

HEADY GUINNESS TIMES RISING

BURKE DISTRIBUTING
Holiday 2025 | V.30

A Burke Distributing Publication



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Whenever I am asked what I do for a living, I typically say that I sell beer. It's true, it's straight forward, and it answers the question that is being asked. But it's also incomplete.

Our beloved industry has transformed over the past two decades from one dominated by a small number of brands with similar offerings, to an industry offering the full spectrum of beverages – with and without alcohol. But saying that I am in the total beverage industry also feels incomplete to me.

One thing that has not changed through my decades at Burke Distributing is the idea that the beverages we sell provide the atmosphere for all sorts of occasions. Whether our customers are gathering for the game on Sunday, catching up with friends, or are going out for a night on the town, our diverse lineup of products are there for them.

To that end, I have increasingly believed over the past few years that we work in the occasion industry. Which I feel privileged to be part of. We work diligently every day with our supplier partners to make sure that we are providing the right products, at the right times, for the right occasions.

In this edition of Heady Times, we highlight a few of our many brands that serve up the perfect pairing to any occasion during the upcoming holidays and beyond. Our cover story on Guinness shows us how a pillar brand of the industry once thought of only as a winter beer now has universal appeal for any occasion. This would be highlighted by our tremendous growth in the Diageo portfolio, and particularly Guinness. The brand has been consistently growing for us for many years now, bucking the trends for many brands sold in MA and the country. With that, I would like to thank all involved in helping us being named the Diageo Distributor of the Year for the second time in a row! The way the brand continues to grow we are looking for a “three-peat” and if you don't sell Guinness now you should!

On a sad note, we recently lost a beloved employee to that dreaded word: cancer. Talia Zamanian, 36, was truly a breath of fresh air. She brought many a laugh to all of us here at Burke, and had a personality that couldn't be matched! We will miss her here and I am sure all the accounts she dealt with will miss her also. She was taken at such a young age. We will miss you, Talia.

As the year come to an end, I would like to wish everyone a great and prosperous Holiday and New Year. I am glad to get 2025 behind us and let's look to a better 2026!

Sláinte,

Bill Burke
President



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

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first draught *getting you ahead of the curve*

MARK YOUR CALENDARS



NOVEMBER

11/1 – 11/2 Dia de los Muertos

11/2 Daylight Saving Time Ends

11/6 National Stout Day

11/11 Veterans Day

11/27 Thanksgiving *Burke will be closed, and no deliveries will be made.*

11/29 Small Business Saturday

11/30 Small Brewery Sunday

DECEMBER

12/5 National Bartender Day

12/5 Repeal Day

12/10 National Lager Day

12/14 – 12/22 Hanukkah

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

12/26 – 1/1 Kwanzaa

12/31 New Year's Eve



JANUARY

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

DRAUGHT BEER is gaining momentum in U.S. bars and restaurants, now accounting for more than half of beer sales by volume. This growth, driven by consumer preference for freshness, rising demand for imports, and expanding distribution, underscores draught's strategic importance for venues and suppliers looking to boost sales and brand loyalty.

PROUD **Surfside** PARTNER

LET'S GO BRUINS!

100 CALS * 0 BUBBLES

Game on, Bruins fans! Surfside Lemonade is now the official lemonade of the Boston Bruins!

World Beer Cup 2025

This year's World Beer Cup, held in May, featured 8,375 entries from more than 1,700 breweries across 37 countries and highlighted hazy IPAs as the most-entered style. For the first time, the competition included hard cider categories, signifying a shift toward greater acceptance of cider alongside beer in craft competitions.



RBC Sees Hope if the Industry Makes Strategic Pivots

RBC Capital Markets recently published a 178-page report that suggests while beverage alcohol's slump is partly cyclical, the industry must confront structural headwinds and make strategic pivots to regain growth. We've highlighted a few of their approaches:



- **Expand drinking occasions:** Look beyond tailgates and bars to solo downtime, gaming, book clubs, and older-adult social events.
- **Two-way portfolio:** Keep premium strong but also offer value tiers to recruit new drinkers who can trade up later.
- **Older consumers:** Buyers who are 45+ drive the most spend and want wellness plus social connection – ideal for low/zero-alc and “better-for-you” options.
- **Blueprint from winners:** Brands growing today succeed with authentic marketing, social media strength, and clear on-trend identities.

**Per Beer Business Daily*

Guinness Rising

The 265-year-old stout is enjoying a renaissance as it wins with new drinkers and in new occasions throughout the year.

By: Kate Bernot

J. Foley's Café already poured plenty of Guinness pints before British reviewer Jason Hackett, aka Prime Mutton, paid them a visit on his monthlong tour of the United States. After 116 years and four generations of tending the storied South End bar, the Foley family and their staff had already built a reputation among Boston locals for pouring a perfect pint of Guinness. Hackett agreed, and after trying one of his own, he declared J.J. Foley's Café's Guinness pour the best in the US. In the months since, the Café's demand for kegs has skyrocketed over 300%. "I've never seen anything it," says their Sales Representative Dan Boyle, "It's a place that goes through a ton of Guinness in general, but seeing March numbers in July and August was a huge boost. It's not just them, though; the brand is completely on fire in accounts all over the city." Boyle is right: Guinness is one of the top draught handles in Boston and is still experiencing double-digit growth. The hard work and dedication that goes in to bringing a brand to that level is why Burke Distributing has been awarded Guinness Distributor of the Year for the past two years running.

Guinness' recent success isn't limited to Boston, or to the Northeast. **Nationally, the iconic 265-year-old brand is experiencing a resurgence in popularity that's led to double-digit sales growth across retail channels, and the title of number-one draught handle in New York City.** In Philadelphia, Guinness Draught has picked up 200 draught placements in the past year alone. The beer's ability to thrive in diverse markets shows how Guinness has become one of the most adaptable beers on tap today.



Guinness was a proud sponsor of the Seisiún Irish music festival held this summer at Suffolk Downs, part of the brand's push to make Guinness a warm-weather favorite.

"Once considered a seasonal stout centered around Irish pubs and St. Patrick's Day, Guinness is undergoing a powerful transformation in the U.S., driven by smart distribution gains, culturally resonant marketing, and innovations like **Guinness 0**," says Karissa Downer, Brand Director for Beer at Diageo Beer Company USA. Downer notes that the "Lovely Day for a Guinness" campaign has been instrumental in shifting perceptions, proving Guinness can belong at any table and any time of year.

And lest you assume this is all attributable to the viral "splitting the G" challenge – in which drinkers take a sip of Guinness and attempt to level the remaining beer with the "G" emblazoned on the branded glass – it goes much deeper. Yes, the challenge has spread far and wide, creating headlines and social media chatter. But

Guinness itself hasn't promoted "splitting the G" at all, and in fact has stayed on the sidelines as fans and even bars themselves have turned it into a phenomenon. The challenge likely has introduced new drinkers to the beer, but that alone doesn't explain the brand's ongoing growth.

Instead, Guinness' success is attributable to factors fundamental to the brand: It's easy-drinking, consistent, visually appealing, and flavorful – a dependable beer that's comforting, not boring.

Thanks to new marketing campaigns and innovations like the fast-growing, non-alcoholic Guinness 0, the brand is connecting with younger and more diverse drinkers throughout the year. In effect, Guinness has taken itself out of the "winter stout" box and reintroduced itself as a beer for every season and every occasion.



As of early September, Guinness 0 was the third fastest-growing non-alcoholic beer brand nationally.



In Boston, Guinness continues to experience double-digit growth.

New Drinkers, Year-Round

One of the brand's chief campaigns has focused on expanding Guinness' appeal during warmer months. **Called "Lovely Day for a Guinness," this campaign reminds drinkers that any time can be a great time for this light, low-calorie, and sessionable beer.** This repositioning is helping Guinness become a go-to choice at picnics, soccer matches, barbecues, and nights out alike – truly a beer for all occasions. One of the most prominent components of this campaign was Guinness' role as **Official Beer and Official Non-Alcoholic Beer of the Premier League**, a global partnership that is in its second year during the current 2025/2026 season. This partnership saw Guinness activate in 80 countries around the world.

Guinness also brought the "Lovely Day" message with their sponsorship of Suffolk Downs' Seisun Music festival that featured the Pogues and the Dropkick Murphys. Also this summer, the brand partnered with the gourmet ice cream brand Van Leeuwen for a Guinness-flavored, limited-edition release made ideal for summer months. The efforts are paying off, as more than half of annual sales take place between April and November.

"Whatever Guinness is doing to promote it as a lighter beer, I think younger people really have taken to that – and not just in the wintertime," Recupido says.

Guinness has also made a point of expanding its cultural relevance beyond St. Patrick's Day. **87% of Guinness sales happen outside of the month of March, and it's a priority for the brand to extend an invitation to drinkers outside the context of St. Patrick's Day and Irish bars.**

"Of course we love Irish pubs, but now that we're expanding distribution beyond that, it's exciting to see who else is taking Guinness on," Downer says.

Big Wins for 0

Most drinkers assume Guinness is a single beer, but Guinness is actually a brand that encompasses **Guinness Draught, Guinness Extra Stout, Guinness Foreign Extra Stout, Guinness Baltimore Blonde** (the flagship beer brewed on-site at Guinness' Open Gate Brewery in Baltimore), and since 2022, **Guinness 0**. This non-alcoholic Irish stout offers drinkers everything they love about Guinness' texture, aroma,

and flavor, but without any alcohol. It's a successful entrant in a small but booming subsegment: Growth in non-alcoholic beer is largely led by craft brands.

As of early September, Guinness was the third fastest-growing non-alcoholic beer brand nationally behind Corona and Athletic. Dollar sales for Guinness 0 were up +67% in August, outpacing the last 52-week growth rate of +55%.

The beer continues to make inroads with new points of distribution as well.

What's behind the growth of Guinness 0? As with any beer, it's the way it tastes. A post on the forum website Reddit in late August asking for recommendations of great-tasting non-alcoholic beers was met with resounding support for Guinness 0. "NA Guinness is the best out there, in terms of tasting like the original. It's still got the nitro widget in the can too, so the body is basically the same," one poster wrote. "NA Guinness is pretty solid as well," was the top upvoted comment of the entire thread.

For retailers, carrying the packaged non-alcoholic version of Guinness as a complement to the full-strength draught version is an easy way to add incremental sales. Recupido puts it succinctly: "People really like Guinness 0."

Spreading the Pub Love

Conventional wisdom says brands are built in the on-premise, and this continues to ring true for Guinness whose true beating heart is the corner pub. Sure, Guinness can be enjoyed from a can or bottle, but it is best experienced via a properly poured pint slid across the bar. This is more than mere aesthetics: A well-poured Guinness is a singular, multisensory experience that engages the drinkers' eyes, nose, and palate. In this way, **Guinness and the bars that sell it have a mutually beneficial relationship.**

"Promoting Guinness is promoting getting customers back to bars," says Jason Testa, Diageo Beer Company USA's regional Market Manager.

In recent years, those bars have expanded beyond the traditional Irish pub that's long carried Guinness. Sports bars have become important partners, particularly in light of the brand's sponsorship of the

English Premier League. Where fans go to watch their favorite teams, Guinness wants to be part of that experience. But Guinness is remarkably versatile, comfortable on draught at the corner pub as well as some of the highest-end bars in the world. This chameleon-like quality – fitting seamlessly into different venues and occasions – is one reason Guinness continues to grow. What many bars, restaurants, and drinkers appreciate about Guinness is its quality and consistency honed over 265 years.

"The places that pour Guinness would never get rid of it," Boyle says. **"Guinness is tried and true; it's a no-brainer."**

This has long been true for retailers, and now drinkers are singing the same tune. In the age of endless choices among the constant new offerings on taplines and on the shelf, reliable and easily understood brands are enjoying renewed attention. **Guinness is one of the most recognized and respected brands**

in the world, full stop. It stands for quality and a culture that few other beers can rival. Fans have Guinness tattoos. People name their dogs after the beer. They travel to Dublin to visit the brewery. And these days, new drinkers are discovering the brand in new contexts, which bodes well for another two and a half centuries of lovely days. From pubs to sporting events, winter to summer, draught to non-alcoholic, Guinness has cemented its place as the beer that wins in every occasion.

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

The Guinness brand encompasses more than just one beer, explore the full lineup available from Burke.

Guinness Draught Stout

The OG Irish stout, brewed in Dublin since 1759, is famous for its ruby-black pour, roasted mocha-espresso flavor, and light yet elegant body. ABV: 4.2%



Guinness 0 Non Alcoholic Draught

Guinness 0, brewed with the same roasted barley and smooth flavor as the original, delivers the iconic Guinness taste without the alcohol.



Guinness Extra Stout

The original heir to the West India Porter, Guinness Extra Stout delivers over 200 years of rich roasted barley, hop freshness, and crisp bittersweet flavor. ABV: 5.6%



Guinness Foreign Extra Stout

Foreign Extra Stout has been brewed for over 200 years with extra hops and roasted barley to deliver a bold, bittersweet bite loved worldwide. ABV: 7.5%



On The Job With...



Jack Donovan

Jack Donovan *Inventory Supervisor*

Jack Donovan has been with Burke for 11 years, working within the Inventory Department for the past 6 years as a supervisor. He helps to account for inventory in all three warehouses each week, while also checking breakage, dates, and rotation. One of his favorite aspects of the job is that he gets to divide his time between office work and being in the warehouse. "I'm not really an office person; I have a hard time sitting behind a computer for a long time. I like being out in the warehouse and walking around. It keeps me physically fit!"

What do you like to do in your spare time? I love spending time with family; our daughter goes to UVM, so my wife and I like to go up and visit her. I go to the gym pretty often, and I like to play pickleball. I'm in a Fantasy Football league here at Burke that's a lot of fun, our team is called Death by Chocolate – I'm a big fan of cake.

Who would be your three dream talk show guests? I'm a big Boston sports guy, so I'd love to have a conversation with Larry Bird, Tom Brady, and Pedro Martinez.

Do you have a favorite holiday movie? When my daughter was little, she liked a Disney Channel show called "Good Luck Charlie". They came out with a Christmas special that I DVR'd at the time and we still watch it together every year.

If you could have a drink anywhere in the world, where would you go and what would you be drinking? Alaska is at the top of my list of places to visit, so I'd go there and bring a 4-pack of Castle Island Fiver IPA with me.

If you could instantly master any skill, what would it be? This is easy. I was just in a golf tournament this past weekend and I played terribly, so it would be golf for sure. I hack around with some of the guys here, but there is a definitely lot of room for improvement!



Mike Egan

Mike Egan *Sales Supervisor*

This January will mark Mike Egan's 20th year at Burke Distributing. Mike spent his first 7 years with the company as the On-Premise Sales Representative for the Faneuil Hall area. For the past 13 years, he's been a Sales Supervisor, lending his support to his team of 5 reps wherever possible by making sure they have accurate, up-to-date information, helping to solve any issues that may arise, and working with them to meet their goals. His advice to an industry newcomer is to pay attention to how your actions affect the relationships you build with your customers: "If you show up and follow through, people will respect that, and your relationships and reciprocal business will grow."

What do you like to do in your spare time? I love sports and being with my family. I have two kids and I coach their baseball, basketball, and flag football teams, it's a lot of fun. My wife Kari and I love going to concerts, we just went to Mumford and Sons out in Red Rocks which was incredible.

Who would be your three dream talk show guests? Tom Brady, Snoop Dogg, and my grandfather. Maybe separately, but all together would be interesting.

Do you have a favorite holiday movie? I love watching all the Charlie Brown holiday movies with the family, but my all-time favorite Christmas movie is definitely Elf.

If you could have a drink anywhere in the world, where would you go and what would you be drinking? I'm tempted to say a vodka-tea RTD on the beach, but I'm going to have to go with a Guinness in Dublin. That's a special experience.

If you could instantly master any skill, what would it be? I've always been really intrigued by juggling. I feel like if I was really good at it, I'd break it out all the time and just start juggling random things, it would be great.

Merchandising Matters

How strategic beer displays drive retail success.

In today's crowded retail environment, simply stocking shelves isn't enough.

A well-executed beer display can be the deciding factor between a shopper walking past – or walking out with a cart full. “On average, 70% of all customers know what they are buying before they walk in the store,” says Mark Vasconcelos, Director of Sales at Burke Distributing. “In-store merchandising can attract the undecided or further secure the decision by the consumer for instant purchases.”

In other words, presentation has the power to turn browsing into buying.

The Power of Timing

Seasonality plays a huge role in display effectiveness. Holidays and sports seasons are prime moments for breweries and retailers alike. “There is big money spent on seasonal offerings by breweries along with sponsorship of major teams and events,” Vasconcelos explains. “All of this is necessary to showcase in a display setting to attract the buyer to something new or something tied to an event they feel close to.” Whether it's a holiday floor stack or a football-themed endcap, aligning with consumer rituals increases relevance – and sales.

Anatomy of an Effective Display

Great displays don't just look good – they function seamlessly. Vasconcelos believes every display should have five main

qualities; **they should be impactful, eye-catching, priced marked, thematic, and easy-to-shop.** Cold box placement, colorful endcaps, and well-positioned floor stacks can all deliver impact. **Layering in urgency through signage like “limited-time offer” or “get it before it's gone” further sparks impulse purchases.** But space is increasingly tight. With RTDs and new SKUs flooding stores, Vasconcelos notes that “the room to make displays is becoming more limited, so our merchandising team has to get more creative.”

Cross-Promotions That Stick

Some of the most memorable displays connect beer and other malt-based beverages with complementary items. From chips and brats to branded coolers and grilling gear, **cross-promotions create a one-stop shop for party planning.** For high-volume retailers, collaborations extend beyond beverage alcohol, reinforcing shopper missions like stocking up or gift-giving.

Tools & Tactics

Execution is a blend of strategy and agility. **Vasconcelos credits Burke's “excellent cooler set team” for steering shoppers toward more profitable brands and adjacencies.** Reps lean on POS materials, digital tools like QR codes for rebates or sweepstakes, and quick-build tactics in busy stores. “Each rep is the manager of their own route,” Vasconcelos says. “They can be very creative dealing with specific accounts and areas, which could lead to adjusting brand standards.”

Measuring Success

Sales lift is the obvious metric, but Vasconcelos emphasizes incremental gains. A 12-pack stack by the register that encourages add-ons or tracking an “in-and-out” package against the standard pack size, are clear signs of impact. Consumer engagement – whether through promotions, QR-driven rebates, or sweepstakes – adds another layer of measurable success.



This beach-themed Sun Cruiser display at Market Basket is easy-to-shop, price-marked, and includes thematic point-of-sale

Lessons & Takeaways

Not every display hits the mark, but adaptability is key. Vasconcelos coaches his team to “adapt and make a good decision with the owner” when space or supply constraints arise. The bigger lesson? **Creativity and persistence keep displays fresh,** even in standardized chain formats.

Looking Ahead

The future of beer merchandising blends digital and physical touchpoints. **“More modernization will come into play** – we're seeing this starting now with QR codes that deliver instant rebates directly to consumers' Venmo accounts,” Vasconcelos says. Social media tie-ins and delivery platforms will continue to reshape how displays connect with consumers.

For suppliers and retailers, the message is clear: **merchandising isn't decoration – it's a driver of velocity, brand engagement, and shopper satisfaction.** As Vasconcelos puts it, **“success comes from balancing priorities, empowering reps, and never losing sight of the shopper's mission.”**



This eye-catching display at Kappy's features the Angry Orchard Thriller Pack and highlights the brand's partnership with the Jason Universe

Make the Holidays Sparkle with Our Wine and Spirits Selections!



Shabo Grand Reserve Extra Brut

This selection from the Grand Reserve collection is a sparkling white brut wine with a delicate aroma of flowers, characteristic mineral notes, and gentle notes of aging. It offers a refreshing, long, and light taste with bright minerality and elegant bubbles, perfect for special occasions.

Shabo Primo Secco Sparkling Brut

Shabo Brut Primo Secco is a crisp and elegant sparkling wine from one of Ukraine's most historic wineries. The palate is lively and refreshing, with fine bubbles, balanced acidity, and a clean, dry finish. A modern and vibrant sparkling wine that's ideal for festive gatherings.



Molly's Salted Caramel Irish Cream

This limited-edition twist on Molly's Original Irish Cream is produced in small batches by its family owners in the heart of Ireland's dairy land. They contend this is the best tasting Salted Caramel Cream Liqueur on the market today with its luxurious and complex blend of fresh dairy cream, fine grain spirit and smooth Irish Whiskey infused with buttery caramel and a hint of salt.



Coole Swan Irish Cream

It only takes one taste to know why Coole Swan is the world's most delicious Irish Cream Liqueur and an elevated selection for the holiday table. Fresh, natural dairy cream from the producer's own cows are blended with real white Belgian chocolate and triple distilled Single Malt Irish Whiskey. Coole Swan is complex, mellow, and fresh, and has won countless awards since its introduction in 2007.

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.



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.



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 whiskeys from the eastern US; and American Vatted Malt: A blend of American single malts from across the US.



Brinley's Shipwreck Rum



Shipwreck Rum is a premium rum brand made by the Brinley family on the beautiful island of St. Kitts. They use only the finest quality ingredients to craft some of the world's best-flavored rums. Their range

of award-winning rums includes White Reserve, Spiced, Vanilla, Coconut, Coffee, Mango, Lime and Coconut Rum Cream.



Antioqueño Aguardiente

We are now the exclusive wholesaler of Antioqueño Aguardiente, the beloved national alcoholic drink of Colombia! This clear, anise-flavored liqueur finishes dry and is best served cold and neat. Available expressions include Red, Blue, and Green.

Authentico Tequila



Authentico is the only tequila in the world that is certified USDA organic, additive-free, and carbon neutral. This multiple-award winning line of tequila is made only with organic agave, yeast, and water, and hails from Jalisco and the oldest continuously family owned tequila distillery in Mexico. Available expressions include

Authentico Blanco, Reposado, Cristalino, and Anejo.

Wild Common

When producing their lines of tequila and mezcal, Wild Common's process begins with mature agave, grown and harvested by hand from Mexico's rich volcanic soil. After harvest, the agave is slow-roasted in small batches, carefully processed using age-old traditional methods, distilled by masters, and finally bottled by hand on site. Their mission is to share their exceptional agave spirits that honor tradition, community, and the land. Offerings include their Tequila Blanco, Tequila Reposado, Tequila Blanco Still Strength, Tequila Anejo, Mezcal Espadin, Mezcal Ensemble, and Mezcal Cuishe.



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



Vicky Mango

Victoria is launching its second flavor-packed offering, Vicky Mango! This bold, fun flavor combines two of Mexico's most on trend flavors, mango and chamoy. Vicky Mango is made with Victoria lager and the tangy, salty, sweet flavors of chamoy – this time with an added juicy hit of mango – that delivers an authentic Mexican flavor experience. **ABV:** 3.5% **Package:** 24 oz.

cans only **Availability:** Year-round, beginning in November

Monster Blind Lemon Variety Pack

Hard lemonade unleashed! Blind to the boring, this ain't your average hard lemonade. The Monster Blind Lemon Variety Pack includes four hard lemonade flavors:

Original Lemonade, Cherry Lemonade, Strawberry Lemonade, and Peach

Lemonade, all at 6% ABV, made with real lemon juice and bold flavor. Smooth and dangerously easy to drink, there is no caffeine or energy. When life gives you lemons, drink up!

Availability: Now, year-round



Dini's Tinis

We are so pleased to introduce Dini's Tinis! Dreamed up by a Boston native who wanted to share the martinis he'd mix at home for friends and family, this line of RTD vodka martinis is available in four flavors of eye-catching cans. **ABV:** 10% **Package:** 200ml 4-pack cans **Availability:** Now!



Dini's Tinis Cosmopolitan



Dini's Tinis Espresso Martini



Dini's Tinis Lemon Drop Martini

Dini's Tinis Peach Martini



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

Coronita Extra 7 oz. 12-Pack Bottles

Starting this November, Coronita Extra will be available in 12-pack bottles! This new package unlocks consumption occasions for new and existing Coronita drinkers.

Availability: Year-round, beginning in November



Corona Non-Alcoholic 12-Pack

Corona Non-Alcoholic is brewed using the same state-of-the-art brewing process that captures the crisp, clean, balanced flavors of Corona Extra, but with less than 0.5% ABV **Availability:** December



Modelo Chelada Limón Y Sal Non-Alcoholic

Fan favorite Modelo Chelada Limón y Sal is now available in a non-alcoholic package, combining the refreshing taste of their n/a lager with the zesty flavors of lime and salt.

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



Angry Orchard Crisp Imperial 19.2 oz. Cans



Introducing Angry Orchard Crisp Imperial 19.2 oz. cans! The same bold, slightly sweet, easy to drink 8% ABV flavor you know and love, now packaged with a couple more ounces. **Availability:** Now, year-round

NEW PACKAGES

Surfside 19.2 oz. Cans



Four flavors of Surfside are now available in 19.2 oz. cans! Available styles include **Iced Tea + Vodka, Lemonade + Vodka, Iced Tea & Lemonade + Vodka,** and **Strawberry Lemonade + Vodka.**
Availability: Now!



Sun Cruiser 19.2 oz. Cans

Four flavors of Sun Cruiser are now available in 19.2 oz. cans! Styles on offer include **Classic Iced Tea Vodka, Classic Lemonade Vodka, Lemonade + Iced Tea Vodka,** and **Pink Lemonade Vodka.**
Availability: Now!



New Packaging for Cayman Jacked

Cayman Jacked Margarita and Strawberry Margarita have a new look! The 19.2 oz. green cans pop on the shelf, while the logo has been updated and the 10% ABV is more visible.
Availability: Now, year-round

Moosehead Now Exclusively in Cans

Moosehead is now exclusively available in cans based not only on consumer preference trends, but also on the quality and sustainability cans provide.

- Cans offer superior protection against light and oxygen; two key factors that can degrade beer quality.
 - Cans are lighter, requiring less material for production.
 - Cans' recycling process consumes less energy than producing new aluminum.
 - Cans provide greater transportation efficiency, lowering fuel consumption & greenhouse gas emissions during the distribution process.
- Availability:** Now, year-round in 12 oz. cans (6 and 12-packs)



SEASONAL SELECTIONS & PROGRAMS

Modelo Noche Especial

This season, Modelo is introducing new, limited-edition Modelo Noche Especial! This flavored lager is meant to be enjoyed during Noche Buena, a cherished Mexican holiday each December. Catered towards Hispanics seeking culturally relevant offerings, and general market consumers interested in unique seasonal brews, Modelo Noche

NEW!



Especial is perfect for a celebration with family and friends. **ABV:** 5.7% **Package:** 12 oz. bottles only
Availability: November

Modelo Gives Full-Time Fans A Chance to Win Big

The Modelo Recruiter is back and ready to give Full-Time Fans the experience they deserve! Now through January 19, 2026, consumers will have a chance to win VIP flyaway trips to key games throughout the season, along with the opportunity to win tickets to next year's College Football Playoff championship game! They will enter to win via QR code scan on themed POS.



It's Merry With Modelo



To wrap up the year in a gold bow, Modelo is reminding consumers it's Merry With Modelo. This holiday season from November 3 – December 31, the brand is encouraging

consumers to celebrate the holidays the Modelo way: full of friends, family, and cerveza for all! To support the program at retail, gold bottle display enhancers return along with all-new, vibrant, premium POS!

Corona Celebrates the Season with the Iconic Feliz Navidad Campaign



The iconic 35-year-old Corona Feliz Navidad campaign is back to ring in the holidays. To celebrate, from November 3 – December 31, Corona is giving consumers the

chance to win holiday cash and a Corona snow globe, via QR code scan on themed POS, throughout the holiday season.

Pacifico X Snow League



From October 1 – January 25, Pacifico is giving consumers the chance to experience an unforgettable trip to The Snow League's Aspen Snowmass USA in 2026 where they will get the opportunity to hit the slopes alongside the pros! Consumers will enter for a chance to win via QR code scan on themed POS.



Pacifico is La Cerveza of the Season

This holiday season, Pacifico is decking the halls with POS materials geared up to paint retail yellow. Be on the lookout for exclusive Pacifico holiday elements designed for teams to craft the perfect Pacifico holiday experience.



Guinness The Most Wonderful Pint of the Year Packaging



Guinness celebrates the season with a festive, limited-edition Guinness Winter Holiday 8-pack of 14.9 oz. cans highlighting the Most Wonderful Pint of the Year! And shoppers can scan the QR code on corresponding POS to receive holiday savings/rebates, seasonal food recipes and pairings, seasonal cocktail recipes,

and updates on Guinness Gives Back 2025 activity.

Availability: November



Guinness Premier League Team Deals

The official beer of the Premier League, Guinness, has expanded its reach by signing three Premier League clubs to multi-year sponsorship deals. The three clubs are Arsenal (114 million social followers), Aston Villa (17 million social followers), and Newcastle United (14 million social followers). These exciting partnerships will include social media collaboration, team IP usage in store, access to teams when in the US along with VIP experiences and consumer sweepstakes.





Unwrap Holiday Greatness with Sam Adams

This year, Sam Adams is embracing the holiday season with the new Winter White Ale and thematic holiday POS!



Samuel Adams Winter White Ale

NEW!

Winter may be chilly, but this festive ale balances bright orange peel with holiday spices like cinnamon and nutmeg to warm up even the coldest temperatures and help drinkers

celebrate the season. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans, and draught **Availability:** November

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 and 12 oz. cans **Availability:** November



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:** November



Samuel Adams Winter Break Variety Pack

This year's Sam Adams winter 2/12 can variety pack includes: *new* **Cold Brew Coffee Stout**, *new* **Winter White Ale**, and returning favorites **Old Fezziwig** and **Winter Lager**. The pack name and design deliver on festive vibes while allowing the package to extend beyond the holidays into January. Whether it's a holiday gathering or a cozy evening spent by a fire, these are the moments we cherish most. This season, Sam is here for those moments – unwrap holiday greatness! **Availability:** November

NEW VARIETY PACK!



Angry Orchard Knotty Bunch Variety Pack

A little angry has never tasted so good with the new Angry Orchard Knotty Bunch 2/12

Variety Pack! Filled with bold, unapologetic sweetness and spice, this lineup includes: **Mad Pear**, **Cinnister Cran**, **Hot Mess Honey**, and **Giner Snapp'd**. **Availability:** November

NEW VARIETY PACK!



Truly Hard Seltzer Dream Pack

Welcome to the whimsical world of the Truly 2/12 slim can Dream Pack! Truly teamed up with the fantastical French artist Laura Norman (A.K.A. Launorma) to create the pack of your dreams, which features four surreal flavors: **Strawberry Stardust**, **Raspberry Rainbow**, **Pineapple Daydream**, and **Citrus Clouds**. Don't sleep on this pack. **Availability:** January



NEW VARIETY PACK!

Sam Adams X Big East

Sam Adams is back for the 2025-2026 season and tournament of the Big East Conference with American Light as the official beer and Just the Haze as the non-alc beer!



Twisted Tea Holiday

The holidays are prime party season. Shoppers are stocking up for gatherings, gifting, and entertaining, and retailers are looking for brands that deliver incremental basket growth. Twisted Tea must show up big, bold, and unmistakable to own the moment.



Dogfish Head Triple Decadence World Wide Stout



To celebrate 30 years of brewing innovation, Dogfish Head's gone all-out with this rich, barrel-aged anniversary beer that's a perfect candidate for aging. This spirited blend of three barrel-aged World Wide Stouts include one aged in Palo Santo, another aged in Let's Get Lost Whiskey barrels, and a third aged in Utopias barrels. **ABV:** 15% **Package:** 12 oz. bottles only **Availability:** Now!

White Claw Surge X Boiler Room

To complement national Surge x Boiler Room sponsorships this year, White Claw Surge will be sending one lucky winner and a friend to a Boiler Room event, with travel and hotel expenses paid. The event date and time will be shared after the winners are announced in November. Boiler Room is famous for its high-intensity DJ sets, broadcasts, and explosive content. It has a reputation for curating some of the most dynamic moments in music culture that explode virally online. Through a series of events across the U.S., White Claw Surge will be positioned as the go-to drink for amped up moments.



Home for the Holidays with White Claw

The holidays make it harder than ever to see the friends we miss most. Between work, family obligations, and the high cost of travel, it's easy to feel like there's just no way to make it home. But White Claw believes even one drink with your crew is worth the journey. So this season, the brand is making it possible for friends to reconnect – no matter the distance – so they can enjoy a White Claw together. Because our connections are what truly makes the holidays special.



Long Trail Après IPA

Hop off the lift and grab an Apres IPA! This citrusy, piney, and resinous IPA is a crisp companion for a post-slope wind down. **ABV:** 7%

Package: 12 oz. cans only

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 x Ski the East Hazy IPA



NEW LOOK!

Vermont institutions Long Trail and Ski the East hopped in the lift line together to create this mountain-inspired hazy IPA with a knee-deep dose of citrus, pine, and tropical fruit hops to deliver a brew for those who want to keep the shred alive.

ABV: 6.8% **Package:** 16 oz. cans only

Availability: November

Long Trail IPA Pack with Ski the East



NEW MIX!

Get ready for ski season with Long Trail's most trail-worthy IPAs, loaded to the brim with juicy hop flavors! This year's mix features their tried and true **VT IPA**; citrusy and bitter **Green Blaze IPA**; piney and resinous **Après**

IPA; and their freshly swagged out **Ski the East Hazy IPA**.

Package: 12 oz. cans only **Availability:** November

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!

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 Wintry Mix

The Wintry Mix Pack brings together a blizzard of bold flavors, from cozy classics to unexpected twists, brewed to get you through whatever the season throws at you. Mix includes **Harpoon IPA**, **Day Drifter**, **Winter Warmer**, and **Dunkin' Brown Sugar Shakin' Espresso Stout**.

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



Dunkin' Brown Sugar Shakin' Espresso Stout

This full-bodied yet easy-drinking nitro stout pairs rich Dunkin' espresso roast with dark-roasted malts, giving notes of caramelized brown sugar smoothed out by a creamy nitrogen pour. **ABV:** 6%

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





Celebrate the Holiday Season with Family, Friends, and Yuengling Beer



The holidays are all about tradition, and Yuengling is a great addition to any celebration. Yuengling Traditional Lager and Light Lager are the perfect beers for your customers to serve their guests, and they make great hostess gifts for holiday parties. Eye-catching holiday displays

bring seasonal coziness to retail locations, featuring a snowy scene with a crisp, ice-cold lager glass and pint. These displays help drive shopper engagement and boost sales during the busiest time of year. Celebrating 196 years of brewing excellence, nothing says tradition like the Oldest Brewery in America.

Narragansett Bing Crosby White Christmas Winter Warmer

Narragansett's winter warmer embodies the warmth, cheer, and merriment that Bing Crosby brought to all of us through his music. Brewed with dark cherries, sweet orange peel, and ginger, White Christmas Winter Warmer offers notes of toffee and dried fruit with a slight sweetness. English hops provide a hint of bitterness and spice, making it the perfect beer to get you in the holiday spirit!

ABV: 7.4% **Package:** 12 oz. cans only **Availability:** November



Paulaner Variety Pack

NEW VARIETY PACK!

New from the #1 beer brand from Munich in the U.S., the Paulaner

Variety Pack includes the four best Paulaner beers:

Hefeweizen, Munich Lager,

Pils, and Grapefruit Radler, all in a

10-pack of 16.9 oz. cans. **Availability:** Mid-October



Holidays on Ice with Paulaner

This holiday season, Paulaner is bringing everyone the holidays on ice with an interactive and fun winter program. From November 3 – December 28, consumers can head to GiftOfPaulaner.com to play the Paulaner snowball game. They'll digitally roll the snowball down the Zugspitze (highest mountain in Germany) avoiding obstacles and be entered to win a variety of Paulaner holiday prizes, including a magical trip to the Zugspitze in Germany!





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:** November



Aeronaut Double Citra Galaxy

Juicy and brimming with tropical fruit notes, this ultra-hazy Double IPA features grapefruit and a potent peachiness. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** November



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, draught **Availability:** November



Aeronaut Cocoa Sutra

Using cacao nibs sourced and roasted by their neighbors at Somerville Chocolate, this collaborative milk stout is dark, creamy, and smooth with rich chocolate notes. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** November

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!



Carlson Orchards Berry Cranberry



This locally-made cranberry hard cider expertly balances tart New England cranberries with a touch of sweet raspberry and local honey, offering a refreshing and perfectly balanced sip. It's the perfect companion for cozy evenings or festive gatherings with loved ones. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!

Notch Černé 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. Černé 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!



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

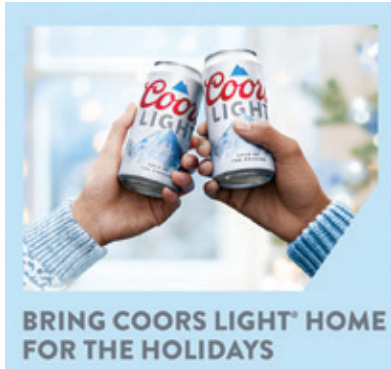
This special holiday brew is a rich, malty ale inspired by the little-known Bière de Noël style of French Farmhouse Ales which were traditionally brewed for the Christmas season. Two Roads Holiday Ale has a deep malt flavor with notes of treacle, toasted malt, and caramel that are accented by the mild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



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.





Light Up Your Holidays with Coors Light

There's no better beer to celebrate the chill side of the holiday season than Coors Light. From retail tools that cater to key shopper touchpoints, to flexible e-com solutions, Coors Light

is keeping drinkers stocked for the season's beer-forward moments. Explore their standout fireplace display, digital media assets, and full suite of on-premise tools for festive activations. Chill greetings!

Blue Moon Tops Off the Season



Beginning November 1, Blue Moon is taking perfect pairings to the next level, offering consumers the chance to win a "pair tree"—a festive serving tower for Blue Moon and holiday treats. To support the promotion, they're rolling out a showstopping display, plus c-store solutions like a case

topper, case stacker, and transparent cooler decal. Grab them to add some shine to your store!

Celebrate the Holidays with Peroni and Giada De Laurentiis



Beginning November 1, shoppers everywhere can add Italian flair to their holidays with this exciting partnership. Together, Peroni and Giada are serving up recipes and the perfect beer pairing for the festivities. Point of sale tools like modular case stackers and shelf talkers will drive to the partnership's Pinterest board for inspiration, supporting shoppers through a season of hosting. Grab the full suite of tools and merch before they say ciao!

Miller Lite Official Sponsor of the Boston Celtics



Coors Banquet Official Partner of the Boston Bruins



Coors Light Official Partner of the Boston Bruins





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In Memory of ***Talia Jade Zamanian***

September 10, 1988 – September 1, 2025

This issue is dedicated to the memory of our friend and co-worker, Talia Zamanian, who recently passed after a brave battle with cancer. Talia spent 10 years with us as a dedicated and talented sales rep, known for her positive energy, hard work ethic, and infectious smile. Our hearts go out to her family and friends; she will be deeply missed and never forgotten.

Soak it up

Every moment

wonderful moment

The dancing minutes in the sun

We can never be done

We can never be done;

just exist here – in the beauty

in the present

just exist here.

— A short poem by Talia Zamanian
July, 2025