

HEADY TIMES

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BOSTON BEER IS BETTING BIG
ON BARS, BEER MENUS & DEADHEAD DEMAND

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We're more than halfway through 2025 and heading into the fall, one of the best times for the beer business in Boston. Some things stay the same, like the rush of grad students moving back for the upcoming semester, city-dwellers returning from their summer vacations, and us baseball fans putting our hopes into an extended season at Fenway (Let's Go, Red Sox!). But change is inevitable, and our industry is facing issues like inflationary pressure, changing consumer habits, and increasing competition from adjacent categories.

In times like this, I remind myself of all beer has seen since its inception thousands of years ago, and just how resilient it is. When there are troubling events outside of our control, we seek familiar, comfortable experiences. History has shown us that beer is uniquely suited to provide the setting for these moments.

With that in mind, there has never been a better time to get back to basics, and to remember how our industry has achieved its staying power. In this issue of Heady Times, our cover story highlights how we can best get back to basics by driving traffic, influencing purchase decisions, and providing beer drinkers with a memorable experience that keeps them coming back.

We're proud here at Burke that we are Boston's premier beverage wholesaler, and a large part of that includes offering a diverse array of products to meet multiple needs. With Fever-Tree recently joining our ranks with their line of world-renowned tonics, sodas, and cocktail mixers, we have added another brand to our portfolio that complements both our non-alc and spirits segments. You can read up on this interesting brand and their history in their featured article in this issue.

As we move into the second half of the year, let's continue to lean into what we know works: quality products, great service, and strong partnerships. The future of beer is still bright – and it's built on the basics we know and trust.

SMART BEER SELLING STARTS HERE

Quick tips to help boost sales and create a better experience for your customers.

- **Put beer on the menu:** A clear, well-written beer menu helps customers choose and boosts sales.
- **Train your staff:** Educated staff can guide guests to try new beers and improve the overall experience.
- **Make draught beer stand out:** Eye-catching tap handles, glassware, and proper pours make beer more appealing.
- **Use updated point-of-sale materials:** Visible, current signage helps promote beers and increase orders.
- **Offer unique, buzz-worthy beers:** Exclusive or themed brews spark interest and encourage repeat visits.
- **Keep the tap list focused:** A curated selection sells better than a long list with no guidance.



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

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Sláinte,

Bill Burke
President

first draught *getting you ahead of the curve*

Mark Your Calendars

AUGUST

8/1 International Beer Day

8/7 National IPA Day

SEPTEMBER

9/1 Labor Day *Burke will be closed, and no deliveries will be made.*

9/7 National Beer Lover's Day

9/15 – 10/15 Hispanic Heritage Month

9/16 Mexican Independence Day

9/20 National Hard Seltzer Day

9/20 – 10/5 Oktoberfest

9/22 – 9/24 Rosh Hashanah

9/28 National Drink Beer Day

OCTOBER

10/1 – 10/2 Yom Kippur

10/3 Barrel-Aged Beer Day

10/9 International Beer & Pizza Day

10/10 National Black Brewers Day

10/20 Diwali

10/27 National American Beer Day

10/31 Halloween



TAPPING INTO ON-PREMISE MOMENTUM

In 2024, the on-premise universe **grew by +1.9%** year-on-year, opening new distribution opportunities for beverage brands. This issue's cover story highlights the efforts Boston Beer is making to build some of their newest brands in the on-premise.

Reviving the Draught

Why Boston Beer and Dogfish Head are betting big on bars, beer menus, and Deadhead demand.

By: Joshua M. Bernstein



When it comes to their new beer, Dogfish Head and Boston Beer weren't just capitalizing on nostalgia – they were catching a cultural moment with authenticity and flair.

When Dogfish Head launched Grateful Dead Juicy Pale Ale in 2024, the brewery wasn't just releasing a new beer – it was striking a chord that resonated far beyond its taps. Featuring the iconic Steal Your Face logo and bursting with tropical flavor, the collaboration with the legendary jam band quickly became a fan favorite. But the success wasn't just about nostalgia or branding. It signaled a renewed focus by parent company Boston Beer on the power of on-premise experiences – bars, restaurants, and the people behind them – to build lasting brands, drive trial, and reenergize a beer market still rebounding from years of disruption.

Since opening in 1995, Dogfish Head has brewed no shortage of smash beers, from **90 Minute IPA** to **SeaQuench Ale**

to **World Wide Stout**. But the brewery created a record-breaking beer by banding together with, well, a band. Since **Grateful Dead Juicy Pale Ale** debuted last year, the juicy brew quickly became the “fastest-growing beer launch in the history of Dogfish Head,” says Founder Sam Calagione, adding that the pale ale celebrates the brewery's 30th and the band's 60th anniversaries.

The timing couldn't have been better. **Over the last two decades, the Grateful Dead has seen a massive cultural resurgence.** From their celebrated residency at the Las Vegas Sphere to their recent honor at the Kennedy Center, the band has reclaimed a prominent place in the American cultural imagination. **Dogfish Head and Boston Beer weren't just capitalizing on nostalgia – they**

were catching a cultural moment with authenticity and flair.

One week this spring, Dogfish Head brewed 14 batches of the pale ale, or roughly 2,800 barrels. “That's more beer than Dogfish Head brewed in our first two years that we were open,” Calagione says. The beer has become a major growth driver for the brewery after years of stagnation. That momentum is no accident: both Dogfish Head and the Grateful Dead are OGs in their respective fields – unscripted, enduring, and always finding ways to reinvent themselves.

The success of Grateful Dead Juicy Pale Ale is buoyed by Boston Beer's renewed importance on building brands through on-premise channels, including restaurants and bars, that have been “somewhat neglected,” as Founder



Boston Beer's strategic plans for 2025 seek to streamline operations and strengthen market presence by boosting investments in brands including Samuel Adams American Light.

and Chairman Jim Koch has said. Boston Beer's strategic plans for 2025 seek to streamline operations and strengthen market presence by boosting investments in brands including **Twisted Tea** and **Samuel Adams American Light**.

Amplifying consumer engagement and enhancing execution in all sales channels will help Boston Beer meet today's customers wherever they shop and whatever they drink, be it an **Angry Orchard** cider or **Boston Lager**.

Staff Education Is Essential to On-Premise Success

Five years ago, the Covid pandemic forced bars and restaurants to shutter to alleviate viral spread. They had to furlough and lay off workers, many of whom permanently left the hospitality industry. "When bars and restaurants reopened, there was a shortage of trained staff," says Kurt Wilson, Senior Director of On-premise at the Boston Beer Company. Businesses prioritized navigating a challenged hospitality landscape. Training often fell by the wayside, creating a shortfall of staff that could smartly steer uncertain customers to the right IPA or Imperial

stout. "It was the grand reset of staff," Wilson says.

But the benefit of having a knowledgeable, engaged staff goes beyond just making a sale – it's about creating an experience that draws people out of their homes. Bars and restaurants today aren't just competing with each other – they're up against streaming services, cannabis use, and a growing preference for staying in. For younger LDA consumers, going out needs to feel worth it. **A bartender who can connect with guests and introduce them to something new can make all the difference.**

To aid with education, Boston Beer created an online training system featuring short, TikTok-style videos that teach people how to quickly and eloquently describe the company's beers to "stimulate guest interest," Wilson says. Catering to on-premise customers requires a more personal touch. When a customer shops off-premise, they're often buying for friends and family. But **people bending elbows at bars are making personal decisions when ordering a pint. They're also often open to trying something new.**

Moreover, **a majority of consumers enter on-premise accounts without a predetermined drink in mind.**

According to a Boston Beer study, "only 13% of people leave the house going, 'I'm going to drink Boston Lager when I get to the restaurant,'" Wilson says, adding that people select drinks after gathering more information. **"A menu is the number one thing that helps them make a decision."**

That's why a well-trained staff and a compelling draught program aren't just nice-to-haves – they're essential tools for turning curiosity into loyalty. **Operators may believe cocktails with clever names deliver bigger margins, but an intentional draught list, properly poured and promoted, keeps guests lingering longer and spending more.**

Helping Retailers Fine-Tune Sales Techniques

For bar and restaurant owners, the real question isn't how to help Boston Beer sell more Grateful Dead Juicy Pale Ale – it's how that beer helps drive traffic, engagement, and repeat visits. **Guests who try something new are more**



The real question isn't how to help Boston Beer sell more Grateful Dead Juicy Pale Ale — it's how that beer helps drive traffic, engagement, and repeat visits.

likely to talk about it, post about it, and return for more. A distinctive draught beer gives them a reason to sit down — and stay.

To help on-premise accounts increase sales, **Boston Beer sales staff will help retailers lay out beer menus, plus advise on point-of-sale marketing such as mirrors that might advertise a specific beer or brand.** "Believe it or not, people actually look at those," Wilson says. If the mirror advertises a discontinued brand, or one that's no longer stocked, then that's a lost marketing and sales opportunity.

Eye-catching tap handles are also important. During the 2010s era of Edison light bulbs and bare brick walls, modern bars embraced tiny black tap handles as part of a minimalistic aesthetic.

Calagione wasn't a fan. "They did an injustice to the unique personality of the beverages on tap," he says. "We treat our draught tap handles as artwork, as much as we do our recipes, and we want the opportunity to put those sculptures up in every on-premise location."

To compete with the allure of cocktails, **bars can elevate draught beer through creative presentation like distinct glassware, proper foam, and even beer 'cocktails' like a salted SeaQuench Ale.**

Why On-Premise Remains a Stronghold for Building Brands

Still, some operators may wonder: Why double down on draught at all when craft beer headlines look shaky? The answer is simple: it's about offering an experience

“The benefit of having a knowledgeable, engaged staff goes beyond just making a sale — it's about creating an experience that draws people out of their homes.”

— KURT WILSON

Senior Director of On-premise
at the Boston Beer Company

worth showing up for. **A memorable beer served the right way can set a venue apart. And when done well, the draught program becomes a powerful profit center, not just a rotating tap list.**

The average grocery store or beer distributor offers dozens, if not hundreds of different beers. So those who try a new brand they like at a bar or restaurant are able to stop by one of these stores (maybe even on their way home) to pick up a 12-pack of that beverage.

About the Author:

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

On The Job With...



Pat Gannon

Pat Gannon *Sales Supervisor*

Dedicated team member Pat Gannon has been with Burke for eighteen years. He started off as a merchandiser before running a sales route, and is now the Sales Supervisor for Bristol County, a new territory for Burke. Pat and his team have succeeded in making a name for Burke where many accounts had never previously worked with us and have grown Constellation's brands within the territory. For those just starting in the industry, Pat's advice is to outwork and out service the competition, while growing relationships and building trust with your customers.

What motivates you most in life? The health, safety, and happiness of family first and foremost, especially since the birth of my son, Charlie; he's nine months old this week!

If you could instantly master any skill, what would it be? Playing the drums. I always wanted to be a rock drummer but never quite had the coordination for it.

Cam Correia *Sales Representative*

Cam Correia has been a sales representative with Burke for nearly two years. A New Bedford native, Cam is assigned to cover that city as well as Fairhaven and Acushnet within the newly added Bristol County territory. Cam had prior distributor sales experience and brought his talent, work ethic, and existing relationships with retailers along when he joined our ranks. Cam credits being prepared and having an organized plan for each week and month as a key to his success, as well as meeting retailers at their level.

What motivates you most in life? Right now, I'm prioritizing making plans and working hard to make sure I'm set up and secure in the future. I'm still having fun, though!

If you could instantly master any skill... Mastering baseball would be nice. I grew up playing, and I coach a travel league.



Cam Correia

What does your ideal weekend look like? An easy, stress-free, weekend with perfect 80-degree weather somewhere down by the beach, with plenty of cold beers in hand and food fresh off the grill.

What is the most adventurous thing you've ever done? Proposing to my wife during a trip to Cozumel, Mexico. Thankfully, she said yes!

Your favorite local restaurant or bar is... The Reelhouse Marina Bay. Great lobster roll!

Your go-to karaoke song is... It's a toss-up between Dr. Dre's "Forgot About Dre" and Billy Joel's "Big Shot".

For the record, I've seen you perform those and you crushed it both times. Thanks!

If you could be anywhere, drinking any alcoholic beverage... I would be in Point Judith, RI by the water with a cold Corona.

What does your ideal weekend look like? It would start with relaxing a little bit in the morning; I'm out on the road early during the week, so it's nice to take it easy on the weekends. I'd throw in an activity like golf during the day, then maybe have a nice dinner out with my girlfriend followed by drinks at a bar with our group of friends.

Your favorite local restaurant or bar is... Downtown New Bedford in general is great, there are so many different restaurant and bar options for whatever vibe you're going for and there's always people out. My friends and I like New Beige, Whaler's Tavern, and Rose Alley.

Your go-to karaoke song is... "Piano Man"! Everybody knows it, you can't go wrong.

If you could be anywhere, drinking any alcoholic beverage... I'd be drinking a Pina Colada in Aruba.

Mixing Mates

How Fever-Tree Non-Alcoholic Mixers Cornered the Cocktail Market

By: John Holl

Back in 2003 when the craft spirits movement was taking off, two friends and entrepreneurs thought about entering the space, bringing gins of note to discerning drinkers. Tasting what was already in the market, they found consistently good examples but were disappointed with the mixers available.

The tonic and soda waters available were from large companies and bland against the vibrant botanical spirits. Seeing an opportunity, Charles Rolls and Tim Warrillow founded Fever-Tree in England the following year, with the goal of bringing premium mixers to deserving spirits.

"They spent the next two years in the British Library, really seeking out the very best ingredients for their first mixer, our Premium Tonic Water, which was what started it all," says Brand Director Emma White. "They went to the Democratic Republic of Congo, where they sourced the very finest quinine, the bitter ingredient in tonic waters. They went to great lengths to source the best ingredients."

Today, it's nearly impossible to miss Fever-Tree at bars, on shelves, and in the drinks of customers-in-the-know. Earlier this year, the brand entered a "strategic partnership" with Molson Coors to assume exclusive commercialization rights and will be responsible for production, marketing, sales, and distribution of the brand in the U.S.

Expanded Portfolio

As the brand expanded throughout Europe, its offerings grew. Fever-Tree opened a New York office in 2018 and launched with eight different SKUs. Today, Fever-Tree offers 15 core mixers including **Tonic** and **Sparkling Waters**, as well as sodas like **Cola**, **Ginger Beer**, and **Ginger Ale**.

"We also now have five cocktail mixers – **Margarita**, **Bloody Mary**, **Espresso Martini**, **Mojito**, and a **Light Margarita**," says White. "We've also expanded into different formats, now offering cans and



Today, Fever-Tree offers 15 core mixers including Tonic and Sparkling Waters, as well as sodas like Cola, Ginger Beer, and Ginger Ale.

various bottle sizes, which really tap into the different occasions for our consumer."

What are the occasions where Fever-Tree works best? When COVID-19 impacted the bar business, the brand benefitted from at-home mixologists looking for flavorful experiences while socially distancing. Fever-Tree Tonic Water became the top-seller in the category in the US, and mixers like Ginger Beer took off with such gusto that the brand launched line extensions like **Pineapple Ginger Beer**.

The enthusiasm that started at home followed consumers to the bar as the world opened back up and bars again became populated.

Following Cocktail Trends

Fever-Tree actively follows what is happening in the larger cocktail scene and looks to create new mixers that will capture drinkers' attention. While classics like margaritas and gin and tonics will never go out of fashion, the company has jumped on newer trends. **Sparkling Pink Grapefruit** is just right for a paloma. Others like the **Sparkling Sicilian Lemonade**, or **Sparkling Cucumber** are lively accompaniments to vodka, or can just be enjoyed over ice by themselves with a garnish.

Perhaps the flavor with the most attention today is the Espresso Martini mixer. As the cocktail is seemingly enjoying its Cosmopolitan moment, White says Fever-Tree has helped take some of the fuss out of whipping up a batch.

"[Espresso Martinis] are quite challenging to make, and a lot of people are scared to make them at home, she says. "There are a number of key attributes that you need to get right to really uphold the essence and quality of this of this particular cocktail."

Fever-Tree uses two types of coffee, an Arabica and a robusta, sourced from the mountainous regions along the coast in Bali. The in-house product development teams have also worked hard to find the right ingredients to get the crema to float on top of the finished cocktail.

"It's the aroma and the texture that's key, so we're sourcing all of these ingredients so that the consumer is getting something that is comparative to what they would get at a bar," she says.

Whether it's bars looking to create an easy cocktail program, folks looking to celebrate at home, or the sober curious looking for a flavorful non-alcoholic drink, Fever-Tree is bringing diversity and flavor to the glass.

"Our goal is really to make the best-tasting drink," says White. "Fever-Tree is here to elevate every drinking occasion."

Fever-Tree Tonic Water became the top-seller in the category in the U.S. during the COVID-19 pandemic.



Thirsting for Fall

We asked a few members of our Burke crew about their favorite fall pastimes and what beer they're looking forward to drinking on those crisp autumn days!



Tom Dacey
Delivery Manager

I've been really enjoying **Castle Island Fiver IPA** and I'll probably keep drinking that heading into the season. Every fall, I look forward to going to the Cape Cod Beer Festival with my buddies.



William Nicolas
Driver

I like to drink **Sam Octoberfest** in the fall. I have a huge tree in my backyard, so I get to rake all the leaves, and my kids have fun jumping in the piles.



Mike Deady
Sales Supervisor

I'm a big apple picking guy and I like to visit different orchards in my area. I gravitate toward bigger, darker beers in the fall like **Boulevard's Bourbon Barrel Quad**.



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 PRODUCTS

Fever-Tree Cocktail Mixers



Named the #1 best-selling and top trending mixer for the 11th year running, Fever-Tree is setting the standard for flavor and quality. From tasty tonic and sparkling waters to cocktail mixes like Espresso Martini and Bloody Mary mix, the Fever-Tree portfolio has something

for everyone. **ABV:** n/a **Packages:** 4-pk 200ml glass bottles, 500ml glass bottles, 750ml glass bottles, 8-pk 150ml cans
Availability: Now, year-round

Castle Island Bo'Shine



Welcome back to Castle Island's award-winning Czech-style pilsner, now with a fresh coat of paint and available year-round! Crisp, light, refreshing, and made with premium ingredients, this crushable lager features notes of fresh cut grass, crusty bread, and clean hops.
ABV: 4.9% **Packages:** 16 oz. cans and draught
Availability: Now, year-round

Carlson Orchards Cider Barn Select

The folks at Carlson's used a specially-selected Belgian yeast when fermenting this year-round cider to make it refreshingly thirst quenching with a surprisingly clean and soft apple finish that is replacing Simply Dry in their core lineup. **ABV:** 5.5% **Package:** 16 oz. cans only
Availability: Now, year-round



Maven Cold Brew Concentrate

Made from the finest Arabica beans, this cold brew concentrate is expertly crafted for bold, smooth flavor in every sip. Ideal for use as a mixer and available with a speed pour, this cold brew concentrate offers a rich, refreshing coffee experience, without the acidity, that's perfect for any time of day.
Package: 32 oz. bottles only
Availability: Now, year-round



NEW PACKAGES

Surfside Iced Tea Variety Pack

This new Iced Tea mix pack from Surfside features four different flavors, including **Iced Tea + Vodka, Peach Tea + Vodka, Half & Half + Vodka, & Raspberry Tea + Vodka**. **Package:** 12 oz. cans only
Availability: Now, year-round



Surfside Lemonade Variety Pack

This new Lemonade mix pack from Surfside features four different flavors, including **Lemonade + Vodka, Raspberry Lemonade + Vodka, Strawberry Lemonade + Vodka, and Black Cherry Lemonade + Vodka**. **Package:** 12 oz. cans only
Availability: Now, year-round



Moosehead is Now Available in 12 oz. 6-Pack Cans and a New Look for 12-Pack Cans



Moosehead is now available in 6-pack cans in addition to 12-packs, which have a new look! The refreshed packaging is a modern take on the classic Moosehead Lager design consumers know and love. Drawing focus on their namesake, this bold moose becomes the hero for the brand. Placing the moose on an iconic green backdrop and reviving their Canadian maple leaf combines for a premium, eye-catching new look.

Availability: Now, year-round

White Claw Zero Proof Variety Pack Callout: New Look!



White Claw Zero Proof is totally different from any other non-alc or sparkling water out there. Light, sparkling, and at only 15 calories, White Claw Zero Proof also offers three hydrating electrolytes and four different flavors, including **Mango, Black Cherry, Lime, and Peach.**

Availability: Now, year-round

SEASONAL SELECTIONS & PROGRAMS

Corona Welcomes Fans to the Lime Zone

This fall, from August 1 – October 31, Corona is welcoming fans to the Corona Lime Zone by offering them a chance to win a custom Corona tailgate! The iconic cerveza will also be partnering with Seat Geek and Weber to offer even more unique prizes to elevate their gameday experience to the next level.



Yappy Hour with Pacifico

Let the dogs out because Pacifico is celebrating the bond between pet owners and their furry companions this fall, from September 3 – November 30, by offering 100 lucky winners and their pets their very own matching Pacifico-branded hats, shirts, and vests!



SEASONAL SELECTIONS & PROGRAMS

Modelo Rewards Full-Time Fans



The Modelo Recruiter is back and ready to give Full-Time Fans the experience they deserve. The brand will be reinventing the college football experience by giving consumers the chance to win VIP flyaway trips to key games throughout the season and the chance to win

tickets to next year's College Football Playoff championship game. The promotion runs from August 16, 2025 – January 19, 2026.



Celebrate Día de los Muertos with Modelo

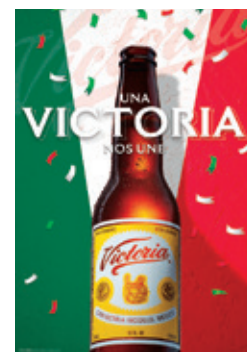
This Día de los Muertos, Modelo is celebrating those that came before us through food, family, and traditions. The brand is partnering with artist, Rodolfo Baquier, to create vibrant new

designs that bring the authentic traditions of the holiday to life through dynamic point-of-sale. Plus, an exciting new bobblehead to stand out in retail!



Victoria Celebrates Mexican Independence Day

Victoria is proud to connect with Mexican and Mexican American consumers through the brand's Fiestas Patrias retail POS. The vibrant POS celebrates Mexican Independence Day (September 16), the way only Victoria can.

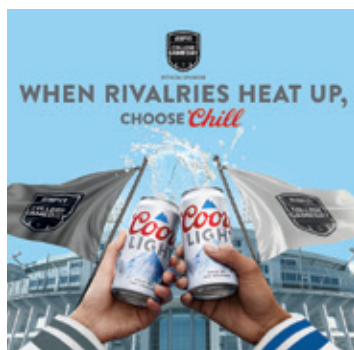


Toast to Día de los Muertos with Victoria

This Día de los Muertos, Victoria is helping consumers toast to the holiday with four new labels, each showing a Catrina that represents one of the four natural elements found on the time-honored altars of Día de los Muertos: earth, wind, water, and fire.



Coors Light Brings Chill to Rivals Everywhere



This season, beginning August 1, rivalries will be rewarded when Coors Light gives shoppers the chance to win a VIP College Gameday experience and more! Standout POS and alliance tools will urge shoppers to buy Coors Light for their favorite matchups of

the season for their shot at football merch, tickets, and more. Grab the lineup and ignite the rivalry!

Hockey Season Calls for Coors Light



Beginning September 1, Coors Light's bringing even more chill to the ice with a new suite of alliance and national tools for hockey season. Grab this impactful POS before the pucks start dropping!

Put Coors Light on the Board for Basketball Season

Take gameday from the screen to the shelves with Coors Light's localized lineup of alliance POS. Spanning NCAA and NBA teams, these standout tools will have fans everywhere choosing chill.



Coors Light Continues St. Jude Partnership

For over 30 years, Coors Light and St. Jude have partnered to bring their distributor network and on-premise accounts a one-of-a-kind Halloween program. The partnership began in 1992, and in that first year approximately \$175,000 was generated. Over the years, the

collaboration has continued, and over the last 30 years this campaign has generated more than \$138 million dollars for the children of St. Jude. Coors Light is so excited to continue their partnership with St. Jude and bring a refreshed look and feel to their campaign in 2025, beginning October 1.



Coors Banquet and Wrangler Are Outfitting Rodeo Fans Everywhere

Beginning August 1, in partnership with Wrangler, Coors Banquet is sending lucky shoppers to the National Finals Rodeo in Las



Vegas. Those who scan the QR code on limited-time POS, and are selected, will receive airfare, tickets, an apparel bundle, and more! Shoppers everywhere can get their hands on the apparel as well, which will be sold in stores and online throughout the program. Grab this iconic roundup of retail tools and join in!

Blue Moon Flexes Its Pairing Power for Football Season

Beginning August 1, Blue Moon is showing up for the foodie fans with a mouthwatering POS lineup that shows why this beer is the ultimate playmaker for flavor. This basket-building creative showcases their three lead brews with elevated gameday bites to encourage tasty pairings all season long. Check out their dimensional pole topper, on-premise tools, and more.



Say Hello to Game Day with Topo Chico Hard Seltzer



Topo Chico Hard Seltzer is tapping into grilled game day favorites beginning in August with colorful and showstopping POS for fall – featuring a pop-up display and premium pole topper. Available in English and Spanish, tools will showcase

local alliances to tap into the fan base and encourage shoppers to stock up on crisp refreshment for football season.

Topo Chico Hard Seltzer Kicks Off the Holidays with Día de Los Muertos

Consumers can bring authenticity to every celebration with Topo Chico Hard Seltzer. Beginning October 1, their holiday and Día de los Muertos POS lineups will be running in tandem for a customizable retail experience. Featuring vibrant designs and bilingual messaging, these standees, cooler clings, and other tools are sure to elevate the shopping experience.



Happy Thursday Spiked Refreshers Kick Off Weekend Games All Season



A perfect weekend of football starts on Thursday. That's why Happy Thursday is owning football Thursdays with their new "Game Day Starts Here" program, beginning August 1. Supported by

digital retail media, alliance, and partner support and a new on-premise playbook, this POS lineup is sure to shine. When on feature and display, Happy Thursday provides a +200% lift in dollar sales – so get your hands on these new tools while you can!

Kick Off Football Season with Guinness



A trip to last year's national championship game means that fans and customers are going to be supporting Notre Dame Football in a BIG way this season! From August 1 through December 31, new LTO cans and a consumer sweepstakes, offering fans a chance to win fly-away trips to a Notre Dame home game, are a great way to kick off!

Guinness x Premier League Sweepstakes



Kick off the 2025-2026 Premier League season with Guinness! From August 1 – December 31, consumers can enter a sweepstakes for a chance to win the ultimate Guinness Premier League Fan Room, including a pair of branded recliners, a Guinness Kegerator, glassware, and more!

Lovely Round for a Guinness

Guinness over-indexes with golfers and has great momentum with younger LDA consumers. From July 1 – September 30 consumers can enter for a chance to win a free round of golf for four (a \$200 gift card), a Guinness golf bag, or a \$50 Sunday Swagger gift card/code!



Guinness Notre Dame Cans

This fall, Guinness, the Official Beer of Notre Dame Alumni & Fans, is offering 2025 Collector's Edition 14.9 oz. Guinness Notre Dame cans for a limited time! **Availability:** August



Mike's Fantasy Life Variety Pack

Mike's does it again! Introducing the Mike's 2/12 can Fantasy Life Variety Pack – delivering on flavor and consumer engagement! This football themed mix pack includes four completely new flavor offerings from Mike's: **Berry Blitz Lemonade, Pineapple Rush Lemonade, Apple Tackle Lemonade, and Pink Pick 6 Lemonade.** Plus, each 12-pack offers consumers a chance to win epic football prizes all season long via QR code scan! *The Mike's Fantasy Life Variety Pack will replace the Mike's Celebration Pack.* This season, make it a Mike's! **Availability:** September



Truly Hard Seltzer Celebrations Pack

This limited-edition 2/12 slim can variety pack includes four Truly flavors perfect for throwing rules out the window and turning up this holiday season: **Peach**



Party, Citrus Spark, Trusecco Style, and Rose Style.
Availability: September

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's perfect for the season. **ABV: 5.3% Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** August



Samuel Adams Jack-O

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, 12 oz. cans, and draught **Availability:** August



Samuel Adams Fall Legends Variety Pack

This year's Samuel Adams 2/12 can fall variety pack celebrates a delicious collection of seasonal beers including their legendary **Octoberfest**, as well as **Harvest Helles**, **Jack-O**, and **Flannel Fest**. **Availability:** August

NEW VARIETY PACK!



Samuel Adams Legends of Fall

Each fall, the leaves change, the temperature drops, and a legend returns. For 25 years, Sam fans have waited with bated breath for the reappearance of Octoberfest. In fact, the only thing more renowned than this beer is drinkers' commitment to it. They hoist steins. They don lederhosen. They stock up, stash, and squirrel away for later with legendary devotion. And it's about damn time they got their just due. So, Sam is asking fans this fall to grab their friends, crack a bottle, and raise a stein in recognition.

Twisted Tea Celebrates College Football



Twisted Tea's fall program taps into the excitement and cultural significance of college football, aligning the brand with one of America's most celebrated past times.

Angry Orchard Thriller Pack



The Angry Orchard Thriller Pack is full of bold, Halloween treat-flavored ciders combined with the marketing trick of the season – a Friday the 13th partnership can! This mix pack is sure to be the highlight of scream

**NEW
VARIETY
PACK!**

season! The 2/12 can variety includes: **Crisp Apple, Blood Orange, Berry Bewitched, and Headless Pumpkin.**
Availability: September

Angry Orchard Celebrates Freaky Season



This fall, Angry Orchard is kicking cute seasonal stereotypes to the curb and celebrating the season of freaky, fun, and absurd! The brand is bringing the terror to life this season with a fully immersive partnership with the Jason Universe. The program features Jason and Angry Orchard themed POS and giveaways, limited release styles, and fun thematic packaging – all with a QR code to unlock access to a brand-new Jason short thriller!



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:** August

Yuengling Oktoberfest

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. cans and draught** **Availability:** August



Yuengling FLIGHT X Field & Stream Partner on Saltwater Fishing Program

Get ready to hit the water with Yuengling's FLIGHT Saltwater Fishing program! The brand is partnering with Field & Stream to hook shoppers up with everything they need for an unforgettable day on the water, all while sporting exclusive co-branded gear.

Experience Yuengling displays featuring iconic point-of-sale materials, comfy bean bag chairs, and FLIGHT coolers.



Shoppers can scan the QR code on themed POS to enter the Saltwater Fishing Beer & Gear Sweepstakes for a chance to win a Sport Fishing Prize Pack, packed with all the essentials to be ready for the biggest catch of the day!

Yuengling All-American Tailgate



Yuengling All-American Tailgate

Kick off football season with All-American Yuengling displays that turn heads and drive excitement! Displays feature chances for shoppers to win ultimate tailgate prize packs via QR code scan – including game tickets, tailgating spreads and Yuengling gear.

Make your store the go-to game day destination with Yuengling Lager and Light Lager this fall!



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:** August



Shipyard Smashed Pumpkin



NEW
Packaging!

This big-bodied beer has a light, coppery orange color and a pleasing aroma of pumpkin and nutmeg. Pale, wheat and light Munich malts combine with the natural tannin in pumpkin and the delicate spiciness of Willamette and Hallertau hops to balance the sweetness of the fruit. To enjoy all the flavors, this ale is best drunk at 55 degrees Fahrenheit. **ABV:** 9%

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

Shipyard Pumpkinhead Rimmer

The only pumpkin beer with its own rimmer! The perfect mix of cinnamon and sugar to complement Shipyard Pumpkinhead is ready to use behind the bar, or for the consumer to take home in the off-premise. **Package:** 36/3 oz. tin

Availability: August



Shipyard Pumpkinhead \$3 Rebate



Paulaner Oktoberfest Bier

This golden Oktoberfest lager is Germany's #1 Oktoberfest bier. 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:** 12 oz. bottles, 16.9 oz. cans, draught, and new 5 liter mini kegs **Availability:** August



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 bier" 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:** August

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:** 12 oz. bottles and draught **Availability:** August



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:** August



Harpoon L.L. Bean Lager

An easy-drinking pale amber lager made for crisp fall air and hikes with friends, inspired by the Viennese lagers from the foothills of the alps but modernized with malt from the foothills of Maine's Appalachian Mountains. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** August



Harpoon Pumpkin Cider

Harpoon's Pumpkin Cider has made a triumphant return! This seasonal sensation combines the crisp, refreshing taste of locally-sourced apples



with the signature taste of fall – pumpkin! Whether you're carving up a jack-o'-lantern, gathered around a bonfire, or basking in the glory of fall foliage, this pumpkin cider is ready to spice up those crisp New England days and nights. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** August

Harpoon Cozy Collection

This seasonal mix pack from Harpoon features Harpoon IPA, Day Drifter, Flannel Friday, and Octoberfest. **Package:** 12 oz. cans only **Availability:** August



Harpoon \$5 Rebate



Long Trail \$5 Rebate



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:** August



Narragansett Tailgate Giveaway

This fall, from August 1 – September 30, Narragansett is offering fans a chance to win a 'Gansett tailgate package that includes chairs, a cooler, a tailgate grill and more! Consumers will simply scan the QR code on in-store POS to enter to win!



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:** August



Aeronaut Patchwork

Welcome back the crisp fall weather with this locally-brewed pumpkin seasonal from Aeronaut! This spiced brown ale boasts complex layers of caramel, cinnamon, toffee, and sugar, all enhancing the addition of everyone's favorite autumnal gourd. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** August



Aeronaut Tropical Storm on a Sour Planet

This tart, fruity, and vibrantly colored sour ale features a cyclone of tropical fruit flavors, erupting in a punch of blood orange, passionfruit, pineapple, papaya, cherry, and blackcurrant. **ABV:** 5.6% **Package:** 16 oz. cans only **Availability:** August

Carlson Orchards Blueberry

This cider starts with pure blueberry juice, then gets a fragrant lift from a touch of lavender and just the right amount of honey. The result is a beautifully balanced, lightly floral sip that's as refreshing as it is unique. It's a seasonal standout that brings a little sunshine to every pour. **ABV:** 6% **Package:** 16 oz. cans only **Availability:** August



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:** August

Castle Island Gourd Vibrations

Catch spooky season's smoothest new groove! Castle Island's new pumpkin ale brings all the fall flavor without the sugar bomb. Think toasted malt, cozy spice, and real pumpkin vibes – all wrapped in a crushable, not-too-sweet package. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** August



Castle Island Hot Pie Cold Beer

Castle Island wants to throw you a backyard bash! Consumers can scan a QR code to enter to win a backyard party for 10 hosted by Castle Island, complete with beer, yard, games, and Bardo's Pizza.





Notch Festbier

This is the beer served in the Munich tents during Oktoberfest, and is often referred to as "Wiesen" which is "meadow" in German. It is paler in color and not as cloyingly sweet as the amber Oktoberfests exported to the US. **ABV:** 5.5% **Packages:** 16 oz. cans and draught **Availability:** August

Boulevard Tank 7 Rebate Program

From now until the end of December, consumers can scan a QR code and upload their receipts to earn a \$6 rebate on their purchase of two Tank 7 packs.

Boulevard Love Child #12

This latest release in Boulevard's famed series of ales cultured with lactobacillus and Brettanomyces wild yeast strains features layers of complex flavors that change over time with aging. **ABV:** 7.5% **Package:** 375 ml bottles only **Availability:** August



Warsteiner Oktoberfest

This traditional German Oktoberfest is clean and malt-forward, featuring flavors of pretzel and graham cracker and modestly bittered for a dry, refreshing finish.

ABV: 5.9% **Packages:** 11.2 oz. cans, 16.9 oz. cans, and draught **Availability:** August



McKenzie's Pumpkin Jack Hard Cider

It's all treats and no tricks with McKenzie's best-selling seasonal cider! Crafted with a blend of McKenzie's own hard cider, real pumpkin, and a fall spice blend, this selection is meant to excite both your nose and your taste buds.

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



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% **Package:** 12 oz. cans only **Availability:** August

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:** August





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