

HEADY TIMES

**CORONA
EXTRA**
THE MOST
VALUABLE
BRAND IN
THE WORLD

BURKE DISTRIBUTING
Fall 2024 | V.26

**FALL INTO
FLAVOR**

**THE NEW
TEA
PARTY**

**RTD:
READY TO
DOMINATE**



A Burke Distributing Publication

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We're cruising into autumn, which means an influx of new people and new energy back into our market. People have wrapped up their summer vacations and students are back in classrooms. NFL and college football fans are gearing up the season and we're all excited for the return of the Bruins and the Celtics. This time of year is prime time for people to gather, whether it's to cheer on their favorite team or to attend outdoor festivals- including local interpretations of Munich's famed Oktoberfest.

More than just beer chugging events, Oktoberfest celebrations are open forums where camaraderie is a natural occurrence. Beer really is the most social of beverages! Beverage trends do come and go, but the appeal of an authentic, imported Oktoberfest beer never loses its appeal. How do we know? New generations of legal age drinkers never fail to "discover" the classics for themselves, confirming the value of centuries-old brands like Paulaner and Hacker-Pschorr. No one appreciates this fact more than Steve Hauser, the President and CEO of Paulaner USA, who in speaking to another trade publication said, "If you can build a business on the fundamentals of high-quality products that deliver a truly amazing experience, you have a business that will last lifetimes." We're proud to offer Oktoberfest selections from Paulaner and Hacker-Pschorr, as well as local and legendary takes on the style from Sam Adams and Aeronaut. Pumpkin beers are fully represented in our portfolio as well, with Shipyard Pumpkinhead and Dogfish Head Punkin Ale being joined by local takes like Wormtown's Fresh Patch Pumpkin, Two Roads Roadsmar's Baby, and Greater Good's Giant Pumpkin.

The longstanding success of Oktoberfest and pumpkin beers proves that great products, especially great-tasting beers, are not destined to fade away. In fact, that's the point of this edition's cover story, "Corona Extra is the Most Valuable Brand in the World," Heady Times staff writer and beer journalist Jerard Fagerberg had an in-depth conversation with Constellation Senior Vice President Greg Gallagher about the stellar performance of Corona Extra, Modelo Especial, and Pacifico. His company has posted a remarkable 57 consecutive quarters of growth, a fact that caught the attention of the brand valuation consultancy firm Brand Finance, which proclaimed Constellation's Corona Extra the world's most valuable beer brand. It's an interesting read.

As always, thank you for your business and I hope you can find the spirit of Oktoberfest this fall, no matter where you are or what you're drinking.

Prost!

Bill Burke
President



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“The longstanding success of Oktoberfest and pumpkin beers proves that great products are not destined to fade away.”

\$409 BILLION

The amount of money the beer industry contributes to our economy – equivalent to 1.6% of GDP. It also pays more than \$132 billion in wages and \$63.8 billion in taxes and provides nearly 2.4 million American jobs, including 92,159 brewer and beer importer jobs, 77,847 manufacturing jobs, 137,420 distribution jobs, 52,220 agricultural jobs, and 979,805 retail jobs.*

* The Beer Institute July 2024



Mark Your Calendars

| | |
|-------------------------|-------------------------|
| SEPTEMBER | 10/4 |
| 9/15 – 10/15 | Barrel-Aged Beer Day |
| Hispanic Heritage Month | 10/12 |
| 9/21 – 10/6 | Yom Kippur |
| Oktoberfest | 10/14 |
| 9/28 | Black Entrepreneurs Day |
| National Drink Beer Day | 10/27 |
| OCTOBER | American Beer Day |
| 10/3 | 10/31 Halloween |
| Rosh Hashanah | 10/31 Diwali |

IN THE NEWS...

According to a poll conducted in July 2024 by Morning Consult on behalf of the Beer Institute, beer was the alcohol beverage of choice among LDA adults this summer.

Two-thirds of Americans (66%) opted for beer in the past three months, exceeding wine (54%), liquor (50%), and cocktails (43%).

Two-thirds of Americans (66%) 21+ said they would enjoy a beer at a BBQ, (45%) at pool parties, (40%) at the beach, (39%) at picnics, and outdoor festivals.

When seeking summertime refreshment, nearly half of Americans (45%) are choosing lagers, and they're seeking crispness (35%), lightness (33%), and bright or vibrant flavors (26%) in their beers.

Guinness is the Official Beer of The Premier League

The four-year agreement, which kicks-off for the 2024/2025 season, will see Guinness become the Official Beer of the Premier League, and Guinness 0.0 as the Official Non-Alcoholic Beer of the Premier League.

"This partnership brings together two iconic global brands that are loved by communities all over the world, and we can't wait to bring beautiful pints to the beautiful game. When the first ball is kicked off in August, Guinness will be building on its international legacy in sport with a new campaign reaching millions of fans, who follow and enjoy the Premier League in their own unique way across the globe."

—STEPHEN O'KELLY, Global Brand Director for Guinness



Corona Extra is the Most Valuable Brand in the World

By: Jerard Fagerberg with Heady Times Editorial Staff



Corona Extra has a global brand valuation of \$19,000,000,000. We'll cheers to that!

Corona Extra, Modelo Especial, Pacifico. The success of these three brands Constellation imports from Mexico has resulted in 57 consecutive quarters of growth for the company. That alone is an impressive statistic. Even more remarkable, though, is the dollar valuation placed on the brand that started it all . . . Corona Extra.

How much could one successful brand possibly be worth? Quite a lot. **Corona Extra has a global brand valuation of \$19,000,000,000.** In case you were wondering, a billion does have nine zeros.

In a category strangely resistant to growth, Constellation's portfolio of imported Mexican beers is a singular sensation. Oddly enough, the foundation for the company's success is built on sand. Actually, it's the gleaming white sand of the most perfect, tropical beach you could ever imagine. This beach exists in the mind of anyone who has ever dreamed of living the finest life, or as they say in Spanish, La Vida Más Fina. Fittingly, this sentiment appears on Corona Extra's label, and it is the title of Extra's latest ad campaign featuring Pedro Pascal.

But it was a long walk from the brand's perfect beach to Mr. Pascal's bar stool in

that neighboring watering hole. That stroll began in the 1990s when a postcard-perfect, ocean-front vision of paradise appeared on television screens for no more than 15 or 30 seconds at a time. Arresting in its simplicity, there was no voiceover or music, just the hypnotic sound of waves lapping the shore. The commercial is a masterclass in advertising restraint. There wasn't anything in the ad preventing viewers from placing themselves on their very own, perfect beach. By staying true to that imagery long past a point when less disciplined companies would be afraid NOT to change in some radical fashion, Constellation kept Corona Extra's toes buried in the sand, in a place where their customers have been momentarily **transported** for so many years.

Every successful brand tells a story. The best-loved stories are memorable because they are so emotionally engaging for long periods

of time. Then, at some point, the brand and what it represents merge, becoming one thing. For Corona Extra, that very special one thing is a beach state of mind.

Constellation's goal is to build brand families that people love. And they have been able to do that by understanding and staying true to what each brand in their portfolio represents. That's how Corona Extra became the most valuable brand in the world... the number one global beer brand with a monetary valuation of \$19,000,000,000.

More Reasons to Love Corona Extra

Corona Extra is remarkable in many ways. In 2023, the brand sold 125MM cases and it continues to grow share of total beer in both dollars and volume. It's the number one best-selling packaged beer on-premise, and for three years Extra has been the second fastest-growing brand in its category.

Going beyond what statistics can convey, Corona Extra is the **number one most loved brand among Hispanic and general market consumers**, including elusive, yet desirable, Gen Z consumers **so the composition of Extra's fan base mirrors the makeup of the U.S. population more closely than the biggest players in the category.**

From Perfect Beach to La Vida Más Fina and the Appearance of Emmy-winning Actor Pedro Pascal

Staying true to a brand's essence doesn't mean letting it stagnate. After all, a brand has to be relevant to new generations of consumers, so change is essential. But Corona didn't change so much as it evolved over time, paving the way for Emmy Award-winning Hollywood icon Pedro Pascal to belly up to a neighborhood bar.

"The equity that we've been building from the beginning has been around this idea of relaxation and the beach as the symbol of relaxation," says Greg Gallagher, Senior Vice President for Constellation's beer division. "Hispanic culture just really has cracked the code on how to live and how to be in the moment. So, when we were fortunate enough to land Pascal at this



Pedro Pascal relaxes on an idyllic beach in his first television spot for Corona Extra.

time in the brand's life, we knew it was a magical opportunity to build out the next chapter of La Vida Más Fina. Pedro is such a great partner for us in that he naturally personifies the essence of Corona Extra."

Pascal is the most recent celebrity to appear in the Más Fina campaign and for Constellation's money, he is probably the best. "Pedro has that effortless cool," Gallagher says. "And that's how we like to think about the brand. Corona has exuded that same effortless cool over the years and Pedro just seemed to reflect that. Even with his suave good looks, he's not quite a household name yet. So Pascal still has a sort of approachable, genial charm that instantly makes "The Finest Life" the attainable paradise that Extra has always been." Gallagher went on to say that Pascal was a "natural choice" to represent the brand.

Pascal's Star Power on the Ascendancy

Pedro Pascal has starred in *Narcos*, *The Mandalorian*, and *The Last of Us*, making him eminently hip. But to his credit, he has maintained an aura of humility while burnishing his professional cachet in equal measures. His understated good looks give Pascal the appearance of a guy you'd be glad to run into at the neighborhood pub even though *Time* magazine named him one of the 100 Most Influential People in the world last year. His Hollywood pedigree and award-winning talent place him just a bit beyond the average viewer's grasp, adding to his dreamy allure.

"My ideal life right now," Pascal confided to *GQ* magazine when the campaign first

aired, "is really that opportunity to be in the moment – and then the moment teaching you everything that you need to know. I'm a beach boy. What can I say? I love the water, it calms me down, and it holds all of my fondest memories. So, it is such a perfect way to remember to let go."

But more than anything, Pascal's entry into the La Vida Más Fina campaign comes at a time when Extra is connecting more deeply and purposefully to its Hispanic heritage. Extra's audience is about 27% Hispanic, a number that closely represents the demographic composition of the United States. In the past, Gallagher says, Corona bifurcated their campaigns into English and Spanish-language versions, showcasing different celebrities like Diego Luna and Bad Bunny to emphasize the beer's Mexican heritage. But Pascal, as a Chilean American, is able to speak to both Hispanic and general market audiences simultaneously.

Gallagher explains, "With Snoop and then Andy Samberg, the commercials

worked well, but they did detract from our Hispanic roots. We had a whole different creative. It wasn't on the beach; it was more of a Hispanic heritage campaign, so the brand was seen in a different light. We wanted to get back to one campaign. Pedro allowed us to do that."

Pedro Pascal's La Vida Más Fina spots were shot in both languages, following this amiable leading man and beer-drinking hero as he encounters strangers on the beach, charming them in two languages. The ads feel holistic and authentically Hispanic, while also being true to decades of transformative beach imagery lovingly crafted with discipline, devotion, and care.

Gallagher sees these TV spots as ways to remind customers just what they are buying, whether it's over the bar or for enjoyment at home. Corona Extra is a passport to a state of mind, a vacation worth about \$19,000,000,000, or maybe even more. Let's say that it's priceless.



Constellation Brands' Greg Gallagher says that Pascal was "a natural choice" to take over the La Vida Más Fina campaign.

Corona has exuded that effortless cool over the years, and Pedro just seemed to reflect that.

— GREG GALLAGHER, Senior Vice President of Constellation Brands' beer division marketing



Times Square in New York City saw Corona's first ever 3D out of home advertisement featuring new Corona Sunbrew.

New Corona Sunbrew

Pop culture relevance is in Constellation's DNA. Corona Sunbrew was inspired by the flavor-seeking Gen Z consumers that have flocked to social media platforms like TikTok, experimenting with flavors and creating cocktails like the Corona Sunrise. Constellation continues to explore ways to show up for these new consumers that are representative of our dynamic culture.

The rollout for Sunbrew was amplified via a social-first campaign spearheaded by influential content creators, heavily targeting Gen Z consumers. The media plan was created to "meet them where they are," using tastemakers and influencers to curate content, pushing social content like YouTube shorts.



Fall into Flavor

Find out what the Burke team is excited to sip this autumn.

As the crisp autumn air begins to settle in and the leaves transform into vibrant hues, the excitement for fall beverages is palpable. With an array of new seasonal releases and timeless favorites, consumers are eagerly anticipating the flavors that define this cozy time of year. From seasonal lagers to crisp ciders and robust stouts, the beverage enthusiasts at Burke are ready to embrace the rich, aromatic offerings that the fall season brings. Join us as we explore the drinks that are creating a buzz and setting the scene for a memorable autumn.



Ben Giovannini

Operations Manager



I'm a big fan of **Paulaner's Oktoberfest Bier** that is only released at this time of year. It's a little different than their year-round Oktoberfest Märzen and is the same beer Paulaner pours in their Oktoberfest tents.



Maeve Burke

Accounts Receivable Representative



I love hard cider so I'm going to have to go with a classic, **Angry Orchard Crisp**. It's sweet, it's crisp, and perfect for fall but I think it can be enjoyed during every season!



Joe Barros

Driver



I don't get too crazy anymore, but I like **Guinness**. It's a dark beer so it's good for the fall but it's not heavy.

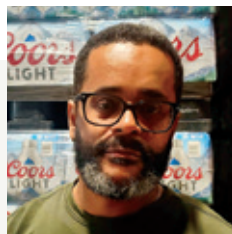


Steve Shaughnessy

Director of Marketing



I think I have to go with **Sam Adams Octoberfest**. There's nothing like a nice malty Sam October while you're inside watching football or sitting out by the fire under the stars.

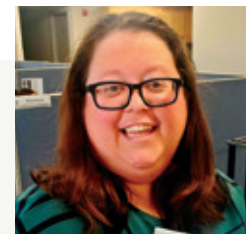


Gilson Neves

Driver



I only drink **Coors Light**, that's my favorite beer all year long.



Brytt Foster

Credit Manager



I enjoy the **Oktoberfest Märzens** from German breweries like **Paulaner** and **Hacker-Pschorr**. Those two at this time of year are my favorites: they're malty, crisp, and they go perfectly with the changing of the seasons.

Ready to Dominate

RTDs and FMBs Are Finding Open Runways to Continued Growth

By: Joshua M. Bernstein

The desires of today's drinkers are as unpredictable and fast-changing as the weather. Even five years ago, craft breweries could lavish IPAs with hops and expect customers to line up for cans – right after stocking up on hard seltzers.

The forecasts for beer and hard seltzer have since slowed, with dollar sales dipping 1.2% and 11.5% in the 26 weeks ending July 6, according to NielsenIQ (NIQ). **In that same period, FMBs and spirit-based RTDs grew 6.6% and 19.5% respectively,** and there's ample runway for growth.

"New brands that launch have the opportunity to break into the top five [in overall sales]," says Kaleigh Theriault, the Director of Beverage Alcohol Leadership at NIQ. "People are excited about new and different in this world."

To stand out among the crowded variety packs and single-serve cans, **beverage alcohol companies are producing FMBs and RTDs built around real fruit and bold flavor blends with multicultural appeal. Additionally, brands are carving out new retail opportunities by developing malt-based analogues of spirited cocktails and liquors, while breweries are reaching for the RTD aisle to find new customers.**

"We can't keep our canned cocktails in stock," says Sam Calagione, Founder and President of Dogfish Head Craft Brewery, which earlier this year introduced higher-ABV (12%) canned cocktails like a tequila margarita flavored with strawberry and lime, make for an easy sell.



"You're talking about two recognizable fruits and one recognizable distilled spirit," Calagione says. "The proposition is just so much more welcoming for a younger [of age] drinker."

Trading on its reputation of using only the best ingredients in everything they create, Dogfish Head Cocktails are made with Dogfish Head's own distilled spirits and real fruit.



Sales of the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.



Happy Thursday is a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors.

FMBs Are One Key to Reaching Gen Z Consumers

Linguistic gatekeeping can hinder beverage-alcohol adoption. Wrap a dry-hopped West Coast IPA or Chardonnay in excess adjectives, and it can seem unapproachable to less-experienced drinkers. **FMBs deliver bold yet familiar flavors that need no Cicerone or sommelier explanations.**

This is relevant to diverse Gen Z consumers that have grown up in a world filled with snacks and drinks flavored with global peppers, spices, herbs, and citrus. A sparkling yuzu seltzer is nothing new. **When a Gen Zer reaches LDA, “they already have a much more refined palette and flavor experiences,”** Theriault says.

Molson Coors Beverage Company is pursuing the latest LDA consumers with its **Happy Thursday** line. “It’s a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors,” says Amanda DeVore, the Senior Director of Marketing Innovation at MCBC.

Released this spring, **the spiked refreshers – ideally merchandized between FMBs and RTDs – take cues from the colorful nonalcoholic refreshers found at chain coffee shops.** Happy Thursday comes in four flavors, including compelling blends such as pineapple starfruit, each variant’s technicolor label corresponding to its flavor.

After water, tea is the world’s most consumed beverage, meaning it’s ripe for FMBs crossovers that might be tougher for soda brands with comparatively narrower followings.

Lipton Hard Iced Tea debuted last year, and the cross-section of consumers includes “loyal Lipton nonalcoholic drinkers, current hard tea drinkers crossing over and others who are new to the segment,” says Lisa Texido, Brand Director for Lipton Hard Iced Tea.

Parsing research data, Texido discovered that the Lipton Hard Iced Tea’s drinker tends to be well educated, earns a higher income and leans millennial. High brand awareness helps “cut through the clutter,” Texido says.

Another blockbuster hit is Surfside, the Iced Tea RTD cocktail made with Stateside Vodka. The brand launched in 2022 and sold more than 1 million cases by its second year in the market. Surfside celebrated their nationwide expansion in 2024 with the release of five new flavors for its enthusiastic consumer base to try. Says Surfside CEO Clement Pappas, “We believe in our quality, our branding, and we have the opportunity to be a lasting leader in the RTD category. We’re just getting started.”

Malt-Based FMBs Can Broaden Sales Opportunities

One obstacle for RTDs is alcohol base. Some states permit liquor sales at grocery stores, while others restrict sales to state-run liquor stores.

Popular cocktails are primed for an FMB approach. Mark Anthony Brands is finding massive success with **Cayman Jack**, its line of margarita-inspired FMBs made with lime juice and blue agave nectar.

“The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues,” says Mark Anthony’s Chief Commercial Officer David Barnett. Sales of the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.

For all FMB and RTD brands, the challenge is that early enthusiasm can sometimes wane as customers face cold cases filled with a fast-changing options, leading to little brand loyalty. “Consumers have gotten into a mindset where there’s always going to be a new flavor,” Theriault says.

Navigating today’s market requires a constant recalibration of flavors, can sizes, and ABVs, staying on trend with today’s changing tastes. **Finding the right flavor of the month can lead to success for years to come.**

“The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues.”

— DAVID BARNETT, Mark Anthony’s Chief Commercial Officer

The New Tea Party

Twisted Tea helped build this fast-growing FMB subsegment, and plenty of new brands are following suit.

By: Kate Bernot



Globally, tea is the most consumed beverage in the world besides water. In the U.S., hard tea's star is skyrocketing, with the category expanding and diversifying as consumers **develop distinct preferences within the segment, primarily driven by desire for flavor. Flavored alcohol – sometimes referred to as the “fourth category” – represents 12.2% of all beverage-alcohol dollar sales, up half a share from the year prior.**

But hard tea's rise to ubiquity comes behind the well-carved path from the clear category leader: Boston Beer Co.'s Twisted Tea. Though Twisted Tea has existed since 2001, sales expansion and greater marketing investment from its parent company have propelled the brand to the top of FMBs. **Since 2023, it's been Boston Beer's top-grossing product in chain retail, and it accounts for 60-70% of all hard tea dollar sales in those stores.**

But hard tea is no monolith. Though few major competitors existed during Twisted Tea's first decades of existence, the category is becoming an increasingly crowded sea. In May, Boston Beer founder Jim Koch told the Beer Insights Spring Conference that he estimates that 100-150 new hard tea brands have launched within just the prior eight months, chipping away at the 95% market share of hard tea that Twisted Tea used to command.

Some of these plays are national competitors, but many are regional or even local offshoots from existing breweries and distilleries. New hard tea entrants over the past few years include soft-to-hard crossover brands from Lipton and Dunkin' Spiked, and hard tea and vodka blends from brands like Surfside and Sun Cruiser. They're distinguishing themselves by regionality, flavor, ABV, and more, but all are banking on the ongoing drinker interest in spiked versions of a classically American beverage.



Regional hard teas, like Dunkin' Spiked Slightly Sweet Iced Tea, have also found their way into the expanding tea market.

"I don't see this trend dying off because iced tea is just part of our lives. **Hard tea is something someone is always grabbing for,**" says Steve Shaughnessy, Director of Sales and Marketing for Burke Distributing.

Regardless of the brand, hard tea owes a debt to Americans' fondness for iced tea. Koch writes of Twisted Tea's origins in nostalgic, down-home terms in his 2016 business book *Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two* stating: "[Twisted Tea], I thought, would evoke the simple pleasures of spending time outside or whiling away a hot afternoon on the porch."

That idyllic reference point is fairly universal, but the hard tea market is increasingly diversifying and flavor reigns supreme.

To meet the demand for flavor, hard tea brands have expanded their lineups: Twisted Tea has a full range including Half & Half (with lemonade), Black Cherry, Light, and a limited-edition summer Rocket Pop version. Surfside's Hard Tea lineup includes Original, plus Green Tea and fruit spinoffs Raspberry and Peach.



As one of the higher alcohol hard teas, Smirnoff Ice SMASH Tea sits at 8% ABV.

Alcohol content varies, too, between brands, with Smirnoff Ice SMASH Tea clocking in at 8% ABV, compared to Arnold Palmer Spiked's 5%.

There are other points of differentiation, including carbonation.

Twisted Tea is a completely still product (which is how Boston Beer is able to package it in the novel bag-in-box form), and most of its competitors have followed suit by packaging them without carbonation. Some, however, are lightly effervescent. **Calories also vary:** The "better-for-you" hard tea segment includes brands such as Twisted Tea Light (110 calories) and Sun Cruiser (100 calories), while higher-alcohol brands tends to have more than double those calories per 12-oz. serving.

Then there's the base fermentable.

Hard tea is also diversifying there. The vast majority of brands are malt-based (more than 70% of the flavored alcohol category is malt-based), however, newer spirits-based brands such as Surfside and Sun Cruiser have emerged within the past



This vodka-based and non-carbonated newcomer to the category became the #2 Spirits RTD in 2024.

TEA TRENDS

two years as well. Malt-based hard teas also tend to come in at a lower price point versus vodka-based versions.

So despite spirits-based entries, hard tea remains predominantly a malt-based segment, riding a wave of consumer demand for flavor, convenience, and variety, and combining beloved flavors with the ease of a premixed drink. **Malt-based RTDs broadly have been on a tear, jumping from 9% of all beer dollars in 2018 to 18% year-to-date through May 2024**, as tracked by Nielsen. And hard tea is no small part of that trajectory.

Hard teas meet a variety of consumer needs: flavor, convenience, premiumization, and variety-seeking. These are some of the most important trends in beverage alcohol at large, and have helped propel the growth of FMBs as well as broader ready-to-drink alcohol. **Circana data shows sales of combined RTDs (including FMBs) have more than tripled between 2018 and 2023, to more than \$10 billion.**

Those needs are also particularly acute among young legal-drinking age consumers. This subset of Gen Z is critically important for brands to reach, and their preference is clear: flavor and variety. Circana's consumer research indicates that households aged 21 to 34 have the highest percentage (22%) of FMB buyers among all age groups, and also the highest percentage (29%) of malt-based seltzer buyers. **Nielsen also called out hard iced teas as one of the core flavor-forward alcohol options that LDA members of Gen Z seek.**

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.



Thanks to passionate consumers, New England is one of the largest Twisted Tea Light markets in the country.



With Twisted Tea as the leader, the hard tea segment is poised to be a 100 million case segment.

Legacy in the Vanguard

After Years of Innovation, Molson Coors Has the Right Brands, Right Now

By: Jerard Fagerberg



Northeast Region Vice President Chris Gick says, "Molson Coors has the right brands and plans in place, and with the industry's best distributor network on our side, we're continuing our strong sales in 2024 and beyond."

Despite industry headwinds, Molson Coors is posting gains while others strive to be flat. Last year Molson Coors held 25.3% of the domestic beer market. *Heady Times* reviews the insights, innovations, and opportunities inspired by CEO Gavin Hattersley's team which made 2024 a banner year for this storied brand.

Recent headlines haven't been kind to big beer.

As millennials mature and Generations Z and Alpha attain LDA status, traditional alcoholic drinks have lost cachet and share of stomach. Unusual flavors and beverages completely new to the beer aisle now battle with legacy brands for their share of limited shelf space.

Something has changed.

And yet, Molson Coors continues to grow, a trend that's lasted six years now. Molson Coors has gained the most shelf space at retail, with **Coors Banquet** up 20%, according to the company. That growth is across the board: in every region, every channel, and with every major customer group.

How did the country's second largest beer company flourish? What has taken Molson Coors from quaint legacy brewer to one in the vanguard of consumer taste and flavor innovation?

Chris Gick, Molson Coors Northeast Region Vice President, traces the success back to a 2019 "pivot" championed by CEO Hattersley known within the company as "the revitalization plan." Gick has witnessed firsthand success after success since Hattersley changed the company's direction. He recognizes that it's been "a year of structural change," but from his perspective, this is precisely what Molson Coors has prepared for.

Gick explains, "Molson Coors has been on a steady upward trajectory over the past

several years following the launch of our revitalization plan. We've premiumized our portfolio and expanded beyond beer. The results speak for themselves."

Purpose Drives Purchase

Molson Coors calls this new strategy "Purpose Drives Purchase." It's an evolution of classic marketing, where you focus on simple-but-universal concepts to leverage the right product at the right moment. It's about precision, but without the compromise of mass appeal.

Molson Coors' Purpose Drives Purchase approach is based on four key insights: (1) choice is driven by occasion, (2) all segments play a role, (3) the core matters, and (4) the right innovation attracts customers.

Investing more money behind these insights has propelled products like **Coors Light**, **Coors Banquet**, **Miller Lite**, and **Blue Moon** into consumers' hands. And success has been most pronounced where Molson Coors plays up the nostalgia factor, reminding consumers that these brands – as dependable as ever – are still relevant and delicious.

“They’re iconic brands with huge badge value, boosted by marketing campaigns that resonate across generations for their nostalgia and humor,” Gick says. “The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they’re making more room for Molson Coors brands on the floor and in the cooler.”

Coors Light returned to Super Bowl advertising after three decades by revitalizing their iconic early-aughts “Chill Train” ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality. Miller Lite brought back their more recent “All-Stars” campaign, putting their beer in the hands of former professional athletes like J.J. Watt, Mia Hamm, David Ortiz, Jorge Posada, and Reggie Miller. Meanwhile, Coors Banquet is still coasting off its inextricable association with hit show *Yellowstone*, en route to a projected 20% increase in distribution this year.

All these campaigns have been translated into eye-catching displays in grocery and convenience stores, where Molson Coors has gained both sales and shelf space.

Premium beer sales are improving in off-premise channels as well, so it made sense for Molson Coors to double down and make sure their beer stays top of mind with highly visible displays. **Coors Light is now the number one brand in grocery by volume.** And Miller Lite now outsells Bud Light, according to Russell Fowler, Senior Manager of Customer Solutions at Molson Coors.

“The right displays play an important role in driving category growth,” Fowler said

in early April. “They create awareness for the category and that can drive real-time purchasing decisions, and that generates incremental revenue.”

A New Beginning for Blue Moon

Gick is optimistic that **Blue Moon** can follow the trajectory of Molson Coors’ core brands by capitalizing on Americans’ desire for light, easy-drinking beer like Blue Moon. He called the brand “an on-premise powerhouse,” which is remarkable since the off-premise has not been legacy beers best channel. **Blue Moon Belgian White is still the number one craft in Circana-tracked channels** and what you see now is a revitalized Molson Coors.

The company updated the brands packaging and renamed Blue Moon LightSky to Blue Moon Light, while also addressing consumer demand for flavorful non-alcoholic beer with Blue Moon’s zero-proof take on Belgian White.

Generational Demand

While beer sales have been flat across the board, beyond beer sales are soaring. In 2023, spirits-based RTD sales increased 26.8% to \$2.8 billion, led by High Noon and BuzzBallz. At the same time, flavored malt beverage sales are up 20.6% in NIQ-tracked channels, driven by hard teas and lemonades. The success is not only driving consumers away from beer, but it’s also creating scads of new drinks to try to capitalize on the trend.

When Molson Coors Brewing Company changed their name to Molson Coors Beverage Company during that 2019 shakeup, it signaled the brand’s readiness



Miller Lite has brought back their “All-Stars” campaign, putting their beer in the hands of former professional athletes.

to meet the diversified palates of rising legal drinking age (LDA) drinkers. Molson Coors has benefited from releasing spiked versions of well-known beverages like **Arnold Palmer Iced Tea** and **Topo Chico**, but it’s the **Simply Spiked Lemonade** line that’s been the star of the beyond beer portfolio.

One of the main gainers of shelf space for Molson Coors, Simply Spiked continues to meet consumers at the intersection of nostalgia and innovation. Growing sales of Spiked Lemonade and Peach led to the release of Spiked Limeade in January. Speaking at the 2024 Beer, Wine & Spirits Summit in January, Molson Coors Chief Marketing Officer Sofia Colucci summarized how Molson Coors is using products like Simply Spiked to attract new LDA drinkers while also giving core beer fans the rich, diverse flavor experience they expect.

“Consumers are entering the beer category through flavor, and younger legal-age consumers are twice as likely to buy a flavored-alc beverage than other generations,” Colucci said.

While Simply Spiked has been a proven performer, it’s Molson Coors entry into the nascent refresher category that represents the most exciting innovation from the brand in years: **Happy Thursday.** A fruit-flavored, bubble-free, low-ABV beverage formulated for Gen Z drinkers, Happy Thursday feels completely new to both Molson Coors and the larger beer market. It’s not a hard seltzer, it’s not a soft drink line extension, it’s not a hard tea, and it’s definitely not a beer. It’s something entirely its own, and early indications suggest the brand is resonating with its target audience.



Coors Light returned to Super Bowl advertising after three decades with a revitalized “Chill Train” ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality.



Eye-catching displays in grocery and convenience have been a huge boon to shelf space gains and upward trending sales for Molson Coors.

“We realized that if we wanted to find the future of flavor, we needed a brand inspired by the same people we want to buy it,” explained Liz Cramton, Marketing Director for Happy Thursday, when the brand launched in April. “What’s worked in the past doesn’t necessarily work for this younger generation of legal-age drinkers,” Cramton said. “Instead, we built our media plan around them.”

Gick credits the success of Molson Coors’ beyond beer portfolio to *listening*. Yes, they have centuries of beer-making and selling experience, but that doesn’t mean the brewery doesn’t have something to learn. They’ve created a customer insights team dedicated to listening to target consumers. And a newly-created Gen Z Culture Panel ensures they don’t lose touch with what these new shoppers want. Without those direct channels to LDA drinkers, Happy Thursday would not be the drink it is today.

“We wanted to hear from them about what they wanted, what they didn’t, and what they felt was missing from the market,” Gick says. “That’s how we landed



Molson Coors is the number one gainer in retail, with the Coors Banquet brand up 20% according to internal estimates.

on the name, the packaging, the zero-carbonation and the flavors.”

The Molson Coors of today barely resembles the company it was before the 2019 pivot. The beverage industry has transformed, and Molson Coors has changed thanks to the two-way communication that has helped get their products – both new and old – onto shelves and into the hands of the next generation.

Gick isn’t ignorant about the challenges that lie ahead of Molson Coors nor the existential threats that beer and RTDs are facing. But the company has systems in place to not only weather the headwinds, but to turn them into a propelling force.

“For Molson Coors, it’s all about acceleration,” Gick says. “We have the right brands and plans in place. And with the industry’s best distributor network at our side, we’re focused on continuing our strong sales in 2024 and beyond.”

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

Introducing Happy Thursday

When Molson Coors’ market researchers noticed Gen Z drinkers on TikTok using whisks and milk frothers to remove carbonation from their drinks, the seed was planted for **Happy Thursday**. Unlike seltzers or flavored malt beverages, Happy Thursday is bubble-free and smooth from the first sip.

Happy Thursday is a major innovation for Molson Coors and the alcohol business, as the rising generation of drinkers migrate to new flavors and sensations. Meet the debut lineup of this paradigm-shifting refresher.

HAPPY THURSDAY STRAWBERRY

Strawberry is so often an auxiliary flavor in beverages, but Happy Thursday puts the punchy berry in the spotlight with this daiquiri-adjacent sipper. Lightly sweet and crisp, it’s like a cider made from a bushel of fresh strawberries. ABV: 4.4%



HAPPY THURSDAY PINEAPPLE STARFRUIT

Ripe and lush, Pineapple Starfruit is an island vacation in a can. If you’re a fan of Painkillers, Jungle Birds, or other tropical fare, this ready-to-go tiki drink will be one you want to keep in your fridge door for an instant getaway. ABV: 4.4%



HAPPY THURSDAY VARIETY PACK

The Happy Thursday Variety Pack includes four delicious Spiked Refreshers: **Pineapple Starfruit, Black Cherry, Mango Passionfruit** and **Strawberry**.



“The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they’re making more room for Molson Coors brands on the floor and in the cooler.”

— CHRIS GICK, Molson Coors Northeast Region Vice President

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.

NEW BRANDS

Lyvely Classic Espresso Martini



Lyvely was started by three college friends who love two things- high quality coffee and unique premium cocktails. After a year and 150+ iterations, they are excited to share their premium, cocktail bar quality espresso martini in a can.

Lyvely features a cold, semi-sweet espresso blend, high ABV,

and a premium American vodka base. It use Arabica bean espresso, a touch of vanilla, is nitro infused, and gluten & dairy free. **ABV:** 12%

Package: 250ml cans only

Availability: Now!



NEW PRODUCTS

The Beast Unleashed Variety Pack 2

There's a new The Beast Unleashed 2/12 Variety Pack in town! Variety Pack 2 includes four awesome flavors of The Beast Unleashed in 12 oz. slim cans: **Mean Green, Killer Sunrise, Pink Poison** and **Gnarly Grape**, all at 6% ABV with zero sugar.

Availability: Year-round, available now!



Steel Reserve Alloy Series Spiked Lemon Ice

Inspired by the refreshment of frosty lemon Italian ice on a hot summer day, this bright and bold FMB is the perfect balance of tart and sweet for easy drinking all year long! **ABV:** 8% **Package:** 24 oz. cans only

Availability: Year-round



Dogfish Head Cocktails Strawberry Lime Tequila Margarita

Offering innovative takes on classic recipes, Dogfish Head Cocktails are expertly crafted using real fruit juices. For their margarita, they blended authentic Tequila Blanco with their own Dogfish Head Triple Sec combined with real fruit juice from succulent strawberries and citrusy limes. **ABV:** 12% **Package:** 12 oz. slim cans only

Availability: Now!



Sam Adams Golden Non-Alcoholic

A world-class Golden Lager for beer lovers that just happens to be non-alcoholic! Golden has subtle malt notes, a light body, and medium carbonation. The brewing technique makes this non-alc golden crisp and clean on the palate with a dry, refreshing finish.

ABV: 0.5% **Package:** 12 oz. cans only
Availability: Now!



NEW & EXCLUSIVE TO BURKE!



Surfside Black Cherry Lemonade + Vodka

Quickly becoming a top nationwide RTD brand, Surfside is proudly made with Stateside Vodka, a spirit that's distilled 7 times to give it a smooth finish, making these cocktails dangerously good. At only 100 calories and no bubbles, Black Cherry Lemonade has the essence of juicy black cherries with tart, fresh lemonade. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Green Tea + Vodka

These wildly popular RTDs are proudly made with Stateside Vodka, a spirit that's distilled 7 times to give it a smooth finish. At only 100 calories and no bubbles, Green Tea + Vodka takes the delicate flavor of green tea and a touch of sweetness and blends it with their premium vodka. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Raspberry Tea + Vodka

This classic blend of raspberry and tea is enhanced with Stateside Vodka. This new selection from Surfside has only 2g of sugar, 100 calories, and no bubbles. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!

Surfside Strawberry Lemonade + Vodka

Made with 7x distilled Stateside Vodka, the newest Surfside flavor is made with strawberries and tart lemonade, with only 2g of sugar, 100 calories, and no bubbles! **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!

Surfside Raspberry Lemonade + Vodka

Taking the essence of fresh raspberries and tart lemonade and blending it with Stateside Vodka, Surfside has released another standalone flavor of their 2g of sugar, 100 calorie, uncarbonated RTD cocktails. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Surfside Lemonade Pack

This mix of Surfside's Lemonades includes **Lemonade + Vodka, Strawberry Lemonade + Vodka, Raspberry Lemonade + Vodka, & Black Cherry Lemonade + Vodka** and is exclusive to Burke! **Availability:** Now!



Dragon's Milk Reserve Oatmeal Cookie – Limited

This line of limited releases is a treasure trove for the adventurous spirit. Each entry in the Reserve series is crafted to push the boundaries of Dragon Milk's signature stout. Oatmeal Cookie is a bourbon barrel-aged stout with oats, raisins, cinnamon, brown sugar, and vanilla extract. **ABV:** 11% **Package:** 12 oz. bottles only **Availability:** October



Aeronaut Calamansi Mango Sour Planet – Limited

Saturated with the aromas and zing of the small-but-mighty calamansi, and infused with mango sweetness, this sour ale bursts with a tempting tartness. The latest limited beer in Aeronaut's Sour Planet series is full of zest and tantalizing tropics, teeming with bold fruity flavors and dazzling colors, all ready to take over your tastebuds and spur your imagination. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



Viva Coconut Tequila Seltzer

As the temperatures drops, Viva turning up the heat with their newest flavor! Help them bring the new Coconut flavor of Viva Tequila Seltzer to the forefront and keep the summer vibes alive all year long. With the creamy taste of fresh coconut and a hint of sweetness, this new flavor will transport your senses to a tropical paradise with each sip. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Year-round beginning in October



NEW PACKAGES

Magners is Back!

After a long hiatus from the US, Magners is back with their beloved Irish cider. **Packages:** 12 oz.cans, 12 oz.bottles, 19.2 oz. bottles, 16.9 oz. cans, and draught. **Availability:** Now!



Brand New Look for Narragansett Fresh Catch



This supremely refreshing blonde ale is dry hopped with citra for a crisp grapefruit finish. Aromas of citrus and passion fruit are very evident, but mild on the palate. Since 1890, Narragansett

has been the beer that fishermen toil to earn, and the beer the rest of us salute them with. This beer honors the risk and hails the reward that comes with every "Fresh Catch".

ABV: 4.2% **Package:** 16 oz. cans only **Availability:** Now!



SEASONAL SELECTIONS & PROGRAMS



Simply Spiked Cranberry

It's getting juicy this September with the newest, limited-time offer in the Simply Spiked lineup. From the orchard to the tailgate, new **Signature Cranberry** and **Apple Cranberry** flavors will deliver the autumnal flavors and flair shoppers love, all with 5% real fruit juice.* **squeezed, then concentrated.*

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



Score a Fan Cave Makeover on Coors Light

Coors Light is giving football fans the opportunity to win a fan cave makeover as well as chances to win instant prizes in three easy steps. Consumers can sign up using the QR code featured on Coors Light POS, flip the coin to see if they're an instant winner, and enter for a chance to win their own custom fan cave upgrade – or other weekly prizes such as branded team gear, beer money, and more.



Coors Banquet & Wrangler Team Up

Western beer meets western wear this fall with an iconic collab from Coors Banquet and Wrangler. Together, they'll be creating the world's first Beer Wash Jeans that 21+ consumers will have a chance to win. They'll also send lucky shoppers to experience the magic of the West at The National Finals Rodeo. The two sweepstakes will be supported by a full retail lineup, paid media, social, and more – so order now to get in on the action!



Keystone Light's Hunt Continues

Keystone Light's special "The Hunt" beer cases are back – offering shoppers two easy ways to win some ultra-smooth merch along with other epic outdoorsy rewards. The rules are simple – find the blaze orange can and instantly win blaze edge merch or scan the QR code on "The Hunt" cases for a chance to win exciting Realtree apparel, gear, and more.

Coors Light Brings the Chill for Bruins Fans

Coors Light, Official Partner of the Boston Bruins, is turning retailers and bars into Bruins HQs to get fans set for the season. They'll be releasing limited-time alliance tools such as goal-shaped pole toppers and LEDs, buckets, bev wraps and mini hockey sticks (intended for 21+) plus more.



Miller Lite Is Helping Fans Score an Easy W

Miller Lite is giving football fans the opportunity to earn cool prizes all season long. Scan limited-edition packaging and you could score anything from \$2,000 toward a TV/sound system, Char-Broil® grills, a virtual meet-and-greet with JJ Watt, \$500 to host the ultimate tailgate party, or daily instant wins of \$25 in football merch! It's never been easier to grab the W on game day, with Miller Lite.

Kick Off Game Day with Vizzy

On top of offering a variety of delicious, vibrantly flavored hard seltzers, Vizzy is also offering 21+ football fans a chance to score some extra Venmo cash for all their game day needs. Just scan their QR code and enter the promotion to see if you won your first game day drink on Vizzy!



Dogfish Head Punkin Ale

Punkin Ale is a full-bodied brown ale brewed with real pumpkin, brown sugar, allspice, nutmeg, and cinnamon. As the season cools, this is the perfect beer to warm up with.

ABV: 7% **Packages:** 12 oz. cans and draught **Availability:** Now!



Samuel Adams Octoberfest



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

of caramel that are perfect for the season, or whatever you're celebrating. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!

Samuel Adams Jack-O Pumpkin Ale



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4%

Packages: 12 oz. bottles and 12 oz. cans **Availability:** Now!



Samuel Adams Beer Fest Variety Pack



A pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest Variety Pack is sure to keep drinkers coming back all beer season long! This pack includes **Octoberfest**, **Jack-O**, **Boston Lager**, and **Flannel Fest**. **Packages:** 12 oz. cans and 12 oz. bottles **Availability:** Now!



It's Beer Season

Drinkers have been waiting all year to celebrate the full flavor of fall beer and the social excitement that comes with it. Sam Adams wants to make cracking open their Octoberfest synonymous with celebrating fall to the extreme. People think they know how to love fall, but Sam Adams is going to show them what it really means to unapologetically celebrate the season!

Truly Brunch Pack



Brunch is the perfect excuse to wake up and drink. Whether it's weekend day-drinking, morning tailgates, or holiday brunch, the Truly Brunch Pack is here to get the good times flowing with four new unique flavors that perfectly complement brunch foods. The four flavors include **Rosé**,

Brunch Bellini, **Cranberry Sangria**, and **Orange Mimosa**.
Availability: September

Angry Orchard Fireside Mix Pack



Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season! Cozy up and gather with your friends to embrace four delicious apple, juicy, and spicy fall ciders. This ultimate apple pack features flavors including **Crisp Apple**, **Cinnful Apple**, **Green Apple**, and **Baked Apple Pie**. Get Angry this season!

Availability: Now!

Keep It Crisp This Fall

Keep It Crisp This Fall with Angry Orchard is your opportunity to drive displays, promotional activity, and activation across all classes of trade during cider's #1 season – fall!



Twisted Tea Game Day Pack

Keep your game day twisted with this limited-edition mix pack from the MVP of hard tea! This classic mix includes **Original**, **Peach**, **Half & Half**, and **Raspberry**. **Availability:** Now!



Twisted Tea Game Day

It's not game day without Twisted Tea! They're kicking this season up a notch by showing up big on college game days. Their campaign includes investments and partnerships in digital, social, radio, shopper media, and POS including displays built around their Game Day Pack.



Smirnoff Ice Supports Hispanic Heritage Month

As the exclusive Flavored Malt Beverage Sponsor of Latin Music Week, Smirnoff Ice is giving fans a chance to be part of the festivities. This fall, consumers can celebrate Hispanic Heritage Month with Smirnoff Ice by entering a chance to win tickets to Billboard's Latin Music Week in Miami October 14-18. The grand prize includes two tickets to select activities, air travel, and hotel stay. Consumers can text "LATIN" to 24272 or scan the QR code for a chance to win.



Carlson Orchards Harvard Harvest

A tasty seasonal hard cider bursting with flavors of fresh apples and baked apple pie. Just enough spice, just enough sweet. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!



Carlson Orchards Cranberry

This cider harmoniously melds the tangy essence of New England cranberries with a subtle infusion of sweet raspberry and honey cider, culminating in a refreshingly balanced flavor profile. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** September

Guinness Gives Back Packaging

The holiday season is a time for gratitude, giving back, and supporting our communities. Guinness is proud to continue their commitment to charitable organizations across the United States through the Guinness Gives Back Fund, which donates to local non-profits. Visit GuinnessGivesBack.com to learn more about the partners and causes they support. **Availability:** September



Irish Pub Pack

Discover Irish optimism: A playful look at the welcoming and magnetic Irish Pub. Brewed in Dublin, Ireland, enjoyed all over, this pack includes **Guinness Draught**, **Smithwick's**, and **Harp**. **Availability:** October



Guinness English Premier League Partnership

Guinness is now the "Official Beer of the Premier League," and Guinness 0 is the "Official Non-Alcoholic Beer of the Premier League." As the "Official Responsible Drinking Partner" of the League, Guinness will be using its global rights to promote and encourage responsible drinking during the season. Guinness will use its distinctive marketing, creative advertising, and history of activating world-class sports sponsorships to create fun and engaging fan experiences. The partnership will look to support and uplift the football community, on and off the pitch, and inspire new connections between its own consumers and passionate Premier League fans around the world. As the most-watched football league on the planet where games are broadcast into 900 million homes in 189 countries, Guinness will bring together the beautiful game and the beautiful pint through its activation of the partnership with the Premier League.





Mike's Hard Lemonade Blueberry Lime

Blueberry taste combines perfectly with lime and lemon notes in this balanced and sessionable limited release from Mike's Hard Lemonade.

ABV: 5% **Package:** 11.2 oz. bottles only

Availability: September



mike's HARD LEMONADE **BLACKSTONE**

TAILGATE LIKE A PRO

SCAN TO ENTER FOR A CHANCE TO WIN A BLACKSTONE GRIDDLE, COOLER & MORE

Take your tailgate to pro levels with Mike's tailgating giveaway. All consumers need to do is scan the QR code on POS and they will be entered to win a Blackstone grill, cooler, and more tailgating must-haves.

REFRESH YOUR

TAILGATE

WITH AMERICA'S #1 MARGARITA

YOU COULD WIN A GRILL, TENT & OTHER TAILGATING ESSENTIALS

SCAN TO ENTER FOR A CHANCE TO WIN

CAYMAN JACK MARGARITA

Refresh Your Tailgate with America's #1 Margarita

This fall, consumers can enter to win a full tailgating package including grills, tents, and scooter coolers, courtesy of Cayman Jack, by scanning the QR code on corresponding POS.

Shiner Oktoberfest

Much like the world's largest beer festival, Shiner's Spoetzel Brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich & Caramel malts and German-grown Hallertau & Hersbrucker hops. Shiner Oktoberfest has an amber color, lightly toasted, sweet, malty flavor, and dry and lightly hopped finish.

ABV: 5.7% **Packages:** 12 oz. bottles and draught **Availability:** Now!





Harpoon Flannel Friday

Citra, Simcoe and Cascade combine with subtle notes of caramel and roast in this seasonal hoppy amber ale. The sun is bright, but the air is crisp – it's time to add another layer and

crack a beer. Fall is here! **ABV:** 5.7% **Packages:** 12 oz. cans, 12 oz. bottles, and draught **Availability:** Now!

Harpoon Fall Mix Pack



Whether you're tailgating a game, heading to the orchard, or leaf peeping on a hike, grab a Harpoon Fall Mix Pack to share with friends and family! This year, Harpoon designed their mix pack to properly reflect all that fall has to offer by featuring three great seasonal flavors: **Flannel Friday**,

Octoberfest, and **Dunkin' Pumpkin**, alongside a beer that pairs well with any season, **Harpoon IPA**. **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

UFO Pumpkin



Every fall a select few pumpkins are *puréed* and added to this flavorful pumpkin ale that has been brewed for more than a decade. UFO Pumpkin's blend of seasonal spices pairs with the subtle sweetness of real pumpkin

purée for a perfect companion to the long days and spooky nights of fall. **ABV:** 5.9% **Packages:** 12 oz. cans and draught **Availability:** Now!

Dunkin' Spiked Pumpkin Spice Iced Latte



This release is a rich, creamy and deliciously decadent drink with the perfect balance of sweet pumpkin, vanilla and fall spice flavors. Offering the taste consumers know and love from Dunkin's Pumpkin Spice Latte, the spiked beverage option enhances everyone's go-to

fall beverage in a ready-to-drink format, allowing consumers to party with the taste of fall all season long. **ABV:** 5.2% **Package:** 12 oz. cans only **Availability:** Now!

Long Trail Fall Survival Pack

The Vermont brewery's seasonal variety pack features three each of **VT IPA Pumpkin Ale**, **Harvest**, and the limited-edition **Apple Wheat**. **Package:** 12 oz. bottles **Availability:** Now!



Aeronaut Oktoberfest



Fill your glass and your belly with this full-bodied lager that's rich and toasty, complete with notes of sweet caramel and a light hop bite. Enjoy Aeronaut's homage to a festival favorite in the spirit of autumn revelry and carefree merriment! **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** Now!

Artifact Cider No New Friends

Artifact's No New Friends is a bold and effervescent cider, made with cranberries and McIntosh apples. It's dry and tart, with bold acidity and a red-tinged hue. **ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** September



Shipyard Pumpkinhead

A seasonal favorite, Shipyard Pumpkinhead is a crisp and refreshing wheat ale with delightful aromatics and a subtle spiced flavor. Try it with a shot of spiced rum or in a pint glass rimmed with sugar and cinnamon. **ABV:** 4.5% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!





Greater Good Giant Pumpkin

Giant Pumpkin is Greater Good's seasonal imperial pumpkin ale brewed with real pumpkin and just the right balance of premium quality spices. This handcrafted beverage is incredibly smooth and refreshing. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!

Peak Organic Autumn IPA



Autumn IPA combines a New England-style IPA with a session IPA. The hazy, juicy body adds touches of peach and tangerine with bright floral notes flying off the nose. The blend of Citra, El Dorado and Azacca hops makes Autumn IPA the perfect companion as the leaves start to turn. **ABV:** 4.8% **Package:** 12 oz. cans only **Availability:** Now!

Two Roads Roadsmar's Baby



This classic spiced pumpkin ale is aged in rum barrels for added complexity and spiced with cinnamon, nutmeg, allspice and vanilla. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

Wormtown Fresh Patch



Wormtown named their pumpkin ale Fresh Patch due in large part to using hundreds of pounds of local pumpkins and blending them with their secret spice recipe to create this exceptional brew. This results in a medium bodied ale with a fresh pumpkin pie aroma, complemented with flavors of pumpkin and spice in every sip. All treat, no trick! **ABV:** 4.5% **Packages:** 16 oz. cans and draught **Availability:** Now!



Yuengling Oktoberfest – NEW!

As a tribute to their German heritage, each year Yuengling crafts the perfect blend of roasted malts with just the right amount of Tettnang and Hallertau hops to create a true Oktoberfest. **ABV:** 5.5% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Now!



Yuengling's All-American Tailgate

Get all-American tailgate-ready this football season with Yuengling Traditional Lager and Light Lager. Displays feature essentials of the American football tailgate experience and a chance to win a grand prize of game tickets, tailgating spread, Yuengling igloo cooler, Weber grill and corn hole set! In addition, there are also regional sweepstakes of tickets, grocery tailgating supplies and a Yuengling Weber grill.



FLIGHT Fall

FLIGHT by Yuengling is on fire and with a refreshing, crisp taste, 2.6 grams of carbs and 95 calories, it's the perfect beer for your cozy outdoor nights! FLIGHT displays will give the feeling of a perfect fall night. With campfire imagery that showcases the beer's light liquid, consumers will want to scan the QR code for the chance to win a FLIGHT Solo Stove to share with friends!



Paulaner Oktoberfest Bier



This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Bier is the pinnacle of German brewing – deep golden in color, full-bodied and wonderfully mellow with a balanced, harmonious taste and the pleasant fragrance of hops. At 6% ABV, it is stronger and bolder than the typical lager. **ABV:** 6% **Packages:** 11.2 oz. bottles, 16.9 oz. cans, and draught **Availability:** Now!



Paulaner Oktoberfest Märzen

This amber beer style was developed more than 200 years ago to celebrate the original Munich Oktoberfest. The Märzen name originates from “March beer” because it was historically brewed in March, to be available for its peak flavor by the Oktoberfest celebration. This full-bodied beer, with its rich malt flavor and dark toffee notes, has an underlying fruitiness and masterful hop balance. Draught is available year-round, bottles seasonally. **ABV:** 5.8% **Packages:** 11.2 oz. bottles and draught **Availability:** Now!

Hacker-Pschorr Original Oktoberfest Märzen



Hacker-Pschorr Original Oktoberfest Märzen makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops. **ABV:** 5.8% **Packages:** 11.2 oz. bottles and draught **Availability:** Now!

Far From the Tree Apple of My Chai

Apple of my Chai is FFTT's fall cider made with black tea, cinnamon, cloves, cardamom, and orange peel. Pairs well with leaf raking, campfires, and flannel! **ABV:** 8% **Package:** 16 oz. can only **Package:** 16 oz. cans only **Availability:** September



For Fans Who Never Lose

Corona and Eli Manning are teaming up to bring the Fine Life to the football field! The duo is giving fans the chance to win a game day weekend experience by scanning a QR code on a Corona. The grand prize winner will enjoy air transportation, lodging, and the opportunity to watch their favorite team battle it out on the field!



Corona Makes Día de los Muertos a Celebration to Remember

Corona believes that Día de los Muertos is a holiday to celebrate life, viewing it through a positive lens and making the most of each moment. In that spirit, Corona is releasing all new on and off-premise Corona Extra and Familiar POS bundles and other pieces reminding everyone that life is made for celebration.



Modelo College Football: Experience Game Day Greatness

Modelo, the official beer sponsor of college football playoffs, is putting fans in the game with seven prizing timeframes, ensuring the brand engages consumers from kickoff to the championship game! Beyond Modelo's website, dedicated university websites will support local sponsorships and offer a customized fan experience. With a larger ESPN investment, new partnership with Varsity Coolers and the return of Uber, Fanatics, Ticketmaster, and Traeger, Modelo is sure to reward their full-time fans with legendary game day experiences.

The Legacy Lives On

Victoria is celebrating Día de los Muertos by partnering with The Posada Art Foundation to release new, limited-edition packaging with artwork inspired by original works from José Posada, encouraging consumers to raise a glass. Vibrant and authentic POS will drive consumers to a custom AI filter on Instagram that will allow the user to "cheers" with the skeleton artwork!



Día de los Muertos – Raise a Modelo in Their Honor

This Día de los Muertos, Modelo is celebrating those that came before us through food, family, and traditions. To bring the icons of Día to life, Modelo is partnering with artist, Bob Case, to unveil vibrant new designs that will bring the traditions of the holiday straight to consumers through dynamic point of sale. 360 marketing support includes all new on-premise promotional POS, a new DDLM bobblehead at retail, and more!

Pacifico: Best Served Outdoors

This fall, Pacifico is inviting consumers to come hang out in the great outdoors, whether it be a local bar patio, at the park with friends, or under the stars with a Pacifico! QR codes on POS will drive consumers to Pacifico's website where they can enter to win prizes made for the outdoors. Select prizes include a Super73 e-bike, Solo Stove, and more!





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



Join The Oktoberfest Tent Tour

And See The Wonders of Paulaner's Fesztzelt in Munich

Consumers can join the Paulaner Oktoberfest Tent Tour and test their Oktoberfest knowledge over at @paulanerusa's Instagram starting August 15th. Each week, a trivia question will be posted regarding Oktoberfest and the Paulaner tent experience. By commenting with the trivia answer on that week's Oktoberfest Tent Tour post, fans can be entered for a chance to win a VIP trip to Oktoberfest in Munich in 2025! Weekly prizes include Paulaner-branded Oktoberfest swag that will have you celebrating Oktoberfest in style at home!



Scan to Play The Paulaner Tent Trivia Game On Instagram. You Could Win A VIP Trip To Paulaner's Oktoberfest Tent In 2025.

PROST PAULANER



A MONUMENTAL OKTOBERFEST AWAITS

WITH A HACKER-PSCHORR PARTY TENT OF YOUR OWN



The tents at Munich's Oktoberfest are some of the most elaborate temporary structures in the world. The colors, themes, and designs all contribute to a divine atmosphere. None depict the glorious heart of Oktoberfest more than Hacker-Pschorr's "Heavens of Bavaria" festzelt. This year, Hacker-Pschorr wants to know what occasions and celebrations are most meaningful to you! Head on over to PschorrThing.com and tell them your Oktoberfest celebrations with Hacker-Pschorr. Fill out the form, submit, and you're entered to win your own Oktoberfest tent to rejoice during future monumental moments! Weekly prizes will include Hacker-Pschorr Oktoberfest swag, such as branded t-shirts and fedora hats!



SCAN TO SHARE YOUR BEST OKTOBERFEST MOMENTS FOR A CHANCE TO WIN A PORTABLE OKTOBERFEST TENT.