertainment habits.**

Innovation is another major reason Sapporo stands out. In 2026, the brand is expanding into four of beer's most important growth spaces: **health and wellness, non-alcoholic, premium**



Sapporo is expanding beyond the core with new formats designed to build trial and repeat purchase across key drinking occasions.

singles, and convenience-driven trial. Sapporo Premium NA, already outperforming expectations and doubling its initial 2025 forecast, gives both on- and off-premise accounts a credible, premium non-alcoholic option – one that is explicitly designed to sit alongside Sapporo Premium.

Single-serve expansion may be the biggest near-term unlock. Sapporo is entering an **\$8.5 billion single-serve category** where imports are the top-selling segment, and where import singles are growing 8-10% in convenience and xAOC (extended all outlet combined) channels. The new **19.2 oz. steel can** is purpose-built for c-stores, venues, and mass grocery, hitting key price points without replacing Sapporo's iconic 22 oz. chalice. For distributors, this "dual single-serve" strategy means broader distribution, more trial, and incremental volume, not cannibalization.

Execution at retail and on-premise seals the deal. Sapporo's proven sushi-adjacency strategy has delivered **average same-store sales lifts of 40% over 12 weeks**, making it one of the simplest, highest-ROI display plays available.

Finally, 2026 brings marketing tailwinds that few brands can match. Sapporo's **150th anniversary**, manga-style founder storytelling via QR codes, and pop-culture

tie-ins like Ghosts of Yōtei create reasons to reset, re-merchandise, and re-engage consumers all year long.

For distributors looking for dependable velocity and on-premise accounts seeking relevance, versatility, and margin, the case is straightforward: Sapporo isn't just growing – it's building something lasting.



Sapporo Premium is accelerating across grocery, convenience, and on-premise, solidifying its position as a fast-growing international brand.

Celebrating 5 Years of Narragansett Brewing Coming Back to Providence

Narragansett Brewery Marks Taproom Anniversary with Special Beer Release, Exclusive Tours, Photo Opportunities, and Commemorative Glassware

Narragansett Brewery is proud to celebrate the 5-year anniversary of its Providence taproom, marking five years since the iconic Rhode Island beer brand officially brought brewing back to its hometown – a return more than 40 years in the making.

Founded in 1890, Narragansett has long been woven into the fabric of Rhode Island history. For generations, “Hi, Neighbor!” was more than a slogan – it was a symbol of community pride, local tradition, and shared moments across New England.

But after the brewery left Providence in the 1970s, the city went more than four decades without Narragansett beer being brewed in its place of origin.

Starting with the “Drink your Part” campaign in 2011, Mark Hellendrung and the Narragansett team had dreams to bring Narragansett Brewing back to Providence. With this dream in mind, the company broke ground in 2019 for the new brewery, but the Covid-19 Pandemic brought the world and the brewery project to a standstill. Much like the rest of the country, the brewery project persevered during tough times, and the project was completed, with the Narragansett Taproom opening its doors in the spring of 2021.

The opening of the Providence taproom five years ago marked a historic milestone: Narragansett Brewing finally came home, restoring a legacy that had been missing from the capital city for over 40 years.



In its first year alone, the space welcomed over 150,000 visitors, instantly becoming a local landmark. The brewery quickly became known not just for its beer, but for the full experience – earning recognition from Yankee Magazine for its charm and atmosphere and being repeatedly named as one of Rhode Island Monthly’s top brewery patios and best spots for outdoor drinks.

Today, Narragansett stands as a vibrant symbol of New England pride: a must-visit spot in Rhode Island’s beer scene, a beacon of independent brewing, and a place where past and present flow together – one pint at a time.

“This anniversary represents far more than five years of a taproom,” said Mark Hellendrung, President of Narragansett Beer. “It’s exciting to celebrate the physical personification of 135 years of ‘Hi-Neighbor’, the community, and Narragansett Beer.”

To honor the occasion, Narragansett will host a special anniversary celebration filled with exclusive experiences, limited-edition offerings, and plenty of opportunities for fans to raise a glass to five years of comeback and continued momentum.

The event invites longtime fans, Rhode Islanders, and visitors alike to join in celebrating a brewery that has defined generations – and a return that took more than 40 years to achieve.

About Narragansett Brewery

Founded in 1890, Narragansett Brewery is one of New England’s most iconic beer brands and a proud symbol of Rhode Island heritage. After more than 40 years away, Narragansett’s return to brewing in Providence represents a historic revival of a hometown legacy. Today, the brewery continues to honor its past while embracing innovation, serving as both a producer of classic favorites and a vibrant community gathering space.

For more information follow Narragansett Brewery on social media at @gansettbeerpvd.

Anniversary Event Highlights Include:

Photo Opportunities with Tallboy, Narragansett’s beloved mascot

Special Brewery Tours led by Head Brewer Lee Lord, offering behind-the-scenes access and stories from the brewhouse

A limited-edition anniversary beer release, brewed exclusively for the celebration

Commemorative 5-Year Anniversary Glasses, available while supplies last

Additional taproom specials, surprises, and more throughout the day



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

Super Lyte™

Super Lyte VODKA+ADE

This innovative new vodka-based RTD is crafted with premium Stateside Vodka and draws inspiration from nostalgic sports drink flavors, delivering a refreshing twist on the ready-to-drink category. Super Lyte is non-carbonated for a smoother, more approachable drinking experience, making it easy to enjoy anytime. With its clean profile and sessionable appeal, it stands apart from traditional seltzers and sugary cocktails with only 90 calories. Designed to be both refreshing and functional-feeling, Super Lyte offers a lighter alternative that attracts new consumers to the category while driving incremental growth rather than cannibalizing existing options. Launching with the Variety Pack with more packages coming soon.

Super Lyte VODKA+ADE Variety Pack

This innovative new vodka-based RTD is made with Stateside Vodka and inspired by classic sports drink flavors Super Lyte is non-carbonated, easy to drink, and incremental to the category. The Variety Pack includes these flavors, **Fruit Punch, Orange, Lemon Lime,** and **Blue Chill** – all at 90 calories, 0 sugar, 0 bubbles, and gluten-free. **ABV: 4.5%** **Package:** 12 oz. cans only **Availability:** Now, year-round



POWERED BY VODKA
SPKED ADE

Tired of fizzy drinks that leave you bloated and dragging your day, SPIKED ADE rolled up their sleeves, got mixing, and created a drink with familiar flavors to

love and sip on all day. The perfection combination of flavor, fun and function in convenient ready-to-drink format. With zero sugar, 100 calories, no bubbles, and a crisp vodka base, SPIKED ADE delivers refreshing, easy-drinking flavor built for long, fun-filled days. SPIKED ADE, Powered by Vodka!

SPIKED ADE Variety Pack

Powered by Vodka, the SPIKED ADE Variety Pack is a bold, refreshing vodka drink that's zero sugar, gluten-free, and just 100 calories. It's clean, crisp, and always ready to bring the fun, no matter where you are. The variety pack includes, **Electric Orange,**

Electric Blue, Electric Green and **Electric Red.** **ABV: 4.5%** **Package:** 12 oz. slim cans only **Availability:** Now, year-round



PHX Hydration Energy Drink

Consumers demand more from their functional drinks – they want an energy drink that does more than just energize or a sports drink that does more than hydrate. But the functionality they care most about wasn't available in one beverage. That's why PHX was created – a first-of-its-kind multi-functional drink that combines elite hydration, natural energy, and essential vitamins all in one.



Meet the PHX Hydration Energy Drink Lineup

Non-Alc!

Peach, has a bold peach flavor with a smooth, refreshing finish. **Lemon Lime** has a crisp lemon-lime blend that's zesty, clean, and energizing.



Blueberry Lemonade has a juicy blueberry and lemonade combo that keeps you going. Sweet watermelon with a lime kick, makes **Watermelon Lime** refreshing anytime. **Wild Berry** mixes berries with deep flavor and serious punch, and **Orange**, with bright, fresh orange flavor that fuels your day. For hydration, PHX has 700mg electrolyte blend featuring potassium, magnesium, sodium, and calcium. It has 200mg caffeine from green tea paired with l-theanine for a sustained, level energy boost and for your immunity, it has 100% daily value of 8 key vitamins: B3, B5, B6, B7, B9, B12, C and D. Only 10 calories with zero sugar. **ABV: 0%** **Package:** 12 oz. slim cans only **Availability:** Now, year-round

NEW BRANDS

Lucky Pigeon Brewing Co.



LUCKY PIGEON
BREWING CO.
BIDDEFORD, ME

*Dedicated
Gluten-Free
Brewery*

100% gluten-free beer locally brewed by Lucky Pigeon, Maine's first dedicated gluten-free brewery. Their premium products deliver true-to-style flavor for the specialty market. Lucky Pigeon creates and offers craft beers that are safe for those with gluten intolerances and simply delicious to all.



Lucky Pigeon Electus Blonde Ale

Easygoing and crushable and gluten-free. Delicate aromas of lemon zest & peach, supported by notes of toasted grains and honey. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Lucky Pigeon Rock Dove New England India Pale Ale

Intensely hoppy, yet soft & drinkable and gluten-free. Notes of mango, stone fruit, and candied orange round out the complex hop profile. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Lucky Pigeon Columbidae Pale Ale

Lucky Pigeon's tribute to the classic American Pale Ale and it's gluten-free. Dry-hopped & floral with a biscuity malt base. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now, year-round



Lucky Pigeon Little Brown Job Brown Ale

Little Brown Job Brown Ale is inspired by dark and malty English ales and it's gluten-free. Full-bodied & balanced with hints of chocolate and roasted nuts. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** Now, year-round

NEW PRODUCTS

Samuel Adams Our City. Our Beer. Variety Pack

The only thing New Englanders love more than Sam Adams? Legendary Boston sports heroes.



Boston Beer teamed up with four of the city's best to create the ultimate fan-favorite variety pack. Crafted alongside four Boston sports legends Derrick White, Garrett Crochet, Julian Edelman and Zdeno Chara – the "Our City. Our Beer." Variety Pack delivers a four-sport lineup in one pack. The 12-pack includes (**Derrick White Ale, Crochet's Pale Ale, Julian Edelman Lager** and **Big Z Pilsner**. **Package:** 12 oz. cans only **Availability:** Now!

Truly Star Squad Variety Pack

Believe in the U.S.! Truly Star Squad features four U.S. Soccer-inspired flavors to get your head in the game: **Watermelon Wave, Orange Slices, Baller Berry, and Red White & TRU**. Show your support for the Red, White, and Blue with Truly, the Official Hard Seltzer of U.S. Soccer! **Package:** 12 oz. cans only **Availability:** Now!

*NEW
VARIETY
PACK!*



Sierra Nevada Mellow Little Thing

Kick back with new Mellow Little Thing, a 4.5% hazy IPA made for the easy days. With bright hop flavors, smooth haze, and a balanced finish, this beer keeps the good times flowing. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Smirnoff Ice Icy Island Variety Pack

Whether beach days or getaways, there's nothing quite like great days with friends. The Smirnoff Ice Icy Island 2/12 can



Variety Pack takes drinkers back to those epic days with the ultimate refreshment of tropical shaved ice-inspired drinks. Sit back, relax, and revel in your best vacation memories with the perfect icy refreshment in hand. The mix includes: **Strawberry Sunset, Tropical Tiki, Paradise Punch, and Watermelon Wave** flavors. These drinks take you back to an island getaway with every sip. **Availability:** Now, year-round

NEW PRODUCTS

Surfside Half & Half Variety 8-Pack



Surfside's fan-favorite tea + lemonade combination featuring traditional **Half & Half**, alongside new flavors **Mango, Raspberry, and Blackberry**. 100 calories, 0 bubbles. **ABV:** 4.5% **Package:** 12 oz. cans slim cans only **Availability:** Now, year-round

Surfside Iced Tea Pack



Surfside Iced Tea Pack has only 100 calories, 2g sugar and 0 bubbles. This variety pack includes, **Iced Tea + Vodka, Peach Tea + Vodka, Iced Tea & Lemonade + Vodka** and **Raspberry**

Tea + Vodka. ABV: 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

Surfside Lemonade Pack



Surfside Lemonade 12-pack has something for everyone with 100 calories, 2g sugar and 0 bubbles. This variety pack includes, **Lemonade + Vodka, Raspberry Lemonade + Vodka, Strawberry Lemonade + Vodka** and **Black Cherry**

Lemonade + Vodka. ABV: 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Wachusett Raspberry Sweet Tea Vodka Cocktail

Introducing **Raspberry Sweet Tea Vodka Cocktail!** Wachusett's newest concoction layers the sweet notes of raspberries on top of a lightly-carbonated, smooth and bold sweet tea vodka base. You'll be sure to catch a good time with one of these in your hand. **ABV:** 5% **Packages:** 12 oz.

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

Notch Blood Orange Radler

This gluten-free radler from Notch Brewing is bursting with vibrant, freshly squeezed blood orange juice – delivering a bright citrus kick, refreshing balance, and an effortlessly crushable finish.

ABV: 5% **Package:** 12 oz. cans only

Availability: Year-round, beginning in April



Allagash Rosé Cider

Gloriously crisp. Deliciously balanced. Refreshingly dry. In this blush-colored cider, you'll find Allagash's ode to the joys of an orchard-side sunset squeezed into every sip. **ABV:** 6% **Packages:** 12 oz. cans and draft **Availability:** Now, year-round



Allagash Clementine Kolsch

Take the effortlessly enjoyable crispness of a Kolsch and add citrusy refreshment from clementine peel – and you have this easy-drinking ale. In Allagash's Clementine Kolsch, you'll find a balance of ripe orange flavor with an undercurrent of hops, brought together with a dry finish. **ABV:** 4.2% **Packages:** 16 oz. cans and draft **Availability:** Now, year-round



Allagash Maine Blueberry Ale

For picnics, for beach days, for sipping with ease. This ale brewed with wild blueberries is a delicious celebration of Maine's native fruit. **ABV:** 5% **Packages:** 16 oz. cans and draft **Availability:** Year-round, beginning in May



Night Shift Boston Tea Party

Night Shift is excited to introduce their newest offering – a beverage inspired by Boston's rebellious spirit and love for any reason to celebrate. Boston Tea Party is an easy-drinking, vodka-based, lightly sweetened hard tea with lemon that's perfect for any occasion, whether it's chilling with friends or casually dumping tea in the harbor. The Variety Pack comes with these flavors, **Lemon Vodka Tea, Mango Vodka Tea, Peach Vodka Tea** and **Raspberry Vodka Tea**. **Package:** 12 oz. cans **Availability:** Year-round, beginning in May



Night Shift Double Parked

There's no such thing as being too bold on Boston streets, and the same goes for this beer. This Double IPA hits hard with flavors of juicy citrus, dank passion fruit, and tropical punch from Citra, Galaxy, and Mosaic hops. A dangerously drinkable 8.5% ABV with a smooth haze, this beer is unapologetically in the way – but you'll be glad that it is! **ABV:** 8.5% **Packages:** 16 oz. cans and draft **Availability:** Year-round, beginning in May



Switchback Spirits Watermelon Mint Vodka



A Vermont-crafted vodka cocktail featuring watermelon and mint in a bright, balanced profile that complements any season. Easy to enjoy straight from the can or over ice. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, year-round

Fabrizia Spritz Variety Pack

Bright, bubbly, and refreshing. The Fabrizia Spritz Variety Pack features three vibrant flavors made with real liqueurs and imported Italian sparkling wine for a crisp, balanced finish in every sip. The Pack comes with three flavors: **Limoncello** made with fresh Sicilian lemon zest and has a clean, crisp finish.



Blueberry with juicy blueberry flavor and a smooth sweetness and bright bubbles. **Blood Orange** made with blood oranges with a touch of tartness and refreshing sparkle. **ABV:** 7% **Package:** 355ML cans only **Availability:** Now, year-round

Have A Day Variety Pack



Have A Day Variety Pack is Have A Day's #1 pack and priority. It contains 2 flavors, **Watermelon Wave** and **Georgia Peach**. Watermelon Wave and Georgia Peach are made with Premium Blanco Tequila, no artificial flavors and no artificial sweeteners.

ABV: 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Have A Day The Transfusion

Have A Day The Transfusion is the perfect canned cocktail made with Premium Blanco Tequila. Ideal for the course or after a round with friends. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Have A Day Miami Vice

Have A Day Miami Vice RDT is the perfect canned cocktail that throws it back to the 80s with radical tropical punch flavors and is made with Premium Blanco Tequila. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

NEW PACKAGES

Surfside Now Available in 19.2 oz. Cans



Now available from Surfside in 19.2 oz. cans...Lemonade + Vodka the canned cocktail that transforms sour faces into sweet smiles faster than you can say, "Who spiked the lemonade?" Iced Tea Lemonade + Vodka a Surfside Top Seller!

Surfside promises it's not just a pretty can. Tastes like fresh brewed iced tea but with a kick and Strawberry Lemonade + Vodka, some call it perfection, Surfside calls it their refreshing lemonade with a hint of strawberry sweetness. **ABV:** 4.5% **Availability:** Now, year-round

Lucky One Lemonade + Vodka is Getting a New Look

Leave those malt lemonades in the doghouse. From backyard hangs to patio sips, Lucky One Vodka Lemonade is the upgrade your cooler needs and is non-carbonated and only 100 calories. Real Lemonade + Real Vodka = Real Good Vibes. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



New Look for Long Trail Ale

New England's favorite amber ale just got a new look for 2026! **ABV:** 5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now, year-round



Updated Packaging for Long Trail Vermont IPA

Fresh off the lines for 2026 is a hopped-up new look for Long Trail Vermont IPA. **ABV:** 6% **Packages:** 12 oz. cans and 16 oz. cans **Availability:** Now, year-round



Mom Water Variety Pack



Meet Mom Water's new Variety 12-pack. Mom Water is a fruit infused vodka water. That's right, no carbonation. 90 calories, 0g fat, 0g carbohydrates, 0g

sodium, 0g sugar and no artificial flavors or preservatives! The variety pack includes best sellers, **Susan** and **Linda**, along with two NEW flavors **Jackie** and **Stacy**. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



NEW PACKAGES

A New Look for Smirnoff Ice Sunny Days Variety Pack



Ramp up your summer with retro refreshment. After an extremely successful launch, Smirnoff Ice Sunny Days 2/12 slim can variety pack is back for year two with a new refreshed look highlighting the nostalgic flavors including:

Cosmic Snowcone, Red, White & Berry, Lemon Shaved Ice, and Orange Cream Pop. Availability: Now, year-round

Smirnoff Ice RWB Zero Sugar 6 Pack Renovation



Red, White & Berry's success story continues into its 8th year- still delivering growth and recognized as the original flavor that brought cherry, citrus, and blue raspberry together. With the 250th anniversary of U.S. independence coming up

next year, this is the perfect time to lean in. As the OG flavor that embodies American pride, RWB is uniquely positioned to lead the charge. Now available in a convenient Zero Sugar 6 pack can, it builds on the momentum of Smirnoff Ice Red, White & Berry Zero Sugar – offering full flavor, no sugar in a lightly carbonated malt beverage. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Fresh Look for Stone 30th Anniversary IPA Variety Pack



In honor of Stone Brewing's 30th Anniversary, Stone's 2/12 can IPA Variety Pack has a new look for 2026! Now showcasing the milestone, the mix still includes the same awesome brews: **Stone IPA, Hazy IPA, ///Fear. Movie. Lions Hazy**

Double IPA, and exclusive to the Variety Pack, **Dayfest IPA.** **Availability:** April, through the end of the year

Night Shift Hop Owl Party Pack Gets a Refresh



Night Shift's beloved Hop Owl pack got a refresh! **Double Parked** is joining **Whirlpool Pale Ale, Santilli IPA, and Fluffy Hazy IPA** – the beer dream team that defines what it means to be a party pack. Perfect for sharing, sampling, and discovering your next favorite. Pick up this

pack while you can, this limited-edition carton rotates again in August! **Package:** 12 oz. cans **Availability:** Now!

SEASONAL SELECTIONS & PROGRAMS

PICK UP SUMMER'S ORIGINAL LITE BEER

Miller TIME IS ON US

YOU COULD WIN 250 LITES

Miller Lite Goes All In on the 250th

This summer Miller Lite will lean into American pride for the nation's 250th birthday. On-premise drinkers can win \$250 in beer money, and off-premise shoppers can win 250 Miller Lites to stay stocked for the year. "Miller Time Is on Us" comes to life with a national media campaign, Americana packaging, dynamic POS, and renewed partnerships with Kingsford and Pringles.

Simply Spiked Making Cookouts Juicier

This summer, Simply Spiked aims to be the cookout beverage of choice with new, edgier packaging, including cookout-themed POS.





Peroni and Giada Set the Table for Success

A renewed partnership between Peroni and Giada De Laurentiis will launch this summer. Shoppers are encouraged to enjoy summer's freshest recipes with Peroni because Peroni is for what's in season. Look for 360-support along with recipe collaborations, immersive retail theater, and a through-the-line campaign that brings Italian-inspired flare to the table.



Leinenkugel's and Brats are Better Together

Leinenkugel's and Johnsonville are coming in hot again this summer, with a renewed partnership. This summer's program captures grilling and lake life occasions and continued use of Johnsonville to drive incremental displays. This year will show even more love to Wisconsin by having its Barrelman Ale team up with the Milwaukee Brewers.

Raise a Banquet, Yellowstone Continues

Where the Yellowstone franchise ended, Dutton Ranch picks up. The new series will follow the Duttons as they're faced with new and old challenges. When the show launches, Coors Banquet will support the premiere with a big brand act that makes it clear: the best way to watch Dutton Ranch is to have a Banquet in hand. Look for retail display tools that make stocking up on Banquet a no brainer.



Coors Banquet Toasts the Country Lifestyle

Coors Banquet is aiming to own the rugged country lifestyle this summer, starting May 1, with a Coors Banquet X Wrangler partnership. In-store displays will spotlight the collaboration and inspire purchase of Banquet. Markets will have the option to localize and give away tickets to any and all of their country music festivals. Plus, a larger-than-life display enhancer – an inflatable stubby bottle – will surprise and delight shoppers.



Coors Banquet Sets the Scene with Limited-Edition Heritage Packaging

Coors Banquet is releasing new thematic summer packaging. The cans billboard together to create a Rocky Mountain motif to increase collectability. **Availability:** May





Lainey Wilson Keeps Coors Light in the Mix

Country's hottest rising star, Lainey Wilson, continues to capture the hearts of fans and the respect of her peers. Coors Light recognized her talent early on and is committed to another summer together by keeping "Chill on Shuffle".

Kick Off the Tournament with Coors Light

Starting May 1, Coors is dialing up the excitement for world-class soccer with engaging programming. In-store and on-premise POS puts fans in the action, giving them a chance to make the call and score exclusive Coors Light-branded merch. Refresh the game with Coors Light!



Takis & Topo Chico to Win Cinco de Mayo

Takis and Topo Chico pair perfectly with Cinco de Mayo celebrations. With overlapping buyers and distinct brand heritage, the two will run cross-promotional offers and bundled savings leading up to the holiday from April 1 through May 1.



Topo Chico Hard Seltzer and Mission Tortillas: Match-Winning Flavor

With the big tournament returning this summer, expect to see a lot of soccer-themed promotions. One of the most strategic might be Topo Chico Hard Seltzer and Mission Tortillas.

Both brands have built-in authenticity, significant buyer overlap, and a high cross-purchase index. Say hello to match-winning flavor, a soccer-themed sweeps and prizing, along with a suite of tools to bring these brands together at point of sale, beginning May 1.



Topo Chico Hard Seltzer and Charly Outfit Fans for Summer of Soccer

Topo Chico Hard Seltzer and Charly, the iconic Mexican athletic brand, are dropping a merch collection this May that brings the cool factor on and off the pitch. The limited-edition gear will be amplified through influencers, a consumer sweeps, and PR buzz.



Keystone Light Apple



To celebrate the USA's 250th, Keystone Light is brewing up a smooth light lager with refreshing apple flavor and subtle malt notes for the festivities. This limited-edition brew will only be

available in 12 oz. 15-pack cans for a limited time. **ABV:** 4.1% **Package:** 12 oz. cans only **Availability:** June

Summer Stripes and Keystone Light

This summer, beginning May 1, Keystone Light is back with the return of Summer Stripes packaging and a renewed partnership with the USO. Thanking our military has never been more important, especially during America's 250th. Summer packaging and POS give consumers a chance to engage and send their gratitude to our troops.



Blue Moon Makes Spicy Bites Shine

Frank's RedHot and Blue Moon are teaming up this summer, beginning May 1, to spice up eating occasions, and tame them with the refreshing Belgian White Belgian-Style Wheat Ale. A new photoshoot, fresh recipes, and robust on- and off-premise support position this as a standout culinary collaboration.



Cinco Starts with Corona

Corona owns Cinco de Mayo and will do it big again this year by encouraging consumers to make the most of their holiday with a Corona in hand! To continue the celebration, the 2026 program will be supported with a NEW thematic, fresh, colorful look on POS and consumer rebate offers.

Celebra Cinco de Mayo with Modelo

This Cinco de Mayo, Modelo is La Cerveza Para La Celebración! Modelo will deliver La Celebración through vibrant, high-impact POS to build eye-catching displays and compelling rebate offers that grab consumer attention and drive purchase. In addition, the market will be equipped with dedicated Chelada and Oro tools that align with the masterbrand creative, making it easy to build standalone premium displays this Cinco!

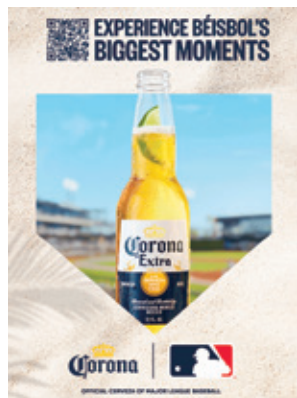




Enjoy Pacifico This Cinco de Mayo

Celebrate Pacifico's rich Mexican heritage and unique spirit this Cinco de Mayo with La Cerveza del Cinco! The refreshed Cinco de Mayo campaign showcases Pacifico's vibrant yellow alongside celebratory cues to encourage consumers to get out and enjoy a Pacifico this Cinco. Leverage eye-catching new POS displays designed to make a bold statement – perfect for the celebration and can stay up long after.

Celebrate the Big Baseball Events with the Official Cerveza of MLB



Celebrate every MLB ritual with Corona's own –Lime Drop! Corona will be rewarding fans all season long with a chance to win trips to MLB "Jewel Events" (Opening Day, All-Star Game, Postseason) or Corona's own Rally Cap. When the lime drops in, it's time for the first pitch, opening day, fresh air, and sunshine. Let's play ball!



Elevate Every Match with Modelo

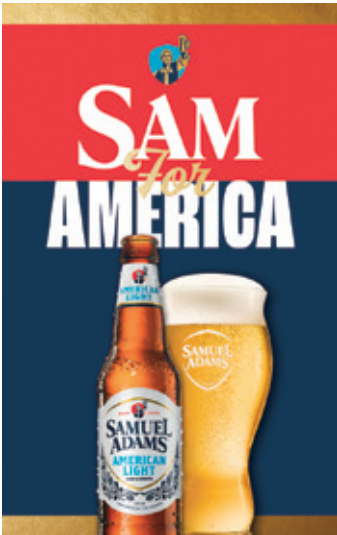
This summer, from April 1 through July 31, Modelo is turning soccer into a celebration of fandom – no matter where you watch the game. Modelo wants to make sure you have the best seat in the house and amplify your watch party. Throughout the summer of soccer, consumers can scan a QR code on themed POS materials and enter to win exclusive prizes. Winners will receive the ultimate watch party setup complete with a mini fridge, Sonos soundbar, exclusive Kappa gear, and more to elevate every match. Secondary prizes include a Kappa gear bundle and a replica Jon-Paul Wheatley (@JonPaulsBalls) Modelo soccer ball!

Celebrate America's 250th with Narragansett

In honor of America's 250th birthday, Narragansett will be giving away a trip to Sail Boston to see the parade of Tall Ships during the Sail Boston festivities in July! To qualify for the grand prize, drinkers will look for a specially stickered can in Narragansett Lager 12 and 30-pack cans now through May 31. The grand prize trip includes:

- A three-night stay at the YOTEL Boston
- A private Boston Harbor Cruise to view the Tall Ships with Charles River Boat Company
- \$500 spending money
- A private Narragansett bar crawl through historic Boston



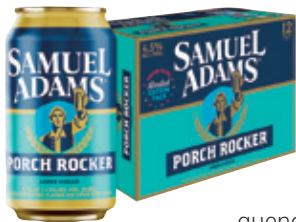


The nation is celebrating 250 years, and Sam Adams is leading the toast! Samuel Adams is named after a Founding Father who helped shape America's independence 250 years ago. The Samuel Adams brand is heritage-rich, craft beer pioneering, and still independently owned, perfectly connecting the brand to America's revolutionary roots. Sam for America channels the founding spirit of our country – and Sam Adams' beer – to drive the nationwide celebration of America's 250th anniversary.

Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime, and lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draft **Availability:** Now!



Samuel Adams Porch Rocker

Sweet, tangy, and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day.

Sam Adams' take on this style starts with a golden helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

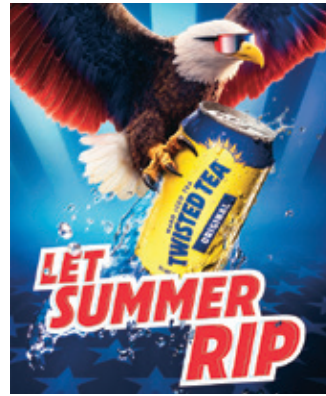
Samuel Adams Star Spangled Variety Pack

NEW VARIETY PACK!

The Star Spangled Variety Pack is here to help celebrate 250 years of America in all its glory! This pack features a limited-edition retro design that exudes red, white, and blue – making it perfect for Memorial Day and July 4th displays! The beer lineup includes a crowd-pleasing mix of summer classics including:

Summer Ale, Porch Rocker, and American Light along with variety pack exclusive, **Blueberry Lager** – the perfect addition to everyone's favorite summer moments, from backyard BBQs to beach days, and everything in between!

Packages: 12-pack bottles and cans **Availability:** Now!



Twisted Tea is America's #1 favorite hard iced tea, and the brand is going to show up like it at retail with Twisted Tea's Let Summer Rip program. The red, white, YELLOW, and blue thematic POS and limited-edition packs will drive retail activity and drinker excitement during Twisted Tea's peak season.



Truly Drink Like a Believer

Drink Like a Believer with Truly – the Official Hard Seltzer of U.S. Soccer. Scan the QR code for a chance to win daily prizes.

Dogfish Head Beer to Drink Music To

This year, Dogfish Head's Beer to Drink Music To program brings a whole new meaning to the term "Dead Head"! Life is more interesting when you chart your own course. Dogfish Head and The Grateful Dead have trailblazed their own routes through the seas of goodness and invite fans to come along or take the wheel to decide where the adventure takes them. Explore Gratefully.



White Claw is Giving Away Concert Tickets for Life



White Claw is giving music lovers the ultimate prize: more access to all their favorite artists! Music is a powerful passion point for White Claw's Millennial and Zillennial audiences, especially during the summer, when shows are happening all around them and concert/festival numbers are at an all-time high. However, rising ticket prices are creating a real barrier, with many consumers feeling priced out of live music. White Claw Tickets for Life

is *THE* solution—using an onpack promotion to stand out instore, interrupt the shopping trip, and give consumers greater access to the live music experiences they care about. Additional POS will have the same QR codes so customers will have an opportunity to win at every turn!

White Claw X Teddy Swims



White Claw is officially partnering with GRAMMY-nominated artist Teddy Swims! Under the Claw Collabs platform, Teddy Swims is introduced as the featured artist who naturally aligns with the White Claw core shopper. His genreblending sound connects with a diverse range of music fans, much like White Claw's ability to appeal across multiple flavor preferences. In honor of the partnership, White Claw is offering consumers a chance to win two

tickets to see Teddy Swims live in concert via QR code scan on themed POS! His upcoming album release and tour timing directly support the sweepstakes window (April 1 – September 14). This program isn't just about prizing – it's about creating cultural relevance, driving urgency, and strengthening brand connection through an artist partnership that's authentic and timely.

Tee Off at the TGL with Mike's

Mike's Hard Lemonade is teaming up with Tomorrow's Golf League (TGL) – a new golf league that combines advanced technology with teams of top PGA Tour players competing weekly – to give consumers a once in a lifetime experience unlike any other! Consumers can scan QR codes on themed POS for a chance to play a round at the TGL SoFi Center in Palm Beach, Florida! TGL captures the growing offcourse golf audience with a modern, techforward format that positions Mike's as an early adopter in the latest golf craze.



Mike's X Netflix

Mike's Hard Lemonade is partnering with Netflix to be featured in a new golf-driven comedy series, giving the brand a high-visibility cultural moment with big-name talent and strong on-screen integration. As the title sponsor, Mike's will appear throughout the show, aligning perfectly with their golf passion pillar and driving strong consumer relevance. To amplify the partnership at retail, Mike's will give 50 shoppers the chance to win a one-year Netflix subscription to watch the series, along with additional secondary prizes via QR code scan on themed POS!



Celebrate Cinco with Cayman Jack



Cinco de Mayo is a major athome occasion where shoppers actively plan ahead and turn to margaritas as the centerpiece of their celebration. The holiday drives meaningful lifts in margarita sales and more impulse purchases. For Cayman Jack, strong instore displays, visibility and promotional support help turn this planned moment into incremental sales. Additional scan-to-win promotions will be available on themed POS for customers to enter to win offers from Instacart.



Escape to Paradise with Cayman Jack

Cayman Jack is rooted in the idea that everyone deserves a break. Daily life is hard enough, why not treat yourself? A delicious margarita is one way; another way is to Escape to Paradise! Cayman Jack is committed to consumers sliding into vacation mode, and it's only a Cayman Jack margarita away! Planning that dream vacation? Looking for a sign to get away? Want it paid for? Cayman Jack has your back. Consumers can scan the QR code on themed POS for a chance to Escape to Paradise and win a \$25,000 tropical vacation!





Guinness Drives Excitement During Soccer Occasions

Guinness drinkers are 1.5 times more likely to watch soccer than average beer drinkers, with 50 million fans in the U.S. watching international matches weekly. Guinness will continue to drive excitement during soccer occasions from April through July with a suite of POS to go along with the limited-edition summer soccer cans, as well as increased sampling events and media support where fans will be looking!

Guinness Limited-Edition Soccer Cans

Guinness is a summer beer! Capitalize on the continued Lovely Day Summer success with the new limited-edition Guinness Draught 14.9 oz. cans designed by Brooklyn-based illustrator and graphic designer Sophia Yeshi. Guinness is getting out of the snug for the summer of soccer with these vibrant LTO cans! **Package:** 14.9 oz. cans **Availability:** May



Love Island X Smirnoff Ice

Summer's hottest show meets the coldest drinks! Smirnoff Ice's new variety packs, Sunny Days & Icy Island, are the official RTDs/FMBs of Love Island Season 8, with custom ads across all six weeks, a retail suite to support on- and off-premise, watch parties with surprise talent appearances, and a sweeps to win a flyaway trip to the UK Aftersun live reunion!

Savor the Flavor of Summer with Smirnoff Ice

This summer, from April 2 through August 31, consumers can enter for a chance to win an Anywhere Staycay kit – bringing vacation vibes to wherever they are! Each kit features an 80- quart outdoor rolling patio cooler, a JBL grip waterproof speaker, and a pair of folding Adirondack chairs! 50 winners will enjoy the kits valued at \$500 each!



Game On with Smirnoff Ice

Smirnoff Ice drinkers are 43% more likely to watch international soccer, especially over-indexing with Hispanic consumers. Smirnoff Ice's sessionable, refreshing portfolio is made for social daytime occasions, ideal for long matches and hot summer days.

Smirnoff Ice Celebrates America's 250th

Smirnoff Ice is hitting the road to celebrate America's biggest summer in 250 years, going on a road-trip hitting the country's most flavorful celebrations with exciting sampling and giveaways, bringing a full suite of USA-themed retail tools including a sweepstakes giving away 250 Eagle fridges all summer long!



Sierra Nevada National Parks Program



Join Sierra Nevada in protecting our national parks! The Pale Ale National Parks program celebrates Sierra Nevada's partnership with the National Park Foundation through a limited-edition packaging promotion and integrated retail activation. Returning in 2026, the program, running April 1 through July 31, will feature refreshed Pale Ale packaging with new national parks, an updated distribution plan to drive regional

relevance, and new on- and off-premise tools. Custom park merchandise and a consumer sweepstakes will further engage fans and strengthen advocacy across key channels.

Sierra Nevada Summerfest



It's time to soak up the sun, and this refreshing lager is the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead into a dry finish, and the sessionable 5% ABV invites

another round on those endless summer days. **ABV:** 5% **Packages:** 12 oz. cans and draft **Availability:** Now!

Sierra Nevada Mango Little Thing



Beer number two in Sierra Nevada's Hazy Rotator Series, Mango Little Thing, bursts with tropical hops, bringing bright flavors of mango, citrus, and stone fruit to this hazy IPA. The hops drive, the mango shines, and each sip is lush and refreshing. *Mango Little Thing* will

replace *Citra Little Thing*. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** May

Woodstock Lemon Blueberry Pale Ale

Woodstock Lemon Blueberry Pale Ale is sporting a fresh new label. This pale golden ale is brewed with bright lemon and juicy blueberry for a crisp, refreshing sip that's made for warm weather. **ABV:** 4.4%

Packages: 12 oz. cans, 16 oz. cans and draft **Availability:** Now!



Woodstock Peachy Wheat NH Ale

Woodstock Peachy Wheat is a crisp, unfiltered wheat ale brewed with a touch of juicy white peach for a soft, refreshing finish.

ABV: 5% **Packages:** 12 oz. cans, 16 oz. cans and draft **Availability:** Now!



Surfside Blueberry Lemonade + Vodka

Surfside Blueberry Lemonade combines the crisp, refreshing flavor of lemonade with a burst of sweet hints of blueberry. 100 calories, 0 bubbles. Seasonal for now, but hoping to become a year-round addition! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Island Getaway Summer Program

Starting May 1, 2026 consumers can enter for a chance to win the ultimate island getaway to the Caribbean! Must be 21 years or older to participate. The lucky winner will receive a gift card in the value of \$5k to be used for a trip to the Caribbean any time after the sweeps ends on July 31, 2026. No purchase or payment necessary to enter or win.



Seagram's Escapes Star Spangled Sips

Seagram's Escapes is celebrating America's 250th Anniversary with a new limited-edition 2/12 bottle variety pack! Star Spangled Sips leverages Seagram's Escapes role as the flavorful, fun, and festive brand to celebrate summer occasions. The mix includes:

Strawberry Daiquiri, Calypso Colada, and Pineapple Starfruit.

Availability: Now!

NEW VARIETY PACK!



Woodchuck Slice of Sun

Bright and lively, Slice of Sun features orange zest and a touch of coriander to craft a citrus cider that ignites the palate. **ABV:** 5%

Package: 12oz. cans **Availability:** Now!

Woodchuck Summer Program



A national sweepstakes gives fans the chance to win one of twenty-five Woodchuck Hard Cider 35th Anniversary-branded waterproof Bluetooth speakers. Supported by impactful summer POS, the program is designed to drive visibility and position Woodchuck for strong seasonal success. Running from April 1 through May 31, 2026.

Night Shift Summer Sour



Summer Sour is sunshine in a can – bursting with juicy strawberry, ripe peach, and zesty orange for a tart yet refreshing sip. It's the perfect balance of sweet and sour, like a golden hour sunset with an extra kick. Crack one open and let the endless summer begin! **ABV:** 6%

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

Allagash Surf House

Like a little home by the water, this lager is built for easygoing relaxation. It's brewed to be super-crisp and drinkable, dry hopped for subtle tropical notes.

Take a break with Surf House. **ABV:** 5.5% **Packages:** 12 oz. cans and draft **Availability:** Now!



Baxter Blueberry Ale

Nothing says Maine quite like blueberries. Brewed as a classic wheat ale, Baxter Blueberry Ale, blends a soft golden wheat base with the bright and sweet aroma of blueberries. Best enjoyed off the beaten path, this is a refreshing light-bodied blueberry ale made with natural flavors. Celebrating summer, the adventures it brings and the memories that follow.

ABV: 4.5% **Packages:** 16 oz. cans and draft **Availability:** Now!



Baxter Summer Krush

Experience the magic of a distinctly Maine summer with every sip of Summer Krush Ale. This bright, bold brew captures the essence of the season – sun-soaked adventures, unforgettable moments, and the stories that make summer special.

ABV: 5.5% **Packages:** 16 oz. cans and draft **Availability:** Now!

Baxter Non-Alcoholic Blueberry Ale



Non-Alc!

Packed with real blueberry flavor and a touch of honey, this brew brings a refreshing twist to the non-alcoholic world. Baxter's Non-Alcoholic Blueberry Ale delivers the same high-quality experience, so you can enjoy this refreshing brew alongside all your distinctly Maine adventures. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now!

Long Trail Blackbeary Wheat



Back from hibernation for another season of spring and summer sipping, Blackbeary Wheat is Long Trail's classic American wheat ale brewed with a whole bunch of blackberries to impart a pie-on-the-windowsill sweetness. **ABV:** 4.2% **Packages:** 12oz. cans, draft and now 12 oz. bottles! **Availability:** Now!

Long Trail Survival Pack

The perfect survival pack for those spring & summer days! Contains, **Long Trail Ale, (new) Riverside Lager, VT IPA & Blackbeary Wheat.** **Package:** 12 oz. bottles only **Availability:** Now!



Harpoon Summer Vacation Mix Pack

Whether you're throwing bags on the beach, taking in the views on a hike, or headed to the BBQ, Summer Vacation has something for everyone. This pack features, **Harpoon IPA, Day Drifter IPA, Summer Style,** and the return of the beloved **Camp Wannamango** as a mix pack exclusive. **Packages:** 12oz. cans only **Availability:** Now!



Harpoon Summer Style



Back with a beachy keen look for '26 to celebrate the love of beer, sunny days, and a hoptimistic life with this clean, crisp blonde Ale. **ABV:** 5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

Wachusett Summer Ale

There's nothing quite like dropping your tailgate and pulling out your trusty cooler full of chilled snacks for your friends. And with Wachusett's new Wachusett Summer Ale stacked deep, everyone will have smiles on their faces as they crack into the perfect summer blonde ale crusher. **Package:** 12 oz. cans only **ABV:** 5% **Availability:** Now!



Wachusett Summer Mix Pack

Catch a good time with Wachusett Summer Mix Pack! All the fun you need this summer with **Blueberry Ale, Summer Ale, (new) Country Lemonade & Blood Orange Ale.** **Package:** 12 oz. cans only **Availability:** Now!



Greater Good BIGG SUMMER

BIGG SUMMER is a New England India Pale Ale best paired with sandy toes, or campfires by the lake. The Galaxy and Sabro hops provide clean citrus, coconut, and stone fruit aromas matched perfectly with bountiful amounts of fresh pineapple and citrus. This juice-bomb is the perfect summer sipper! **ABV:** 8% **Packages:** 16 oz. cans and draft **Availability:** Now!



Smuttynose Summer Ale

An easy to drink, 5% blonde ale that hits just right with light citrus notes and a thirst-quenching finish. Take some along for your next day at the lake and Smuttynose is pretty sure it will help you lock in the memory as one of your Finest Times! **Packages:** 12 oz. cans, 16 oz. cans and draft **ABV:** 5% **Availability:** Now!



Smuttynose Finest Times Variety Pack

The latest rendition of Smuttynose's Finest Times Variety Pack includes newest release, **Cold Shoals** light lager, along with Smuttynose staples- **Finestkind IPA, Old Brown Dog & Whole Lotta Haze.** **Package:** 12 oz. cans only **Availability:** Now!



Notch French Disko

Inspired by French Pils from the Alsace region of France. French Disko is made with French pils malt, hopped with French Strisselspalt, open-fermented, spunded, and lagered forever. One sip, and you'll understand why 60% of beer consumed in France is brewed in Alsace.

ABV: 4.5% **Packages:** 16 oz. cans and draft **Availability:** Now!



Notch German Afternoons

German Afternoons was inspired by the hoppy Pils of Northern Germany. Instead of the mineral-rich water typically found in these Pils, Notch brewed it with their soft water along with their favorite German hop – Spalt Select. A single decoction and the Bavarian heritage malt Barke, provide a beautiful platform for aggressive Noble hopping. This makes German Afternoons a crisp and dry Pils with lingering bitterness alongside moderate and pronounced noble European hop aroma and flavor. **ABV:** 4.5%

Packages: 16 oz. cans and draft **Availability:** May



Notch Who Loves the Sun

Rounded and smooth, the blonde ale is an American classic known for its simplicity. Who Loves The Sun is a light, refreshing blonde ale with a mélange of kiwi fruit, fresh strawberries, and citrus flavors. Fermented cold with Kölsch yeast, conditioned cold for multiple weeks, and dry hopped with Styrian Dragon hops. A crisp beer, perfect for the beginnings of summer and beyond.

ABV: 4.5% **Packages:** 16 oz. cans and draft **Availability:** May



Castle Island Bo' Shine

Bo' Shine is built for drinkability and priced to move. This Czech-style pilsner is crisp, clean, and refreshingly hoppy. GOLD MEDAL WINNER at the Great American Beer Festival. Light, flavorful, and endlessly crushable – Bo' Shine is the genuine pils you keep coming back to.

ABV: 4.9% **Packages:** 16 oz. cans and draft **Availability:** Now!



Under Your Own Influence: Tomorrow's Favorite Beer

In New England, summer doesn't ease in – it explodes. From early tee times and beach runs to lake days and backyard barbecues, your customers are doing the most – and still reaching for a cold one at the end of it.

But more of them are choosing beer that works with their lives, not against it.

They want to coach the 8 a.m. game without regret. Be sharp at the starting line. Enjoy the ritual of cracking a can without sacrificing tomorrow. That's why non-alcoholic beer isn't an afterthought anymore – it's part of the main lineup.

U.S. NA beer volume grew roughly 23% in 2024, continuing multi-year double-digit gains even as overall beer declined. Active, sport-engaged consumers are leading the shift – the same people filling coolers for tournaments, tailgates, and long weekends.

For retailers and operators, that's instructive.

Featuring a bold NA option like KIT alongside summer sets and sporting occasions isn't about replacing anything – it's about expanding the moment. When NA is visible and merchandised with confidence, it moves.

KIT was brewed for the long haul – the hike, the half-marathon, the doubleheader, the dockside sunset. Not a compromise. A tool in the toolkit. A way to stay social, stay present, and stay sharp.

We call it tomorrow's favorite beer – the one you're glad you chose when the sun comes up and the schedule starts again.

Summer should feel epic, not exhausting.

Help your customers chase it clear-headed, fully present, and Under Their Own Influence.



510 Hall Street
Bow, NH 03304-3105



BASEBALL
JUST GOT
BETTER



THE OFFICIAL
BEER OF THE



**2026 RED SOX
SCHEDULE**

MARCH/APRIL

MON	TUE	WED	THUR	FRI	SAT	SUN
CIN	HOU	HOU	HOU	CIN	SD	CIN
SD	MIL	MIL	MIL	STL	STL	
STL	MIN	MIN	MIN	DET	DET	
DET	DET	NYY	NYY	NYY	BAL	BAL
BAL	TOR	TOR	TOR			

MAY

MON	TUE	WED	THUR	FRI	SAT	SUN
HOU	DET	DET	DET	TB	TB	
TB	PHI	PHI	PHI	ATL	ATL	
ATL	KC	KC	KC	MIN	MIN	
MIN	ATL	ATL	ATL	CLE	CLE	
CLE						

JUNE

MON	TUE	WED	THUR	FRI	SAT	SUN
NYY	TB	TB	TB	TEX	TEX	
TEX	TOR	TOR	TOR	SEA	SEA	
SEA	COL	COL	COL	NYY	NYY	NYY
NYY	WSH	WSH				

JULY

MON	TUE	WED	THUR	FRI	SAT	SUN
LAA	CWS	CWS	CWS	NYM	NYM	
NYM	ADD			TB	TB	
TB	BAL	BAL	BAL	TOR	TOR	
TOR	ATH	ATH	ATH	ATH	LAD	

AUGUST

MON	TUE	WED	THUR	FRI	SAT	SUN
LAD	CWS	CWS	CWS	ATH	ATH	
ATH	TOR	TOR	TOR	PIT	PIT	
PIT	AZ	AZ	AZ	SF	SF	
SF	MIA	MIA	MIA	NYY	NYY	
NYY	SEA					

SEPTEMBER

MON	TUE	WED	THUR	FRI	SAT	SUN
BAL	LAA	LAA	LAA	KC	KC	
KC	TEX	TEX	TEX	TB	TB	
TB	CLE	CLE	CLE	CHC	CHC	

■ = HOME GAMES ■ = AWAY GAMES

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