

HEADY TIMES

BURKE DISTRIBUTING
Spring 2024 | V.25

SINGLE-
SERVES
DRIVE SALES

YUENGLING
TAKES FLIGHT

WHY YOU SHOULD
BE SELLING
PACIFICO

A Burke Distributing Publication

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

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It's another beautiful springtime in Boston! Our buzzing city is shaking off the winter and getting ready to welcome tourists, proud families of college graduates, and locals who are eager to get outside and enjoy everything the city has to offer. We're still cheering on fantastic seasons from the Celtics and Bruins, while opening day at Fenway and beers on the Sam Adams deck is just around the corner. Outdoor patios are being planned and set up and golf courses are choosing which selections they'll be offering their players during the season. As always, we are heading into this busy and important time with a full, diverse portfolio of selections designed to enhance every occasion and please every palate.

Big news here at Burke! We recently expanded our business and are now the proud providers of Constellation brands in the towns that make up both Norfolk and Bristol Counties. This has been a major project to take on and I'd like to take this opportunity to thank our entire team, our new customers, and our partners at Constellation for making this transition process so successful. We have built on existing sales throughout the entire territory and are looking forward to the continued success of Constellation Brands in this key area.

Part of this business is keeping your eye on trends, and there's been major movement toward a specific package. Today, the percentage of single-serve cans sold in independent convenience stores has grown from 44% to 48% over the last three years, according to data published by National Retail Solutions. But this tidbit is just one part of the single-serve story. There are many not-so-obvious, single-serve can profit opportunities which are detailed in this issue's informative cover story, ***Single-Serves Drive Sales as Shoppers Demand Convenience and Flavor.***

As you read through this issue, you'll see a healthy representation of ready-to-drink cocktails. It's no surprise that RTDs have become a major player in the off-premise and are growing their presence in the on-premise as well. Within this segment, tequila-based beverages are gaining in popularity and our bedrock brands are paying attention: Truly has risen to the occasion with their new Truly Tequila Soda, and White Claw has responded with the release of their Tequila Smash. Longtime leaders in quality Dogfish Head Cocktails are kicking the season off with new flavors and a new look, including Strawberry Lime Tequila Margarita and Grapefruit Pomegranate. We are also so pleased to be selling the very well-received, award-winning cocktails from Dillon's Gin. The more popular the RTD category gets the better the selections are, and our portfolio offers up some of the best.

Boston might be known as a city with a complicated relationship with tea but there's nothing complicated about the momentum the hard tea category is having in our market. Our supplier partners are growing the trend, with all-new tea releases from Dunkin' Spiked, Twisted Tea, Sun Cruiser, Surfside Iced Tea + Vodka, Pirate Water Wicked Tea, and Nasty Beast Hard Tea. Those dog days of summer will be here before you know it and we're prepared with plenty of refreshing options in this hot category!

We should all be excited for spring and the fast-approaching summer; not only for our collective businesses to expand but for that invaluable time we get to spend with our friends and family. I love spending summertime outdoors with my loved ones whether we're hosting backyard barbecues, golfing, boating, or just hanging out and reading a book. There are so many great ways to relax- especially with that beer next to you in a koozie. Enjoy that precious time together and be sure to get outside!

Sláinte!

Bill

Mark Your Calendars

APRIL

4/1 April Fools' Day & Easter Monday
Origlio will be closed and no deliveries will be made

4/7 National Beer Day & NCAA Women's Basketball Championship Game

4/8 NCAA Men's Basketball Championship Game

4/22 Passover Begins

MAY

5/4 Kentucky Derby

5/5 Cinco de Mayo

5/12 Mother's Day

5/13 American Craft Beer Week Begins

5/27 Memorial Day *Burke will be closed and no deliveries will be made*

JUNE

6/3 World Cider Day

6/6 NBA Finals Begin

6/16 Father's Day



In the News

Craft Cans Continue to Dominate – Craft cans now account for nearly 70% of off-premise craft dollar sales, according to NIQ data. In 2023, craft can dollar sales increased +5.2% to more than \$4 billion.

Both Constellation and Molson Coors did big business in 2023 – Constellation's Modelo overtook Bud Light as the best-selling beer in the country, on the way to becoming the No. 2 beer category vendor by dollar sales. And Molson Coors increased dollar sales by 11.2% for a total of \$8.434 billion.



Single-Serves Drive Sales as Shoppers Demand Convenience and Flavor

By: Kate Bernot

Convenience stores have long been strongholds for beer, and that's expected to continue. In 2023, convenience stores were the channel that showed the strongest growth for the beer category, according to Circana. But the variety of beer sold in these stores is changing. Shoppers demand more variety and more premium products, and convenience stores are delivering with more dynamic assortments than ever before. To meet their needs and preferences, shoppers are increasingly reaching for single-serve cans across many subcategories of beer.

Today, the c-store beer cooler is in flux – domestic beer staples mingle with imported brands, craft IPAs, FMBs, and even premixed cocktails – and premium, flavored products are showing strong growth. It bucks the historic notion that shoppers in the c-store channel wouldn't be attracted to more expensive products. The “fourth category” set of beverages (which includes RTDs like hard seltzers, FMBs, wine coolers, and canned cocktails) that's grown fast in c-stores in recent years has done so despite the fact that these products are priced about 28% higher per equivalized case than all other beverage alcohol.



Molson Coors CEO Gavin Hattersley says Molson Coors expects its three core brands – Coors Light, Miller Lite and Coors Banquet – to grow space by more than 10% in the largest U.S. grocery and convenience retailers this spring compared to last year.

Amid so much change, there is a clear king when it comes to packaging: the 19.2 or 24-ounce single-serve can. Using National Retail Solutions' (NRS) point-of-sale systems, in independent convenience stores that carry single-serve cans, **singles have grown from 44% of the SKUs to 48% between January 2021 and January 2024.** Across all NRS stores, **singles – the majority of which are 22-25 ounce cans – now represent more than a third of total beer dollar sales and more than two-thirds of total beer volume.**

Designed for portability and a single occasion, these cans meet what c-store shoppers demand: instant gratification. A National Association of Convenience Stores survey found **83% of items purchased at a c-store are consumed within an hour.** With high-ABV beers increasing their share of single-serve dollars, it's clear that **shoppers want bang for their buck, and they want it right away.**

“The single-serve consumer's number one priority is convenience. They want

to grab their favorite drink and keep on moving,” says Jenny Odom, Vice President of National Accounts, Convenience, for Constellation Brands. **Constellation's portfolio of Mexican imports, including Modelo, Pacifico, and Corona, are consistently leaders in the c-store, single-serve space.** “Single-serve cans are a key driver in the success of the beer division's portfolio.”

Sampling Opportunity

The rise in dollar sales of beer in c-stores is partially attributable to more premium offerings since pre-pandemic years. But it's also thanks to single-serve cans, which boast a **higher price tag per ounce than larger packaging sizes while still delivering value for the shopper.** Between fiscal years 2019 and 2023, **retail sales of alcohol in convenience stores have increased 22% while volumes increased just 1%,** according to NielsenIQ data analyzed by 3 Tier Beverages.



With their relatively affordable price points, single-serve cans have proven a popular format for drinkers to try new flavors in Constellation's Modelo Chelada line.

This is the magic of single-serve cans: They deliver more dollars per ounce for the retailer, but consumers still view them as affordable indulgences and an inexpensive way to test a new brand or flavor.

The opportunity for trial is why when some smaller craft breweries release their own 19.2 oz. cans, they are careful to price them competitively with existing craft brands in the space. Wormtown entered the category this year with the 19.2 oz. releases of flagship IPA Be Hoppy and their Be Fearless Double IPA, two high-quality local IPAs that are line priced with national brands. "The c-store shopper is looking for not only convenience, but also value," says Burke Director of Marketing Steve Shaughnessy. "Convenience has emerged as a key channel for introducing new drinkers to crafts and other styles they might not otherwise sample. Consumers are really looking for flavor and variety now more than ever, and I think that's especially true in the convenience channel."

This has also proven true for Constellation Brands, where the **Modelo Chelada family in particular has been a recent star.** The single-serve package allows shoppers to take a chance on a new flavor, such as **Naranja Pícosa** or **Limón y Sal**, at an affordable price point.

"As we have introduced new flavor profiles within this lineup, the single-serve package supports new trial opportunities and is a great entry point to become a brand fan," Odom says.

From Trial to Trust

While single-serves are a low-risk package for shoppers looking to try a new beverage, they can quickly become part of c-store shoppers' daily routines. The "after-work beer" is an occasion where shoppers frequently turn to c-stores. **Brands that create loyal fans in the convenience channel have the opportunity to become part of their routine multiple times per week.**

Notably, NRS data shows that singles aren't always purchased as singles. In a 15-day period ending in mid-February, **45% of single-serve transactions actually included two or more cans.** NRS Vice President of Data Sales and Client Success Brandon Thurber **attributes this to 2-for-\$5 and 2-for-\$6 deals** typically offered for certain brands. With nearly half of shoppers in those stores purchasing more than one single-serve can at a time, these are repeat customers whose two-can purchases can represent significant sales for brands. **At a time when beer shoppers have more options than ever, locking in these loyal fans is critical to building sales and brand affinity.**

"The single-serve consumer's number one priority is convenience."
— Jenny Odom,
Vice President of
National Accounts,
Convenience for
Constellation Brands



Consumers are really looking for flavor and variety now more than ever and I think that's especially true in the convenience channel.)



Smaller breweries are increasing their sales in convenience stores, with craft breweries' dollar sales up 4.5% in the channel in 2023.

"Many of our brands have single-serve can formats and we see consumers reaching for them over and over, so this option continues to grow for us," Odom says.

"Single-serve cans continue to play a major role in the Constellation Brands Beer portfolio growth story."

Shoppers have always wanted to find their favorite beers as singles in convenience stores; new packages are just meeting that need. "We've been seeing independent c-stores break up 16 oz. can packages into singles for a long time," says Shaughnessy. "The desire for a variety of single-serves had always existed, but more of our brands including Dogfish Head, Harpoon, Greater Good, and Paulaner, are catering directly to that with their packaging.

Convenience stores are the prime example of meeting consumers where they are. But it's not only about selling beer there, it's about putting the right brands in the right packages at the right price to drive trial – and long-term loyalty.

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



Corona Extra depletions rose to 125 million cases in 2023. It's the most loved beer brand among both Gen Z and Hispanics with #2 household penetration among that cohort, behind only Modelo Especial.

Burke's Top 5 Best-Selling Single Serves

TWISTED TEA ORIGINAL 24 OZ. CAN

A refreshingly smooth hard iced tea made with real brewed black tea and a twist of natural lemon flavor. Non-carbonated, naturally sweetened, and just a little Twisted!

TRULY FRUIT PUNCH 24 OZ. CAN

Truly Fruit Punch is an explosion of fruit flavor, while still having the light, crisp, and refreshing finish that Truly is known for. The combination of juicy apple, sweet cherry, and tangy orange creates the perfect trifecta of fruitiness, sweetness, and sour that will leave you reaching for your next can.

WHITE CLAW HARD SELTZER BLACK CHERRY 19.2 OZ. CAN

An unmistakable cherry aroma leads to an incredibly refreshing, dry hard seltzer. Crisp and clean, a fresh and juicy black cherry taste shines through the clean seltzer base, with just the right amount of carbonation.

MODELO ESPECIAL 24 OZ. CAN

Brewed as a model of what good beer should be, this rich, full-flavored Pilsner-style Lager from Mexico delivers a crisp, refreshing taste.

CORONA EXTRA 24 OZ. CAN

Even-keeled, refreshing, and full of flavor, this iconic pale cerveza is the best-selling Mexican lager in the world. La vida mas fina!



Pacifico

After successfully making Modelo the #1 selling beer in the country, Constellation opens their playbook for Pacifico.

Constellation knows a thing or two about building a brand.

Working off powerhouse brands like Corona and Modelo (the newly minted #1 selling beer in the country) Constellation officially became the second largest beer vendor in dollar sales in 2023, overtaking Molson Coors.

But Constellation's success wasn't built on the backs of Corona and Modelo alone. **Pacifico finished the year as the 22nd largest beer brand**, ahead of stalwarts like Mike's Hard Lemonade and Blue Moon, **with dollar sales up an incredible +28.8%**. And if you ask the bullish team at Constellation, there's still a whole lot of runway and excitement about what this brand could become...

An authentic, smooth, pilsner-style lager, Pacifico dates back to 1900 when it was first brewed in the small Mexican port of Mazatlán. In the 1970s a group of California surfers traveling the beaches of Baja discovered this local cerveza and returned to the U.S. with as many cases as they could carry.

Today that story continues to resonate with the brand's many fans, and **represents the core of Pacifico's ethos: adventure, discovery, authenticity. As a result, Constellation's third largest beer brand is seeing enormous success with younger, active, legal-drinking-age consumers.**

"Pacifico is a Gen Z and Millennial lifestyle brand," says Pacifico's Senior Director of Brand Marketing Ryan Anderson. "So we lean into that consumer culture when determining how to show up in market." Pacifico is positioned as a beer for adventurous, lifestyle moments and encourages their consumers to "Live Anchors Up."



Pacifico is positioned as a beer for adventurous, lifestyle moments and the brand encourages consumers to "Live Anchors Up."

With a target audience that is digitally driven, Pacifico meets these consumers where they are with a heavy digital investment. "We know this brand is more active than others," says Anderson. "So, we use that to identify and partner with the right organizations."

Partnerships this year include the U.S. Open of Surfing and the Winter X Games. Pacifico is also rolling out retail programs across Cinco de Mayo, as well as summer and fall brand partnerships highly relevant to Gen Z & Millennial consumers, such as Solo Stove, Duvin (a fashion brand that makes breezy beachwear) and Lakai.

But Constellation knows that successful brands aren't built overnight. **"We are very disciplined in our approach and while the growth has been great to see, our focus continues to be strategic,"** says Anderson. That future looks bright for Pacifico, as the brand continues to expand and attract more Gen Z and Millennial consumers. "That yellow label is pretty hard to miss."



With a yellow label that's hard to miss, Pacifico is conveniently available in bottles, cans and draught.

Guinness Beyond St. Patrick's Day

A Wide Variety of Consumers are Realizing That a Brand Born in 1759 Has Modern Appeal.

By: Joshua M. Bernstein

Mountainous Asheville, North Carolina, contains one of America's densest concentrations of breweries per capita. Beer drinkers can order local IPAs, sour ales, and lagers at bars and taprooms around town. Until recently, Asheville's bounty was short one memorable beer:

"You couldn't get a pint of properly poured Guinness," says Jesse Van Note, a founder of the Whale, a group of craft beer bars based in Asheville that also serve classic German and Belgian beers. "We wanted to be the place."

At the time, the Whale dedicated its nitro line to North Coast's Old Rasputin Russian Imperial Stout. But Old Rasputin sold slowly due to its 9% ABV. Perhaps Guinness Draught could boost sales velocity via its 4.2% ABV and 125 calories per 12-ounce serving.

"It's a diet beer," says cofounder Andrew Ross. **"Guinness is a forever love."**

Van Note and Ross invested in proper glassware and training to ensure lustrous 20-ounce pours. Now, the Whale sells inexpensive \$6 Imperial pints of Guinness at its locations in Asheville and both Charleston and Greenville, South Carolina.

"It would be a disservice to offer a broad spectrum of beer and not sell Guinness," Ross says.

Guinness is among the world's most iconic beer brands. The silky Draught Stout is a staple at sports bars and Irish pubs, widely toasted during St. Patrick's Day. For all its popularity, Guinness can be pigeonholed into seasons, occasions, and a single memorable presentation.

"If you say the word 'Guinness,' so many people imagine that pint of Guinness Draught Stout alone by itself on the end of a beautiful wooden bar," says Ryan Wagner, Head of Marketing and National Ambassador for Guinness. **"Guinness is a brewery, not a beer."**

The company's portfolio includes the sweetly roasty **Extra Stout**, carbonated



"We've got to look for ways to reach different consumers and meet them where they are," explains Ryan Wagner, Head of Marketing and National Ambassador for Guinness. *Photo credit: SV Images*

and 5.6% ABV; **Guinness 0 Non Alcoholic Draught**; easygoing **Baltimore Blonde**; and robust and espresso-like Foreign Extra Stout, which dates to 1801. "I love it when someone says, 'I'll take the original Guinness,'" Wagner says. "I go, 'OK, the oldest recipe we have in market is the Foreign Extra Stout.'"

Here's how bar owners and sales reps are bringing the full range of Guinness into new venues and occasions, helping the brand remain front and center 365 days of the year.

Seeking Sales Beyond the Traditional Irish Pub

Irish pubs are warm bastions of civic togetherness and tradition, bar stools and booths filled with post-shift workers and folks craving cold Guinness and warm conversation. Brendan Donohoe, a hospitality veteran and native of Dublin, Ireland, realized there was a glaring need for that same welcoming space for New York City's queer community. Last year, he converted a Brooklyn beer shop into Mary's Bar, a queer Irish pub.

The public house is "forging a new path for queer establishments," says Donohoe, who is gay. He conceived of Mary's as a reflection of modern Ireland's diversity and cultural and political growth. TVs are banned from the cozy bar, where customers can crunch crisps while listening to traditional Irish music – performed by queer musicians – and sipping Guinness.

"Having a really good pint of Guinness has always been incredibly important to any Irish operator of a bar,"

Donohoe says. "I would probably have a seizure if I saw somebody just drop the glass, pour it, and walk away."

As craft beer boomed in the 2010s, bars focused on local, independent, and unusual beer, leaving few taps for benchmark beers. Nowadays, **craft beer specialists are seeing the benefit of offering Guinness.** The Whale offers 20 beers, plus scores of international bottles, but sometimes "people will come in and be [overwhelmed by] so much beer," Ross says. "They're like, 'I just want a pint.' " The bar's house pilsner and Guinness are simplified fallbacks for overwhelmed



Diageo's two Guinness Open Gate Breweries, in Baltimore and Chicago (pictured above), help introduce consumers to brands beyond Draught Stout. *Photo credit: Kendall McCaugherty*

customers. "That's our dark and our light," he says.

In Philadelphia, Guinness is regularly served beside some of the best local and national craft beer. Fountain Porter serves IPAs from Maine Beer Company alongside Guinness Draught. Pub on Passyunk East, or P.O.P.E, pours Guinness Draught and plenty of Tröegs beer. And at Meetinghouse, located in the former home of beloved beer bar Memphis Taproom, the tightly edited beer list contains five draughts.

Meetinghouse offers three house beers (a pale, dark, or hoppy ale), the Trappist ale Orval, and Guinness. "That's my favorite beer," says cofounder and brewer Colin McFadden, who previously worked at Tired Hands. **The slim, static beer selection and careful inclusion of archetypal beers is a rebuttal to the last decade's exuberant excesses** – queuing for cans at breweries, bars endlessly rotating taps, new beers appearing and disappearing weekly. **Why complicate the pleasure of a pint?**

"One of the objectives of a drinking establishment is to keep it fun and keep it relatively easy for people," McFadden says.

Food and Cocktails Can Expend Interest in All Things Guinness

One challenge for Guinness is introducing consumers to brands beyond Draught

Stout. **Diageo's two Guinness Open Gate Breweries, in Baltimore and Chicago, showcase the company's experimental brewing streak that encompasses corn lagers and Belgian-style witbiers fermented with Guinness yeast.** Trying taproom-only beers requires an in-person visit, limiting their power to sway broad perception.

Trial is tougher still for Extra Stout and Foreign Extra Stout. "They're very much off-premise products," Wagner says. "We've got to look for ways to reach different consumers and meet them where they are."

It helps to zoom out and think of Guinness as a global brand, Ireland only one part of its identity. Extra Stout and Foreign Extra Stout are popular in the Caribbean, West Africa, Southeast Asia, and beyond, and those cuisines can complement both beers' bold flavors.

Contemporary Caribbean restaurants, such as Miss Lily's in New York City, offer jerk chicken and ramen with Guinness 0 and Foreign Extra Stout, and you'll find Guinness on draught and in bottles at Era, an Ethiopian dive bar in Philadelphia serving spongy injera with misir wot, or simmered red lentils.

Irish pubs and English pubs also commonly play with the flavors of India, in particular curries. "Some of those flavors that really speak to the beers like Extra Stout and Foreign Extra," Wagner says.

Guinness is
a brewery,
not a beer.

— RYAN WAGNER

Head of Marketing and
National Ambassador for Guinness

Take the Dandelion, which offers Philadelphians a refined take on the modern British pub. It serves cans of Guinness Draught Stout, but wouldn't tandoori chicken go better with Extra Stout? **"There's an opportunity to expand inside outlets for Guinness beer,"** Wagner says.

Guinness Brewery Ambassador Zack Berger is also seeing cocktail bars use concentrated Guinness syrups and the



"Having a really good pint of Guinness has always been incredibly important to any Irish operator of a bar," says Brendan Donohoe, Dublin native and owner of Mary's Bar in New York City.

Photo credit: Momoko Fritz

stouts as an ingredient. **A touch of Guinness can lend roasty depth to an espresso martini or bloody Mary.**

Steakhouses are also an opportunity thanks to a scientific kinship: A browned steak and the roasted barley used in Guinness both undergo the Maillard reaction. The lessons can be applied to home. **"Guinness Extra Stout is the perfect companion to a cookout,"** says Wagner. "If I'm doing burgers on the grill, that's the beer I want."

Pairing dark beers with summertime activities can re-wire beliefs that stouts are best during cold and gloomy weather. An icy light lager is a great grilling companion, but it's less appealing as it warms up. Guinness

Extra Stout will reveal nuanced flavors and aromas with warmth. **"We need to expand the understanding of Guinness being appropriate when the weather is warm, the sun is out, and you're outside,"** Wagner says.

Guinness is also suitable if you're not consuming alcohol. With mindful drinking continuing to grow, **Guinness 0 can build a bridge to new consumers and consumption patterns.** "It encourages more of a pub culture in the United States, which I feel has always been missing," Wagner says. Have a round of Guinness Draught, and then a 0, to extend the good times. Or just grab a Guinness 0, its hue, mouthfeel, and trademark foam identical to Draught Stout. The only thing missing is the alcohol.

"It can lead to people enjoying our brands year-round," Berger says.

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



Extra Stout and Foreign Extra Stout are popular in the Caribbean, West Africa, Southeast Asia, and beyond, and those cuisines can complement both beers' bold flavors. Photo credit: Brad Danner

The Magic of Guinness Available in Four Mouth-Watering Stouts

Over 260 years in the making, Guinness beers are adored all over the world. From the original to a non-alcoholic offering, they are readily available to be enjoyed all year long.

GUINNESS DRAUGHT STOUT



With its distinctively dark appearance and velvety smooth finish, Guinness Draught strikes the perfect balance between bitter and sweet with roasted barley, hops for bittering and malt extract. The malted barley is roasted in a

similar way to coffee beans, which gives Guinness its distinctive dark color and stormy profile. This iconic beer is defined by harmony. Sip after sip, sweet counters the bitter as the malts arrive on cue to complement the roasted barley. With notes of coffee and dark chocolate, Guinness Draught is velvety smooth with a sweet malty nose.

GUINNESS EXTRA STOUT

Smooth at first with bold flavors that develop on the tongue, Guinness Extra Stout has a mild, boozy bite with a dry finish. The perfect balance of bitter and sweet, this beer has the rich, roast characters of the barley and a distinctive fruitiness from fermentation. With a luxurious, dark color and full-bodied

creamy head, hints of coffee, caramel and toffee add to the rich experience of this stout. Sharp and crisp to the taste, it's an entirely different experience from the smooth, creamy Guinness Draught and punchier Foreign Extra Stout, but the trademark Guinness flavors preside.



GUINNESS FOREIGN EXTRA STOUT

Foreign Extra Stout is brewed with generous hops and roasted barley for a bittersweet balance and a full-flavored, natural bite. Developed over 200 years ago for global export from Ireland, the addition of extra hops ensured this stout would arrive to its destination in perfect condition. Full-



bodied with lots of flavor, a robust bitterness and creamy texture, this beer pairs perfectly with smoked meats and chocolate desserts.

GUINNESS 0 NON ALCOHOLIC DRAUGHT



Brewed at St. James's Gate in Dublin, each pint of Guinness 0 Non Alcoholic Draught is packed with the same quality Irish malt and roasted barley as the Guinness Draught

Stout you know and love. It's all the remarkably smooth and delicious taste without the alcohol!

The Surfside Rocket Ship

The Iced Tea + Vodka Ready-to-Drink Canned Cocktail is Ready for Liftoff

The trajectory of Surfside proves that RTDs can still go into orbit. The Iced Tea + Vodka line of canned cocktails has grown tremendously since launching in early 2022. In 2023 alone, Surfside surpassed the 1.3 million-case mark, outpaced nationally distributed competitors, and achieved recognition by Brewbound, winning the “Rising Star” award, as well as “Hot Brand” status by Shanken’s IMPACT Magazine for its incredible year-over-year brand growth.

Surfside was created by the team behind Stateside Vodka, a craft vodka distilled in Philadelphia and founded by two sets of brothers – Matt and Bryan Quigley, along with CEO Clement Pappas and his brother, Zach Pappas, an investor in the brand.

The team identified an opportunity for a high-quality, vodka-based hard tea after researching the market and experiencing strong success with their first entry into RTDs with Stateside Vodka Soda. An important factor in the development of Surfside was to create a low sugar, 100-calorie version with a delicious flavor profile and zero carbonation. Add the retro surf branding to the healthy and delicious liquid made with premium vodka, and you can see why the brand is truly unique and differentiated from the sea of other FMB teas on the market.

From the first week that Surfside was launched, it sold out, and the team quickly realized the brand was going to take off. Surfside achieved +563% growth in 2023 and has become a staple throughout the Jersey Shore and at Philadelphia Phillies games where the brand has team partnership. The Surfside lineup includes the Iced Tea + Vodka, Peach Tea + Vodka, Half & Half + Vodka and Lemonade + Vodka.

“We knew we were onto something good with Surfside, but never anticipated the incredible demand we saw out of the gate,” said Pappas. “We call it the Surfside rocketship because it grew so quickly. It actually became challenging to forecast growth. Month after month we doubled

Surfside is the Highest Velocity Spirits-Based RTD per Outlet in 2023*

Starter Pack Flavors:



ICED TEA + VODKA PEACH TEA + VODKA LEMONADE + VODKA HALF & HALF + VODKA

Starter Pack is the #1 SKU in the RTD Category



GF 100% VODKA U NO SUGAR

Only 100 calories, 0 bubbles & made with Premium Stateside Vodka.

*Source: Circana MULO+C L26W ending 11.12.23

our production levels and still kept coming up short.”

Unique among RTDs, Surfside has seen strong consumer response in the on-premise, particularly in accounts by the beach. “It was a hot commodity on the Jersey Shore and is a space we’ll continue to grow this year,” Pappas adds. A partnership with Citizens Bank Park, the Philadelphia Phillies stadium, led to Surfside outselling light beer.

Entering 2024, New England is a focus for the Surfside brand, with new venue partnerships, advertising campaigns and upcoming innovations have poised the market for strong growth potential. “We’re confident we’ll outperform in the market this year in Massachusetts with Surfside,” says Pappas. “We believe in our quality, our branding, and we have the opportunity to be a leader in the RTD category. We’re just getting started.”

Yuengling Takes FLIGHT

By: Joshua M. Bernstein

Now in its 195th year, the venerable Pennsylvania brewery is set for continued success.



Wendy Yuengling, the Chief Administrative Officer, is part of the brewery's sixth generation of family ownership.

Dan Hemenway is well-acquainted with the migratory patterns of Massachusetts snowbirds, the cold-averse people that flock to warmer locales come winter. While soaking up sunshine, they're likely sipping beers like **Yuengling Traditional Lager**, especially in Florida. "That's where the brand thrives," says Hemenway, Domestic Brand Manager for Boston-area wholesaler Burke Distributing.

The insight led Burke, which acquired the Yuengling brand in late 2022, to reverse flagging sales – down 10% in 2023's first quarter – by targeting private clubs like Elks lodges and VFW halls, where members might skew older and seek December suntans. Over the last three quarters of 2023, Burke saw about 5% growth with Yuengling.

"The clubs were a glaring miss," Hemenway says. "We set the groundwork for unbelievable sales."

Despite the overall beer industry's slump, 2023 was a banner year for

D.G. Yuengling & Son. The Pottsville, Pennsylvania, lager brewery expanded into Kansas, Oklahoma, and Missouri, creating a 26-state footprint, and **off-premise volume sales for core brands dramatically increased**, with the flagship **Traditional Lager** (+20%), **Light Lager** (more than +60%), and low-carb **FLIGHT** (more than +100%) leading the charge.

The brewery is celebrating its 195th anniversary this year, and its past is fueling its future. **"You're seeing a resurgence in lagers,"** says Wendy Yuengling, the Chief Administrative Officer and part of the brewery's sixth generation of family ownership. Some national light lager brands have struggled, but **"with the awareness of our light beers, we feel like there's tremendous runway."**

Delayed Flight Takeoff

In particular, the brewery is betting big on FLIGHT, its 95-calorie, active-lifestyle

lager that was introduced in March 2020, at the onset of the Covid pandemic. But with lockdowns lifted, FLIGHT is taking off toward a new demographic. "It's attracting younger drinkers and skewing more female," Yuengling says.

Matthew P. Candelori, Marketing Manager for Kramer Beverage, which covers southern New Jersey, is finding big inroads with FLIGHT, especially on draught. "We've got accounts swapping out Michelob Ultra for FLIGHT," Candelori says.

New accounts are choosing to carry FLIGHT draught from the start. Bordentown Square Tap + Grill, which opened in Bordentown, New Jersey, in December, offers both Traditional Lager and FLIGHT on draught. **"FLIGHT has really stood on its own,"** Candelori says. **"We're at a point now where we want to make sure we have a steady stream of inventory of FLIGHT draught to make sure none of these accounts run out."**



The low-carb 95-calorie FLIGHT is one of Yuengling's biggest priorities for 2024.

Expanding into New States Broadens the Customer Base

Over the last few years, Yuengling has steadily expanded sales westward through the Yuengling Company, its partnership with Molson Coors Beverage Company. This year will find the brewery focusing on further establishing its presence, in part through display execution and seeking on-premise opportunities.

At its Fort Worth, Texas, brewery, Molson Coors produces four Yuengling beers – Traditional Lager, Light Lager, FLIGHT, and Golden Pilsner – and regional preferences are emerging. In Texas, where light lagers are tailor-made for hot weather, **“FLIGHT has outperformed our expectations,”** Yuengling says.

Yuengling has also produced its core lineup in Tampa, Florida, since 1999, when the company purchased the former Stroh's Brewery, but many “people don't know that we brew beer in Florida,” Yuengling says.

Last June, the brewery emphasized its Florida roots by opening Tampa's Yuengling Draft Haus & Kitchen. The sleek and sprawling facility features a coffee shop, firepits, bands, and a beer-focused menu featuring lager-brined chicken wings and chili infused with brewery's **Black & Tan**.

“It really helps us put a shovel in the ground and say that we're also a local brand,” Yuengling says.

The taproom also serves as an introduction to the brewery's broader portfolio, including its Lord Chesterfield Ale, Dark Brewed Porter, Golden Pilsner, and mango-flavored Bongo Fizz. In particular, **the brightly refreshing Bongo Fizz is a taproom best seller, resonating with new customers seeking fruit-flavored beverages.**

“It brings drinkers into our brand family,” Yuengling says of the brand that debuted in 2022.

Pete Steffy, a Brand Manager for Origlio Beverage, reiterates Bongo Fizz's appeal beyond Yuengling's core customer base.

“As the weather gets warmer, we definitely see trends kick up for Bongo Fizz,” he says. **“The liquid is great. It's got a catchy name. And it's a little bit different than what Yuengling has done in the past.”**

Don't expect Yuengling to roll out a high-ABV, hazy IPA heavy on adjuncts, or a lemony hard tea. **Instead of jumping into new categories, the brewery remains committed to its founding mission.** “We have definitely drawn a line in the sand and said, ‘We are a traditional brewer and we make great lagers,’” Yuengling says. “We make a beer for every taste.”

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

“We have definitely drawn a line in the sand and said,
‘We are a traditional brewer and we make great lagers.’
We make a beer for every taste.”

—WENDY YUENGLING, Yuengling's Chief Administrative Officer
and Sixth Generation Brewer

Hard Cider Comes into its Own

A Range of Flavors and ABVs Puts Hard Cider in the Spotlight.

By: Kate Bernot

As consumers increasingly reach for flavored, premium products backed by compelling brand stories, one category has been ticking those boxes for years: hard cider. Despite the proliferation of hard seltzers, malt beverages, and canned cocktails, **this category continues to hold its own by offering drinkers a more natural source of the flavors** they're seeking. Apples, an already fruity and complex ingredient, form cider's base, even before brands add spices or other fruits.

"Cider is flavor-forward, period," says Michelle McGrath, executive director of the American Cider Association (ACA) trade group. "It's also, for the most part, not pretentious and comes in a can and is bubbly, fun, and fruited. **That's what people want."**

McGrath says the industry is catching on to what cider makers have known for years: Cider is an entire category, not just one beverage. From dry to sweet, low-alcohol to Imperial, light and crisp to rich and barrel-aged, **cider is finding success when retailers embrace its full spectrum of offerings.** In the most recent 52-week period ending Dec. 2, **cider's dollar sales in chain retail were up +2.2%**, above the +1.8% growth for all beer/malt products (Nielsen xAOC + liquor + convenience, analyzed by 3 Tier Beverage). That growth rate was topped only by imported beer, flavored malt beverages, and below-premium beers.

The U.S. is home to roughly 1,300 cideries, up from just 150 in 2010. This number encompasses national brands like **Angry Orchard**, regional players like **Woodchuck**, and small, local producers who grow their own apples. In addition, imported ciders from the U.K., France, and Spain each offer unique flavors, packages, and styles of cider.

"During the height of the pandemic, people wanted reliability and consistency, but now it seems like people are looking for something unique and different, and cider has a great chance to provide that,"



From dry to sweet, low-alcohol to Imperial, light and crisp to rich and barrel-aged, cider is finding success when retailers embrace its full spectrum of offerings.

says Beth Demmon, a freelance writer and author of *The Beer Lover's Guide to Cider: American Ciders for Craft Beer Fans to Explore* published last year.

Consumers are eager for cider. And those consumers aren't a monolith: Nielsen CGA reported in 2023 that cider drinkers are 49.7% female and 49.3% male – a nearly even split. Drinkers who consume cider also tend to be younger than drinkers of other types of alcohol. That's good news at a time when many other categories are struggling to connect with young legal drinking-age customers. Longtime bartender Amy Hartranft says demand is clearly there.

"The consumer isn't the problem. **People want to drink cider,**" she says.

Cider of All Stripes

As drinkers are becoming more familiar with cider, they're becoming savvier about the diversity within it. Cider has in the past been oversimplified as a sweet beverage, but dry options are becoming increasingly popular, along with flavored and Imperial ciders.

Imperial ciders – those above 8% ABV – had a particularly explosive year in 2023. These bold products posted roughly 100% growth and now make up about 9% of total U.S. cider sales in chain retail. The vast majority of these Imperial ciders come from regional brands, though **Angry Orchard Crisp Imperial** launched nationally in November.

Along with the elevated ABV comes premium pricing: The ACA reports **that Imperial ciders represent on average a 24% premium over standard cider.** And cider shoppers have proven willing to trade up. That may be due to cider drinkers' above-baseline income and education levels – something McGrath urges retailers to appreciate.

"We know that cider consumers are higher wage earners and more educated. That translates into larger baskets," she says. "So drawing in cider consumers is good for overall sales of everything."

Hartranft says that as a bartender, she's witnessed firsthand how important it is for accounts to offer more than just one cider option. She says customers have lately

Branch Out: Celebrate the Spectrum of Hard Ciders

The popularity of hard cider continues to climb, reflecting evolving tastes and a cultural shift towards diverse and flavorful drinking experiences. Give your customers the cider selection they're looking for, with a range of flavors and ABVs for every palate.

ANGRY ORCHARD CRISP IMPERIAL

Crisp Imperial has a bold, crisp apple flavor with a punch of 8% ABV and the perfect level of sweetness for easy drinking. ABV: 8%



ANGRY ORCHARD ROSÉ

Angry Orchard Rosé uses a combination of hibiscus and fresh juice from rare, red-fleshed apples sourced in France. This cider has a floral aroma, is apple forward in taste and complemented by refreshing, light tannins, similar to semi-dry wine. ABV: 5.5%



WOODCHUCK AMBER

Woodchuck Amber has a golden color, a medium-light body, mild bitterness and a medium sweetness that is reminiscent of apple cider. It is made from a blend of apples and fermented with champagne yeast to produce a great-tasting and refreshing product. ABV: 5%



WOODCHUCK BUBBLY PEARSECCO

Inspired by sparkling wine, this dry pear cider is full of bubbles, with a clean, crisp finish. ABV: 6.1%



Amber was the first style of cider produced under the Woodchuck label in 1991, delivering a medium body, sweet red apple taste, and golden hue.

been excited about the 8% ABV, zero-sugar dry cider she's had on tap.

"By giving people more options, you sell more overall. Only selling one option is not a litmus test for what cider can do in a space," Hartranft says. "In the same way that if you only sold one beer, an IPA, and people didn't buy it, you wouldn't assume that people don't like beer."

While it's still a very small percentage of the market, low-ABV and non-alcoholic versions of hard cider have also hit the market recently. These new products demonstrate that, like beer or spirits, cider is a broad category with room for broad variety.

Cross-Category Opportunity

Few drinkers today solely consume one type of alcohol. That's especially true of younger legal drinking-age consumers, for whom the concept of being "a beer guy" or "only into wine" seems foreign. NielsenIQ data shows 63% of drinkers report regularly consuming more than one category of alcohol, a percentage that's on the rise. With its variety of flavors and ABVs, Hartranft says, **cider is frequently in drinkers' mix alongside beer, wine, and spirits.**

"Data shows that millennials and Gen Z are more prone to find choices they like in each category and drink a little bit of everything," she says. **"I'm finding a lot of casual cider drinkers."**

This is a particularly strong opportunity for the on-premise,

McGrath notes. **Consumers who are looking for something new for their next round often find cider to be a flavor-forward beer alternative, or a lower-ABV alternative to a wine or cocktail.** BeerBoard data reported by the ACA shows that draught cider outperforms many draught beer styles, including stouts and pale ales.

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



Imperial cider, like Angry Orchard Crisp Imperial, posted roughly 100% growth 2023 and now make up about 9% of total U.S. cider sales in chain retail.

The Tree Bar & Lounge

Tim McCasland is co-owner of the very recently opened The Tree Bar & Lounge in Braintree, a full-service restaurant that's hoping to bring something a little different to the south shore suburbs. He and his partners Dave Ferrando and Richard Melville also own and operate Causeway Restaurant, The Draft, 4th Wall, and Alma Cantina.

Congratulations on your new location and welcome to Braintree! How has it been so far?

Thank you! It's been great so far, people in the community have been very receptive. We've only been open a month, but we really hit the ground running. One of the partners here, Dave Ferrando, is our chef and culinary director and he's done a very good job on the menu; it's unique and one of a kind, sort of Asian fusion meets pub comfort food. We offer Wagyu smash burgers, a few different bowls, entrees, and lots of different appetizers to share. It's a cozy environment here, sort of a sports bar meets a place you'd come with your family. It's also a great place for a laid-back night out with the girls or the guys. It's a little different than our other restaurants in the city for sure.

What made you decide to open a restaurant in Braintree?

This concept was born out of us moving to the area and discovering there was nowhere really for people in our age group to hang out. We were going to Quincy or to Hingham for dinner and drinks, but we wanted a place closer to us, somewhere relaxed where someone can go two or three times a week, have a reasonably priced burger and glass of wine and meet up with friends or watch the game. I think we nailed that here and our clientele so far has been fantastic, exactly what we were aiming for. So far there's been a difference in our liquor/food split compared to our other locations; it's much more even here but in the city the split skews more toward liquor. It's a much earlier night here too, we're never still here closing at 3 in the morning.

How was the opening process? We're very fortunate that our other partner,



Tim McCasland

Richard Melville, is a contractor; he did a great job on the buildout, he did all the woodwork, and he also built a lot of the furniture. Right now, we're working with the town on permitting for a patio, parking lot updates, and adding valet service and they've been great to work with. We were so used to the city where they can be a little harder on you, but Braintree has been very receptive. We even had the mayor in for ribbon cutting and photos when we opened, they've really welcomed us with open arms. The community has as well – when we posted job openings our website got so overwhelmed we had to shut it down for a couple of days! We got a little nervous, so we decided to open one Wednesday night and not tell anyone. That Thursday,

Friday, Saturday, and Sunday we ended up doing bigger numbers here than we did at some of our prime locations in the city during the playoffs.

Tell me about what you guys are doing behind the bar.

We have a great selection here with Guinness, Modelo, Blue Moon, Ufo, Harpoon, and Sam Adams all on draft – it's very Burke heavy! We also offer a handful of crafts and mainstays in bottles. We do a great beer business here, but it's balanced out with stronger wine and liquor sales than what we see in the city. Dave designed the cocktail menu which has been very well-received. It's all been a little bit of a change for us but we're happy to tackle something new.

On The Job With...



Brytt Foster *Credit Manager*

As credit manager for Burke, Brytt Foster oversees accounts receivable for over 5,000 of our accounts.

What is your job in a nutshell?

Essentially, I make sure that the company gets paid in a timely manner and that we follow state guidelines for making sure that people aren't receiving deliveries if the state has deemed they shouldn't.

What's your history with the company?

I've been here since 2019 and have gone through a lot of role changes in a short time. I started off as a receptionist and shortly after COVID hit I joined the A/R department as a rep. Early last year I was promoted to assistant credit manager, then this past fall I was promoted to lead the department as credit manager. Over time, I've learned a lot about the different departments here and how we all work together; it's given me more of an appreciation of all the things the IT and Operations departments in particular do to keep things running smoothly.

In your position you are sometimes the bearer of bad news. How do you navigate that? Yes, this can be a tough role because sometimes you have to be the bad guy, but in the end, it's about making sure we're following regulations and not putting the company in jeopardy. Sometimes I get asked to wait to post an account or send an order out even though it legally shouldn't go. It might seem important to send that delivery out but if we did and it came into question with the state, we might not be able to distribute to any accounts, period. At the end of the day, it's about what's best for Burke even if that means I occasionally have some unpleasant conversations. We could sell everything in the warehouse and that would be great but if we didn't get paid for it, we'd go out of business.

What do you like to do in your spare time?

I help out with a little volunteer-run movie house in Shelburne Falls out in Western Mass. It's called Pothole Pictures and it's the coolest. We show old movies, foreign films, and documentaries. I've been going there since I was 16, so as soon as there was a call for people to join the committee I was there.

What is something you wish more of our customers knew about anything A/R related?

Probably how easy and convenient our online payment system is. I understand that a lot of people have done things one way for a long time and sometimes the "writing a check and popping it in the mail" habit is hard to break but paying online is good for the customer and good for us. If they sign up on our portal or through Fintech their payment can be verified in under a minute; if they mail us a check we have to wait until it physically gets here before we can release their order. I think a lot of accounts could benefit from it, especially those who often send in checks in late or those accounts that are only scheduled for one delivery day; if that check doesn't show up in the mail on time they could miss getting their order until the next week.

Give me your top three favorite Burke products!

I'm gonna be totally cliché and go with Fortaleza as my first pick. When I moved into my newest apartment the one thing I knew I wanted was a fancy bar cart with all of my liquor decanted and I try to always make sure there's a bottle of Fortaleza on hand although it's extremely hard to get – even for me! I also love Carlson's Summer Shandy and Paulaner's Oktoberfest Marzen, they are both so delicious.

Over time, I've learned a lot about the different departments here and how we all work together.

Get to Know Patrick Pikunas from MolsonCoors

In his position as On-premise Channel Lead for MolsonCoors, Patrick Pikunas works with bars, restaurants, and venues in Eastern Massachusetts to execute promotions and amplify selections in the MolsonCoors portfolio.

What sorts of events do you host in the on-prem? The best things about representing this portfolio of brands in Boston are the strong alliances we have here. Executing with Coors Light & the Bruins and Miller Lite & the Celtics is a lot of fun; TD Garden is such an awesome arena and I love the tools we get for that programming. I'm also a huge alternative rock guy, so I'm very excited that Miller Lite is a sponsor of Boston Calling. It's a really cool festival and I love planning activations leading up to it. Most occasions can be great opportunities - obviously St. Pats is huge, March Madness is a lot of fun, and there's a big push with baseball & Blue Moon this year. Activating around these sporting events and using our partnerships with the teams we get to work with drives volume and creates a fun atmosphere for customers in the city who are huge fans of these sports.

How did you get started in the industry? My dad has worked in the beer business for 25 years, so we talk about beer all the time and have since well before I started out. I'm a naturally curious person and I loved asking him questions when I was growing up, but didn't realize I was preparing myself for my future career. I started with a wine distro in Richmond after I graduated college, then got an opportunity with MolsonCoors in Manhattan and after about a year and a half, I moved up here.

What are some of your all-time favorite MolsonCoors raffle items? We always have great merchandise but probably my favorite raffle items were those Coors Banquet cowboy hats by Seeger. We brought them to the right accounts where we knew they'd fit well, and they were huge hit with customers.



Patrick Pikunas

Coors Banquet is one of my all-time favorite brands and they've had a fantastic year. Their partnership with Yellowstone has been great; I can't tell you how many times I've heard "That's the Yellowstone beer!" from people who have seen it onscreen, and I think that's awesome.

Can you tell us about any new products coming our way? I'm very excited for the launch of Happy Thursday! It's a new, bubble-free spiked refresher and if anything like it exists out there, I honestly haven't seen it. It's a cool,

unique brand and it tastes great- I'm personally a huge fan of bubble-free drinks. I love the branding and packaging and I'm psyched for the launch. That addition adds another layer to the already excellent portfolio we have, and as an on-premise rep it gives me another great option to present to accounts.

Top three favorite alternative rock bands? Oh wow, this is hard! Pearl Jam is definitely number one and then I'm going to have to go with Stone Temple Pilots and Soundgarden.

Blue Moon Light

Blue Moon LightSky is being reintroduced as Blue Moon Light, a citrus wheat ale that is perfect for drinkers looking for something lighter in calories and lower in ABV. At just 95 calories and 4% ABV, Blue Moon Light is brewed with real tangerine peel and boasts exceptional taste without weighing consumers down. Blue Moon Light is a strong tool in the brand's arsenal, as consumers increasingly reach for better-for-you options that don't sacrifice taste. **ABV:** 4% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Happy Thursday Spiked Refreshers

NEW Brand!

These new spiked refreshers are bubble-free with a slightly hazy pour and beautiful true-to-fruit color. Available in a variety pack as well as two single-serve packages, these 4.4% spiked refreshers still have less than 10g of sugar and are between 120 and 130 calories. Happy Thursday! Because why wait until Friday?



Happy Thursday Strawberry Spiked Refresher

This Spiked Refresher has a ripe and juicy strawberry flavor with a sweet and tart balance. **ABV:** 4% **Packages:** 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Now, year-round



Happy Thursday Pineapple Starfruit Spiked Refresher

The Pineapple Starfruit Spiked Refresher has a fresh pineapple-forward taste with tropical background notes. **ABV:** 4% **Packages:** 24 oz. cans (and available in the 2/12 can variety pack) **Availability:** Now, year-round



Happy Thursday Spiked Refreshers Variety Pack

The Happy Thursday 2/12 can Variety Pack includes four delicious Spiked Refreshers: **Pineapple**

Starfruit, Black Cherry, Mango Passionfruit, and Strawberry. **Availability:** Now, year-round

Corona Sunbrew Citrus Cerveza

As part of Constellation's commitment to strategic and intentional innovation, Corona is excited to launch Corona Sunbrew Citrus Cerveza. Coming to select Northeastern markets this spring, this consumer-focused, flavored beer is brewed with real orange and lime peels, with an added splash of real orange and lime juice, for a flavorful take on the iconic Mexican lager. **ABV:** 4.5% **Package:** 12 oz. bottles only **Availability:** Now, year-round



Graphics not available at time of print.

Samuel Adams American Light Lager

Distinctly American, this light craft lager features pleasant floral hop notes balanced by a light sweetness for the perfect combo of flavor and crushability. Clean, refreshing, and ready for tailgates, beach days, and back yard BBQs! **ABV:** 4.2% **Packages:** 12 oz. cans and draught **Availability:** May



Twisted Tea Black Cherry

Twisted Tea's newest year-round flavor is a refreshingly smooth hard iced tea made with real brewed black tea and a natural black cherry flavor twist. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round



Angry Orchard Crisp Light

Introducing a brand-new light cider from Angry Orchard! Each and every can contains the same delicious apple flavor your customers know and love, now with fewer calories, less sugar and a slightly less sweet finish. The end result? A light cider that's crazy refreshing, wildly drinkable and still plenty Angry. **ABV:** 4.3% **Package:** 12 oz. cans only **Availability:** Now, year-round



Truly Bold Flavor Reformation

Lightness and refreshment do not have to come at the cost of flavor and fun – turn the flavor to 10 with Truly bolder flavor seltzers, now with a new and improved taste. The makers of Truly have removed Stevia from the formula, making this their best-tasting seltzer yet! The new formulation is for the Truly Lemonade Variety Pack and Truly Punch Variety Pack flavors.

Availability: Now, year-round



Truly Party Pack

Introducing the Truly Party Pack – a new variety pack that combines the most popular Truly flavors (and one new flavor) in a convenient slim can 12-pack. We know how tough it is to buy alcohol for a crowd, so Truly made it a whole lot easier. This

brand-new variety pack features three classic fan-favorites: **Watermelon**, **Citrus Squeeze**, and **Pineapple** as well as *new* **Raspberry**! With a flavor for everyone, the Truly Party Pack takes the guessing out of your customers' shopping trips. **Availability:** Now, year-round



Truly Unruly Variety Pack

Whoever said "nothing good happens after dark" clearly hasn't tried Truly Unruly. Think of it as the cooler cousin of everyone's favorite hard seltzer – sure, it's got the family genes (refreshment, light flavor, 12 fluid ounces), but that's where the similarities end. It's turned up

to 8% and is always ready to bring the fun! The Truly Unruly 2/12 slim can mix features four Truly flavors with an amped up 8% **ABV: Tropical Twist, Berry Blast, Citrus Crush, and Strawberry Smash**. Truly Unruly is the rare drink that keeps you on your toes (not in your seat). **Availability:** Now, year-round



Truly Tequila Soda Pineapple Guava

This expression is made with premium Tequila blanco, soda, and real pineapple and guava juices. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Truly Tequila Soda 8-Pack Variety

Try four different flavors of Truly's new Tequila Soda in the variety pack! Flavors include **Grapefruit**, **Lime**, **Pineapple**, **Guava**, and **Watermelon**.

ABV: 5% **Package:** 12 oz. cans only **Availability:** Now!



Truly Tequila Soda Lime

Truly is taking the good vibes to new heights with new Truly Tequila Soda. This refreshing blend of real fruit juice, sparkling water, and premium Tequila blanco sourced from a family-owned distillery in Mexico will excite your taste buds and go down smooth. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head All IPA Variety 12 Pack

This is the first all IPA variety pack from Dogfish Head! Included in the mix are four IPAs that are perfect for enjoying all year round: **60 Minute IPA**, **90 Minute IPA**, **Hazy Squall** and **Slightly Mighty** lo-cal IPA. **Availability:** Now, year-round



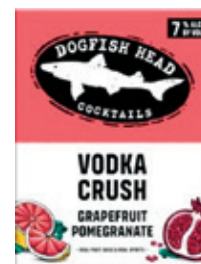
Dogfish Head Cocktails Tropical Crush Variety 8-Pack

This new variety pack features mixed spirits offerings including **Blood Orange & Mango Vodka Crush**, **NEW Rum Mai Tai**, **NEW Tequila Margarita**, and **Strawberry Honeyberry Vodka Lemonade**. **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head Cocktails Grapefruit and Pomegranate

Inspired by the sun, surf, & beaches of our 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. cans only **Availability:** Now!





Dogfish Head Strawberry & Lime Tequila Margarita

For our margarita, we blend authentic Tequila Blanco from Mexico with our house made Dogfish Head Triple Sec and then combine with real fruit juice from succulent strawberries and citrusy limes for a twist that brings real, authentic flavor. **ABV:** 12% **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head Cocktails Passionfruit & Citrus Vodka Mule

This is an innovative take on a classic recipe, crafted with real fruit juice from passion fruit and limes then blended with fresh ginger beer ingredients. **ABV:** 12% **Package:** 12 oz. cans only **Availability:** Now!



Dogfish Head Cocktails Rum Mai Tai

This premium RTD cocktail uses Dogfish Head's very own rum distilled by cane sugar and balances the natural sweetness of pineapple juice with the citrusy tang of freshly squeezed orange juice. **ABV:** 12% **Package:** 12 oz. cans only **Availability:** Now!



Irish Pub Pack

Three Iconic Irish Beers. One convenient pack. The limited-edition Irish Pub Pack celebrates the rich Irish roots of **Guinness Draught**,

Smithwick's, and **Harp**, now in cans! **Package:** 14.9 oz. cans only **Availability:** Now!

Smirnoff Ice SMASH Tea



Smashing the status quo in the booming hard tea category, Smirnoff Ice SMASH Tea is a bolder hard iced tea, clocking in at 8% ABV and available in two delicious flavors: **Hard Lemon Tea & Hard Peach Tea**. **ABV:** 8% **Packages:** 16 oz. and 23.5 oz. cans **Availability:** Now, year-round

Sun Cruiser Iced Tea Vodka

Introducing Sun Cruiser, a new line of uncarbonated, 100 calorie, vodka-based hard teas!

NEW Brand!

Sun Cruiser Classic Iced Tea Vodka

This uncarbonated RTD cocktail is made with vodka and pure brewed tea. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Sun Cruiser Lemonade + Iced Tea Vodka

Lemonade, vodka, and pure brewed tea blend in this Half & Half with a kick! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Sun Cruiser Iced Tea Vodka Variety

This new mix includes **Classic Iced Tea** alongside **Raspberry, Lemonade + Iced Tea**, and **Peach**.



Pirate Water Wicked Tea

Set sail for the next Pirate Water adventure! Barstool's best drink is back with the delicious Wicked Tea – a strong, smooth, uncarbonated brew flavor with hints of lemon. It's the toughest tea to take on the high seas! **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Now!



Captain Morgan Sliced Up

NEW Brand!

Introducing the latest innovation from Captain Morgan that's sure to make a splash: Captain Morgan Sliced Up! Let the Captain take over bartending duties with his latest line of delicious FMBs, made with the taste of fresh sliced fruit and premium alcohol. This new line of singles is available in two flavors and a variety pack:

Captain Morgan Sliced Up Long Island Iced Tea

Sliced Up Long Island Iced Tea captures all the flavor of rum, tequila, triple sec and gin with fresh squeezed Meyer lemon flavor to deliver a sweet, balanced, refreshing take on the classic cocktail.

ABV: 8% **Packages:** 16 oz. and 23.5 oz. cans

Availability: Now, year-round



Captain Morgan Sliced Up Tropical Hurricane

Sliced Up Tropical Hurricane combines sweet, tropical passionfruit, ripe strawberry and fresh, juicy, lemon and orange flavors to recreate the classic New Orleans cocktail.

ABV: 8% **Packages:** 16 oz. and 23.5 oz. cans

Availability: Now, year-round



Captain Morgan Sliced Variety Pack

This new 2/12 can variety of Captain Morgan Sliced FMBs includes four delicious flavors, all at 5.8%

ABV: Pineapple Daiquiri, Strawberry Margarita, Mango Mai Tai, and

Passionfruit Hurricane for whenever and wherever the crew's adventure takes you. **Availability:** Now, year-round



Castle Island Winner

Not quite West Coast, not quite New England, Winner sits alone in the IPA world thanks to its supreme drinkability. Highlighted by aromas of tangerine, lime, and pomelo, this IPA is balanced and light with a clean finish that beckons for another sip. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round

Dillon's Gin Cocktails

NEW Brand!

These craft RTD cocktails are made with Dillon's Vodka which is distilled batch-by-batch in copper pot stills, allowing for the best possible spirits from quality ingredients.



Dillon's Tangerine Lemon Mint Gin Cocktail

Delicately balanced with real fruit juice, this expression won Best of Class Signature Cocktail at the San Francisco World Spirits Competition! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Dillon's Blackberry Lemon Elderflower Gin Cocktail

Sweet and tart with a light floral accent, this expression won a Silver Medal at the World Spirits Competition! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Dillon's Gin Cocktails Variety Pack

This variety pack features four each of **Tangerine, Lemon & A Hint of Mint Gin Cocktail, Blackberry, Lemon & A Dash of Elderflower Gin Cocktail, and Black Cherry & A Touch of Cranberry Gin Cocktail.**

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



Two Roads Flavortown Spiked Variety

In partnership with Two Roads, Flavortown is expanding with this new mix pack. Flavors include debut offering **Flavortown Spiked Fruit Punch** joined by newcomers **Tiki Town Tropical Punch**, iced tea/lemonade hybrid **Fiddy Fiddy**, and **Tangerine-N-Tea**, a twist on the average hard tea. All of these offerings clock in at 6% ABV and feature real fruit juice and bold flavors. **Package:** 3/8 12 oz. cans **Availability:** Now!





Monster Brewing Co. has brewed up a bangin' hard tea recipe, blended it with their super-clean alcohol, dialed in the flavor, cranked it up to 6% alcohol, and came up with a cool can design for their new baby. It's tea with an attitude!

Nasty Beast Hard Tea Original

Package: 24 oz. cans only **Availability:** Now!



Nasty Beast Hard Tea + Lemonade

Package: 24 oz. cans only **Availability:** Now!



Nasty Beast Hard Green Tea

Package: 24 oz. cans only **Availability:** Now!



Nasty Beast Hard Tea Variety Pack

Variety Pack includes four cans each of Original, Hard Tea

+ Lemonade, and Peach.
Package: 12 oz. cans only
Availability: Now!



Friday Beers Tasty Light Lager

From Almost Friday Media, it's Friday Beers Tasty Light Lager! Almost Friday knows that Friday isn't actually a day, it's a feeling. Bottling up that feeling, they've created a tasty, reliable light beer that just hits different – it's the Friday of beers. **ABV:** 4.2% **Package:** 4/6 & 2/12 12 oz. cans **Availability:** Now!



White Claw Green Apple

White Claw Green Apple has an amazing green apple aroma and a super refreshing tart apple taste, for an invigorating sweetness and tartness.

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

Availability: Now, year-round



White Claw 0% Black Cherry Cranberry

A perfect balance of sweet, ripe black cherry and tart cranberry flavors make this non-alc seltzer extremely refreshing.

ABV: 0% **Package:** 12 oz. cans only

Availability: Now, year-round



White Claw 0% Mango Passion Fruit

Sweet mango and tropical passion fruit flavors complement each other in this non-alc seltzer to deliver a sweet, juicy and refreshing taste. **ABV:** 0% **Package:** 12 oz. cans only **Availability:** Now, year-round



White Claw Surge Pineapple

Incredibly balanced with just the right amount of sweetness and tartness, White Claw Surge Pineapple is super refreshing. **ABV:** 8%

Package: 19.2 oz. cans only **Availability:** Now, year-round



White Claw Surge Green Apple

With fresh, juicy apple notes, White Claw Surge Green Apple has an incredibly well-balanced and refreshing taste. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



White Claw Surge Variety Pack #2

The new White Claw Surge Variety Pack #2 includes four Surge flavors, uniquely cold wave filtered and all at 8% **ABV:** **Strawberry, Green Apple, Passion Fruit and Pineapple.**

Availability: Now, year-round



White Claw 0% Variety Pack



A drink for all drinkers, White Claw is perfectly placed to deliver a disruptive non-alc offering anchored in iconic flavors and refreshment. A significant unmet need exists between non-alc beer & sugary mocktails. Enter White

Claw 0%. This new, innovative non-alc is full of flavor with only 15 calories, 5g carbs, just 2g of added cane sugar and hydrating electrolytes with 0 alcohol. Included in this 2/12 slim can mix are: **White Claw 0% Black Cherry & Cranberry, Mango & Passion Fruit, Peach & Orange Blossom, and Lime & Yuzu.** **Availability:** Now, year-round

White Claw Tequila Smash Variety Pack



A sensationally delicious cocktail that smashes harsh tequila taste. They invented a new way to capture citrus and floral notes lost in other tequilas, then blend in real juice and agave nectar. Available in this 2/12 variety includes: **Pineapple Passionfruit,**

Mango Tamarind, Lime Prickly Pear, and Strawberry Guava. **Package:** 12 oz. cans only **Availability:** Now, year-round

White Claw Vodka + Soda #2



Triple Wave filtered vodka with real juice, sparkling water, 100 calories, and gluten-free. Enjoy four new and unique flavors, **Cranberry, Mango, Lemon, and Guava.** **Package:** 12 oz. cans only **Availability:** Now!

Mike's Hard Green Apple



Sweet, tart and super refreshing? You can only be describing new Mike's Hard Lemonade Green Apple. The latest seasonal pick in the Mike's lineup, Green Apple perfectly balances both citrus and green apple flavors, while providing a refreshing treat with a clean finish and no lingering aftertaste. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now!

Mike's HARDER Hurricane Punch

The refreshing taste of superbly blended fruit flavors deliver a deliciously tropical experience. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



Mike's HARDER 2/12 Variety Pack

The new Mike's HARDER Variety 12-pack includes four HARDER flavors, all at 8% **ABV:** **Lemonade, Mango, Black Cherry and Cranberry.** **Availability:** Now, year-round



Cayman Jack Sweet Heat Margarita Variety Pack

The Cayman Jack Sweet Heat Margarita Variety Pack includes four refreshing flavors, each with a hint of spice: **Grilled Pineapple, Spicy Lime, Sweet Heat Peach and Tangy Tropical.** **Availability:** Now, year-round



Harpoon IPA Mix Pack

From the brewery that brought you New England's Original IPA, the Harpoon IPA Mix showcases all that hops have to offer. This year-round variety pack features everyday staples Harpoon IPA, Rec. League Lo-Cal Hazy IPA, Juicer Hazy IPA, and mix pack exclusive Double IPA, a bold 8.1% ABV West Coast IPA.

Package: 2/12 cans only **Availability:** Now!



Harpoon Southie Lager

Bright, crisp, and full-flavored, Southie Lager is a well-balanced golden lager with a hint of malt sweetness. Subtly flavored with herbal and floral hops, this beer is approachable and perfect for any occasion.

ABV: 5% **Package:** Draught only **Availability:** Now, year-round



Clown Shoes Hazy Juicy Ziggy Cryo Hoptimo Double IPA

This innovative IPA has the most amount of haze Clown Shoes could legally pack into a 16oz can. Crafted with the choicest Citra, Mosaic, and Cryo hops that work in perfect harmony, this beer bursts with optimal juicy goodness. Keep cold and enjoy fresh! **ABV:** 9.5% **Package:** 16 oz. cans only **Availability:** Now!





Surfside

Surfside is proudly made with Stateside Vodka which is distilled 7 times giving it a smooth

finish and making Surfside dangerously good – crushable, even! With only 100 calories per can and no bubbles you can drink them all day, every day.

NEW Brand!



Surfside Iced Tea + Vodka

Surfside's classic style is a refreshing, non-carbonated blend of Iced Tea and Stateside Vodka. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Lemonade + Vodka

A refreshing, ready-to-drink Vodka + Lemonade crafted with Stateside Vodka and sweet, tart lemonade. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Half & Half + Vodka

This style blends iced tea, lemonade, and Stateside Vodka. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Peach Tea + Vodka

This style blends sweet iced peach tea and Stateside Vodka. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!

Surfside Starter Variety

Try all of Surfside's irresistible vodka cocktails in their Starter Variety Pack! Package includes **Iced Tea + Vodka**, **Lemonade + Vodka**, **Half & Half + Vodka**, and **Peach Tea + Vodka**. **Package:** 12 oz. cans only **Availability:** Now!



Stateside Vodka Soda Party Pack #1

Your favorite vodka just became your favorite vodka soda! Made with Stateside Vodka, sparkling water, and real fruit juice, these RTD cocktails are the perfect combination of booze and flavor, resulting in just 95 calories and only 2 measly grams of sugar. The original Party Pack Vol. 1 includes **Pineapple**, **Lemon Cucumber**, **Black Cherry**, & **Orange**. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!

NEW Brand!



Stateside Vodka Soda Orange

This refreshing RTD cocktail is made with premium Stateside Vodka, sparkling water, and real orange juice, landing at just 95 calories. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!

Dunkin' Spiked Slightly Sweet Iced Tea

Brewed with Dunkin's own proprietary tea blend and a twist of lemon, this spiked version brings the classic taste of Dunkin's tea to your cooler. **ABV:** 5% **Packages:** 12 oz. and 24 oz. cans **Availability:** Now!



Dunkin' Spiked Strawberry Dragonfruit Iced Tea 24 oz. Can

Dunkin's Spiked Iced Tea is expanding their single serve offerings with their Spiked Tea subtly flavored with strawberries and dragonfruit. **ABV:** 5% **Availability:** Now!

Tsingtao 0.0

Tsingtao 0.0 is a great take on an alcohol-free beverage that replicates its premium lager partner. It's brewed and fermented with a gentle alcohol removal and blending process to achieve a balanced and satisfying experience. **ABV:** <0.03% **Package:** 12 oz. bottles only **Availability:** Now, year-round



NEW PRODUCTS



Woodchuck Nature's Nectar

A traditional cider made from 100% sustainably grown fresh pressed apples from orchards who follow sustainable growing practices. Enjoy this semi-dry cider wherever friends gather. **ABV:** 5.1% **Package:** 16 oz. cans only **Availability:** Now!



Woodchuck Chuck's Imperials Wild Tropics

Transport to the tropics with the taste of passion fruit and dragon fruit in this exotic semi-sweet imperial cider. **ABV:** 8% **Package:** 12 oz. cans only **Availability:** Now!

Woodchuck Chuck's Imperials Variety 6pk

This unique offering is for those consumers looking for imperial ciders in a smaller variety pack. All of these offerings are 8% ABV and gluten-free, with flavors including **Cheeky Cherry**, **Wild Tropics**, and **Big Crush**. **Package:** 12 oz. cans only **Availability:** Now!



Wormtown Be Smooth

Celebrate yourself with Wormtown's smooth New England IPA, brewed with a smooth body, layers of flavor, and vibrant hop character. **ABV:** 6.8% **Packages:** 16 oz. cans and draught **Availability:** Now!



Wormtown Be Fearless

Celebrate your journey with Wormtown's Double IPA, brewed with extra hoppiness and full of explosive citrus and pine flavors. **ABV:** 8% **Packages:** 16 oz. cans and 19.2 oz. cans **Availability:** Now!

NEW PACKAGES

Miller 64 Becomes Miller 64 Extra Light

Molson Coors is relaunching its Miller 64 brand, becoming Miller 64 Extra Light. New packaging will hit the market in January 2024 for a soft transition, borrowing from the current brand equities while highlighting the beer's 2.8% ABV and 64 calories. Beginning in March, the "Miller 64 Extra Light" name will be phased in with a marketing plan that includes a new brand campaign, organic social and influencer content, new out-of-home, sampling programs and retail solutions. **ABV:** 2.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now, year-round



Topo Chico Variety Pack

Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love, with a clean, crisp, and refreshing finish. Topo Chico Hard Seltzer brings a unique twist to classic flavors with its Variety Pack, including **Strawberry Guava**, **Tropical Mango**, **Tangy Lemon Lime**, and **NEW Oasis Cherry**. **Package:** 12 oz. cans only **Availability:** Now!



Arnold Palmer Spiked

Arnold Palmer Spiked, the classic combination of iced tea and lemonade, is getting a splash of natural flavor for 2024. Retailers can get Arnold Palmer Spiked in a number of Half & Half Variety Packs, including **Original Half & Half**, **Raspberry Half & Half**, new **Strawberry Half & Half**, and new **Mango Half & Half**. In addition, shoppers can enjoy the new **Strawberry Half & Half** in a 24 oz single-serve can. These latest offerings from Arnold Palmer Spiked will be available in select markets. **Availability:** Now!



Modelo Oro 24-Pack Cans



Introducing new Modelo Oro 24-pack cans! The Modelo Oro brand is being expanded to a larger pack size to meet light beer consumers' expectations. Modelo Oro is 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, 4% ABV and 3g of carbs. As consumers continue their quest for lighter, more premium, sessionable options, Modelo Oro delivers full-bodied flavor with fewer calories and a sessionable ABV. **Availability:** Now, year-round

A New Mix for Modelo Chelada Variety Pack



Modelo Chelada's 12-pack variety is being updated to include fan favorite, **Modelo Chelada Sandía Picante**. This new flavor launched in March 2023 and has quickly become popular among consumers. Sandia Picante will join **Limón y Sal**, **Mango y Chile** and **Piña Picante** in the new mix. **Availability:** Now, year-round

Samuel Adams Just the Haze 12-Pack Cans

Great American Beer Festival gold medal winner in the non-alc category, Samuel Adams Just the Haze, is now available in 2/12-pack cans. Just The Haze has an upfront citrus aroma with hints of grapefruit, tangerine, lime and tropical fruit notes. The alcohol is removed slowly, leaving "JTH" with a full body mouthfeel, a smooth finish and all the flavor you'd expect out of a great hazy IPA. **Availability:** Now, year-round



Samuel Adams Wicked Fenway Wraps



Celebrate the upcoming season with Sam Adams, the official beer of the Boston Red Sox! For a limited time, both Wicked Hazy and Wicked Easy will be sporting limited-edition Red Sox branded outerwraps.

Twisted Tea Rocket Pop Party Pouch

The secret is out: America loves to party with Twisted Tea, and the brand is ready to fuel the fun this summer. An adult take on the frozen treat, the nostalgic flavors in Rocket Pop get a big upgrade when combined with the smooth and delicious real iced tea taste of Twisted Tea. And now, Rocket Pop is available in a Party Pouch! A throwback flavor with a kick of alcohol, this will be a fan-favorite this summer! **ABV:** 5% **Package:** 5L Party Pouch only **Availability:** May



Angry Orchard Blueberry Rose Draught

Angry Orchard combined the crisp, juicy flavors of their Rosé cider with real blueberries to create a new twist on an old favorite. This ruby red cider drinks smooth with a hint of blueberry and a touch of effervescence that's balanced by a refreshingly dry finish. **ABV:** 6% **Availability:** Now!



New Look for Dogfish Head Cocktails

All of Dogfish Head's Cocktails are clad in fresh new packaging! The graphics may look different, but these ready-to-drink cocktails made with Dogfish Head's own premium spirits feature the same blend of quality ingredients. In addition to their new expressions, look for refreshed packaging for **Bar Cart Variety Pack**, **Tropical Crush Cocktail Variety Pack**, **Blood Orange & Mango Vodka Crush** and **Strawberry & Honeyberry Vodka Crush**.



A New Look and Name for Cayman Jack Variety Pack

This spring, the Cayman Jack Variety Pack will debut a fresh look with a new name. Now called the Cayman Jack Mixed Drink Pack, it will still feature the same premium malt beverage flavors that consumers love: **Margarita**, **Moscow Mule**, **Cuban Mojito** and **Paloma**.



Lone River Ranch Water & Ranch Rita Redesigns

Gather round, let's reintroduce Lone River. The new looks for Ranch Water and Ranch Rita celebrate Lone River's story, showcasing their swagger and authentic roots. In the Ranch Water Variety Pack, Blackberry will be replacing Rio Red Grapefruit.



A New Mix for the Woodchuck Brunch Box

Woodchuck has been crafting America's original hard cider since 1991. Back then, they didn't care that the world was drinking beer, because they had a passion for hard cider. So that's what they made. Cider may be more popular now, but Woodchuck has stayed true to their roots, fermenting quality, innovative ciders with every batch. The Brunch Box Variety Pack showcases four of these innovative ciders (perfect for brunch) in one convenient 12-pack of cans. The new mix includes: **Pearsecco** Bubbly Dry Cider, **Mimosa** Cider & OJ, **Bellini** Peach Cocktail Inspired and **new Pineapple** Mimosa with a Tropical Twist. **Availability:** Now, year-round



Paulaner Münchner Lager 19.2 oz. Cans

Paulaner brewmasters were among the first to bring Munich Lager to Bavarian taps. This bier always goes down well. It has mild, elegant malts, with a hint of sweetness and a soft hint of hops in the background. **ABV:** 4.9% **Availability:** Now, year-round



Harp Lager 14.9 oz. Cans

An Irish legend, Harp Lager is now available in 14.9 oz. cans! Developed by the brewers of Guinness, Harp is clean with a sweet nose and a well-rounded body. The hops deliver a subtle citrus taste and floral aroma. *14.9 oz. cans will replace 11.2 oz. bottles.* **Availability:** Now, year-round



Smithwick's Red Ale 14.9 oz. Cans

Now available in 14.9 oz. cans, Smithwick's is a ruby red brew with a gentle hop bitterness and a sweet malt finish. Subtle aromas of caramel, biscuit and hops, with sweet malt and biscuit flavors, balance a pleasant hop bitterness. *14.9 oz. cans will replace 11.2 oz. bottles.* **Availability:** Now, year-round



A New Look for Narragansett Fresh Catch Citra Session Ale



Fresh Catch is a supremely refreshing blonde ale that's dry-hopped with Citra for a crisp grapefruit finish. Aromas of citrus and passionfruit are very evident, but mild on the palate. This beer is brewed to be the perfect pairing with shellfish or whitefish.

And this spring, Fresh Catch will be sporting a fresh look! **Availability:** Now, year-round



Narragansett Atlantic Light Lager Redesign

Fresh from the Ocean State and ready to pair with beach days, it's 12-pack cans of Narragansett Atlantic Light Lager! Now available for the first time in this package, this crisp and refreshing light lager has only 108 calories and takes it easy at 3.5% ABV.



Peak Organic Fresh Nectar



This hazy IPA is overflowing with fresh citrus and floral flavors. A hazy, smooth mouthfeel serves as the foundation, while ripe nectar flavors explode on your palate. Local Citra and Azacca hops are prominently showcased in this tasty treat. Now on draft for the first time! **Packages:** 12 oz. cans, draught **Availability:** Now, year-round

Devil's Purse Stonehorse Citra Draught



Brewed in Cape Cod and hopped exclusively with Citra, this balanced, unfiltered IPA features notes of white grapefruit pith and lime. **ABV:** 6% **Availability:** Now, year-round

Greater Good V 19.2 oz. Can

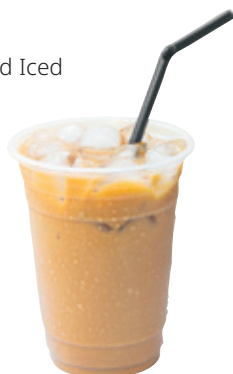


"V" is Greater Good's 5-hopped, East Coast meets West Coast IPA styles merging together in perfect harmony. It's a hophead's delight, and boasts a balanced hop progression of Citra, Mosaic, CTZ, El Dorado, and Cascade hops. **ABV:** 8% **Availability:** Now!

Dunkin' Spiked Original Iced Coffee 24 oz. Can



Take that Dunkin' Spiked Iced Coffee to go! The flagship is now available in a convenient 24 oz. single serve. **ABV:** 5% **Availability:** Now!



UFO Variety Pack

UFO Variety Pack is ready to embark on a full orbit around the sun! This pack features four offerings: **American-Style Wit**, **Hazy Blueberry Wheat**, **Hazy Citrus Wheat**, and **Crisp Apple Wheat**. This pack is sure to have something for everyone.

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



New Holland Dragon's Milk Stout

Dragon's Milk is a term used to describe potent ales that were bestowed in celebration at the end of a journey. Their signature stout carries on that tradition today. Roasted malt delivers notes of coffee and chocolate, married with sweet undertones of vanilla and oak from a three-month stay in bourbon barrels, to create a truly legendary blend of flavor.

ABV: 11% **Package:** 12 oz. bottles only

Availability: Now, year-round



Two Roads Juicy Box 2.0

Offered up in a rare 4/6 16 oz. can format, this new mix from Two Roads features two each of Lil' Juicy IPA, Two Juicy IPA, and the new Fruity Juicy IPA. **Availability:** Now!



Notch Salem Lager 12-Pack Cans

Now available in 12-pack cans for the first time, this locally-brewed Helles lager is clean and bright with less hop and more malt forward characteristics than its Czech counterpart, featuring aromas of cracker and white grape. This classic beer pours heady with medium body and a striking gold color. **ABV:** 4.5%

Availability: Now!



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.

Truly Red White & Tru 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 Variety Pack. Named a Top Product of the Year for

NEW MIX!

2024 by *USA Today*, Truly tapped their favorite flavors of summer to inspire the refreshing, easy-drinking, lightly flavored goodness in this pack. Coming off a very successful 2023 summer for Truly Red White &

Tru is returning... and better than before. This year the pack will include: **Cherry Pop, Blue Razz, Lemon Ice** and *new* **Cotton Candy!** **Availability:** Now!

Twisted Tea Americana Party Pack



For the second year in a row, Party Pack is getting an all-American makeover to celebrate the tentpole summer holidays with fans. Limited-edition flavor **Rocket Pop** joins **Original, Half & Half** and **Peach**, making this the perfect pack to crush in the sun all summer long. **Availability:** Now!

Samuel Adams Summer Ale

Light and refreshing, this American wheat ale has a citrus blend of orange, lime, 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 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 Beers of Summer Variety Pack



NEW MIX!

The Beers of Summer Variety Pack features: **Summer Ale, Porch Rocker, Cherry Wheat** and *new* **Pool Party Pale Ale.**

This seasonal mix is available in a 2/12 can pack. **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. **Packages:** 16 oz. cans and draught **Availability:** Now!



Angry Orchard Yard Party Pack



Introducing a new summer variety pack from Angry Orchard. This 12 oz. can party pack includes: **Blueberry Rose, Tangerine, Crisp Apple** and **Crisp Light.** **Availability:** Now!

NEW VARIETY PACK!

Dogfish Head Mandarin & Mango Crush



**NEW
Packaging!**

Inspired by the classic Mid-Atlantic crush cocktail, this fruit beer is brewed with a base of pilsner malt and fermented with loads of tart mandarin orange and juicy Alphonso mangoes. It's 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:** Now!

Dogfish Head Nordic Spring



This super citrusy hazy IPA is 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 hopped with Simcoe, Citra and Comet hop varieties. The result is a hazy, citrusy and piney IPA. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Now!

Aeronaut Mechanical Luchador



NEW!

Ding ding ding – **Aeronaut's Mechanical Luchador** is now entering the ring! This locally brewed Mexican-style Pale Lager serves up a punch of fresh, citrusy Motueka hops followed by a smooth crispness. **ABV:** 4.9% **Packages:** 16 oz. cans and draught **Availability:** Now!

Aeronaut Blush Sour Planet



NEW!

Enticingly juicy with mysteriously rich notes of dark cherry, this sour ale is abundant with fresh, unexpected flavors. Blush is drenched with pinot noir and merlot grape juices, and teeming with fruity tartness. **ABV:** 6.4% **Package:** 16 oz. cans only **Availability:** Now!

Leinenkugel's Summer Shandy



Leinenkugel's is amping up the summer vibes in 2024 with an exciting update to its Summer Shandy packaging. Retailers can now display this vibrant new Leinenkugel's pack from all sides thanks to a lemon floaty print located at the bottom of Summer Shandy cases. Be on the lookout for this fun packaging addition, available at Leinie's retailers for a limited time. **ABV:** 4.2% **Packages:** 12 oz. bottles, 12 oz. cans, 16 oz. cans, 24 oz. cans and draught **Availability:** Now!

Leinenkugel's Grapefruit Shandy



Leinenkugel's Grapefruit Shandy – the uniquely beloved take on a German classic – is returning by popular demand. While traditional shandies incorporate beer mixed with lemonade, soda or ginger ale, Leinie's Grapefruit Shandy begins with Leinie's Weiss beer and adds natural white grapefruit flavor for a note of fresh-cut citrus. This seasonal favorite will be available at retail for a limited time, so get it while you can! **ABV:** 4.25% **Packages:** 12 oz. cans and draught **Availability:** Now!

Vizzy Orange Cream Pop



Vizzy is relaunching its seasonal throwback flavor for a limited time this spring and summer. Available in 12 oz. can 12-packs, Orange Cream Pop is that nostalgic taste 21+ shoppers love, now all grown up. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Mid-May

Wormtown Beach Fix



NEW!

This refreshing Kölsch is drinkable and easy on the palate. Pale yellow and lightly accented with floral hops, it has a slightly fruity flavor and malty aftertaste. **ABV:** 4.5% **Package:** 16 oz. cans only **Availability:** Now!



Baxter Free Jacks IPA

Capturing the essence of the great New England states in a beer, Free Jacks celebrates the partnership of greater Boston's first professional rugby team and a regional brewery that knows what it means to be a workhorse. Inspired by passion and the things we love, this beer can be consumed anywhere from the chilly side of the pitch to the warm hearth of your local watering hole. This crisp, full-flavored IPA is brewed in

the spirit of and commitment to craft, innovation, and quality.
ABV: 6% **Packages:** 16 oz. cans and draught **Availability:** Now!

Carlson Orchards Raspberry Shandy Stand



To give their summer Shandy Stand hard cider a bit of a twist, the folks at Carlson Orchards added a healthy splash of raspberry juice. Every bit as refreshing as their original Shandy Stand but with a hint of plump, ripe summer raspberries – Lively, not too sweet, and delicious! **ABV:** 5%

Package: 16 oz. cans only
Availability: Now!



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: May

Greater Good Bigg Summer

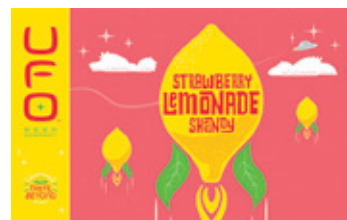
Bigg Summer is a New England India Pale Ale best paired with sandy toes, or campfires by the lake. The Galaxy and Sabro hops provide clean citrus, coconut, and stone fruit aromas matched perfectly with bountiful amounts of fresh pineapple and citrus. This juice-bomb is the perfect summer sipper!

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



UFO Strawberry Lemonade Shandy

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%
Package: 12 oz. cans only
Availability: Now!



Harpoon Summer Style

Harpoon and Life Is Good have brewed this collaboration to spread good vibes all summer. Celebrate the love of beer, sunny days, and a hoptimistic life with this blonde ale – we hope you enjoy it in good company. **ABV:** 5% **Packages:** 12 oz. cans, 12 oz. bottles and draught
Availability: Now!



Harpoon Summer Vacation

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



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. bottles and 12 oz. cans
Availability: Now!

SEASONAL SELECTIONS

Long Trail Summer Survival



Take a hike with Long Trail's Summer Survival Pack! Coming straight to us from Vermont, this mix features three bottles each of **Long Trail Ale**, **Summer Ale**, **VT IPA**, and **Blackbeary Wheat**. **Package:** 12 oz. bottles only
Availability: Now!

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:** Now!

Newburyport Birdie Lager



NEW!

Birdie is an American Pilsner by Newburyport Brewing Co. Cold. Crisp. A "par-fect" pils for drinking on and off the green. **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!

Peak Organic Summer Session

A traditional summer wheat beer marries a West Coast pale ale. Locally grown wheat provides a complex mouthfeel and Amarillo dry hopping gives a citrusy aroma. **ABV:** 5% **Package:** 12 oz. cans only
Availability: Now!



Sea Dog Sunfish Grapefruit & Peach Wheat Ale



Reminiscent of a summer sunset, Sunfish Grapefruit and Peach Wheat Ale is a refreshing and unique brew that combines a sweet peach essence and a bright grapefruit finish. **ABV:** 4.6% **Package:** 12 oz. cans only
Availability: Now!

PROGRAMS

Coors Light and Lainey Wilson Make Summer Chill

Consumers will be turning up the volume and raising up their Coors Light this summer with the help of country star Lainey Wilson. New thematic packaging swaps Coors Light's iconic blue mountains for an equalizer pattern and includes a QR code to enter for a chance to win tickets to Wilson's June 15th concert. Plus, they'll get their shot at VIP access, merch and more. Grab new packs, POS and full retail theatre displays in time for spring!



Soccer Fans Kick It with Coors Light



Our blue mountained friends are refreshing the game with an exciting opportunity to win branded soccer merch, Leagues Cup tickets and more.

Consumers will scan

POS to get a "Blue Card" that unlocks their prize, plus they'll be able to grab soccer thematic packs throughout the summer. Coors Light has partnered with standout players to bring the program to life through three-sided pop-up displays, cooler door takeovers and more. Goooooooooalllll!

The Coors Banquet Legacy Continues

Brewed since 1873, Coors Banquet is built on years of tradition and a legacy of using 100% Rocky Mountain water. Now, they're celebrating that history with limited-edition "Start Your Legacy" packaging and POS. The eye-catching creative will be available on pole toppers, heroic pop-up displays and more.



12 | 16 oz.
CANSMiller
Lite

Miller Lite and Luke Combs Are Back for a Summer of Music

Miller Lite is extending their partnership with the country star, bringing a whole new set of POS and graphic library tools, co-branded merch, limited-edition packaging and an exciting consumer promotion. Entrants will scan POS for the chance to win a flyaway trip for them and a friend to attend one of Combs's concerts.

TASTES LIKE
SUMMERTIME

Miller Lite's Americana Summer

The original Lite beer is painting the season red, white and blue with thematic primary and secondary packaging. Packs will celebrate the summer holidays with stars and stripes, while POS cues the cookout occasion with imagery of iconic Miller Lite cans transformed into grills.

TUNE IN TO THE
HIGH LIFE

TouchTunes



Miller High Life Turns Up the Music

The Champagne of Beers is partnering with TouchTunes in the ultimate dive bar collab. New "Tune in to the High Life" tools will drive on-premise purchase while song credit giveaways, themed playlists and more get 21+ drinkers on the dance floor all year long.



Have Your Zest Summer Ever with Blue Moon

The craft beer brand is helping consumers squeeze more out of summer with the chance to win up to \$500 for beer, food and fun. New summer illustrations will catch shoppers' eyes and encourage them to scan a QR code for a chance to elevate their own seasonal occasions. Add some zest to summer with a lineup of bright, exciting tools!



Topo Chico Hard Seltzer Sends Shoppers on a Refreshing Getaway

The seltzer brand is taking lucky winners on a one-of-a-kind summer adventure via branded Airstream camper. By scanning POS, they'll get the chance to hit the road in style or win other Topo Chico Hard Seltzer-branded merch, including the custom TCHS x Airstream cooler! Supporting the giveaway is a full retail lineup of displays and display enhancers featuring the Airstream design.



Topo Chico Hard Seltzer Scores with Soccer Fans

As the official hard seltzer of Leagues Cup 2024, Topo Chico is turning up the hype with a bright new look and feel. Partnership POS will drop this spring, encouraging shoppers everywhere to grab a seltzer and tune in to the action.



Topo Chico Hard Seltzer Celebrates Cinco de Mayo

This Cinco de Mayo, Topo Chico Hard Seltzer is making it easier than ever for shoppers to celebrate authentically. New thematic point of sale pays homage to Mexican heritage, while drawing in consumers all month long.



Give a Smooth Salute with Keystone Light

Keystone is giving back this summer in partnership with the United Service Organizations. When shoppers scan limited-edition Americana POS, they can support service members and enter for a chance to go to Nashville for an exclusive concert. The 360-degree program offers unique retail theatre to appeal to the rural consumer, along with localized tools like pop-ups as well as social and e-commerce. Join them in a smooth salute and get your hands on the lineup!



Country Hits & Spiked Sips: Arnold Palmer and BCMP Team Up

The spiked beverage brand is partnering with Barefoot Country Music Festival. And to celebrate, they're sending lucky winners to catch the fest live when they scan POS and enter for a chance to win. Shoppers can win VIP passes, travel funds to get to Wildwood, NJ, and more.



Planters® Brand and Miller High Life Make the Perfect Match

The iconic duo is back for its nuttiest summer yet, bringing shoppers the chance to win a dual-branded, vintage-inspired cooler and other "Match Made in The High Life" swag. To enter, consumers can scan thematic packaging or point of sale – including tools like coasters, large format displays and national paid media. Go nuts and order the whole lineup!



Go to Adult Summer Camp with Leinenkugel's

Leinie's is awakening 21+ shoppers' thirst for fun this summer with the chance to visit Camp Halcyon – Wisconsin's premier adult summer camp. Consumers can scan POS or go to Campleinies.com to enter for a chance to win airfare and camp tickets, plus secondary prizes like Camp Leinie's merch and apparel. Thematic packaging will make every Leinie's consumer feel like they're part of the fun with an eye-catching lemon pattern that will have them reaching for refreshment all summer long.



Vizzy Hard Seltzer Takes it to the Court

As a partner of the Professional Pickleball Association, Vizzy is bringing the sport to shoppers everywhere while showcasing their dual flavors with new “Flavors That Play Well Together” POS. This spring, consumers can scan for a chance to win branded pickleball merch like sweatbands, paddles and more and vote for a local court to win a “revibe.” Plus, the eye-catching tools and cooler chair display enhancer will have fans vibing all summer long.



Simply Spiked Makes Summer Juicy

Sports fans everywhere will be getting geared up for their most flavorful summer yet with the chance to view the juiciest moments in sports both at home and IRL. This summer, shoppers can scan limited-time POS to enter to win three months of ESPN+ plus a VIP experience at the ESPYS.

PERONI
ITALIA
SUMMER WITH
**TRUE ITALIAN
STYLE**



Taste a Simpler Summer with Peroni

The Italian beer brand is bringing shoppers a taste of European simplicity all season long with a 360-degree program. From off-premise retail theatre to e-commerce and PR support, they're bringing Italian style straight to consumers' mouths. Ciao, summer!



Say Sí to Cinco with Corona

This spring, Corona is helping consumers say Sí to Cinco! By texting "SI" to CINCO (24626), consumers will have the chance to win digital gift cards to Uber, Instacart and Cash app – everything to start the fiesta off right! With bold, festive retail POS, consumers will know every Cinco starts with Corona. Both POS & social channels will drive consumers to the Cinco Hub, where consumers will be able to enter and win!



Modelo: Cinco Auténtico

Modelo is once again inviting consumers to Cinco Auténtico. Modelo will bring the fiesta to retail through high-impact POS, including cross-merch displays featuring Mission. The partnership will be supported through shoppable media activation and exclusive recipes. In the on-premise, Modelo will host Cinco-themed custom shop activations where consumers can grab custom Modelo Cinco gear.



It's Corona Season

All summer long, Corona is giving consumers the opportunity to heighten their favorite summer occasions: concerts, grilling, ballgames and travel. This summer, it's Corona Season. All-new POS and a new QR code on primary packaging will drive consumers to the Corona Season site where they can enter to win prizes including exclusive merch, baseball tickets, concert experiences or a getaway with friends.



Victoria: Nuestra Música, Nuestro Verano

Join Victoria as the brand celebrates Nuestra Música, Nuestro Verano. This summer, Victoria will be partnering with regional Mexican artist Carin Leon, creating a one-of-a-kind cooler made to play music, keep the cerveza cold and pull up to every fiesta in style. Consumers can enter to win prizes by scanning the QR code on POS and one grand prize winner will receive an all-expense paid trip to see Carin in concert.



Pacífico is La Cerveza del Cinco

The Pacífico Cinco de Mayo campaign is back, partnering once again with artist Daniel Diosdado to feature new, high-energy displays and showcasing its roots as La Cerveza del Cinco.



Samuel Adams Sips of Summer

In summer 2024, Sam Adams will push back against anything heavy, stuffy and not wholly carefree. Summer is our most precious resource – so don't waste a drop! Savor every sweet sip of the season.



America Parties with Tea

Summer is synonymous with Twisted Tea. Twisted drinkers love partying for the summer holidays, celebrating America and cracking open ice-cold teas. It's only right that as America's favorite hard iced tea, Twisted brings back the America Parties with Tea program in 2024.



Beer Geeks with a Music Problem

This year, Dogfish Head is dedicating the whole month of April to showcase how important music is to them! As the official craft beer partner of Record Store Day, they'll be activating cities around the country to celebrate with drinkers. Dogfish will also be sending the winner of their sweepstakes program to a concert of their choice anywhere in the US!

Smirnoff Ice will bring the spirit of travel to life with a sweepstakes tailored to meet consumer needs. Consumers can enter to win one of these three exciting getaway experiences!



Smirnoff Ice Music Fest Getaway

Smirnoff Ice consumers love travel and live music, so the brand is giving them the chance to win both! Consumers can enter to win a grand prize trip for four to the Live Nation music festival of their choice OR a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Ice Beach House Getaway

Smirnoff Ice fans can enter to win a grand prize trip for four to an exclusive beach resort/house or a first-place prize of Smirnoff Ice miles to redeem for travel awards.



Smirnoff Ice Lake Life Getaway

This summer, consumers will be able to enter to win a grand prize trip for four to an exclusive lakeside resort/house or a first-place prize of Smirnoff Ice miles to redeem for travel awards.



Smirnoff Smash Golden Tee Sweepstakes

To celebrate the launch of Smirnoff Smash Teas, consumers can enter to win their own Golden Tee Machine!



Guinness Partners With Jason Momoa

Guinness has partnered with global superstar Jason Momoa, who will help to widen the tent of Guinness adorners and occasions by showing that Guinness is a brand for ALL those who share the Irish spirit of goodness and communion.



Yuengling Partners with MA VFW on Lagers for Heroes Campaign

Yuengling has teamed up with the MA VFW Foundation on their Lagers for Heroes Campaign to help local MA Veterans and their families in need of assistance. Yuengling has been running this program successfully since 2016 in Massachusetts and have helped raise over \$116K. 100% of which stays in MA and helps local Veterans and their families. This program is open to all Veterans who have served in the military living in MA. They will begin their retail efforts spanning from May 6th – June 16, targeting key On and Off retailers who share similar values in helping local MA Veterans in need via in-store fundraising campaign.

AERONAUT

Lager Loyalty Program

ROCKET CRUSH

american style pilsener

lager

ROCKIN' MECHANISM

black lager

MECHANICAL LUCHADOR

mexican style

lager

LIVING EASY

american style

lager

OUTRIGGER

american style

lager

ROCKIN' MECHANISM

black lager

WELDER BY DAY

american style

lager

HOW LAGER LOYAL ARE YOU?

LAGER LOYALIST

PURCHASE a minimum of 2 qualifying 1/2 BBLs/month for 4 months

GET

bar kit featuring glassware, paddle openers, coasters, and more!

LAGER FIEND

PURCHASE a minimum of 30 qualifying 1/2 BBLs over 12 consecutive months*

GET

outing for your team hosted by Aeronaut featuring an exclusive tour, guided tasting, and more on us!

*Purchases must be made monthly

Interested in the rest of our portfolio? Ask us about qualifying brand substitutions!

Aeronaut Lager Loyalty Program

Aeronaut is thanking their draught customers with this new Lager Loyalty program. Qualifying accounts can earn a bar kit or a guided tour and tasting at Aeronaut Brewery!

Viva Tequila Seltzer Spring Display Programming

Baseball Display Program

40+ case display

A solid floor space for all sizes:

Sampling

Part of a

Additional Sampling

4 Bonus Baseball Merch items with display

Hailie Deegan NASCAR Program

Consumer QR Code Enter To Win VIP Racing Sweepstakes for the NH race!

Hailie Deegan Cutout or Pole Topper

Viva Display Program Available

40+ case display

Case Station, Pole Topper, etc.

Check out for display items with QR code

Viva Tequila Seltzer Spring Display Program

Viva Tequila Seltzer is kicking off the season with two exciting new programs! Their baseball display program proudly promotes their status as the Official Hard Seltzer of Boston Red Sox on NESN. Participating retailers can earn Red Sox tickets, samplings, and baseball-themed merch. Viva has also signed on NASCAR star Hailie Deegan for their NASCAR program, where consumers can scan QR codes to enter to win a VIP racing sweepstakes for the NH race! Retailers can promote their qualifying displays with samplings as well as a Hailie Deegan cutout or pole topper.

Yuengling Celebrates America All Summer Long

Yuengling is excited to bring back their Stars & Stripes program, just in time for the patriotic holidays of summer. Yuengling is also proud to feature their partner, country music star Lee Brice, as part of this program. Brice will be performing another free concert in Pottsville on July 13. Summer displays will showcase patriotic swag, perfectly fitting for Yuengling Traditional Lager and

Yuengling Light Lager – proudly brewed by the oldest brewery in America. Look out for Yuengling's newly designed 12 oz. "Stars and Stripes" cans and patriotic packs, which not only add a festive touch to summer celebrations but also raise awareness for Team Red, White & Blue. By scanning the QR code on displays, shoppers can learn more about how they can support our veterans. Let's raise a glass to America and all those who have served!





Grill with Paulaner

The table is set for Paulaner's next big feast, which will feature Paulaner Hefe-Weizen and Münchner Lager grilling recipes and will also include America's barbecue-loving people all over the nation. Consumers can head to GrillWithPaulaner.com to play the Paulaner grilling game. There they will match the German recipe name with the multiple-choice image options. Playing will get consumers entered for a chance to win a real German schwenker grill (tri-pod grill) or other grilling prizes. This is where the biers of Paulaner meet American barbecue. Prost!

The Biers of Paulaner Meet American Barbecue.
Discover this Spring's Finest Flavors.

Scan to play the Paulaner grilling game. You could win a German grill set and other prizes!

#Biergoals

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ESCAPE TO YOUR HAPPY PLACE!

TRY THE NEW JAMAICAN ME HAPPINESS COLLECTION VARIETY PACK WITH A **\$5 REBATE!**

SCAN TEXT CASH
QR CODE VENMO PAYPAL

Follow us on @seagram

Escape to Your Happy Place

From March 1 through April 30, consumers will be eligible for a \$5 rebate when they try the new Jamaican Me Happiness Collection Variety Pack! Packaging with QR codes will give drinkers the details they need to claim their rebate.

Moosehead Tool Chest Fridge Sweepstakes

From May through October, Moosehead will be giving fans a chance to win a tool chest refrigerator! Consumers can enter to win using the pin code located inside specially marked 12-packs.




new Seagram's escapes REFRESHERS

TROPICAL FLAVORS MADE WITH CANE SUGAR & REAL JUICE

Seagram's escapes REFRESHERS

PINEAPPLE CHERRY, AÇAÍ, MANGO ORANGE, KIWI LIME

Refreshers are the Perfect Reward

Seagram's Escapes is supporting the launch of the new Seagram's Escapes Refreshers by giving consumers a rebate opportunity when they purchase two 6-packs or one 12-pack from March 1 through April 30.

GET \$5 BACK

When you purchase one 12pk of Seagram's Escapes Refreshers



Or visit seagramsescape.com/springbreakrebate

BOSTON CALLING

20 MUSIC FESTIVAL 24

FRI, MAY 24

ED SHEERAN • LEON BRIDGES

RENEÉ RAPP • YOUNG ^{THE} GIANT • LUKE HEMMINGS
DAVID KUSHNER • CANNONS • BEACH WEATHER • RIC WILSON
MADI DIAZ • MARIS • DIVINE SWEATER • KIERAN RHODES
KEI • JVK • JUSTIN CLANCY • ^{THE} WOLFF SISTERS

TYLER CHILDERS • TREY ANASTASIO
A CLASSIC TAB

KHRUANGBIN • FRANK TURNER & ^{THE SLEEPING} SOULS • JESSIE MURPH
d4vd • ^{THE} RED CLAY STRAYS • TANNER USREY • BAD RABBITS
^{THE} CASTELLOWS • MOTHERFOLK • SENSELESS OPTIMISM • TORITORI
WARD HAYDEN & ^{THE} OUTLIERS • PAPER LADY • CAKESWAGG • HIGHWATER HAULERS

SAT, MAY 25

SUN, MAY 26

THE KILLERS • HOZIER

MEGAN ^{THEE} STALLION • ^{THE} REVIVALISTS • LOVEJOY
CHAPPELL ROAN • BLONDSHELL • ROYEL OTIS • ^{THE} HEAVY HEAVY
CHRISTONE ^{KING FISH} INGRAM • FRANCIS ^{OF} DELIRIUM • STEFAN ^{THEV} • ^{THE} THING
FLESHWATER • ZOLA SIMONE • BILLY DEAN THOMAS • TYSK TYSK TASK

CHASE O  Lite  DUNKIN'   Jack  MB  Heineken  Red Bull 



MEMORIAL DAY WEEKEND • HARVARD ATHLETIC COMPLEX



FOR THE LOVE OF **BOSTON**

THE OFFICIAL BEER OF THE 



2024 RED SOX SCHEDULE

MARCH/APRIL							MAY							JUNE						
SEA	OAK	OAK	OAK	SEA	SEA	SEA	MIN	ATL	ATL	WSH	WSH	MIN	MIN	DET	ATL	ATL	CWS	CWS	CWS	
LAA	BAL	BAL	BAL	LAA	LAA	LAA	WSH	TB	TB	TB	TB	STL	STL	CWS	PHI	PHI	PHI	NYN	NYN	
LAA	CLE	CLE	CLE	PIT	PIT	PIT	STL	TB	TB	TB	TB	MIL	MIL	NYN	TOR	TOR	TOR	CIN	CIN	
PIT	CLE	CLE	CLE	CHC	CHC	CHC	MIL	BAL	BAL	BAL	DET	DET	CIN	TOR	TOR	TOR	SD	SD		
CHC	SF	SF	SF										SD							

JULY							AUGUST							SEPTEMBER / OCTOBER						
MIA	MIA	MIA	NYN	NYN			TEX	KC	KC	KC	HOU	HOU	DET	NYN	NYN	NYN	CWS	CWS		
NYN	OAK	OAK	OAK	KC	KC		HOU	TEX	TEX	TEX	BAL	BAL	CWS	BAL	BAL	BAL	NYN	NYN		
LAD	COL	COL	COL	LAD	LAD		BAL	HOU	HOU	HOU	AZ	AZ	MIN	TOR	TOR	TOR	TB	TB		
NYN	SEA	SEA	SEA	NYN	NYN		AZ	TOR	TOR	TOR	DET	DET	TB							

■ HOME GAMES ■ AWAY GAMES



89 Teed Drive
Randolph, MA 02368
781-986-6300



TASTES LIKE *Miller* TIME.

Miller Lite Drafts an All-Star Team

Miller Lite is teaming up with all-stars David Ortiz, Mia Hamm and JJ Watt to bring shoppers a one-of-a-kind experience. Consumers can scan thematic alliance and national POS for the chance to win a flyaway trip to MLB All-Star Week in Arlington, TX, autographed merch and more.