

# HEADY TIMES

**MODELO ORO**  
THE NEW GOLD STANDARD  
IN LIGHT BEER

**ZERO  
SUGAR**  
THE WELLNESS  
SWEET SPOT

**BURKE DISTRIBUTING**  
Spring 2023 | V.22

IT'S TIME TO GET  
SERIOUS ABOUT  
**SOCIAL MEDIA**

**GOLD  
STANDARD  
LIGHT BEER**

**90** | **3g**  
CALC | CARBS



**A Burke Distributing Publication**

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The mild winter we just had isn't making springtime in Boston any less sweet. This is the season where our city awakens and comes back to life, bringing us the first pitch at Fenway, the marathoner who makes it up Heartbreak Hill to cross the finish line, college graduates and their proud families, and a huge influx of tourists who flock here to appreciate our city's history, culture, and beauty. Not only is it a great time to be a Bostonian, but it's also a great time to be in the beer business, especially with our portfolio of brands (and our sports teams – go Bruins and Celtics!). In this issue of Heady Times, we're highlighting some of the new packages and innovations that we expect to be hits this spring and beyond.

Enjoy all the exciting new products and seasonals we have on offer. From our family to yours, happy spring and onwards to summer!

Constellation continues to be on fire, helmed by top brands Corona and Modelo. This issue's cover story features Modelo Oro, a new light beer that can be considered a new gold standard in the category. Modelo is a brand that's been on a meteoric rise, so much so that they're poised to be the number one beer brand nationwide. Given the care Constellation takes in deliberately and slowly growing their innovation, we expect Modelo Oro to secure its place within this top-notch family of brands for the long haul.

Our FMB portfolio is enjoying a resurgence, led in part by new sugar-free line extensions from brands such as Mike's 0, Twisted Tea Light, Cayman Jack 0, and Crook & Marker. Health-conscious consumers who are looking for full flavor but without all the sugar and calories are returning to this category to try these new, "better for you" FMBs, as explored in our feature article, **Zero Sugar Beverages Hit the Wellness "Sweet Spot"**.

We'd also like to welcome two new additions to our local craft portfolio. Aeronaut Brewing out of Somerville has been in business since 2014 and quickly established themselves

as one of the most innovative and creative operations in the region. We're so excited to help build distribution of the award-winning beers from this beloved local brewery. Another newcomer is New Hampshire's Northwoods Brewery. Burke now represents craft breweries from every New England state with our partnership with this family-run business that brews classic styles celebrating their love of the great outdoors.

Enjoy this issue of Heady Times and all the exciting new products and seasonals we have on offer. From our family to yours, happy spring and onwards to summer!



Heady Times is published four times a year, courtesy of Burke Distributing Corporation.

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Sláinte!

Bill

# On The Job With...



Talia Zamanian

## Talia Zamanian *Inside Sales Representative*

Talia Zamanian has been the backbone of our Inside Sales team for nearly eight years. This two-person powerhouse segment of the Sales department covers a diverse selection of over 1,000 accounts.

**How did you get started in the industry?** Before Burke, I worked in restaurant management at Legal Seafoods where I helped facilitate front of house training for the entire service staff at Legal's six store complex at Logan Airport.

**What is your favorite part of the job?** I really do love working with people. I enjoy B2B sales and getting to know the small business owners and bar and restaurant managers who take care of ordering. I also love to travel so it's great that there are sometimes opportunities to win trips. Through winning incentives here I've been to Vegas a few times and that is always a fantastic experience!

## Juan Martinez *Warehouseman*

Juan Martinez is a longtime Burke employee who currently works the warehouse second shift.

**How long have you been with Burke?** I started part-time back in 1992 when the company was still in Avon. I came on full-time when we moved to Randolph but left after a few years because I moved out of state. When I came back to the area in 2008, I started back here full-time and I've been here ever since.

**What does your current job entail?** For the past few years I've been working the second shift over with Arthur. That goes from 10-6:30 and it's usually stripping trucks, cleaning them out, and getting them ready for the third shift.

**What do you like to do in your spare time?** I love to spend time with my

**What do you like to do in your spare time?** I enjoy going out to eat at different restaurants with my boyfriend and I also love to catch some live music. During the summer it's big beach vibes for me for sure.

**What's your favorite Burke product?** It's incredibly hard to pick a favorite because we work with so many great brands. I literally can't answer this, there are too many contenders. Next question!

**What are some things on your bucket list?** My dad is from Iran and I've never been, so I would like to visit there. Two bands I've never seen live are the Foo Fighters and Fleetwood Mac, so that's on the list. I'd also really like to see the Aurora Borealis someday.

**How cool would it be if you could see a Foo-Mac supergroup in Tehran during the Aurora Borealis?** I don't think that's possible for so many reasons, but sure!

wife. When I worked overnights on the third shift, I'd only see her on Friday and Saturday so now it's nice to be home with her at night. I also play a lot of Call of Duty! I've been a gamer since I was young.

**What's your favorite part of working here?** That I get to work with my friends. They're not even friends – they're my brothers, all of them. We're Teamsters, you know how it is. Local 653 is like a family and this is my second home. I could be having a bad day and I pull up to the parking lot and I'm like, "I get to see my buddies!" I've known some of these guys since I first started. Also, let it be known that Arthur Dacey is the best manager.

**Aww, I love Arthur.** Everybody does, he's the best.



Juan Martinez

# Modelo Oro

The new GOLD standard in light beer proves that “Less can be More.”

As the entire category continues to premiumize, we [saw] an opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We’re really proud of this liquid.))

— GREG GALLAGHER,  
Vice President of Brand  
Marketing for Modelo

**PERFECTLY  
BALANCED,  
CRISP +  
CLEAN.**

**PERFECTAMENTE  
EQUILIBRADA,  
FRESCA Y PURA.**

**Modelo Oro**  
CERVEZA  
GOLD STANDARD LIGHT BEER

**Drink responsibly.** Modelo® Oro Light Beer. Imported by Crown Imports, Chicago, IL. Per 12 fl. oz. serving average analysis: Calories: 90, Carbohydrates: 3.0 grams, Protein: 0.6 grams, Fat: 0.0 grams.

**Beba de manera responsable.** Modelo® Oro Light Beer. Importada por Crown Imports, Chicago, IL. Análisis por porción de 12 fl oz: 90 calorías, 3.0 gramos de carbohidratos, 0.6 gramos de proteínas, 0.0 gramos de grasas.

Modelo Oro harnesses the power of the Modelo family to expand the reach of the brand, appealing to high-end light beer drinkers, both in the general market and the Latino community.

A superb liquid with only 90 calories and 3 grams of carbs, this innovative beer inspired by the great taste and “Fighting Spirit” of Modelo Especial, is made for all the light beer drinkers who refuse to compromise on flavor.

When asked why he thinks **Modelo Oro** will be a big hit, Brand Manager Mauricio Ramirez got right to the point. “Liquid to lips. Great taste always wins,” he said without hesitation. “In our three test markets, Charlotte, Fresno and Houston, the velocity of sales and repeat purchases exceeded our expectations. Of course, we wanted to know why it performed so well. As I said, liquid to lips. A full 95% of consumers surveyed (the sampling included Hispanic and general market drinkers) gave it 4 out of 5 stars for taste. And retailers will be happy to know that

they were willing to pay more for this high-quality, light beer experience.”

The light beer segment is a huge part of the beer category, and many light beer drinkers want more *character* from their beer, not just fewer calories. “The key consumer demographics for Oro are general market men and Hispanics who are dissatisfied with mainstream lights,” said Constellation president Bill Newlands at the company’s most recent convention. “So, there is a differentiated opportunity amongst those brands because Oro stands out from the crowd with a name that communicates not only the color of the beer, but also the quality and Modelo’s authentic Mexican roots.”

Greg Gallagher, Vice President of Brand Marketing for Modelo agrees with Newlands and says, “As the entire category continues to premiumize, we saw an

opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid. Across the board, consumers love the taste of Oro so they don't mind spending a little more money. And cannibalization doesn't seem to be an issue. Sales are a remarkable 2/3's incremental to Especial for both Hispanic and general market consumers."

## Casa Modelo — Brands Worth Their Weight in Gold

Constellation prefers to let their brands grow slow and strong with a focus on core brands and deliberate innovation rather than introducing new offshoots willy-nilly. Their top-notch portfolio of brands delivers efficient SKUs that grow volume and profits at retail. Consistently growing year after year, beers like **Modelo Especial** and **Negra Modelo** are bright spots in the category. Their portfolio has something for every consumer – from c-store darling **Modelo Chelada**, to golf course regular **Corona Premier**, to Gen Z-favorite **Pacifico**. This is not a company that chases any old trend; rather, they wait for something that's right



Modelo Especial and Modelo Negra may have been inspired by German and Austrian beer styles, but they're uniquely Mexican, and have been brewed there for nearly 100 years.

in their wheelhouse – like premium, BFY light beers – and hit it out of the park. We think you'll agree that they've done just that with Modelo Oro, Modelo's first major innovation since Modelo Chelada.

"We built an extremely strong foundation beginning with our core Hispanic consumer, who are critically important to our business," Gallagher says. He went on to say that the Modelo will never stop focusing on these consumers, but he also knows that beyond this demographic, there remains tremendous opportunity for Modelo brands. He went on to explain that swaths of consumers aren't familiar with **Modelo Especial**, despite current sales numbers. **This beer is poised to be the country's number one brand measured by sales.** Constellation aims to bring new consumers into the fold via continued marketing investment and thoughtful innovation with products like the much-anticipated **Modelo Oro**.



**BREWED FOR THOSE WITH A FIGHTING SPIRIT**

Modelo has the largest share of voice in national media and the company plans to increase its spend by +15% in 2023, with a heavy emphasis on live sports, which accounts for 75% of its TV spend. Almost 45% of that is invested in NFL and NCAA football. As the media landscape continues to fragment, Modelo's investment in digital/social ads is nearly double what it was two years ago.

Modelo Especial has earned fans across demographics and is a perennial winner on draught in any setting.



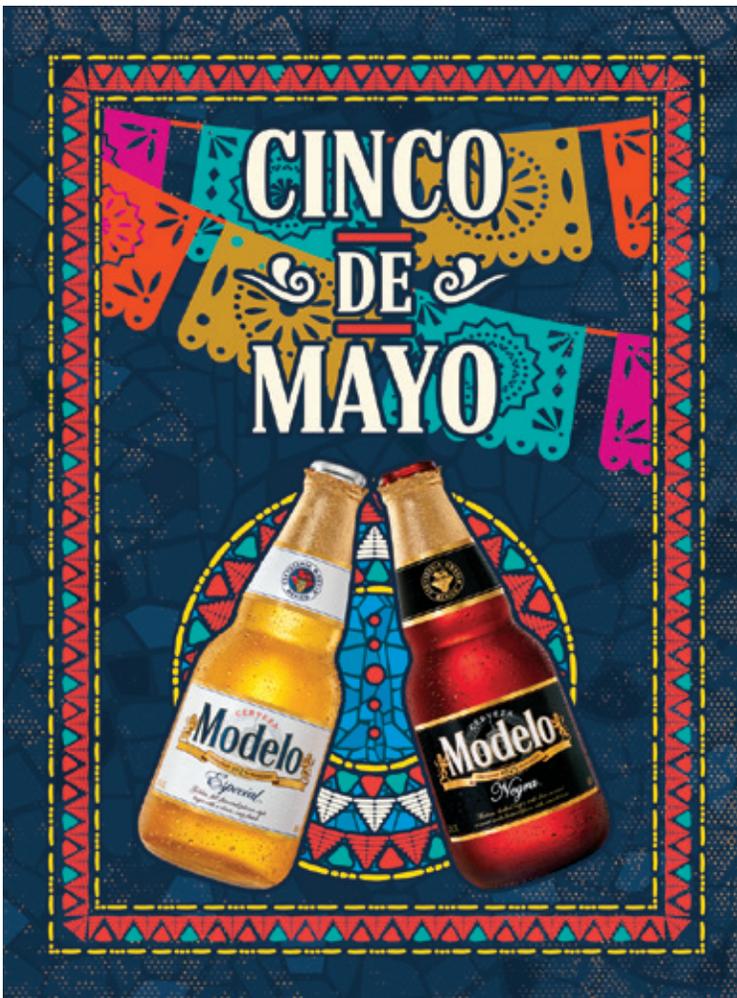
## Golden Opportunities, World-Class Marketing and Cinco de Mayo

There is no doubt that Oro will introduce Modelo brands to an even wider audience, from high-end light beer drinkers to Especial fans looking to mix in some moderation. To drive awareness, Oro's national roll-out is supported with a marketing investment of nearly \$30MM, which includes \$18MM for national TV and digital media that runs through Labor Day weekend. The launch includes sampling programs in the on- and off-premise to drive trial of this amazing liquid.

And we know you're wondering... just what does Modelo have planned for Cinco de Mayo? Well, they're playing that one close to the vest – but expect a celebration steeped in authenticity.

"Without giving away too much, we are once again bringing back our Modelo Mercado and encouraging consumers to 'Cinco Auténtico,'" says Gallagher. "We're honoring our heritage by working with local Mexican American artisans across the country to highlight items that consumers can bring to their Cinco festivities."

It takes more than luck to strike gold in this business, but Constellation has put in the work and is reaping the rewards – and so can you.



Modelo will encourage consumers to "Cinco Auténtico" again in 2023 with a suite of colorful POS that brings to mind traditional Mexican celebrations.



## Spotlight on Modelo Chelada

The Modelo brand family's success is due in large part to remaining true to their heritage. One facet of that is creating authentic brand extensions that bring new drinkers into the Modelo family, like Modelo Chelada. This RTD play on the Mexican michelada cocktail is tasty, refreshing and versatile, with a variety of flavors to suit any taste.

**1960s** The **michelada**, a Mexican beer cocktail, is invented. Though the original cocktail featured only beer, lime, salt and ice, over time, regional variations developed, often including ingredients such as Tajin, Worcestershire sauce, chamoy, serrano peppers or clamato.

**2013** Modelo develops and test markets **Modelo Chelada**, an imported, beer-based and flavor-packed extension of the Modelo brand family. Featuring traditional beer mixed with tomato, this 24 oz. RTD quickly found a home in c-store cooler doors.

**2014** Modelo Chelada launches nationally, appealing to consumers that may not have previously drunk Modelo Especial, or even beer at all.

**2017** Chelada's first flavor extension, **Tamarindo Picante**, launches, helping to drive strong increases in volume and distribution.

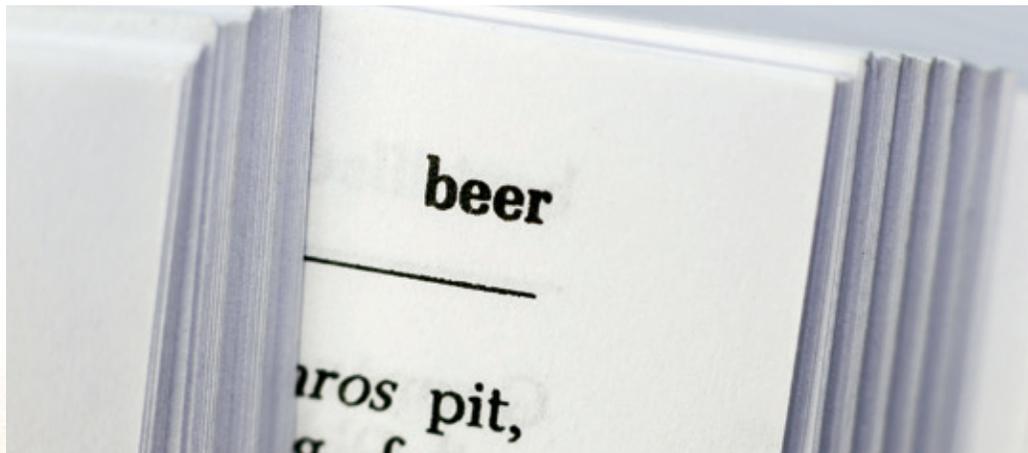
**2018-2022** Tapping into the proven success of Chelada, Modelo introduces both new flavors and a new package, including fan-favorite **Limón y Sal**, **Piña Picante** and the **Modelo Chelada Variety Pack**, as well as 12 oz. cans for a few popular flavors and the variety pack.

**Present** Modelo Chelada continues to delight drinkers and expand to new audiences with the release of **Sandía Picante**, featuring refreshing watermelon and a dash of chile pepper and lime.

# Your Beverage Vocabulary Needs an Update

No, there won't be a quiz, but as the way we talk about beverage alcohol changes, it's important to know new terms that have made their way into the industry's lexicon.

Language is always changing. Need proof? Just look at the 300 new words and phrases Merriam-Webster recently recognized as part of the English language – deadass, noob, TBH, the list goes on! While some of these phrases might be more useful than others (What the heck is a petfluencer?? Relax. We tell you later!), it's important for beverage professionals to keep up with industry terminology. So today we're here to separate the slang from the science, and give you the rundown on some new terms every retailer should be fluent in now.



## Adaptogenic Ingredients

/ə, dæptəˈdʒenɪk ɪn ˈgrɛdɛənt/ (noun) Herbs, plants and mushrooms that help bodies respond to anxiety and stress. A new class of booze-free, alcohol alternatives contain these botanicals.

## Damp Drinking

/damp ˈdriŋkiŋ/ (noun) Taking a mindful approach to reduced alcohol consumption without giving it up altogether. Sometimes called moderation.

## Day Drinking

/dā ˈdriŋkiŋ/ (noun) A song by the Grammy-winning country band Little Big Town, but *also* the favorite pastime of cracking open an alcoholic beverage at barbecues, tailgates and other daytime hurrahs.

## Functional Beverage

/fuhŋk-shuh-nl bev-rij/ (noun) A new trend in bev alcohol. A product made with ingredients that may produce a healthy benefit.

## Generation Alpha

/jenəˈrāSH(ə)n ˈalfə/ (noun) The demographic that will succeed Gen Z. Generation Alpha may not have attained legal drinking age just yet, but in a few short years, they will be your new customers.

## Gluten-free v. Gluten-removed

/glooŋ frē glooŋ rəˈmoovd/ (adjective) Gluten-free beverages are made with ingredients that never contained gluten, from start to finish. Gluten-removed beverages are made with gluten-containing ingredients, but undergo a process that reduces or eliminates it, making the final product safer for those with gluten intolerance to drink.

**Hangxiety** /haŋg zīədē/ (noun) When a bad hangover goes beyond a headache and causes stress hormones to spike resulting in a foggy-headed anxiousness we'd all like to avoid.

## Hazeboi

/'hāzē boi/ (noun) A passionate beer fan – often seen in a backwards hat, waiting in line outside an obscure craft brewery – who exclusively buys and geeks out about New England IPAs.

## Omnibibulous

/omni- + bibulous/ (adjective) Someone who drinks a little bit of everything. Love beer? A sparkling hop water? Even a hard kombucha? Sounds like you're omnibibulous!

## Sober Curious

/soh-ber kyoor-ee-uhs/ (adjective) A person who is more aware of how much booze they consume in order to develop a “healthier” relationship with alcohol. A lifestyle that encourages sobriety but still welcomes people who aren't ready, or willing, to give up their favorite alcoholic beverages completely.

## Extra Credit: Mystery Definitions Revealed

There's much more slang to know than just these beverage alcohol-specific phrases. You might hear these extra credit words in your establishment.

### Adorbs

/əˈdɔrbz/ (adjective) Shorthand for adorable.

**Deadass** /ded-as/ (adverb) New York slang from the 90s meaning completely or seriously.

**Noob** /noob/ (noun) A video game term for someone who is inexperienced.

**Petfluencer** /pet flooənsər/ (noun) Online influencers who use their pets to gain attention on social media.



Here we have a hazeboi in his natural habitat. Regularly found in long lines outside obscure breweries, hazeboi is a playful nickname for anyone who goes crazy for NEIPAs.

# Yuengling

It's not every day that you see a 6<sup>th</sup> generation company that is still 100% American-owned and family-operated. As America's Oldest Brewery, the current generation of ownership at Yuengling takes great pride in this and works hard to keep the business independent and strong for future generations. Their story began in 1829, when David G. Yuengling immigrated from Germany to Pennsylvania. At that time, he first named the brewery the Eagle Brewery and debuted the eagle and barrel icon on the labels. In 1873, the brewery name changed to what we know it by today – D.G. Yuengling & Son, Inc. after David's son, Frederick, joined his father as a partner and the 2<sup>nd</sup> Generation in the family business.

Throughout Yuengling's rich brand history, they've made it through hard times like the Great Depression, two World Wars, and Prohibition through perseverance, determination, and making quality beers. Their history has shaped their business, and they're proud to share their story with fans by offering opportunities to experience the historic brewery in Pottsville, PA. Visitors can explore the famous hand-dug caves that were used for beer fermentation before refrigeration and the iconic brew house with its breathtaking stained-glass ceiling. Fans can also taste freshly tapped beers in the in the tasting room. The gift shop, located in the former dairy building, is a business that was launched to help the company make it through Prohibition. Wendy Yuengling and her sisters, Yuengling's 6<sup>th</sup> generation, work side by side with the 5<sup>th</sup> Generation, their father Dick. They are constantly seeking out opportunities to provide premium drinking experiences for fans, engage with customers, and take on any challenges as an opportunity to grow and to push forward.

While many people know Yuengling for their classic, German-style Yuengling Traditional Lager, Yuengling takes great pride in making a beer for every taste, and every occasion. In addition to producing quality core brands like Lager, Light Lager, Black & Tan, and Golden Pilsner



**Sisters Sheryl, Jenn Debbie & Wendy Yuengling, representing Yuengling's 6<sup>th</sup> generation of family ownership**

that consumers have come to know and love, they're constantly taking feedback from fans to create new, innovative beers and packaging that cater to different lifestyles and preferences. With FLIGHT by Yuengling, for instance, they saw a growing desire amongst health-conscious consumers for a beer with lower carbs and calories that still delivers great taste. They saw a chance to deliver their own interpretation of an upscale light beer, one that is a step up from the competition at only 95 calories and 2.6 grams of carbs. They're also bringing out new package types that match more consumer occasions and are excited to introduce an 18-pack 12 oz. can of Yuengling Traditional Lager to Massachusetts drinkers in April!

The folks at Yuengling are strong believers in bringing people together to make a positive impact in their communities. They look to identify ways to give back, especially in times of need. The military and first responders have always been a community with which Yuengling has a connection with and has supported on national and local levels for many years. They are thankful and proud of the brave and dedicated men and women who have made tremendous sacrifices to protect our country's freedom and independence. Every May, Yuengling strives to honor and show appreciation to these American heroes through their Stars & Stripes program. To maximize impact, they work side-by-side with outstanding organizations who share the same

commitment and advance programs that benefit military members, veterans, and their families. Through forging charitable partnerships with the Massachusetts Veterans of Foreign Wars (VFW) Team Red, White, and Blue (Team RWB), Tragedy Assistance Program For Survivors (TAPS), and others, Yuengling, along with their fans, has proudly donated money to support our U.S. military and veteran members.

Yuengling is also committed to supporting opportunities for education and development within the brewing industry. While they are a family-owned business first and foremost, Wendy and her sisters offer a unique perspective as four women working alongside their father to lead America's Oldest Brewery. They understand the role education can play in creating opportunities for female brewers. That is why they created the Diversity in Brewing Scholarship program in partnership with both the University of South Florida St. Petersburg (USFSP) Brewing Arts program and Pink Boots Society. Through these scholarships, they aim to cultivate a more inclusive brewing community and promote opportunities for growth in the beer industry.

Yuengling's history, dedicated employees, partners, and loyal fans are all part of their success as America's Oldest Brewery for 194 years and counting. Whichever way the industry goes in the future, Yuengling will continue to deliver quality products to delight their fans.

# Nikki Liston

**How long have you worked for Boston Beer and what is your position?** I've been with Boston Beer for five years and I'm the District Manager for Boston.

**How did you get started in the beer business?** I started bartending at Hurricanes by the Garden with the goal of eventually getting into the beer industry. I'm very happy to say that it all worked out!

**What is your favorite part of the job?** I love that I get to meet new people all the time. I enjoy working closely with my team and everyone at Burke. I've been lucky enough to spend my entire career with Boston Beer working in Burke's Market, so I've worked closely with people from every level throughout the organization from the Sales Reps to our Brand Manager, Paul Daly, and the Director of Marketing, Steve Shaughnessy. I can honestly say that everyone has their brands' and accounts' best interests in mind. ONE TEAM ONE DREAM.

**Can you tell me about your team and your roles in the market?** In total there are eleven people focused on our market and on a daily basis we have eight Boston Beer reps selling in new distribution in the off and on-premise, gaining features, and booking promotions and samplings to help support accounts. I directly manage a team of four sales reps who cover accounts in the city, while our Market Team Lead Meg manages a team of four sales reps as well focusing on the suburbs. We both report to Region Manager Elli Shepherd.

**Can you tell us about any new innovations to look forward to?** I'm a Truly girl all day, so I'm excited for anything Truly. I've been loving the new Truly Vodka Soda and I'm really looking forward to the new flavors coming out in May, especially the Vodka Soda Blueberry. We also recently released Sam Adams Boston Lager Remastered and the response so far has been great. We tweaked the brewing process a little and the result is the Boston Lager we all know and love but a little brighter and easier-drinking.



Nikki Liston, District Manager for Boston Beer

**What advice would you give to someone just starting out in the industry?** Meet as many people in the business as you can and make solid connections with them. Follow through on any commitments you make, that's an important one. If the going gets tough, remember that all the hard work will pay off. And of course, don't forget to have fun!

**What do you like to do when you're not working?** I'm a huge Boston sports fan and the Patriots are definitely my favorite. When I'm not working you can typically find me at a game with a Truly in hand!

**Do you have a favorite memory or experience working with Sam?** I started with Boston Beer right after we began their partnership with the Boston Red Sox. It's been amazing to be able to cheer for this iconic Boston team from the Sam Deck at Fenway.

**If you could sit down and have a drink with an historical figure, who is it and what Boston Beer selection are you drinking?** Is it too soon to consider Tom Brady a historical figure? If so, it would of course have to be Sam Adams and it would only be right to drink a Samuel Adams Boston Lager Remastered with him.

# Zero Sugar Beverages Hit the Wellness “Sweet Spot”

Consumers can't get enough of these fun, flavorful RTDs when they want to enjoy a cocktail, and feel like they're doing something good for their body. Diets are out. Wellness is in.

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced.

Consumers are serious about removing unwanted sugar from their diets. And that's where Phil Rosse, President of Mark Anthony Brands, sees growth opportunities for innovative beverage companies like his. "A staggering 94% of all consumers have reduced their sugar intake," he said at a recent gathering of beverage industry professionals. "Zero sugar FMBs – like our **Cayman Jack Zero Sugar Margarita** – have high sales potential. It taps into consumer desire for a flavorful, premium beverage experience – but one that's not detrimental to their health," Rosse explained.

Of course, sugar-free products are nothing new – diet sodas, many of which have been rebranded as zero sugar sodas – have been available for decades. Sugar-free energy drinks have been selling well for years. In fact, sugar-free versions account for 40% of sales in the energy drink category.

"Sugar-free options are not new. What is new is the degree to which great swaths of the population are committed to reducing beverage-based sugar consumption," says Steve Shaughnessy, Director of Marketing for Burke Distributing. Shaughnessy added that the volume of independent data supporting his claim keeps rolling in. "The company GlobalData Research Group recently discovered that two-thirds of all millennials think about their health *before* purchasing an alcoholic beverage. And another data tracking firm, Insights, reported that 54% of Baby Boomers are buying more reduced sugar products to be healthier."

## No Tastebuds Left Behind

Based on these findings, it's not surprising that more players in the beverage alcohol space (like **Smirnoff Ice** and **Crook & Marker**, just to name a couple) have developed their own successful sugar-free options. And thanks to advancements in sweetener technology, these products



This zero sugar variety 8-pack from Crook & Marker includes these flavors: **Strawberry Hibiscus Margarita, Classic Lime Margarita, Blackberry Lime Mojito and Pina Colada.**

deliver all the flavor drinkers want *without* the “artificial” taste they don't.

This spring, Smirnoff has added more products to its sugar-free lineup including a **sugar-free edition of their popular FMB seasonal, Red, White & Berry.**

And the new **Smirnoff Ice Zero Sugar Variety Pack** features four iconic flavors, Original, Raspberry, Red, White & Berry and Pink Lemonade. The brand also designed colorful, new packaging for Smirnoff Ice Zero Sugar products, including the iconic **Smirnoff Ice Zero Sugar Original.**



New Smirnoff Ice Zero Sugar Red, White & Berry is infused with cherry, citrus and blue raspberry flavors for a delicious and mindful choice that'll be a hit all summer long.

An innovative, proprietary blend of plant-based sweeteners that's virtually identical to the great taste of his company's original **Mike's Hard Lemonade** is how Phil Rosse

describes **Mike's Hard Lemonade Zero Sugar**. "Matching the taste of the original was our highest priority. We worked for years to get the recipe just right and we nailed it. Mike's Hard Lemonade Zero Sugar is just as tasty and its ABV is only 4.8%. That explains the impressive purchase intent numbers we have; 85% by FMB drinkers, and 92% by better-for-you FMB consumers."



Mike's Hard Lemonade Zero Sugar uses a proprietary blend of plant-based sweeteners for all the taste of Mike's Hard Lemonade with none of the sugar.

Mark Anthony Brands' other successful FMB brand, **Cayman Jack**, also has a new sugar-free product launching this spring. As you would expect, **Cayman Jack Margarita Zero Sugar** delivers all the classic Margarita flavor the RTD company is known for in the convenient packages customers prefer, while cutting sugar and calories.



New Cayman Jack Zero Sugar exemplifies two huge trends in beverage alcohol: cocktail-inspired FMBs and zero sugar.

## Zero Sugar Equals More Sales

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced. And considering that sugar-free beverages already command a huge (and growing) share in soda and energy drink categories, zero sugar FMBs could bring new customers to the beer category. "Less sugar is the top reason lapsed FMB drinkers would drink FMBs again," says Mark Anthony's Rosse. And because these products are generally less sweet with fewer calories, we think Rosse's prediction might come true. We see "high sales possibilities" in your zero-sugar future, and you should, too.

Less sugar is the top reason lapsed FMB drinkers would drink FMBs again. ))

— PHIL ROSSE  
President of  
Mark Anthony Brands

## Beyond Beer Goes All in with Sugar-Free Options

One of the biggest trends in beverage alcohol is about to get bigger. These sugar-free, BFY products pack all the flavor today's consumers demand minus the sugar they have sworn off.

### MIKE'S HARD LEMONADE ZERO SUGAR

Mike's Hard Lemonade's newest line extension is sugar-free, 100 calories per 12 oz. serving and packed with flavor.



### CAYMAN JACK MARGARITA ZERO SUGAR

This RTD FMB is styled after a classic margarita, proudly crafted with all the taste drinkers expect, but with zero sugar and only 100 calories.



### SMIRNOFF ICE ZERO SUGAR ORIGINAL

Debuting in May, the newly redesigned Smirnoff Ice Zero Sugar Original pool-inspired packaging is almost as refreshing to look at as it is to drink.



### TWISTED TEA LIGHT

This refreshing hard tea features fewer calories and nearly 75% less sugar than Twisted Tea Original.



# Copeland Package

Dennis Carson owns Copeland Package in West Quincy, a neighborhood liquor store started by his grandfather back in 1958. Dennis took over the business decades ago after his father passed away and now runs it with his son, John, bringing the store into its fourth generation of family operation.



Right to left: Copeland Package owner Dennis Carson, his son, manager John Carson, and staff member Renée

## Heady Times (HT): When did you both start working in the family business?

**Dennis Carson (DC):** My grandfather owned the store and operated it for many years, but then he got very sick. He called me and my father and my brother down and said he needed us to run things and make sure my grandmother was taken care of. I was under 18 so I wasn't legally able to serve alcohol, but I'd always be here helping out and keeping an eye on things with my father and brother. My first "official" day of work was my 18<sup>th</sup> birthday when I finally got behind the counter to do what I had to do.

**John Carson (JC):** I was around 12 years old when I started helping out at the laundromat next door that we owned, then eventually I came over to the store. I loved being here and meeting all the neighborhood characters. You didn't need to twist my arm to hang out here! I was in and out over the years then got involved full-time in 2016.

## HT: How has the business changed over the years?

**DC:** We used to only occupy only one of the four bays in the building. After my father passed away, we expanded into the storefront next door and put in a walk-in cooler. Then the guy who owned

the laundromat next to us wanted to sell his business, so we bought him out. We kept it as a laundromat for a few years, but it was nickels and dimes and a pain in the neck working on those machines. I needed more room for the liquor store because there were new products coming out every day and at that point we had upgraded to a full license. I did that renovation myself and a few years later we expanded into the last storefront and now we take up the whole building.

## HT: What's your clientele like?

**JC:** It's an interesting dynamic here; we get all walks of life from the shirt and tie crowd to the guys who swing an axe all day, there are so many different personalities. Our family has been in West Quincy running this business for so long that we know our customers and their families, where they live, what they do for a living. It's special and I don't think there are a lot of businesses like that anymore.

## HT: What's selling well for you right now?

**JC:** Lately we've seen a big push in imports like Corona, Modelo, Guinness, and Peroni. That's caused me to bring in more packages from those brands like loose cases and 7-ounce bottles. We

might not always be able to get it in the cooler right away, but if we don't have the exact package the customer wants, there are plenty of other stores to go to and they'll find it somewhere else.

## HT: How do you decide what new items to bring in?

**JC:** There's so much out there and you can't bring in everything, but I pay attention to trends, what's going out the door, and what people are talking about. Our Burke rep, Tanya, is also great at keeping us up to date on new items and gives us her honest opinion of what will work in our store.

## HT: What's your secret to success?

**DC:** It's important to have good people working alongside with you. There are 13 people who work here, including my lifelong friend Tommy who has been here for 36 years. Even if they're part time, everybody here knows what needs to be done and works to make the store somewhere they would want to shop. Organization and cleanliness are very important – the drivers always tell us our basement is the most organized they've ever seen! I don't know what other people do but I was taught if you're organized, you have a lot fewer problems.

# Paddy Barry's

Located in a 600 square-foot sliver of Hancock Street in Quincy center sits Paddy Barry's, a traditional Irish pub that's been owned and operated by Jerry Hanley since 1998. We spoke with Jerry and his daughter, Sinéad, about running a successful 25-year-old business in a city that's constantly changing, Paddy Barry's role in the community, and the importance of a perfectly poured pint of Guinness.

**Heady Times (HT): What's your clientele like?**

**Jerry Hanley (JH):** We have a very nice longstanding local crowd. We've recently also become very popular with twenty-somethings looking for a local. Real pubs have become a rarity, there aren't many of them left and not everyone wants to go to a restaurant, nightclub, or a big sports bar every night of the week. This is a place for people to come and hang out, talk, and maybe listen to some live music on the weekends.

**Sinéad Hanley (SH):** A lot of people I went to high school with come here because there's nowhere else around with this kind connection to the community. We talk to our customers and really get to know and care about them. My parents host a party at their house on Christmas Eve and so many of our regulars swing through, they're like part of the family.

**HT: How has the area changed since you set up shop?**

**JH:** The whole square had changed. There has been a lot of development, which is good, but the downside is that Hancock Street has lost most of its retail and commercial businesses. There was a time where there were eight or nine



Paddy Barry's owner Jerry Hanley and his daughter, Sinéad Hanley

bars on this street and now, we're one of maybe three. You need a balance between residential and commercial, hopefully they'll get that mix right.

**HT: How was your experience through COVID?**

**JH:** We're one of the few bars around that still operates without a kitchen because we're grandfathered in. During COVID it was an issue because of the stipulation that said to be open you had to serve food. My wife, Diane, had the idea to talk to the owners of Napoli Pizza next door and see if we could put in a serving hatch in the wall connecting our businesses. They agreed, and the city was so cooperative with helping us with permitting. A couple of our regulars did a great job with the construction, and it worked out so well that we still use it.

**HT: How do you decide what products to bring in?**

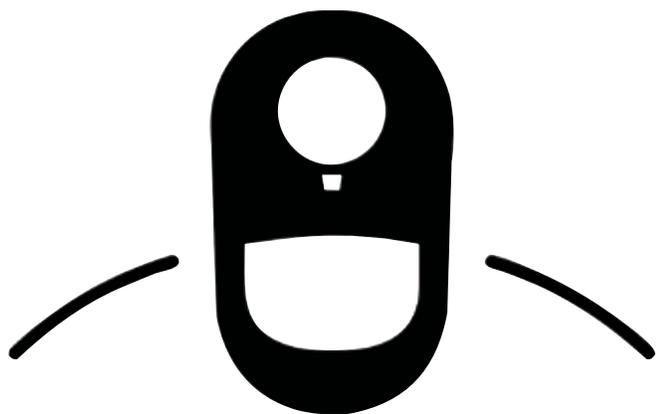
**JH:** If customers ask for it, we bring it in. Sinéad and the other bartenders who work here will also go out in downtown Boston or Southie and see what people are drinking; if they like it, we start carrying it here. We sell a lot of staples like Guinness, Corona, Coors Light, Magners, Sam, and White Claw. White Claw is huge, especially in the summer.

**HT: How many draft lines do you have?**

**JH:** We only have five draft lines and two of them are Guinness, which is of course one of our biggest sellers. The Guinness is very good here, we clean our lines often and are constantly checking the cooler to make sure it's the perfect temperature. You need to care for Guinness; pour it properly, take your time with it, give it a little bit of TLC. It's worth it and people appreciate it – in an average week, we go through about 7 kegs of Guinness, and last St. Patrick's Day we went through 14! It's not just our Irish customers who drink it either, Guinness is the drink of choice for a lot of our young customers as well.

**HT: What is your secret to success?**

**SH:** This bar is a testament to my father and his hard work; he sacrificed a lot to build this place and make it special. He turned 70 last July and has been here day and night for the past 25 years, never taking a day off. He did all this while raising five children, coming home from work at two in the morning and making sure he was up at six to make our lunches and see us off to school. The children of small business owners really see the hard work that goes into running one, and it's his hard work that built this place and made it a success.



# AERONAUT BREWING COMPANY

Somerville's Aeronaut Brewing has been serving up their exceptionally brewed beer since 2014. They've established themselves as a bedrock of the Somerville community while serving up their experimental brews and inviting collaboration with local artists, musicians, and entrepreneurs.



## Aeronaut Brewing A Year With Dr. Nandu

This American Pale Ale features flavors of tropical mango and citrus from the Mosaic, Citra, and Centennial hops, balanced by caramelized malt. **ABV:** 6.3% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Aeronaut Brewing Boreal Kingdom

This hazy and juicy New England IPA bursts with tropical notes of sweet citrus, mango, and pineapple from the Galaxy, Simcoe, Amarillo, and Citra hops. **ABV:** 6.2% **Package:** 16 oz. cans only **Availability:** Now!



## Aeronaut Brewing (Into the) Citra Galaxy

This Session New England IPA has notes of pineapple, tangerine, and stone fruit from Citra and Galaxy, while oats in the grain bill lend haze and a soft mouthfeel. **ABV:** 4.6% **Package:** 16 oz. cans only **Availability:** Now!

## Aeronaut Brewing Hop Hop & Away!

This hazy and crushable Session IPA features juicy Citra and Mosaic hops and a pale, biscuity malt profile. **ABV:** 4.6% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Aeronaut Brewing Robot Crush

This American Pilsner is made with German malts and Citra hops. It is light and bright in body, with subtle biscuit, honey, and citrus notes. **ABV:** 5.1% **Packages:** 16 oz. cans and draught **Availability:** Now!



## Aeronaut Brewing Double Citra Galaxy

Hazy with tropical fruit and citrus flavors from the Citra and Galaxy hops, this Double IPA is smooth and packs an ultra-juicy punch. **ABV:** 8.0% **Package:** 16 oz. can only **Availability:** Now!



## Aeronaut Brewing Double Hop Hop

This luscious Double IPA is packed with fruity flavors of papaya, peach, and orange from Citra and Mosaic hops, while wheat and flaked oats lend a silky mouthfeel. **ABV:** 8.1% **Package:** 16 oz. cans only **Availability:** Now!



## Aeronaut Brewing Rotating Lager Series

Aeronaut is supplying us with a year-round rotating lineup of their exceptionally brewed lagers! We're kicking things off with **Welder of Elders**, a crisp, bold, Italian-style Pilsner with punchy aromatics from Noble dry-hopping. **ABV:** 4.8% **Package:** 16 oz. cans only **Availability:** April



## Aeronaut Brewing Sour Planet Series

Aeronaut's Sour Planet Series features a rotation of balanced fruited sour ales made with fresh and exciting ingredients. We're starting off with the bright, juicy, and tart Raspberry Sour Planet. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** May



## Northwoods Brewing Company



Coming to us from the gorgeous state of New Hampshire, it's Northwoods Brewing Company. This family-owned and operated brewery out of Northwood, NH produces beautifully brewed versions of classic

styles using water from their own 1000 foot well. Included in their craft offerings are an Extra Special Bitter, Northwoods' Flagship IPA, and their Pale Ale.

### Northwoods Brewing Brown Owl

This Extra Special Bitter is deep gold and toasty with notes of caramel, dark fruit, tea, and brown bread. **ABV:** 5.6% **Package:** 16 oz. cans only **Availability:** Now!



### Northwoods Brewing Flagship IPA

Northwoods' Flagship IPA is hazy and golden, brewed with wheat and oats. It features strong tangerine and pine notes from Amarillo and Idaho-7 hops. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** Now!



### Northwoods Brewing Landlocks and Brookies

This well-balanced Pale Ale is brewed with oats, while Azacca and Ekuanot hops lend mellow peach, lime pith, and melon notes. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!

## Truly Hard Seltzer Wonderworld Variety Pack



This 2/12 slim can mix pack contains four fresh, new Truly flavors. With the first three – **Peach Paradise**, **Citrus Clouds** and **Strawberry Breeze** – delight your senses with the fruit you see and a surprise twist as you crack open each can. The final one,

**Wonder What...?**, is a complete mystery to keep drinkers wondering for months to come. **Availability:** Now!

## Samuel Adams Boston Lager Remastered

Boston Lager just got better! This remastered brew has a pronounced noble hop aroma, a round malt impression and a soft mouthfeel that leads to a fast finish with no lingering bitterness or astringency.

**ABV:** 5% **Packages:** 12 oz. bottles, 12 oz. cans, 16 oz. cans and draught **Availability:** Now, year-round



## Samuel Adams Epic Squeeze Variety Pack

Give a massive hug to Epic Squeeze, the all-new line of crisp, light, fruited ales from Sam Adams! We're starting off with the Epic Squeeze Variety Pack, which features bright fruit blends including **Mango**, **Tropical**, **Berry**, and **Citrus**. **ABV:** 4.6% **Availability:** Now!



## Samuel Adams Epic Squeeze Mango

A perfect new beer to crush the summer, Epic Squeeze Mango is a light ale accented with fresh, juicy mango. **ABV:** 4.6% **Package:** 12 oz. cans only **Availability:** Now!



## Samuel Adams Gold Rush N/A

**Sam Adams** made a world-class Golden Lager for beer lovers that just happens to be non-alcoholic. Gold Rush has subtle malt notes, a light body, and medium carbonation. Sam's brewing technique makes this non-alc Golden crisp and clean on the palate with a dry, refreshing finish. Every great moment deserves great beer! **Package:** 12 oz. cans only **Availability:** Now!



## Samuel Adams Wicked Tropical IPA

A tide of tropical notes like papaya and coconut surge at you from this new IPA. Wicked Tropical IPA is a juicy smooth hop tsunami of pina colada and pineapple with a pillowy mouthfeel and lingering sweet finish. It's like a vacation that stays with you. Who doesn't need that? **Package:** 12 oz. cans only **Availability:** Now!



## Jim Beam Kentucky Coolers Strawberry Punch

Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers are a refreshing line of malt beverage lemonades and punches that are crisp, cool and full of flavor. Strawberry Punch is a party in a can with jammy strawberry flavor and a crisp finish. **ABV:** 5%

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



## Jim Beam Kentucky Coolers Black Cherry Lemonade

Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers is a line of refreshing lemonades and punches that are crisp, cool, and full of flavor: Black Cherry Lemonade is a blend of bold black cherry and refreshing lemonade, perfect for a hot day or an adventurous cold day! **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



## Jim Beam Kentucky Coolers Lemonade & Punch Share Pack

The Jim Beam Kentucky Coolers 2/12 slim can Share Pack includes two refreshing lemonades and two tasty punches that are all crisp, cool and full of flavor at just 5% ABV. Included in the mix are: **Strawberry Punch, Citrus Punch, Black Cherry Lemonade** and **Sweet Tea Lemonade.** **Availability:** Now, year-round



## Twisted Tea Light Variety Pack

This new variety pack features the same great flavors Twisted Tea drinkers love, but with better-for-you attributes (only 110 calories and 4% ABV) to keep the party going all day long. Included in this 12 oz. can 12-pack mix are: **Original Light, Half & Half Light, Peach Light** and **Raspberry Light.** **Availability:** Now!

## Twisted Tea Pineapple

Twisted Tea's newest year-round flavor is real brewed tea with refreshing pineapple flavors and no carbonation. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now!



## Twisted Tea Peach

Twisted Tea's newest year-round flavor is real brewed tea with refreshing peach flavors and no carbonation. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now!

## Dogfish Head Citrus Squall



This golden double ale is brewed with blue agave, grapefruit purée, grapefruit & lime peels, pilsner malt, sea salt and a special tequila yeast that drinks like the tequila-based cocktail that inspired it: The Paloma.



**ABV:** 8% **Packages:** 12 and 19 oz. cans and draught **Availability:** Now!

## Dogfish Head 120 Minute IPA Aged in Utopia Barrels

What we have here is a very special version of Dogfish Head's 120 Minute IPA. This beer was continually hopped with a copious amount of high-alpha American hops throughout the boil and whirlpool, then dry-hopped with another pallet of hops, and aged for a year in freshly emptied Utopias barrels. With its high ABV of 15-20%, 120 Minute IPA is an excellent candidate for cellaring/aging, so encourage consumers to grab a few bottles to enjoy now and lay the others down for a few years. **Package:** 12 oz. bottles only **Availability:** Now!



## Dogfish Head Catchy Chorus DIPA

Brewed in collaboration to celebrate Record Store Day and the independent spirit of music and craft beer, this Catchy Chorus is a Double Dry Hopped Double IPA that Doubles Down on the four magic chords (E, B,C#,m A) that come together in hop and grain harmony to build a sensory song that your taste buds will not forget. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** Now!





## Corona Non-Alcoholic

Introducing the all-new Corona Non-Alcoholic – a brew with the same crisp, refreshing flavor of the classic Corona beer you know and love, but with less than 0.5% ABV. Each bottle of Corona NA is brewed

using the same state-of-the-art brewing process that captures the crisp, clean, balanced flavors of Corona Extra. **ABV:** 0.5% **Package:** 12 oz. bottles only **Availability:** Now, year-round

## Corona Refresca Hard Tropical Punch Variety Pack



Corona Refresca will refresh its packaging to introduce its new flavor lineup: Hard Tropical Punch. These vibrant, flavor-filled beverages (all at 4.5% ABV) will turn up the celebration! A new Mango flavor will be added to the lineup replacing Coconut Lime.

Media support will include both Spanish and English language national TV, digital and social. Flavors included in the Hard Tropical Punch Variety Pack are: **Passionfruit, Mango, Guava and Pineapple.** **Availability:** Now, year-round

## Modelo Oro



Introducing Modelo Oro – a time-crafted, sessionable cerveza that seals in Modelo's golden flavor to deliver an exceptionally smooth, light beer with a crisp, clean

finish. Modelo Oro is the gold standard of light beer, at only 90 calories and 3g of carbs. As consumers continue their quest for lighter, more premium, sessionable options, Modelo Oro delivers the full-bodied flavor you expect from Modelo, but with fewer calories and the right ABV. **ABV:** 4% **Packages:** 12 and 24 oz. cans **Availability:** Now, year-round



## Modelo Chelada Sandía Picante

Modelo Chelada will optimize its flavor lineup by continuing to capitalize on fruit-flavored trends that have broad flavor appeal. Brewed with refreshing flavors of watermelon and a dash of chile, Sandía Picante is the newest flavor that delivers a perfect balance of fruity watermelon and savory tones of chile and lime. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Now, year-round



## Smirnoff Ice Smash Blue Raspberry Lemonade

Smirnoff Ice Smash Blue Raspberry Lemonade is a crowd-pleasing flavor in a versatile format. In a world where cans have come to dominate so many occasions, consumers appreciate the full-flavored, higher ABV options they can enjoy at any time. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in late May/June



## Pirate Water

**Pirate Water** has officially dropped anchor! This line of **10% ABV** malt beverages brought to us by Barstool Sports includes **Bahama Mama** (orange/coconut), **Margarita** (lime/salt), **Miami Vice** (strawberry/coconut/pineapple), & **Sex on the Beach** (citrus/peach/cranberry). **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Now!



## Peroni Nastro Azzurro 0.0%

Cin Cin with **0.0!** **Peroni Nastro Azzurro 0.0** offers the same excellent **Peroni** drinking experience without the alcohol, using their signature Nostrano dell'Isola maize grown exclusively for the brewers in the North of Italy. **Package:** 11.2 oz. bottles only **Availability:** Now!



## Woodchuck Blueberry

Once known as Summer Time, this crisp apple cider is topped off with a splash of blueberry juice to keep drinkers refreshed all year long. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



## Boulevard Dank 7

13 years ago, Boulevard set the brewing world ablaze with a revolutionary take on a classic Belgian saison. Sparking up the creativity again, their first Tank 7 seasonal variant offers an approachable ABV and a massive dose of resinous, piney hops by loading up this variation with 7 different hops. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** April



## NEW PRODUCTS



### White Claw Peach

New White Claw Peach has a fresh peach flavor that is clean and balanced. A refreshing amount of acidity is coupled with just the right amount of sweetness. A culmination of flavor produces an extremely sessionable hard seltzer. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



### White Claw Blackberry

New White Claw blackberry has a fresh flavor that is clean and balanced. A refreshing amount of acidity is coupled with just the right amount of sweetness. A culmination of flavor produces an extremely sessionable hard seltzer. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round

### Mike's Hard Lemonade Zero Sugar



Introducing Mike's Zero Sugar! At only 100 calories per serving, zero sugar and an amazing taste, Mike's Zero Sugar is crafted with Mike's own proprietary plant-based sweeteners. It's deliciously sessionable with zero aftertaste. **ABV:** 4.8% **Packages:** 12 oz. bottles, 12 and 24 oz. cans **Availability:** Now, year-round

### Cayman Jack Margarita Zero Sugar

New Cayman Jack Margarita Zero Sugar is a delicious, pre-made drink that delivers a unique, sophisticated, hand-crafted experience. Made with 100% blue agave nectar and lime juice, Cayman Jack Zero Sugar makes it easy to discover something unexpectedly great. **ABV:** 4.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now, year-round



### Two Roads Juicy Box



Two Roads is continuing on the Road Less Traveled with their first ever 16oz, 6-Pack Variety – The Juicy Box! Keep it Juicy with two each of these three popular and award-winning hazy IPAs: **Two Juicy** hazy double IPA, **Lil' Juicy** hazy IPA, & **Mega Juicy** imperial hazy IPA. **Availability:** Now!

### Greater Good Absolute Clarity

Absolute Clarity is an American IPA brewed with a pilsner malt base and generously hopped with Centennial, Chinook, and Ahtanum hops. A combination of grapefruit, pine, and geranium makes for a juicy hop profile with a crisp and clean finish. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!



### UFO Florida Citrus

While searching the globe for the best and freshest fruit flavors and ingredients, the brewers at UFO came in for a landing in Florida, USA, Earth: home of the Kennedy Space Center, Cape Canaveral, and of course the bright and flavorful Florida Orange! Boasting a freshly peeled orange aroma with just the right amount of sweet and juicy flavor, each sip will be sure to teleport you smack dab in the middle of the famous Florida Orange Groves this beer was inspired by. **ABV:** 5.3% **Packages:** 12 oz. cans and draught **Availability:** Now!



### Clown Shoes Galactica Rotating IPA

This rotating twist on Clown Shoes' classic West Coast style IPA is kicking off with Galactica Dank Nebula! This version features Galaxy, Simcoe, and Columbus hops, a rich malty base, plus Dank & Stormy Hopzoil™ **ABV:** 7.2% **Package:** 6/4 16 oz. cans only **Availability:** Now!



### Arnold Palmer Spiked Raspberry

Try the classic combo you know, now with a splash of natural raspberry flavor. With the half-and-half market on the rise and raspberry a standing fan-favorite flavor, Arnold Palmer Spiked Raspberry delivers what shoppers are craving with the perfect fruity tartness they need. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round



### Simply Spiked Peach

A peachy keen spring is in store for shoppers with the newest addition from Simply Spiked. Made with 5% real fruit juice, squeezed then concentrated, the new Simply Spiked Peach Variety Pack will feature **Signature Peach, Mango Peach, Strawberry Peach** and **Kiwi Peach** flavors

for the perfect sunny sip. Signature Peach will also be available in single-flavor 24 oz. cans. **Availability:** Now, year-round



## Crook & Marker Crooked Cocktails Variety Pack



This variety pack transports you on a tropical flavor journey with each sip of these zero sugar Organic Brewed Cocktails. Classic Lime & Strawberry Hibiscus Margarita contain real lime juice & feelgood flavor. Blackberry Lime Mojito features real lime juice, a hint of mint & Cuban-inspired flavor.

Piña Colada is an exotic taste medley of luscious coconut & pineapple flavors. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

## Crook & Marker 3/8 Tea & Lemonade Variety Pack



This variety pack turns any day into a summertime hang with each sip of these zero sugar organic brewed beverages. Lemon Iced Tea contains real brewed tea & home-feel flavor, while Peach Iced Tea adds fruit flavor so luscious it's like it came

right off the tree. Classic Lemonade contains real lemon juice & sunny flavor, while Blueberry Lemonade adds a sweet & tart splash of colorful fruit flavor. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

## Crook & Marker Cosmo Rosa



Cosmo Rosa features an elegant blend of cranberry, orange & lime flavor made with organic tequila rosa, & real fruit juice. We blend this with organic alcohol that's carefully brewed with the finest ingredients including quinoa, amaranth, millet & cassava root. It's a zero sugar, guilt-free flavor experience fusing big-city vibrance with

the spirit of Mexico. **ABV:** 10% **Package:** 12 oz. cans only **Availability:** Now!

## Crook & Marker Espresso Martini



This zero sugar Espresso Martini is made with organic alcohol that's carefully brewed from the finest ingredients, so you can sip infinite flavor with zero guilt. Our classic cocktail includes bold organic coffee plus a hint of vanilla for a kick that'll make your good times even better. **ABV:** 10% **Package:** 12 oz. cans only **Availability:** Now!

## Corona Refresca Hard Tropical Punch Guava Lime 24 oz. Cans



Corona Refresca is launching its most popular flavor in a 24 oz. can. Hard Tropical Punch Guava Lime will bring its bold tropical identity to the single-serve shelf. Corona Refresca will encourage consumers to Let Flavor Reign through its distinguished and vibrant marketing campaign.

**Availability:** Now, year-round



## Corona Hard Seltzer Blueberry-Acai 24 oz. Cans

Corona Hard Seltzer is bringing its most popular flavor to single-serve cans this March. As the Official Hard Seltzer of MiLB and the U.S. Open, Corona Hard Seltzer will continue to bring bright flavors and beach vibes to consumers' favorite occasions all year long. **Availability:** Now, year-round

## Modelito Especial 7 oz. Bottles

The beloved 7 oz. Modelito bottle is back and better than ever. The relaunch will include enhanced packaging that calls out "Mini Bottles" and a stronger callout of the 7 oz. size to minimize confusion on the shelf. Modelito will capitalize on Modelo's momentum to drive small format category dollar growth and profitability. **Availability:** Now, year-round



## Modelo Chelada Especial 12 oz. Cans



With the successful launch of the Limón y Sal and the Chelada variety 12 oz. 12-pack cans, Modelo will continue to expand its lineup. The Modelo Chelada original and best-selling flavor, Modelo Chelada Especial, will launch in this same format, so consumers

can get more of their favorite flavor in a more sessionable 12 oz. can in 12-packs to be able to share with friends and family. **Availability:** Now, year-round

## NEW PACKAGES

### Truly Berry Soccer Variety Pack



Clad in its new packaging highlighting their status as the official hard seltzer of U.S. Soccer, Truly Berry Variety Pack is bursting with notes of exotic berry flavors like wild berry, cherry, blueberry and new strawberry lime – there is a

juicy berry flavor for everyone! The 2023 version includes the new flavor Strawberry Lime – tasty strawberry with zesty lime.

**Package:** 12 oz. slim cans only **Availability:** April

### Dogfish Head Crush Cocktail 3/8 Variety Pack



Dogfish has come up with a mobile bar in their nifty 8 Can Variety Pack of culinary crafted Crush Cocktails that have two full-proof shots in every can! Styles include **Blood Orange & Mango Vodka Crush, Lemon & Lime Gin Crush, Grapefruit &**

**Pomegranate Vodka Crush, and Pineapple**

**& Orange Rum Crush. ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now!

### Dogfish Head Blood Orange & Mango Vodka Crush 3/8 Packs



Inspired by the Sun, Surf & Beaches of Dogfish Head's seaside home, we've crafted our uber-refreshing and unique take on this regionally dominant drink: the Crush Cocktail. Our off-centered twist is both citrus-forward and CRUSH-able.

At its heart, vodka distilled with blood oranges & mango, then topped with orange & mango juice and a touch of citrus. **ABV:** 7% **Availability:** Now!

### Dogfish Head Grapefruit & Pomegranate Vodka Crush



Inspired by the sun, surf, & beaches of their seaside home, Dogfish crafted a new take on the crush cocktail that is both citrus-forward & crush-able. At its heart, vodka is distilled over grapefruit & pomegranates. The ruby red grapefruit is balanced by the subtle sweetness from pomegranate for a refreshing cocktail bursting with juicy flavor. **ABV:** 7% **Package:** 12 oz. slim cans only **Availability:** Now!

### Twisted Tea Party Pouch New Graphics for Summer

For a limited time, graphics for the Twisted Tea Party Pouch (5L bag in a box) will be decked out in new Americana packaging. Twisted Tea's most Twisted pack is big in size, energy and fun – perfect for summer occasions. **Availability:** May



### A New Mix & Summer Graphics for the Twisted Tea Party Pack

The Twisted Tea Party Pack is getting an All-American makeover to celebrate the tentpole summer holidays. This new 2/12 can mix features a red, white & blue outer wrap and new flavor **Rocket Pop**, along with Twisted Tea favorites:

**Original, Half & Half** and **Peach**. This variety is perfect to crush in the sun all summer long. **Availability:** May



### Smirnoff Ice Zero Sugar Original Refresh

Lightly carbonated, with a delicious citrus bite and only 100 calories, Smirnoff Ice Zero Sugar (now with a new, bold look) is the perfect balance of full flavor and mindful choice.

**ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** Year-round, beginning in late May



### A New Look & Mix for the Smirnoff Ice Zero Sugar Variety Pack

Now with a new look and two new flavor additions, the Smirnoff Ice Zero Sugar Variety Pack is the perfect balance of full flavor and mindful choice. This 2/12 slim can mix now includes four iconic flavors: **Original, Raspberry, Red, White & Berry** and **Pink Lemonade**. **Availability:** Year-round, beginning in May

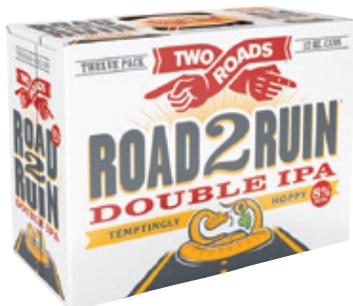


## NEW PACKAGES

### Two Roads Road 2 Ruin 12-Pack Cans

A big, temptingly hoppy Double IPA with plenty of bite! The assertive, hop-centric Road 2 Ruin has a lean malt character and is brewed with seven Pacific Northwest hop varieties, including Cascade, Centennial, Summit and Citra. Road 2 Ruin is a hoppy IPA that would be a sin to resist! **ABV:** 8.2%

**Package:** 2/12 12 oz. cans only **Availability:** April



### A New Mix for the Woodchuck Variety Pack

This spring, *new* Woodchuck Blueberry will join Amber, Berry Snap and Bubbly Pearsecco in this 2/12 can mix.

**Availability:** Year-round, beginning in May



### Mamitas Cocktail Variety Pack

Mamitas Tequila Seltzer is expanding their selection with more cocktail-inspired flavors that are only 95 calories! Styles in the Cocktail Pack include Tequila Sunrise, Classic Marg, Spicy Marg, and Paloma. **ABV:** 5%

**Package:** 12 oz. cans only

**Availability:** Now!



## SEASONAL SELECTIONS

### When Demand Exceeds Supply

Many of our craft seasonal and specialty releases are available in *limited or extremely limited* quantities. Breweries only produce a certain amount of their specialty beers and Burke does all they can to get as much product as possible. In addition, this publication is compiled months prior to the decision made by the brewery to allocate their products to the wholesaler. Variations in production for some of these limited release offerings will fluctuate, resulting in lower quantities than anticipated.

If you are interested in something you see in this publication and it is out of stock when you place your order, please contact your Burke Sales Representative to discuss a similar option.

Burke also sends out an email blast weekly to inform customers of seasonal offerings that are widely available to you, immediately.

If you are interested in receiving the weekly email blast, please send your email address to [socialmedia@burkedist.com](mailto:socialmedia@burkedist.com).

### Smirnoff Ice Zero Sugar Red, White & Berry

**NEW!**

New Smirnoff Ice Zero Sugar Red, White & Berry is Smirnoff Ice Zero Sugar infused with cherry, citrus and blue raspberry flavors. This one will be a hit all summer long. **ABV:** 4.5%

**Package:** 12 oz. slim cans only **Availability:** April



### Yellowstone Lone River Ranch Pack

Introducing a powerhouse partnership between Lone River & Paramount's hit show, *Yellowstone*. For the *Yellowstone* fanatic, the one who can't get the Dutton family out of their heads, this limited-time pack will be perfect for every Sunday viewing. Included in this 2/12 can mix are:

**Ranch Water Original** and **Ranch Rita Classic**. **Availability:** Late May



**NEW VARIETY PACK!**

## 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 draught **Availability:** Now!

## Samuel Adams Summer Ditch Days Variety Pack

Sam's new summer variety pack contains two summer classics and two exciting innovations! The 2/12 can variety pack will tie into the Sam Adams Summer Ditch Days program which encourages people to skip work and drink a Sam on them! The Ditch Days Variety Pack includes:

**Summer Ale, Porch Rocker, new Take-A-Day IPA and new Summer Adventure Lager.**

**Packages:** 12 oz. bottles and 12 oz. cans **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 Wicked Fenway IPA



Made for the Wickedest Fans in baseball, this hometown hazy hits big with a blend of juicy citrus and tropical hop aromas. Low bitterness and a smooth, clean finish make Wicked Fenway IPA perfect from opening pitch to the final out. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** April

## Samuel Adams 26.2 Brew

Boston 26.2 Brew is a light bodied Gose style ale that's as exceptional as the athletes who run the Boston Marathon. Soft wheat and citrus character are contrasted with hints of salt and coriander for a refreshing flavor, with a clean finish including soft fruit and crisp citrus notes. With a light body and low alcohol level, Samuel Adams Boston 26.2 Brew is perfect for both those running the race and those cheering in the crowd. **ABV:** 4.5% **Package:** Draught only **Availability:** Now!



## Dogfish Head Nordic Spring

Nordic Spring is a super citrusy, hazy IPA brewed with Norwegian Kviek yeast, wild juniper berries, orange peel and Danko rye malt. Kviek yeast ferments at higher temperatures and imparts strong citrus and tropical notes in the fermentation process. Paying homage to its Norwegian roots, this IPA is brewed with Norwegian staples including wild-harvested red juniper needles & berries, orange peel and Danko rye malt, and is hopped with Simcoe, Citra and Comet hop varieties. The result is a hazy, citrusy, piney IPA.

**ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



## Dogfish Head Mandarin & Mango Crush

Mandarin Orange & Mango Crush is a fruit beer inspired by the classic Mid-Atlantic crush cocktail. Brewed with a base of pilsner malt, it's fermented with loads of tart mandarin orange and juicy Alphonso mangoes. It's crisp and lightly sweet with a refreshing citrusy tartness and a crisp, dry finish... like a sip of summer. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** April



## Dogfish Head Off-Centered Summer Variety Pack



This off-centered variety pack inspires consumers to grab more than just a 12-pack on their way to the party. This new Variety Pack features: *new* **Citrus Squall**, the perfect storm of double golden ale and paloma goodness, as well as **SeaQuench Ale**, **60 Minute IPA** and **Blue Hen Pilsner**. **Availability:** Now!



## Truly Hard Seltzer Red White & Tru Variety Pack



NEW  
VARIETY  
PACK!

When the sun is shining, the flags are flying and the beaches are open, it's time to officially celebrate summer with the new, limited-edition Truly Hard Seltzer Red, White & Tru 2/12 slim can Variety Pack! This pack

features four exciting Truly flavors: **Cherry Pop**, **Peach Burst**, **Iced Lemon** and **Blue Razz**. **Availability:** May

## Twisted Tea Sweet Cherry Lime



This product is meant to pay homage to Sam's partnership with the Boston Red Sox and celebrate their fans and our drinkers by capitalizing on a fan favorite moment...the 8<sup>th</sup> inning stretch. "Sweet Cherry Lime" is a nod to the song fans love to belt out, and this product does a great job of injecting fun and celebration of this special moment that

Red Sox games are known for. **ABV:** 5% **Packages:** 24 oz. cans and 12 oz. bottles **Availability:** Now!

## Angry Orchard Sunny Sessions Variety Pack



Angry Orchard Sunny Sessions 2/12 Variety Pack is the perfect summer mix to embrace good weather and good vibes! This mix includes: classic **Crisp Apple**, tart **Green Apple**, pineapple-forward **Tropical** and new, limited-edition **Blueberry Rosé**

NEW  
VARIETY  
PACK!

made with real blueberry juice. You can't go wrong with this mix for any summer occasion. *This variety pack is available in slim cans & bottles.* **Availability:** Now!

## Mike's Hard Limeade

Cloudy and light green in color, Mike's Hard Limeade is back! This zesty and delicious malt beverage has a nice balance

of freshly squeezed lime tartness and juicy sweetness. It's refreshing, mouthwatering and sessionable – perfect for warm weather consumption. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** May



## Leinenkugel's Juicy Peach

Juicy Peach is a mild sour-style beer brewed with light tart notes balanced with the refreshing sweet flavor of natural peaches. Juicy Peach is just tart enough to keep it interesting, but not overly sour, giving you the thirst-quenching, easy drinking flavor experience that can be enjoyed all year long. **ABV:** 4.4% **Package:** 12 oz. bottle & 12 oz. can **Availability:** Now!



## Narragansett Summer Variety Pack

Narragansett Beer was founded in Rhode Island, a tiny state that boasts 400 miles of coastline. Fittingly, they are offering a nautically themed Summer Variety Pack containing three crushable craft beers, perfect for a day on the water or along the shore. Included in the mix are: **Fresh Catch**, a refreshing golden ale dry-hopped with Citra that pairs perfectly with any white fish or shellfish; **Summer Crusher**, a light and easy-drinking wheat ale made with Lemon Drop hops and **Town Beach**, a crisp and refreshing IPA with loads of flavor courtesy of the tropical hop notes. Your customers will appreciate that these brews are light on ABV, but big on flavor and refreshment. **Availability:** Now!



NEW  
VARIETY  
PACK!

## Shipyard Summer

Summer is a state of mind and Shipyard's seasonal was brewed to fuel it! This clean, crisp & refreshing American wheat ale offers notes of citrus and honey. Worthy of a relaxing afternoon in the sun, this brew is an ode to New England Summers and pairs well with lobster, beaches and sunshine. Best enjoyed outside with a lime wedge. **ABV:** 5.1% **Packages:** 12 oz. cans, 16 oz. cans, and draught **Availability:** Now!



## Vizzy Orange Cream Pop Hard Seltzer

Send your taste buds straight back to the good old days with Vizzy's newest limited-time 12-pack. Brimming with orange pop-inspired flavor in every can, it's a summer staple all grown up. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** May

NEW!



## Notch French Disko

This latest lager from Salem was inspired by French Pils from the Alsace region of France. It uses French pils malt and corn grits, hopped with French Strisselspalt, open-fermented, spunded, and lagered forever. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** May





## Carlson Orchards Jamaican Sunshine

Chase away those chilly winter blues with the spicy warmth of Carlson's new ginger hard cider. Formulated at the urging of the Jamaican guest workers who come back to their Harvard farm every year to harvest fruit, Carlson's has added ginger juice and raw demerara

sugar to their fermented hard apple cider for a late winter warm-up they hope you'll really enjoy. **ABV:** 6% **Package:** 6/4 16 oz. cans only **Availability:** Now!



## Far From the Tree Georgia

Georgia is Far From the Tree's take on a classic Southern refresher. This sweet hard cider is steeped with black tea and blended with Georgia peach juice. **ABV:** 6.5% **Packages:** 6/4 16 oz. cans and draught **Availability:** Now!



## Far From the Tree Lei

If you could bring one drink with you to a deserted island, what would it be? How about some pineapple jalapeño cider?! Hop aboard the SS Minnow and set sail to snag this year's release of Lei, available on draught and in cans.

**ABV:** 8% **Packages:** 6/4 16 oz. cans and draught **Availability:** May

## Greater Good Big Summer



Big Summer is a New England IPA 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. This juice bomb is the perfect summer sipper!

**ABV:** 8% **Package:** 16 oz. cans only **Availability:** April

## Two Roads Summer Heaven



Crush those warm, sunshine filled days with Summer Heaven Tropical IPA! An extension of Two Roads' flagship Lil' Heaven, this easy-drinking IPA contains plenty of hop character underscored by notes and aromas of tropical fruits including guava, mango and passionfruit.

**ABV:** 5.6% **Package:** 12 oz. cans only **Availability:** April

## Harpoon Summer Vacation

From Chatham to Lake Champlain, New England is home to endless summer vacation destinations, and no lineup of beers will pair better with your New England summer adventures than their Summer Vacation mix- featuring ultimate cooldown companion **Rec. League**, new **Summer Style**, classic **Camp Wannamango**, and mix-pack exclusive **Citrus Session Harpoon IPA**.



## UFO Tropical Takeover



UFO's latest seasonal mix is out of this world! Styles for the summer include **Strawberry Lemonade Shandy**, **Florida Citrus**, **Pineapple Portal**, and **Mango Martian**. **Package:** 12 oz. cans only **Availability:** Now!



## UFO Strawberry Lemonade



The universe exudes harmony and balance, and this beer is no exception. Delightfully sweet and freshly-picked strawberry flavor combines with the refreshing tartness of a home-made lemonade to create the ultimate warm-weather sipper (or crusher). Just like how your mother-ship used to make it! **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April



## Wormtown Be You IPA Variety



This new IPA variety pack from our friends out in Worcester includes their flagship IPA, **Be Hoppy**, as well as three all-new styles: **Be Fearless** double IPA, **Be Mellow** hazy IPA, and **Be Wise** session IPA. **Package:** 12 oz. cans only **Availability:** May



## Wormtown Hopulence

This **Double IPA** has been hopped with Amarillo, Horizon, Summit, Glacier as well as five other American hop varieties. These flavorful hops which were introduced to this beer in every which way imaginable, including whole leaf in the mash, hop forwarded, hop backed, first wort hopped, kettle hopped with pellets and extract, and dry-hopped in the fermenter and brite tanks.

**ABV:** 8.5% **Package:** 16 oz. cans only **Availability:** Now!





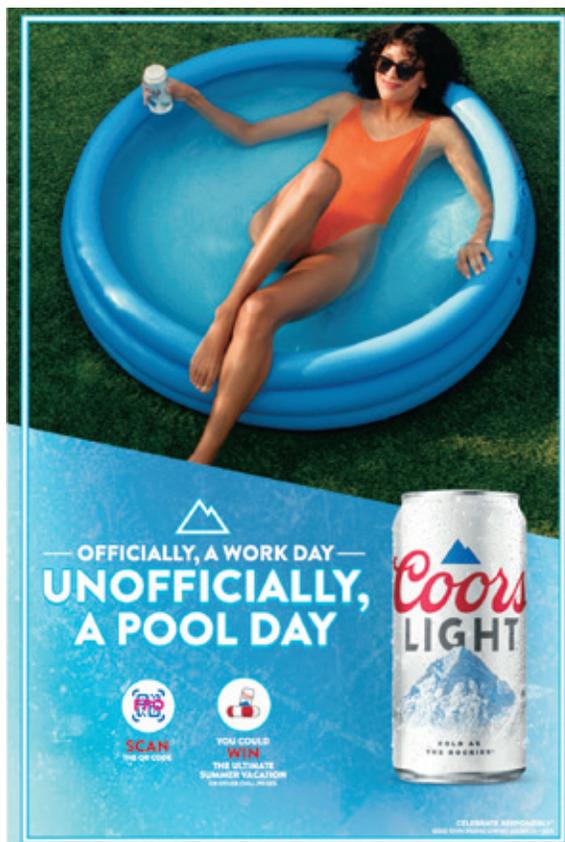
## Coors Banquet Turns 150

This spring, Coors Banquet will recruit new drinkers and excite loyalists by celebrating 150 years of brewing. Through commemorative marks on 15 different packs, Banquet will showcase their 150<sup>th</sup> anniversary from April through June with support from a robust marketing campaign including POS, on-premise tools and more.



## Miller Lite Never Broke Luke Combs' Heart

Quite the opposite – they're giving his fans the ultimate prize, with the chance to win tickets to Luke's July show in Foxborough, MA. Find more details on promotional displays and grab 12-pack 16 oz. "Cold Beer Never Broke My Heart" cans at retail today!



## Coors Light Is the Unofficial Beer of Summer

Starting May 1<sup>st</sup>, shoppers can scan Coors Light 12 oz. (12, 18, 24 and 30-pk) cans, as well as 24 oz. cans and POS for the chance to win Chill prizes from backpack beach chairs to floating cornhole and inflatable coolers.



## Great Rounds Deserve Great Taste

Miller Lite is giving stores a taste of the golf course with eye-catching new tools including a golf cart display, a putting green floor mat and more. Catch the new "Great Round, Great Taste" creative in stores this spring.



## Blue Moon Pairs with Any Summer Table

This summer, Blue Moon is brightening tables everywhere with a robust pairing program. Beautifully designed POS, such as recipe tear-pads, will help shoppers take summer meals to the next level, while offering a chance to win the ultimate summer dining experience – a curated dinner party complete with Blue Moon pairings. They'll also bring the brightness in-store with tools like pole toppers, cross-merch tables and more, plus a full suite of on-premise tools and digital media support.



## Blue Moon Brings its Origin Story to Life

Originally born in a ballpark, Blue Moon is celebrating their roots this baseball season with exclusive in-game content featuring DraftKings' Jared Carrabis. The video, which will also air on New England Sports Network throughout the season captures the podcaster's recent trip to Blue Moon's original Sandlot Brewery. Catch this special content for a look inside Blue Moon's storied past.



## Boston Calling Music Festival Features Miller Lite

Miller Lite is an official sponsor of the Boston Calling Music Festival! Festival-goers can now experience the great taste of Miller Lite while catching their favorite live acts, DJs and more at the Harvard Athletics Complex. Performances and events run from May 26–28, so grab a Miller Lite because it tastes like Miller Time!



## Keystone Light & Coleman Powersports Make Summer Smooth

Shoppers will be riding in style this summer when they scan the QR code on Keystone POS for the chance to win a Coleman Powersports UTV or Keystone x Realtree camo gear. Bring the program to life in-store with specialty cans, thematic packs, corrugate UTV displays and more. And with a new shoppable merch site, Keystone lovers everywhere will be living smooth all summer.



## Topo Chico Hard Seltzer Rings in Cinco de Mayo

Topo Chico will be bringing the authenticity in-store and to bars everywhere with a beautiful suite of "Topo Chico de Mayo" tools, including a retail theatre display, bar décor and more. Eye-catching POS will urge shoppers to celebrate with a chance to win prizes for playing a branded Loteria digital card game. And in true Topo Chico fashion, they're teaming up with Tajin to get seltzer cans Cinco-ready with their iconic lime and chamoy rims.



## Planters Peanuts Find a Match Made in the High Life

Two classics will unite this summer when Planters Peanuts and Miller High Life give shoppers the chance to win a year's worth of beer, peanuts and other dive bar essentials. Codes on POS and thematic packaging will encourage entry while highly covetable custom merch, off-premise retail theatre, regional CI offers and more bring the program to life.



## Leinenkugel's Sends Shoppers Back to Camp

Adult camp, that is. From April 5<sup>th</sup> through September 30<sup>st</sup>, drinkers can scan Camp Summer Shandy POS for the chance to head to a place where everything tastes like beer, lemonade and summertime. The camp thematic will come to life with a collection of eye-catching on and off-premise tools.



## Summertime is Miller Time

Miller Lite's "Tastes Like Summertime" program will give shoppers the chance to win beer money for all their favorite sunny day occasions – plus, they could score a char-broil grill and beer-coal for all the flipping and sipping they can imagine. Catch Americana-themed 16 oz. pints and thematic secondary packaging in stores. Supporting the sweeps are strategic national media and a hefty POS lineup to take over retail locations.



## Summer Like an Italian with Peroni

Peroni invites shoppers to "Summer with True Italian Style," with the chance to win a trip to Italy. Chic on and off-premise tools will transport drinkers to Italia.

## Vizy Hard Seltzer Teams Up with the Professional Pickleball Association

To ring in the vibiest summer yet, Vizy Hard Seltzer is pairing their new Orange Cream Pop Hard Seltzer with the U.S.'s fastest-growing sport in an epic partnership. With merch collabs, brand acts at the U.S. Open, display-driving retail tools and TV support, Vizy's harnessing pickleball's hot lifestyle vibe to showcase their coolest flavor yet. Get your hands on these limited-release 12-packs dropping May 15.





**BOSTON CALLING**  
MUSIC FESTIVAL

**FOO FIGHTERS • YEAH YEAH YEAHS** FRIDAY, MAY 26  
THE NATIONAL • NIAL HORAN • CHELSEA CUTLER • TEDDY SWIMS  
LÉON • TALK • CELISSE • THE BEACHES • ZOLITA • GA-20  
ALISA AMADOR • LITTLE FUSS • BLUE LIGHT BANDITS  
SUMMER CULT • BRANDIE BLAZE

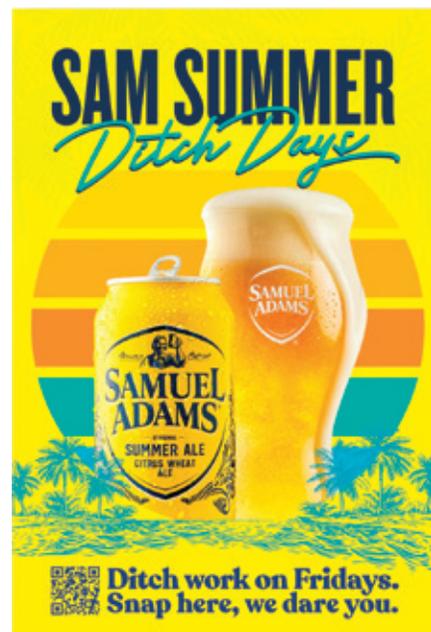
**THE LUMINEERS • ALANIS MORISSETTE** SATURDAY, MAY 27  
NOAH KAHAN • THE FLAMING LIPS • MT. JOY • FLETCHER  
NEEMZ • THE Q-TIP BANDITS • NAJEE JANEY • ACTOR OBSERVER  
DECLAN MCKENNA • JOY OLADOKUN • THE ACES • LOVELESS • WELSHLY ARMS  
CORAL MOONS • CHRYSALIS

**PARAMORE • QUEENS OF THE STONE AGE** SUNDAY, MAY 28  
BLEACHERS • KING GIZZARD & THE LIZARD WIZARD • MAREN MORRIS • 070 SHAKE  
THE WALKMEN • THE LINDA LINDAS • WUNDERHORSE • GENESIS OWUSU • BRUTUS  
JUICE • MINT GREEN • COUCH • ALI MCGUIRK  
SORRY MOM • WORKMAN SONG

**MEMORIAL DAY WEEKEND 2023 • HARVARD ATHLETIC COMPLEX**

BEER LITE HAPPY HOUR CITY TIVOLI AUDIO JACK DANIEL'S

Boston Beer is an official sponsor of the Boston Calling Music Festival! Music lovers can enjoy selections from Sam Adams, Truly, Twisted Tea, and Angry Orchard. Performances and events run from May 26–28 at the Harvard Athletic Complex. See you on the field!



**SAM SUMMER**  
*Ditch Days*

**SAMUEL ADAMS**  
SUMMER ALE  
CITRUS WHEAT ALE

**Ditch work on Fridays. Snap here, we dare you.**

## Sam Summer Ditch Days

In 2023, Sam Adams will build on the success of Sam Summer Fridays and once again encourage drinkers to ditch work with their national campaign – Sam Summer Ditch Days!



**Dogfish Head**

**HEY PENNSYLVANIA, WE'RE ONLY ONE OFF-CENTERED STATE AWAY**

**SCAN FOR A CHANCE TO WIN A TRIP TO THE DOGFISH HEAD INN THIS SUMMER!**

## Dogfish Head Summer Giveaway

This April, Dogfish is running a sweepstakes for consumers to win a trip to the Dogfish Head Inn this summer! To enter, consumers will simply scan the QR code on themed POS.



## Dogfish Head Record Store Day

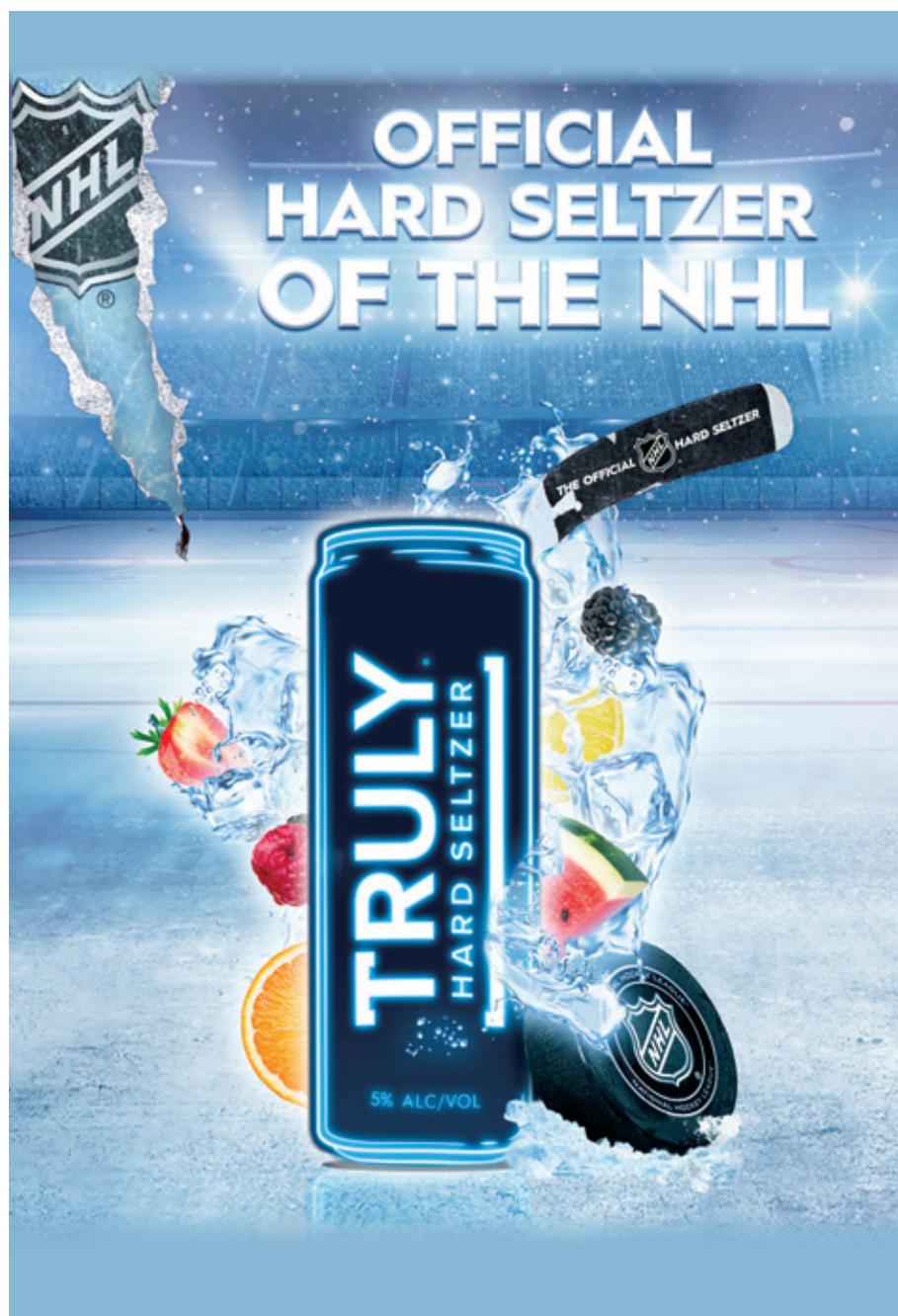
Dogfish Head is a brewery with a music problem. 2023 will be their 8<sup>th</sup> year as the Official Brewery of Record Store Day. Dogfish will also be featured on WXPB, a local radio station, producing a limited run of DFH x WXPB records that will be given away at local record stores and beer stores/bars to support indie artists and Record Store Day.



## Truly United in Flavor

Together, Truly and U.S. Soccer are teaming up to bring the flavor! Truly will leverage the power of the crest in North America, ultimately positioning the hard seltzer at the center of sports, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, from May 1<sup>st</sup> through September 1<sup>st</sup>, Truly, the official hard seltzer of U.S. Soccer, will execute a 360 degree, fully integrated campaign including Soccer IP on packaging, patriotic retail programming, a consumer giveaway and media!

## Twisted Tea is the Official Hard Tea of the Boston Red Sox





**WIN A TRIP FOR TWO TO THE 2024 KENTUCKY DERBY**

SCAN TO ENTER FOR A CHANCE TO WIN

CLAYTON KENTON

## White Claw Kentucky Derby

Running from now until May 15<sup>th</sup>, consumers can enter to win a trip for two to the Kentucky Derby, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter.



**THE WORLD NEEDS MORE**

**WIN PLATINUM EXPERIENCE TICKETS TO COUNTRY THUNDER**

CLAYTON KENTON

## Mike's Country Thunder

Running from now until April 28, consumers can enter to win a trip for two to the Kentucky Derby, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter.



**THE WORLD NEEDS MORE**

**MAKE A DIFFERENCE WITH MIKE'S**

\$1 OF EVERY MIKE'S HARD LEMONADE 6-PACK PURCHASED WILL BE DONATED TO BOOTS ON THE GROUND

SCAN TO LOOK UP OUR PARTNER

BOOTS ON THE GROUND

## Make a Difference with Mike's

From May 1<sup>st</sup> through July 31<sup>st</sup>, one dollar of every Mike's Hard Lemonade 6-pack purchased will be donated to Boots on the Ground, an international non-profit humanitarian aid and charitable organization dedicated to empowering veterans and qualified civilians to provide in-field emergency and primary medical care, facilitating recovery and encouraging & promoting long-term development, stability and peace in underserved areas of the world.



**NOW MORE LEGENDARY MARGARITA FLAVORS**

**WIN A TRIP FOR 4 TO EXPLORE THE CUISINE OF MEXICO CITY**

PLUS, UNLOCK WEEKLY CINCO DE MAYO RECIPE IDEAS FOR LEGENDARY PAIRINGS

## Cayman Jack is Giving Away a Legendary Trip

This spring, from April 10<sup>th</sup> through May 31<sup>st</sup>, consumers can enter to win a trip for four to explore the cuisine of Mexico City, courtesy of Cayman Jack! The trip includes travel accommodations and a stipend. Consumers will enter to win via QR code scan on themed POS, which will unlock weekly Cinco De Mayo recipe ideas for legendary Cayman Jack food pairings.



**WIN A VIP CONCERT EXPERIENCE FOR TWO AT RED ROCKS**

## Win Big with White Claw

## Win Big with White Claw

From May 1<sup>st</sup> through July 31<sup>st</sup>, consumers can enter to win a VIP concert experience for two at Red Rocks, including travel accommodations and a stipend, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter.



CLAYTON KENTON



### The Paulaner Grill Off. Which Are Your Preferred Flavors?

Follow @PaulanerUSA on Instagram and help choose which beer pairs better with our grilling recipes. You could win a deluxe grill set or other prizes!



#Biergoals



It's a given that BBQ and beer go well together, so this spring, there will be a grill off on @PaulanerUSA's Instagram. Starting March 1<sup>st</sup>, consumers will look out for the Paulaner Grill Off posts and help pair popular grilling recipes with either Paulaner Münchner Lager or Paulaner Hefe-Weizen. Consumers who comment with their beer pick and include both #PaulanerGrillOff and #Sweepstakes will be entered to win a deluxe grill set and other grilling accessories!



### Shiner Beers for Pickleball Players

Pickleball is undoubtedly the fastest growing game in the U.S. An estimated 4.8 million players or "picklers" currently play with an anticipated increase to 40 million by the year 2030. It's safe to say that everyone either plays Pickleball or knows someone who does. Previously seen as a retiree's sport, studies show that a vast majority of picklers are under 55 and the under-24 segment is the sports' fastest growing age group. With the likes of Tom Brady and LeBron James investing heavily into Major League Pickleball (MLP), this sport is here to stay. We guess you could say it's a lot like Shiner beers in that sense, two cultural mainstays that are popular amongst a wide age group. Much like Pickleball, Shiner Beers has something for everyone, and with this summer program they plan to share that with the masses!



### Celebrate Father's Day with Moosehead

From May 1<sup>st</sup> through June 30<sup>th</sup>, Moosehead wants consumers to share with them why their dad is the best dad for a chance to win a trip for two (themselves and their dad) to their choice of the NFL 2023/2024 AFC or NFC championship! The incredible prize includes airfare, lodging, game tickets and \$200 in spending money!

Consumers can enter the sweepstakes via QR code scan on relevant POS materials or visit MooseheadLager.com where there will upload an essay (250 words or less) and/or a video submission telling Moosehead why their dad deserves to go to the professional football conference playoff game.



### Yuengling is Celebrating America All Summer Long

America's Oldest Brewery is highlighting the patriotic holidays of summer, celebrating good times and toasting to outdoor music and friends with the Stars & Stripes program featuring country music star, Lee Brice. 12 oz. camo cans and patriotic packs are back to help bring awareness to Team Red, White & Blue. Consumers can scan QR codes on cans and displays to listen to Brice's latest tunes, enter to win a Lee Brice party pack and learn more about Yuengling's commitment to our military and Team RWB.

**SMIRNOFF ICE**  
SUMMER FLAVOR FEST

**ENTER FOR A CHANCE TO WIN & GET LOUD THIS SUMMER**

WIN A VIP TRIP FOR FOUR TO ONE OF OVER 1,000 U.S. EVENTS AND FESTIVALS\*

SEE DETAILS BELOW

TEXT "LOUD" TO 24272 OR SCAN HERE FOR ENTRY

\*SEE DETAILS BELOW

## Smirnoff Ice Summer Flavor Fest

From April through September, Smirnoff Ice will be partnering with Live Nation for their 2023 events/concerts at 40+ venues and festivals nationally. Consumers can enter to win the ultimate concert experience via QR code scan or text-to-win entry. The grand prize (awarded to one winner per month) is a trip for four to the Live Nation concert of their choice including airfare, accommodations and spending money. First prize winners (20 per month) will receive a \$200 Ticketmaster gift card.

**LET THE GOOD TIMES ROLL**

**GUINNESS EXTRA STOUT**

PLEASE DRINK RESPONSIBLY

## Let the Good Times Roll with Guinness Extra Stout

Guinness Extra Stout will be top of mind this spring with incremental digital media support in key markets across Spotify, Facebook, Instagram, YouTube, Hulu and more. Guinness has also partnered with a thriving cultural organization, I am CaribBeing, that stands at the crossroads of film and art, along with acclaimed Chef Kwame Onwuachi who will create content and recipes as their proud brand sponsor.

## Lone River Partnership with Yellowstone

From May 15<sup>th</sup> through August 1<sup>st</sup>, Lone River is partnering with the #1 show on TV – *Yellowstone* – for season 5, with product integration in show and ad placements throughout the season. Lone River will continue working with on-show talent Ryan Bingham and new partner Lainey Wilson. The partnership will be highlighted by the Lone River *Yellowstone* limited-edition variety pack and consumer sweepstakes with a chance to win dinner and a private concert with Lainey Wilson or a \$100 gift card. Consumers can enter to win by scanning the QR code on themed POS.



Graphics for this program were unavailable at the time of print

## Refresh Every Round with Corona Premier

Corona Premier is back for year five of its partnership with the U.S. Open. The 2023 tournament takes place at the LA Country Club in Los Angeles, California from Thursday June 15<sup>th</sup> through Sunday, June 18<sup>th</sup>. Corona Premier is encouraging golf fans to keep their game light by introducing the Corona Premier Clubhouse. From March 1<sup>st</sup> through April 20<sup>th</sup>, consumers can enter for a chance to win a trip to LA, where they'll get a complete CP Clubhouse weekend experience featuring a decked-out golf dream house, event passes and the chance to play a round or two locally. Secondary and instant-win prizes include gear and other gadgets from partners TravisMathew and Foray Golf. Corona Premier

will have a robust, multi-channel media campaign to recruit new drinkers, drive momentum and help support building Premier as a lifestyle brand.



## Corona is the Official Import Beer of Major League Baseball

Corona is kicking off year two of its partnership with the MLB and will encourage consumers to live the finer side of sports. It's less about the score and more about the company around you. Both season-long and tentpole event-specific POS assets feature the entire Corona family and provide POS support at retail from spring training all the way to the postseason.

To support Hispanic activation, Spanish-language POS will be available year-round. Activation highlights include a content series and "Major League Vibes" baseball highlights. Corona Premier will return as the official beer of afternoon baseball across all MLB channels. At the center of this robust partnership is a powerful media plan that taps into all of MLB's platforms. Highlights include MLB media across TV and MLB digital/social amplification. Corona will also be including MLB assets as part of their summer program titled "Summer Is Calling." Consumers can claim their ticket to summer with the chance to win MLB tickets and other exclusive prizes. More to come in the next issue!



## Pacifico La Cerveza del Cinco

Pacifico's bold Cinco De Mayo campaign returns from April 1<sup>st</sup> through May 5<sup>th</sup>. Artist Daniel Diosdado will bring La Cerveza del Cinco to life using vibrant Cinco iconography. New messaging

and high-energy displays will focus on Pacifico's roots. National TV launches in April will ensure Pacifico stays top of mind and a digital first strategy continues to align with LDA Gen Z consumption trends.

# It's Time to Get Serious About Social

According to Sprout Social, 75% of people reported purchasing a product after seeing it on social media.

The COVID-19 crisis altered how, when and where we shop, choose to dine & what we buy. Out of necessity, consumers honed their digital skills and they expect you to do the same. Now more than ever, crafting an online identity is vital. Isn't it time you got serious about social media?

### Social media isn't optional anymore

Think of it as a set of tools you need to reach customers. And we're not just talking about new customers. Your regular patrons aren't limited by geography or transportation anymore. Most consumers routinely use digital resources to decide where they might want to eat, or even to consider what *kind* of takeout they are in the mood to order. These same people likely shop across channels and don't think twice about researching products & prices before physically visiting a store or restaurant. And you probably do these things, too.

### Go beyond the basics

No doubt you have a website and a Facebook page, and that used to be enough. But have you considered Instagram, Twitter or TikTok?

Each platform has its own distinct style and purpose. Instagram and TikTok are

strong on visual content and appeal to younger audiences. Twitter is ideal for information that is timely and relevant. It's also a great way to engage customers and keep a conversation going. But if you're not sure how to start, here are a few examples...

**Instagram** – Filmed a timelapse of last night's happy hour at your bar, or a before and after clip of a new beer display? Head to Instagram.

**Twitter** – Drive traffic to your website, highlight new menu items or post job opportunities on Twitter.

**TikTok** – Have a fun, short video of an employee dancing as they get ready for their shift? Sounds like a perfect TikTok post!

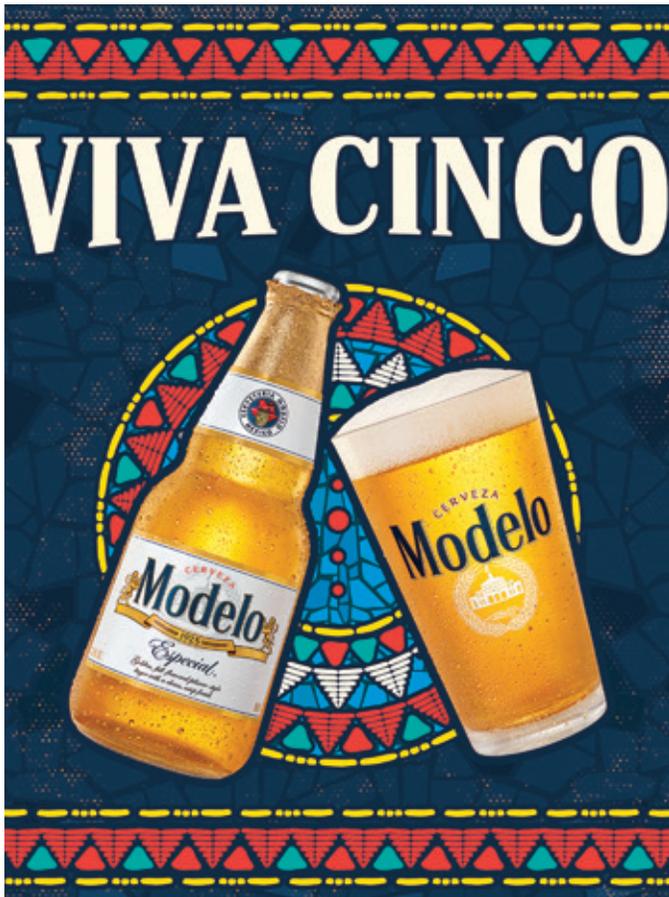
Don't forget that the content you post on social media is the voice of your business. Cultivate one that is welcoming, entertaining, ethical and genuine.



In this industry, the worst problem is invisibility. Sprout Social recently found that 75% of people reported purchasing a product because they saw it on social media.



Social media gives your business increased access, builds trust, bolsters your reputation and provides a space to create a dialogue with your customers.



## Viva Cinco with Modelo

From April 1<sup>st</sup> through May 5<sup>th</sup>, Modelo will continue to Cinco *Auténtico* and encourage consumers to celebrate heritage and what Modelo is made of. Modelo is partnering with artisans to create an authentic-yet-modern celebration. Consumers will be able to shop the Modelo Mercado to find apparel, décor and more. At retail, Modelo will partner with Mission Foods and Cholula with cross-merch displays featuring authentic recipes. Modelo's TV and media plan will include high-profile English and Spanish-language TV, and a strong social and digital presence. Dedicated social support will highlight the second year of the Modelo Mercado, connecting users to local merchants through an Instagram experience.

**CELEBRATE AUTHENTICALLY WITH  
ARTISAN-MADE APPAREL, DECOR & MORE**



## Cinco Starts with Corona

This year Corona is dropping a lime, raising a toast and kicking off Cinco the right way- with a Corona in hand. How do you take Corona Cinco to the next level? By giving consumers an unexpected and inclusive experience that is sure to heighten their love for Cinco. Corona invites consumers to play Cinco Roulette.

From April 1<sup>st</sup> through May 5<sup>th</sup>, consumers will jump-start their fiestas by spinning a digital wheel for a chance to win curated party-starters. Prizes include Uber rides, Uber Eats credits and taco tabs paid via Venmo to ensure Corona de Mayo will once again be the can't-miss event of the year. Corona will also share the most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, Corona Extra will have strong national TV weight with a high-profile presence in the NFL draft.

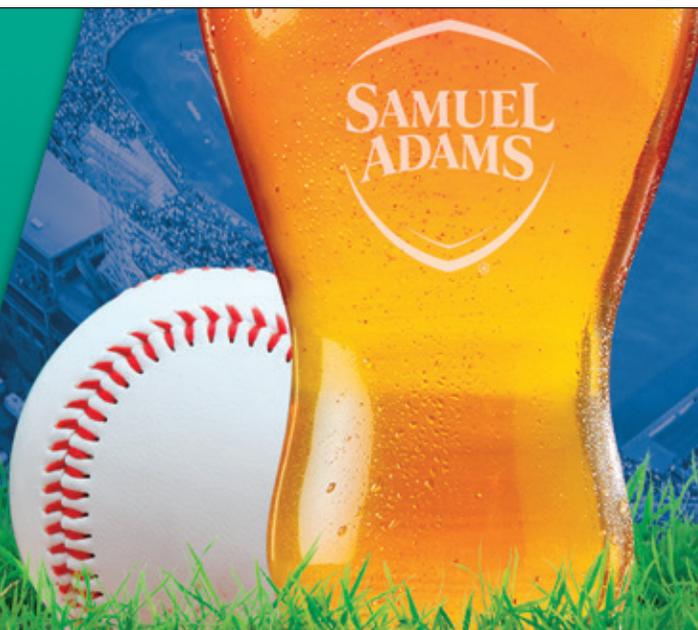
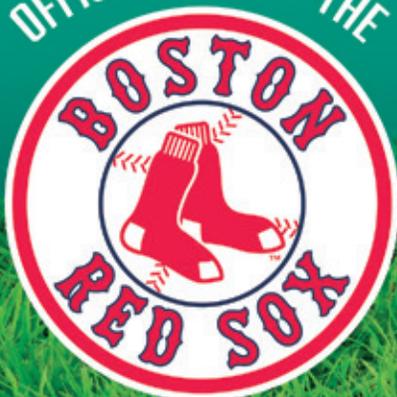




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# SAMUEL ADAMS®

OFFICIAL BEER OF THE



## 2023 RED SOX SCHEDULE

### MARCH/APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
				BAL		BAL
BAL	PIT	PIT	PIT	DET		DET
DET	TB	TB	TB	TB	LAA	LAA
LAA	LAA	MIN	MIN	MIN	MIL	MIL
MIL	BAL	BAL	BAL		CLE	CLE
CLE						

### MAY

SUN	MON	TUE	WED	THU	FRI	SAT
	TOR	TOR	TOR	TOR	PHI	PHI
PHI		ATL	ATL		STL	STL
STL	SEA	SEA	SEA		SD	SD
SD	LAA	LAA	LAA		ARI	ARI
ARI		CIN	CIN			

### JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
					CIN	TB
					TB	TB
TB		CLE	CLE	CLE	NYN	NYN
NYN	COL	COL	COL		NYN	NYN
NYN	MIN	MIN	MIN	MIN	CWS	CWS
CWS		MIA	MIA	MIA	TOR	

### JULY

SUN	MON	TUE	WED	THU	FRI	SAT
						TOR
TOR		TEX	TEX	TEX	OAK	OAK
OAK		★ ALL-STAR BREAK ★			CHC	CHC
CHC	OAK	OAK	OAK		NYM	NYM
NYM		ATL	ATL		SF	SF
SF	SEA					

### AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
		SEA	SEA		TOR	TOR
TOR	KC	KC	KC	KC	DET	DET
DET		WSH	WSH	WSH	NYN	NYN
NYN	HOU	HOU	HOU	HOU	LAD	LAD
LAD	HOU	HOU	HOU			

### SEPTEMBER/OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
						KC
						KC
KC	TB	TB	TB			BAL
BAL	NYN	NYN	NYN	NYN	TOR	TOR
TOR	TEX	TEX	TEX		CWS	CWS
CWS		TB	TB	BAL	BAL	BAL
BAL						

■ HOME GAMES   ■ AWAY GAMES