

# HEADY TIMES

# HOLIDAY EDITION

**BURKE DISTRIBUTING**  
Volume 27

WHAT YOU NEED  
TO KNOW ABOUT  
**GEN Z**  
CONSUMERS

**A Burke Distributing Publication**

## IN THIS ISSUE

First Draught .....	1
Cover Story .....	2
Employee Spotlights .....	5
A Day in the Life.....	6
The Sip.....	8
New Packages .....	9
Seasonal Selections & Programs .....	9
Holiday Spirits .....	16



It's a feeling that goes hand in hand with the holiday season, but as we approach this special time of year to gather with our loved ones to celebrate, worship, and reflect, I can't help but experience an overwhelming sense of gratitude. This thankfulness extends in many directions: to the health and well-being of my family; to the talented and dedicated workforce we have under our roof here at Burke Distributing; to our retail partners who have many options when it comes to vendors and still choose us every day; and to the fine people of greater Boston who are out there enjoying the products we sell. These days, there's even more competition for people's discretionary income from newer industries, and younger generations aren't drinking as much as their older counterparts did. Those are real challenges to our business, but Burke Distributing has managed to thrive, due in no small part to our portfolio that's stacked with category leaders like Corona and Modelo, Coors Light and Miller Lite, as well as Surfside, Sun Cruiser, and Sam Adams. While we're blessed to represent these popular and reliable "blue chip" brands, we want to make sure to do them justice by being that reliable and trusted wholesaler for all our retail partners. Customer service continues to be the foundation of our business, exemplified in this issue's feature "A Day in the Life of Burke Distributing Sales Rep Dave McLaughlin", where we get some insight into a typical day of a member of our sales force. It's clear to me that Dave has the same goal that I and everyone else at Burke has: to help our customers find solutions to move their businesses forward and to be the best full-service beverage wholesaler they work with.

Not only are we fortunate to have the best brands, team, and customers in the business, we're able to make it happen in an incredibly dynamic, young, and thriving market. I've been all over the country and there's no city like Boston and nowhere else I'd rather be doing this. It's great to be a sports fan and live in "Title Town", and it's quite the feeling to be at the Garden and see the World Champion Celtics partnered with Miller Lite as well as the Bruins' partnership with Coors Light. Winning teams with winning brands – you just love to see it.

So once again, a sincere thank you to everyone who is a part of this business that I'm so proud of. We're looking forward to continuing to offer exceptional service and the best brands to our valued customers, just like my family has been doing for the past 89 years. Wishing you all a happy, healthy, and prosperous holiday season and new year. On to 2025!

**Sláinte,**



**Bill Burke**  
*President*



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

Follow @burkedist



“ So once again, a sincere thank you to everyone who is a part of this business that I'm so proud of. ”

# Mark Your Calendars

## NOVEMBER

**11/1 – 11/2** Día de los Muertos

**11/3** Daylight Savings Time Ends

**11/11** Veterans Day

**11/28** Thanksgiving  
*Burke will be closed, and no deliveries will be made.*

**11/30** Small Business Saturday

## DECEMBER

**12/3** Giving Tuesday

**12/6** National Bartender Day

**12/25** Christmas Day  
*Burke will be closed, and no deliveries will be made.*

**12/25 – 1/2** Hanukkah

**12/26** Kwanzaa

**12/31** New Year's Eve

## JANUARY

**1/1** New Year's Day  
*Burke will be closed, and no deliveries will be made.*



**#1** Constellation Beer Brands Division remained the #1 share-gaining supplier over 12 weeks ending 10/20/24.



**Skip the Champagne...**  
Ring in the New Year with one of these sparkling options:

- La Bella Prosecco
- Brilla Prosecco
- Maison Marcel Sparkling Hearts Rosé
- Woodchuck Cider Bubbly Pearsecco

# What You Need to Know About Selling Beverage Alcohol to Gen Z Consumers

This generation, born between 1998 and 2012, the first to come of age in the digital era, wants healthy options, bold flavors and much, much more.

By: *Louis Livingston-Garcia*



Gen Z is reshaping the beverage industry with a preference for bold flavors, health-conscious options and experiences, both online and in-store.

**R**ight now, a full 20% of the U.S. population belongs to Gen Z. By the year 2030, this group's spending power is predicted to reach \$2 trillion. Understanding their likes and dislikes, not to mention connecting with them where they spend most of their time, is essential to staying competitive.

Only half of Gen Z is of legal drinking age, so only a part of the picture is starting to develop. But we do know that **social media platforms like TikTok and Instagram are considered necessities.** They are vital sources of information, not just outlets where trends and gossip are discovered. **Forbes reports that social**

**media marketing is more “efficient and effective” and can reach more niche markets than television.** This fact alone makes Gen Z different from every generation that came before them.

**Despite being considered a “digital native” generation, Gen Z does like to shop in regular stores.** They value



Corona Sunbrew's bold citrus flavors and lower ABV satisfy Gen Z's thirst for vibrant, fruit-forward drinks, often inspired by TikTok trends.

the experience of being able to physically see, touch, and try products before buying, which is not always possible online. Gen Z also appreciates the social aspect of shopping in-person and the ability to discover new items while browsing in a store environment.

**Something that makes Gen Z truly unique is their relationship with food and beverages.** They are significantly more health conscious and appear to drink less alcohol. **The post-millennial generation isn't necessarily abstaining or completely sober, but they are more likely to**

**sample products from many different categories, favoring liquids with bold flavor and low or even no alcohol.**

## What is Gen Z after in an alcoholic beverage?

While the dust hasn't completely settled on Gen Z's habits, **a lot of what the generation likes in a drink is fruit-forward, bold, and distinct.** An example of this is **Corona's Sunbrew Citrus Cerveza** filled with orange and lime peel, making it a bold, citrus-forward drink with a modest 4.5% ABV.



## Gen Z by the Numbers

Drizly, Statista, and the World Finance Report statistics reveal how Gen Z drinkers differ from previous generations.

Gen Z drinks 20% less than millennials, and millennials drink less than previous generations.

86% of Gen Z factors mental and physical health together when considering alcohol.

38% of Gen Z is more likely to try non-alcoholic drinks.

54% of Gen Z use TikTok to research drinks and drink trends.

Gen Z is more likely to drink alternatives to beer, such as hard iced tea, pre-mixed cocktails, and hard seltzer.

57% of Gen Z would choose brands that align with their ethical and social beliefs, including sustainability, inclusivity, and ethical business practices.

Women made up the majority of alcohol consumers under 25 in 2019, an industry first.

Sunbrew Citrus Cerveza banks on the bold, flavor-forward drink market with a lower ABV Gen Z is looking for. Corona took inspiration from a viral TikTok cocktail, the Corona Sunrise, made with tequila, a bottle of Corona, orange juice, grenadine, and lime juice. With 14 million views, the cocktail was a popular flavor and trend to follow (more on social media's impact below).

Sunbrew explores those same flavor notes to satiate Gen Z's fondness for exploring different types of drinks and inquisitive nature, which has allowed TikTok cocktail trends to become an "it" thing out of nowhere.

Molson Coors developed a Gen Z culture panel to help with product development, which is how **Happy Thursday** came to be. The panel helped Molson Coors select its four flavors: strawberry, pineapple starfruit, black cherry, and mango passionfruit. Its low 4.4% ABV is also a way for it to adhere to low-alcohol trends and the health-forward mindset. And through the panel, Molson Coors also learned Gen Z doesn't care for carbonation. TikTok videos of people using a milk frother to decarbonate their drinks also informed this product's development. A big selling point of Happy Thursday is its lack of carbonation which reduces bloating and the sensation of burning.

More than ever, brands must evolve and tether themselves to trends, especially as these alternatives to traditional drinks gain more sales ground and continue to grow. Low ABV, NA drinks, ready-to-drink cocktails, spiked iced tea, hard seltzers, and noncarbonated drinks are all part of this ever-increasing Gen Z segment.

**About the Author:**

*Louis Livingston-Garcia helms the Tulip and Schooner beer and spirit newsletter for Heavy Table. If he isn't traveling around the world with his wife to photograph wild bears, he is most likely playing soccer, watching soccer, playing video games, or reading with a pint of hazy IPA in hand.*



Non-carbonated and refreshing, Happy Thursday was designed with Gen Z's flavor preferences and health-conscious mentality in mind – no bubbles, just bold taste.

# On The Job With...



Paul Daly

## Paul Daly

### Brand Manager

Paul Daly is celebrating his 24<sup>th</sup> year at Burke Distributing. He started in the non-alc division, quickly moving up to sales supervisor. He then jumped over to the beer division and became a sales rep. After then spending some time as a marketing coordinator and an on-premise sales supervisor, he's been in his current position of brand manager for the past 12 years. In his role, he essentially manages "anything and everything" to do with the brands he represents, which encompasses all brands under the Boston Beer portfolio, the Mark Anthony portfolio, and Surfside/Stateside Vodka.

**What is your favorite holiday beer/food pairing?** I once had a pint of Guinness with molten chocolate cake and it might have been the best pairing ever.

**If you had your own talk show, who would your first three guests be, past or present?** The Notorious B.I.G, Michael Jordan, and my daughter's soccer team because they're a bunch of really cool kids.

## Laura Kelley

### Inside Sales Representative

Laura Kelley has been with Burke for nearly two years, coming to us from a management position in the on-premise. In her current role as Inside Sales Representative, she works with a wide variety of customers statewide. She would advise anyone new to the position to "do your best to communicate effectively and listen to your customers' needs. Don't be afraid to give them advice based on your own experience; it goes a long way when you let them know you have walked in their shoes."

**What do you like to do when you're not working?** I love to be outdoors, and you can usually find me playing golf, cornhole or bocce. I can be a tad competitive!

**Three things on your bucket list are...** I'd love to go to Ireland and visit my family in Donegal, learn another language,

**Three things on your bucket list are...**

To visit Italy with my family, watch a football game in every NFL stadium (I'm at 6 so far), and to own a Corvette.

**Your favorite holiday movie is...** A

*Christmas Story* – the part where Ralphie gets pushed down the slide is fantastic, same with the "Daddy's gonna kill Ralphie" scene.

**What is the best advice you have ever received?** My dad always told me nothing good happens after 11pm and he was absolutely right.

**If you could be anywhere, with a drink in your hand...** It would be sitting on an Adirondack chair in my family's former cottage in Ludlow, VT, staring out at the lake while looking up at Okemo Mountain. In this scenario I'm drinking a Sam Summer but in the cooler next to me there's plenty of American Light, too.

and travel to a secluded island with my husband and relax!

**Your favorite holiday activity is...** I enjoy gathering with friends at my local VFW and supporting the veterans with different holiday things- the Children's Christmas Party is my favorite!

**Your favorite holiday movie is...** A *Christmas Story*. That scene where the boy gets his tongue stuck on the metal pole? Ouch!

**What is the best advice you have ever received?** My mother told me "You can't control the winds, but remember, you can adjust your sail".

**If you could be anywhere, with a drink in your hand...** I would be on the beach in Tahiti sipping on a White Claw Black Cherry.



Laura Kelley

# A Day in the Life of Burke Distributing Sales Representative Dave McLaughlin

By strategically planning his account visits and providing a variety of services tailored to his clients' needs, Dave always makes sure that he provides top-quality customer service at each account.

In the busy world of beverage distribution, the role of a Burke Distributing sales representative is a dynamic and multifaceted one. Sales representative Dave McLaughlin has been running his route for the past twelve years and let us ride along for a glimpse of his "typical" workday. From meticulous planning to overcoming unexpected challenges, McLaughlin's day is a testament to the complexities and rewards of the job.

## Morning Preparation: Geography and Goals

Dave's day begins with a strategic approach to planning. His first task is to map out his schedule based on geography. "The Bruins opener is tomorrow night at the Garden, so I've based my day mostly in that area so I can see as many accounts as possible" This practical reasoning is made even more so due to one of Dave's biggest challenges on the job: finding parking. With today's focus on this geographical area, Dave can leave his car and visit multiple accounts on foot, fully prepared with samples, POS, and tools. "I'm making sure everyone has enough beer for tomorrow and that we have plenty of Bruins point of sale up. Our brands need to be visible, it's going to be a busy weekend."

## Prioritizing and Making the Sale

McLaughlin is always seeking out opportunities to expand business and benefit his accounts. When presenting potential new items, he'll often use selling tools like SevenFifty to show buyers cost savings per pint, sell sheets, and discounts. He also works closely with suppliers, learning about new products, promotions, and incentives at sales meetings; information he can then communicate to his customers.



Dave meets with the manager at Durty Nelly's to show him the Coors Light Bruins tabloids he's hanging up for the weekend's season opener

McLaughlin also serves as a liaison between suppliers and his accounts, helping to facilitate pint nights and other promotions. Although today is mainly about ensuring that his accounts are set up for a successful weekend, Dave has his sights on a potential opportunity. "I have a small account that recently took in Coors Light draft; I'm hoping they'll take in Blue Moon draft as well so they can hit the monthly accumulation discount on the two lines and save some money. The buyer seems really excited about it." The buyer for this account was out when we visited, so Dave made sure to email him the relevant discount information as a reminder. "For a lot of the accounts around here, pricing is the biggest factor when it comes to deciding what do pour on draft. Being able to send him a breakdown of what his savings could be makes a big impact; it's a very useful selling tool." Dave's strategy worked, and the buyer decided to bring in Blue Moon the following week.

## Providing Top-Notch Customer Service

At the heart of McLaughlin's approach is a commitment to excellent customer service and that begins with communication. Whether it's via phone calls, text messages, emails, or, more often than not, in-person visits, Dave makes himself available to meet his customers' needs and concerns. "It's important to just be present at your accounts and to get back to people in a timely manner. Nothing is going to piss someone off more than not getting back to them and making them feel unheard. If I'm not communicating effectively with my accounts, then I don't know what's going on in there and that means I'm missing out on opportunities."

## Navigating Challenges and Solutions

No day is without its hurdles. A typical Burke sales representative encounters various challenges, due to the many moving parts of the beverage sales



process. Today, the draft tool kit McLaughlin always keeps in his car is going to come in handy as he replaces two Guinness handles at West End Johnnie's. "We go through more Guinness in my area than anywhere else, so it's imperative I make sure those lines are always pouring properly. Sometimes it's an easy fix and sometimes parts need to be replaced, but I make sure to always have the tools I need on hand." Along with material fixes, Dave is occasionally faced with 11<sup>th</sup> hour requests. "No amount of planning can compete with the unexpected; sometimes there are last minute challenges at accounts, and I'm asked to make exceptions when it comes to delivery days and things like that. It can sometimes be a difficult ask of our operations department, so I never make promises, but I just let my customers know that I'll always try my best every single time."

## Tools and Techniques for Success

To manage his day effectively, Dave relies on a combination of traditional and modern tools. Aside from his cell phone and company iPad, he always carries a notebook and pen with him to take detailed notes and reminders for tasks that he later incorporates into his daily plans. And even though when he walks down the street in his territory everyone seems to know his name, McLaughlin always has a few business cards at hand.

Sales reps need to have their ever-changing objectives and incentives at the front of mind when making sales calls. To keep track of his progress, Dave uses a method that works for him. "Because I'm able to access it from both my iPad and my phone, I put our monthly MCOs on the Microsoft OneNote app to update and keep track of them there. I'll compare my objectives to my route list and come up with a targeted plan for the week."

## Wrapping Up the Day

To close out her day, Dave takes time to review his visits and verify that all necessary follow-up actions are noted. This might include sending follow-up emails, making phone calls, or setting up future appointments. His end-of-day routine involves assessing what worked well, what could be improved, and preparing for the next day's challenges.

## Key Takeaways for Success

For those considering a career as a sales representative, McLaughlin offers a few essential tips.

"Be present, follow up, and follow through," he advises.

These principles are fundamental to building strong client relationships and achieving sales success. Additionally, being solution-oriented and adaptable in the face of challenges can make a significant difference in navigating the complexities of the role.



**Housing everything from samples, tap handles, tools, POS items, sell sheets, and more, Dave's car acts as a mobile office, keeping everything he may need to service his accounts.**



**Nothing makes Dave smile like brand visibility in his accounts!**



**Dave had his draft kit and used his tools to replace two out of date tap handles at West End Johnnie's. The screwdriver slipped a little but it was just a nick. Dave's okay!**



A day in the life of a Burke Distributing sales representative combines strategic planning, client-focused service, and agile problem-solving. McLaughlin's approach exemplifies the dedication and skill required to thrive in the competitive world of beverage sales. Whether facing unexpected issues or crafting a personalized sales pitch, his day reflects the main goal of a Burke Distributing sales representative: always going above and beyond to satisfy customers' needs.

# Carlson Orchards Hard Cider

Since 1936, Carlson Orchards has grown from a small, family-owned farm in Harvard, Massachusetts, into a leader in apple cultivation, now managed by third-generation Carlsons. In 2011, the Rowse family, with deep roots in the apple and juice industry – including their ownership of the Veryfine juice company in Littleton, MA – joined forces with Carlson Orchards to help expand cider production. This collaboration led to the creation of a state-of-the-art facility in Leominster, MA, the hometown of Johnny Appleseed, where Carlson’s fresh cider could be produced on a larger scale.

This partnership laid the groundwork for launching Carlson Orchards Hard Cider in 2017, a natural next step for a brand with a proud heritage of apple-growing. Each batch of Carlson Hard Cider begins with carefully selected apples, pressed fresh at the Leominster facility and fermented into clean, crisp ciders made without artificial additives or concentrates – just pure apple flavor. Living up to the motto, “We Know Apples,” Carlson Orchards combines its agricultural expertise with a passion for craft cider-making.

The Carlson Orchards Hard Cider lineup includes year-round favorites such as the Honeycrisp, Oak Hill Blend and Simply Dry, as well as seasonal limited editions that showcase New England’s diverse fruit harvest. These limited releases include the refreshing Blueberry, the fan-favorite Peach Festival, Cranberry, and Legacy – a robust cider made with heirloom apples, perfect for cooler months. Additionally, Carlson Orchards offers a variety pack that provides a curated selection of core and seasonal blends, allowing customers to experience a wide range of flavors in one package.

At the heart of Carlson Orchards’ innovation is the Cider Barn, their testing ground for small-batch and experimental cider styles. Here, visitors can explore exclusive offerings like Elderberry, Kingston Black, and Cherry ciders, along with PS2, a distinctive cider co-fermented with Petit Sirah grape skins for a unique blend of apple and wine flavors. These small-batch ciders are available only at the Cider Barn, offering a tasting experience that showcases the orchard’s commitment to craft,



experimentation, and quality. Open year-round, the Cider Barn offers guests a chance to enjoy farm-to-glass cider, explore the scenic orchard, and participate in seasonal events.

As Carlson Orchards Hard Cider approaches a brand refresh in 2025, complete with updated packaging and enhanced marketing materials, the company is excited to continue building on its tradition of excellence. With this new look, Carlson Orchards will keep delivering authentic, locally crafted ciders that truly capture the heart of New England.

## Carlson Orchards Cider Barn

115 Oak Hill Rd, Harvard, MA 01773

**Thursday** 2pm – 8pm | **Friday & Saturday** 11pm – 8pm

**Sunday** 1pm – 6pm

 @carlsonshardcider



## When Demand Exceeds Supply

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

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

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

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

### NEW PACKAGES

## Surfside Iced Tea + Vodka 24 oz. Cans

Burke is the exclusive local wholesaler of Surfside's classic Iced Tea + Vodka in resealable 24 oz. cans! Made with Stateside Vodka, this is the popular new brand's first foray into single serves. **ABV:** 4.5% **Availability:** Now!



## Peak Organic Happy Hour Draught

Available in half barrels for the first time, Happy Hour is a masterfully designed pilsner that's built to be crisp, clean and crushable. This beer is easygoing and pairs well with everything, including another beer! With this new pilsner, it's always Happy Hour. **ABV:** 4.7% **Availability:** Now!

## Viva Coconut

As the temperatures drop, Viva is 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:** Now!



### SEASONAL SELECTIONS & PROGRAMS



## Brighten the Fall-iday Season with Blue Moon

Fall and winter are perfect seasons to pair with a bright and refreshing Blue Moon. So, beginning in autumn, Blue Moon will bring seasonally appropriate designs to brighten its off-premise and on-premise tools. Even better, customers can scan QR codes on POS to enter to win a branded, premium soft cooler as well as a 10-pack of peel and stick patches.

## Topo Chico Greet's Fall and Winter Occasions

Say hello to display tools that speak to general fall and winter celebrations. Retailers can leverage standout point-of-sale to promote Topo Chico during the fall and winter holidays. Tools are available in English and Spanish translations.





## Coors Light Keeps the Holidays Chill

Nothing says holiday chill like falling snow and mountain-cold Coors Light. This season, Coors Light is keeping that tradition going. Consumers can scan a QR code on point-of-sale to pull up a virtual snow globe that reveals if they've won a Holiday Chill Kit packed with gear, including a cozy holiday puffer hat, an Instax Polaroid camera with film, a cookie cutter set, playing cards, and more. Standout POS pieces include a 3D Christmas tree standee string lights, pole case toppers, window clings, and more.

## Coors Banquet X Yellowstone Partnership Returns

To help drive on-premise watch parties for *Yellowstone's* season 5 premiere, Coors Banquet will be offering the most popular tools from its collab with the series. Boost your sales with bandanas, keychains, and t-shirts that make fantastic giveaways while also helping to promote the show and its partnership with Coors Banquet.



## Make the Season Lite with Free Miller Lite

Throughout November and December, Miller Lite will help shoppers ease into holiday cheer with chance to win a Venmo credit to buy a beer. National shoppers can win additional prizes like ugly sweaters and holiday-themed apparel. Philadelphia Eagles' alliance markets can also win team-branded knitwear. Standout point-of-sale large format displays bring the hearth of the fireplace to life in stores. Animated LED signs, ugly sweater-style buckets, and plastic cups keep the holidays lite on-premise.



## Unwrap A Chance to Gift the High Life

This winter, Miller is gifting the High Life all season long. Shoppers can enter for a chance to win free beer money (via Venmo) and limited-edition branded holiday items. Shoppers can enter to win by scanning QR codes on limited-edition holiday packs or point-of-sale items.



## Peroni Hits the Slopes in Style with Alp N Rock Collab

Celebrate the holidays in style while welcoming ski season with Peroni. Holiday thematic packaging returns for 2024 with eye-catching point-of-sale tools like oversized gift bows and 3D snow angel pole toppers. Additionally, Peroni will be partnering with luxury ski apparel brand Alp N Rock to create a limited line of branded sweaters that bring cozy comfort and après ski vibes to Peroni fans. It's the perfect item to pack for a VIP trip to the ultimate après ski party, which Peroni will be offering a chance to win.



## Samuel Adams Winter Lager



For colder nights, lean on Winter Lager, a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations. **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** Late October

## Samuel Adams Holiday White Ale



Ah, the holidays. Full of friends, family, festive parties... and last-minute gifts and food mishaps. No matter what happens, this beer is your trusty plus one, smoothing things over with orange peel and holiday spices. **ABV:** 5.8% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Samuel Adams Old Fezziwig



Like the character that inspired it, this spiced ale is warm, festive, and worthy of a celebration all its own. Its full body accompanies a deep malt character, with notes of sweet toffee and rich, dark caramel. **ABV:** 5.9% **Package:** 12 oz. bottles only **Availability:** Late October

## Samuel Adams Beers for Cheers Variety Pack



This winter variety features **Winter Lager**, **Holiday White Ale**, **Old Fezziwig**, and **OVP** (Oaked Vanilla Porter). **Availability:** Late October

## Angry Orchard Party Pack



**NEW!**

Angry Orchard's Party Pack is a cheers-worthy collection of our hard ciders! Crack open this pack to delight in winter fruit-inspired flavors or your classic apple favorite. Featuring **Crisp Apple**, **Crisp Light**, **Cranberry Craze**, and **Risqué Rosé**, this pack is sure to be the life of every party. **Availability:** Now!

## Dogfish Head Covered in Nuggs

Covered in Nuggs is a staff beloved and fan favorite pub exclusive, and 2024 will be the first time it is available nationally. The brew contains notes of pine and citrus. Covered in Nuggs scratches every nook and cranny of that IPA itch! **ABV:** 6.7% **Package:** 12 oz. cans only **Availability:** Now!



**NEW!**

## Dogfish Head Affogato World Wide Stout

Brewed with a ridiculous amount of barley, World Wide Stout is a dark, rich and roasty Imperial Stout. This year's iteration, Affogato World Wide Stout, takes this beloved beer to the next level, with added notes of espresso and sweet vanilla for a liquid version of the well-known Italian treat. This ageable ale is made with a blend of 7 different grains and then infused with loads of locally roasted coffee and sweet vanilla. **ABV:** 15% **Package:** 12 oz. bottles only **Availability:** Now!



## 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 unique flavors that perfectly complement brunch foods. The four flavors include **Peach Bellini**, **Cranberry Sangria**, **Orange Mimosa**, and **Rosé!** **Availability:** Now!



## It's Sam Season

Holidays are all about tradition. You go home, you see family and friends, you drink the same drinks, you get your dad a book on World War II, you argue over politics at dinner... rinse and repeat. But this year, Sam Adams is going to spice things up because, well, it's Sam season!





## Corona Holiday: Gather 'Round Our Tree

This holiday season, consumers can scan a QR code on Corona holiday POS to unwrap festive prizes each day. Consumers will be encouraged to come back every day for prizes spanning from fun, beachy holiday playlists to matching Corona lounge sets – everything they'll need to make their holidays *Más Fina*.

## It's Merry with Modelo

To wrap up the year, Modelo is reminding consumers it's merry with Modelo. The brand will encourage consumers to celebrate the holidays the Modelo way: with friends, familia, and cerveza for all. This program will stand out at retail with the return of the gold bottle display enhancer and an all-new premium POS cross hatch tree and gift box display!



## It's the Most Wonderful Pint of the Year

Guinness' holiday sweepstakes is giving consumers a chance to win the most wonderful prizes of the season. Consumers can scan the QR code on POS directing them to a mobile-friendly website to enter the sweepstakes. There is a second chance to enter through a "Perfect Pour Gamification" where consumers can digitally pour a pint and get a second entry.

## Fill the Holiday Season with Family, Friends, and Great Beer!

The holidays are all about tradition and PA's family-owned and operated brewery offers great ways to celebrate. Yuengling Traditional Lager and Light Lager are the perfect beers to serve guests and they make the best hostess gifts for parties. Displays will brighten up retail locations with traditional fireplace decor. They will also give consumers chances to win tabletop Solo stoves, Yuengling's latest fireplace, and ugly sweater stockings. Celebrating 195 years, nothing says tradition like the Oldest Brewery in America!





## Mike's Holiday Rewards

Consumers will have the opportunity to win a holiday sweater and other merry merchandise from Mike's this holiday season. Fans can enter to win by scanning the QR code on POS.

## The Holidays Start with White Claw

This holiday season, White Claw consumers can scan the QR code on POS, pick the party kit that fits their vibe, and they'll be entered to win everything needed for an iconic party!



## Mike's Hard Lemonade Blueberry Lime



Mike's Seasonal Pick is Blueberry Lime! This flavorful mashup blends the sweet and tart fruits and is available for a limited time. **ABV:** 5% **Package:** 11.2 oz. bottles only **Availability:** Now!

## Aeronaut Blackcurrant Sour Planet

This fruited sour ale from Somerville offers up a deep purple-red hue and a lingering sweetness from the juicy blackcurrant and tart dark cherry. **ABV:** 4.9% **Package:** 16 oz. cans only **Availability:** Now!



## Aeronaut Tangerine Coriander Sour Planet

Transport yourself to the tropics with a wave of tantalizing tangerine tartness and subtle spices from this locally-brewed, juicy kettle sour ale. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** January



## Aeronaut Hidden Mechanism

This highly drinkable black lager is imbued with hints of toffee and emboldened by bittersweet cocoa notes with a delicate hop character and smooth, malty sweetness. **ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** Now!



## 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 Jamaican Sunshine

Chase away those chilly winter blues with the spicy warmth of Carlson's ginger hard cider! Formulated at the urging of Jamaican guest workers who return to their Harvard, MA farm every year to harvest fruit, they've added ginger juice and raw demerara sugar to their fermented hard apple cider for a winter warm-up they hope you'll enjoy. **ABV:** 6%



**Package:** 16 oz. cans only **Availability:** January



## Castle Island Austroturf

Customers are clamoring for both crispy lagers and tropical, hop-forward IPAs, and for those who want it all, Castle Island is proud to present Austroturf. Leaning on Australian-sourced hops, including the hot new hop, Eclipse, this dry-hopped pilsner is dry and crisp but super fruity on the nose with notes of lemon, lime, and sweet mandarin. **ABV:** 5.8% **Package:** 16 oz. cans only **Availability:** Now!



## Devil's Purse Powder Hole Porter

This new release from Cape Cod's Devil's Purse Brewing is a rich and balanced porter with roasty notes of chocolate and caramel. **ABV:** 6.1% **Package:** 16 oz. cans only **Availability:** Now!

## Greater Good Bigg Thaw



Bigg Thaw is Greater Good's spring seasonal Imperial Cold IPA. It is fermented at a lower temperature to create its light and crisp body and is hop-forward with Citra and El Dorado hops. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** January



## Greater Good Powder Season

A meticulously constructed winter ale that delivers a smooth, full-bodied mouthfeel and a sublime balance of German wheat, the finest hops, and real cherries. A perfect complement to gathering at a warm fire with friends and family. This festive and flavorful winter brew was created for us hearty snow-loving New Englanders. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!



## Shipyard Boatload Berry Wheat Ale



All aboard with Boatload Berry Wheat Ale! This thirst-quenching wheat ale packs a punch of blackberry flavor with boatloads of Maine blueberry aroma. **ABV:** 4.7% **Package:** 12 oz. cans only **Availability:** Now!

## Dunkin' Spiked Peppermint Mocha Latte



Get cozy this holiday season with the latest release from Dunkin' Spiked! This hard Iced Latte is made with real Dunkin' coffee and infused with chocolate and peppermint. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!



## Harpoon Winter Warmer

The first seasonal craft beer release on the East Coast, Winter Warmer has been Harpoon's holiday tradition since 1988 and is a classic in New England and beyond. Combining the subtle sweetness of caramel malt with holiday spice additions of cinnamon and nutmeg, it's both hardy and satisfying yet surprisingly drinkable. **ABV:** 5.9% **Packages:** 12 oz. bottles, 12 oz. cans & draught **Availability:** Now!



## Harpoon The Holiday Mix



There are a few requirements for a great holiday party – good company, a killer playlist, and some tasty beers. Inspired by the timeless sounds of the holiday season, this mix pack features four Harpoon classics, including **Warmer**, **IPA**, **Rec League**, and **American Flyer Lager**. Get in the spirit with The Holiday Mix! **Package:** 12 oz. cans only **Availability:** Now!



## Notch Cerne Pivo

Inspired by the black session lagers of the Czech Republic, this locally-brewed black lager is malty, toasty, and infinitely drinkable. Notch breaks the myth the dark beer is heavy, or that lower alcohol beer is light in color. Cerne Pivo is Czech for "Black Beer", and is a beer style that originated in the Czech Republic. This style of beer is rarely found in the US, so enjoy a bit of the Czech session beer culture this winter. **ABV:** 4.5% **Packages:** 16 oz. cans & draught **Availability:** Now!



## Long Trail Hibernator

This rich amber ale is a Vermont classic, built to take the bite from a cold winter night with a rich malt base highlighted by warming notes of caramel and toffee. **ABV:** 6% **Package:** 12 oz. bottles only **Availability:** Now!



## Long Trail IPA Pack with Ski the East

Get ready for ski season with Long Trail's most trail-worthy IPAs, loaded to the brim with juicy hop flavors! This mix features their tried and true **VT IPA**; the low-calorie, hazy, juicy **Little Anomaly IPA**; citrusy and piney **Ski the East IPA**; and juicy, bitter **Limbo IPA**. **Package:** 12 oz. cans only **Availability:** Now!



## Long Trail Winter Survival Pack



Long Trail has everything important you'll need to survive the winter season in their Survival Pack that features three bottles each of **Long Trail Ale**, **Vermont IPA**, **Limbo IPA**, and **Hibernator**. **Package:** 12 oz. bottles only **Availability:** Now!

## Narragansett Bing Crosby White Christmas Winter Warmer

Narragansett set out to create something that embodied the warmth, cheer, and merriment that Bing Crosby brought to all of us through his music. They wanted to brew a classic style and put a fun spin on it, so they created this spiced, English-style winter warmer. The selection of specialty malts used imparts traditional holiday flavors of figgy pudding, toffee, and caramel. They also utilized dark sweet cherry, sweet orange peel, and ginger in the brew to give it a fuller depth of flavor and a hint of holiday spice. Narragansett's hope for this beer is that it brings folks together to enjoy and create happy memories, much like Bing Crosby's music has done over the years, **ABV:** 7.4% **Package:** 12 oz. cans only **Availability:** Now!



# MOOSEHEAD CANADIAN LAGER GET \$3

CASH BACK VIA PAYPAL OR VENMO WHEN YOU PURCHASE ONE 12-PACK OF 12oz CANS



SCAN FOR DETAILS

## Moosehead Rebate Program

From September through December, consumers can enjoy a cash back rebate when they purchase a 12-pack of 12 oz. cans of Moosehead Canadian Lager. A simple QR code scan on POS will direct fans through the steps to redeem their rebate.

## Wormtown Blizzard of '78

With a rich, smooth character that's perfect for snowy day sipping, Blizzard of '78 is an English-style Brown Ale with fresh roasted coffee beans from Worcester's Acoustic Java. **ABV:** 6% **Packages:** 16 oz. cans & draught **Availability:** December





Since 1634 Munich's  
*Recipe For Gifting.*

This season, you could win Christkindlmarkt gifts from Paulaner.

Scan to follow @PaulanerUSA on Instagram for a chance to win weekly holiday gifts and a trip to Munich for the 2025 holiday season



No purchase necessary. Restrictions apply. Open to legal residents of the United States. Sweepstakes ends 12/31/24. See www.paulanerusa.com for full details. © 2024 Paulaner Brewery. All rights reserved.



PROST PAULANER

PAULANERUSA

## The Holidays Hosted by Paulaner

This holiday season, Paulaner is going to bring the tradition of the German Christkindlmarkt (outdoor holiday gift market) to its American drinkers one more time. Except this time, Paulaner will be the one doing the gifting. Consumers can join the fun by checking out @PaulanerUSA on Instagram weekly to see what Christkindlmarkt favorites the brand is generously giving away to its loyal followers. Starting November 1<sup>st</sup>, consumers can find the “Holidays Hosted by Paulaner” posts, comment on that current week’s post and tag a friend in the comments. Prizes will change weekly. At the end of the sweepstakes, one lucky grand prize winner will win a trip to Munich to attend the ultimate Christkindlmarkt in Germany in 2025!

## Peak Winter IPA



Winter IPA is a hazy, hop-bursting, New England-style IPA brewed to brighten things up a bit as the colder weather sets in. Infused with a juicy blend of Calypso, Azacca, Simcoe and Citra hops, this beer will help keep you warm and happy. **ABV:** 6.2% **Package:** 12 oz. cans only **Availability:** Now!

## Two Roads Holiday Ale

This special holiday brew is a rich, malty ale inspired by the little-known Bière de Noël style of French Farmhouse Ales which were traditionally brewed for the Christmas season. Two Roads Holiday Ale has a deep malt flavor with notes of treacle, toasted malt, and caramel that are accented by the mild herbal presence of French Strisselspalt and Aramis hops. **ABV:** 7.3% **Packages:** 4/6 & 2/12 12 oz. cans **Availability:** Now!



### HOLIDAY SPIRITS

## Malörnament Gift Set

The perfect gift for your naughty list! Iconic Chicago spirit Malört debuts this gift set that includes one 750ml bottle of their uniquely pungent liqueur alongside a festive holiday Malörnament.



## Lost Lantern



Lost Lantern is an award-winning independent bottler of American whiskey. These self-proclaimed “whiskey nerds” spend the time to truly explore and understand the landscape of American whiskey. They find unique and exciting whiskeys from every corner of the United States, telling the stories of these distilleries and why whiskey lovers should know about what they’re doing. **Available expressions include Far-Flung Rye: Midwest Edition; Far-Flung Bourbon II: A blend of straight bourbon whiskies from the eastern US; and American Vatted Malt: A blend of American single malts from across the US**

## BuzzBallz Egnog



Sip the season with this creamy, subtly spiced take on holiday classic! The robust flavors of vanilla custard and nutmeg combine for a creamy, tastefully sweet, 15% ABV dessert cocktail.





## The Legendary Silkie Gift Set

Give the gift of Silkie this holiday season! This Irish whiskey is named after the legendary “Silkie” shapeshifters of the coasts of Donegal, beautiful sea maidens who came and stole the hearts of fishermen before succumbing to the return call of the sea. This gift set features one 750ml bottle of Legendary Silkie, a blend of the

finest Irish double and triple distilled malts, alongside four stainless steel cups with a leather travel pouch.

## Tequila Atanasio

Committed to connoisseurs, Tequila Atanasio’s mission is to produce tequila with a traditional character that respects good production practices. All expressions are made with mature, 100% Agave Azul Tequilana Weber



and rested in American oak. The goal of this family-owned business is to help propel tequila toward becoming a global symbol of quality and responsible consumption, promoting tequila culture worldwide. **Available expressions include Añejo, Blanco, Reposado, & Origenes**

## Tequila Corrido

Tequila Corrido is additive-free, unfiltered, and made with 100% Blue Weber agave from the Jalisco highlands. Each batch undergoes an artisanal aging process, carefully nurtured in a handpicked



selection of barrels. These barrels, each with its own unique history and character, whisper its distinct tale into the tequila’s soul. Time then works its spell, allowing the expressions to mature and flourish with each passing moment. From American and Hungarian oak to Missouri oak and Mexican merlot wine barrels, it’s the symphony of flavors that defines Tequila Corrido. **Available expressions include Añejo, Blanco, Reposado, & Overproof**

## Montagave Tequila Blanco ‘Héritage’

This expression is Montagave’s first exploration release, diving into innovative resting techniques in the world of artisanal tequila. 10 first fill casks from Grand Cru wine producers in Bordeaux, France were used to rest this tequila for a mere 29 days, resulting in a symphony of flavors - rich stone fruit, zesty red berries, subtle floral undertones, creamy vanilla, and that signature roasted agave kick from Cascahuin. Crafted by a family deeply rooted in authenticity, this is a tequila experience that marries the best of both worlds. Cheers to the future, with a nod to the past.



## Brilla Prosecco

Make your holiday season sparkle with Brilla Prosecco! Brilla’s crisp and delicate Prosecco and Prosecco Rosé are made with grapes grown in the Veneto region. The two expressions both feature diamond-flecked labels and are crisp and delicate with complex bouquets and balanced acidity.

### NEW PREMIUM TEQUILA

## Don Vicente

Don Vicente is naturally handcrafted in Destileria El Pandillo, located in the Highlands of Jalisco. Destileria El Pandillo is one of the most sustainable and innovative distilleries in the world, topping many lists as the best tequila distillery in Mexico. It’s conceived by 3<sup>rd</sup> generation master distiller and engineer Felipe J. Camarena, whose goal is to produce the cleanest, most natural, and traditionally made tequila there can be. **Available expressions include Blanco and Reposado**





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

# LET'S GO CELTICS



OCTOBER 2024							NOVEMBER 2024							DECEMBER 2024							JANUARY 2025						
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT
					"DEN" 8:00 pm							"CHA" 8:00 pm	"CHA" 8:00 pm	"CLE" 8:00 pm	"MIA" 8:00 pm		"DET" 8:00 pm		"MIL" 8:00 pm	"MEM" 8:00 pm					"MIN" 8:00 pm	"HOU" 8:00 pm	
"DEN" 8:00 pm						"PHI" 8:00 pm		"ATL" 8:00 pm	"GSW" 8:00 pm		"BKN" 8:00 pm						NBA CUP KNOCKOUT ROUNDS				"OKC" 8:00 pm		"DEN" 8:00 pm		"SAC" 8:00 pm		
"TOR" 8:00 pm		"TOR" 8:00 pm					"MIL" 8:00 pm	"ATL" 8:00 pm	"BKN" 8:00 pm			"TOR" 8:00 pm						"CHI" 8:00 pm		"CHI" 8:00 pm	"NOP" 8:00 pm		"TOR" 8:00 pm	"ORL" 8:00 pm	"ATL" 8:00 pm		
		"NYK" 8:00 pm		"WAS" 8:00 pm	"DET" 8:00 pm			"CLE" 8:00 pm			"WAS" 8:00 pm				"ORL" 8:00 pm	"PHI" 8:00 pm		"IND" 8:00 pm			"GSW" 8:00 pm	"LAC" 8:00 pm	"LAL" 8:00 pm		"DAL" 8:00 pm		
"MIL" 8:00 pm			"IND" 8:00 pm				"MIN" 8:00 pm	"LAC" 8:00 pm			"CHI" 8:00 pm			"IND" 8:00 pm		"TOR" 8:00 pm					"HOU" 8:00 pm		"CHI" 8:00 pm		"NOP" 8:00 pm		
FEBRUARY 2025							MARCH 2025							APRIL 2025													
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT							
																	"MIA" 8:00 pm		"PHX" 8:00 pm								
"PHI" 8:00 pm		"CLE" 8:00 pm		"DAL" 8:00 pm	"NYK" 8:00 pm		"DEN" 8:00 pm			"POR" 8:00 pm	"PHI" 8:00 pm		"LAL" 8:00 pm	"WAS" 8:00 pm		"NYK" 8:00 pm	"ORL" 8:00 pm		"CHA" 8:00 pm								
	"MIA" 8:00 pm		"SAS" 8:00 pm					"UTA" 8:00 pm		"OKC" 8:00 pm		"MIA" 8:00 pm	"BKN" 8:00 pm	"CHA" 8:00 pm													
				"PHI" 8:00 pm					"BKN" 8:00 pm			"UTA" 8:00 pm															
"NYK" 8:00 pm		"TOR" 8:00 pm	"DET" 8:00 pm		"CLE" 8:00 pm		"POR" 8:00 pm	"SAS" 8:00 pm		"PHX" 8:00 pm		"SAS" 8:00 pm															
								"MEM" 8:00 pm																			

# 2024 2025 SCHEDULE

OFFICIAL PARTNER OF THE  
 2024 WORLD CHAMPION BOSTON CELTICS

HOME AWAY

ALL TIMES ARE IN EASTERN STANDARD TIME  
 SCHEDULE SUBJECT TO CHANGE