

# HEADY TIMES

# FLAVOR FOREVER

MARK ANTHONY BRANDS

BURKE DISTRIBUTING  
Summer 2026 | V.31



A Burke Distributing Publication

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Spring has officially sprung in Boston! As our region thaws out from a particularly snowy winter, we're all looking forward to warmer weather and being able to take the party back outside. Along with our hallmarks of spring including the Boston Marathon, Cinco de Mayo, and the Red Sox, there's an extra excitement in the air this year with the U.S. and Gillette hosting the FIFA World Cup, and the celebrations across our footprint that will be held for America's Semi-quincentennial. I can't think of anywhere else in the country I'd rather be to celebrate the country's 250<sup>th</sup> than the city where it all started. Be sure to seek out limited-release patriotic packages from **Sam Adams, Narragansett** and **Yuengling**, all designed to commemorate this special milestone.

We appreciate all of you and look forward to an incredible spring and summer filled with celebration!

This is the time of year when our retail partners evaluate their menus and coolers and determine what they'll be featuring for the season. Our cover story on **Mark Anthony Brands** highlights **White Claw**, **Mike's Hard Lemonade**, and **Cayman Jack**, all great year-round picks, but especially in warm weather months. Mark Anthony has been a longstanding, valuable partner to us, and we're excited to share their new innovations with you. In addition, as new categories constantly emerge, like vodka-based teas and lemonades (**Sun Cruiser and Surfside**), we are happy to introduce the newest category, electrolytes infused, vodka-based RTD's, **Spiked Ade and Super Lyte**. Please check them out in our new item section.

While they've long been a mainstay of festivals, concerts, and sporting events, the 19.2 oz. can is also enjoying a surge of popularity in the off-premise. In our feature detailing the appeal of this single-serve package, we highlight available selections in this format from **Boston Beer, Mark Anthony, Barrel One Collective**, and **Castle Island**. Be sure to have a good selection of this package for customers who are increasingly on the go!

Though these times can feel uncertain with war, inflation, and rising energy costs, I am reminded of the resilience of this country and its people. I am proud to lead a company that's prevailed through more than a third of our nation's existence, and I know that we as a company and a country can face whatever comes our way.

Thank you for your continued partnership and support. We appreciate all of you and look forward to an incredible spring and summer filled with celebration! So let's root on for the Celtics and the Bruins as they make their playoff push and enjoy the Tall Ships as they visit our great city again in early July!



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

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Sláinte,

**Bill Burke**  
*President*

# first draft *getting you ahead of the curve*



As America gears up for its **250<sup>th</sup> birthday this summer**, brands are preparing to celebrate like it's 1776. Breweries like **Yuengling**, **Samuel Adams**, and **Narragansett** are rolling out patriotic packaging, throwback promotions, and activations designed to tie America's founding story to today's beer occasions. For retailers, these programs offer ready-made ways to build displays, host themed events, and tap into the patriotic momentum to drive summer beer sales. Learn more on page 8.

## 3 Tips to Win Cinco de Mayo

**UTILIZE BEER & FOOD PAIRINGS** Light, crisp lagers are perfect with tacos, nachos, and spicy dishes. Highlight pairing suggestions on menus or shelf talkers to encourage customers to grab beer alongside food for their Cinco celebrations.

**USE THEMED MERCHANDISING** Festive signage, branded POS, and bright displays help stop consumers in their tracks. Even a small Cinco de Mayo feature can drive impulse purchases and orders.

**PROMOTE EARLY** Cinco de Mayo falls on a weekday this year, so encourage customers to celebrate the weekend before and after. Running promotions for several days helps capture more of the holiday demand.



## Mark Your Calendars

### APRIL

**4/1** April Fools' Day

**4/5** Easter Sunday

**4/6** *Burke will be closed, and no deliveries will be made*

**4/7** National Beer Day

**4/22** Earth Day

### MAY

**5/2** Kentucky Derby

**5/5** Cinco de Mayo

**5/10** Mother's Day

**5/25** Memorial Day  
*Burke will be closed, and no deliveries will be made*

### JUNE

**6/19** Juneteenth

**6/21** Summer Solstice

**6/21** Father's Day

### JULY

**7/4** Independence Day

**7/6**

*Burke will be closed, and no deliveries will be made*

**7/12**

Michelada Day

**7/14** All-Star Game at Citizens Bank Park



## Lagers Still Lead

When it comes to beer sales, lagers remain the category's foundation. The style represents 77% of beer cases and 65% of dollars, totaling \$37.9 billion in sales last year. Classic American lagers account for 59% of lager dollars (\$22.5B), while import lagers hold nearly 36% share (\$13.5B). Together, these two segments make up virtually the entire lager category - highlighting their continued importance for on- and off-premise retailers alike.

# \$1.6 Billion

Consumer demand for convenient, flavor-forward cocktails continues to surge. RTD margaritas generated \$1.6 billion in sales in NIQ data for the 52 weeks ending January 31, with category leader Cayman Jack growing 8.2%, reinforcing its position as a top RTD margarita brand.



# Flavor Forever

Mark Anthony Brands' Disciplined Portfolio Sees Room to Grow.

By: Kate Bernot



Mike's Hard Lemonade helped create the flavored malt beverage category in 1999 and continues to drive summer sales today with nostalgic appeal, bold flavors, and new packaging designed for today's cooler sets.

A pioneer of “fourth category” beverages, Mark Anthony still has some tricks up its sleeve. Greater marketing spend and targeted innovations set the company up to dominate the hot summer sales season and create real profit opportunities for retailers.

**There's no more important word in beer and beyond right now than “flavor.”**

It's what's driving growth and innovation across the entire alcohol aisle – from beer to FMBs to spirit-based cocktails and wine-based RTDs. **Eight of the top 10 new beer innovations for 2025 were flavor-forward**, according to NIQ data analyzed by Bump Williams Consulting. But amid a sea of new canned cocktails, party punches, and spiked everything, **one stalwart company remains at the forefront of flavored beverages with staying power: Mark Anthony Brands.**

For retailers, that staying power matters. In a category crowded with short-lived trends, Mark Anthony's portfolio consistently delivers velocity, premium price points, and repeat purchase – the combination that protects margins and reduces inventory risk.

That durability matters even more as consumer behavior evolves. A recent *New York Times* report noted that many Gen Z consumers are growing tired of the constant churn of social media microtrends and are instead gravitating toward familiar, and sometimes nostalgic, brands from the 1990s and 2000s. In beverage alcohol, that shift favors established names like **Mike's Hard Lemonade** that can tap into throwback recognition while still delivering the bold flavors younger drinkers are looking for.

“There are a lot of new things out there, however Mark Anthony has provided proven

winners to the marketplace,” says Paul Daly, Brand Manager for Burke Distributing. “They have their pulse on trends, and they don't rest on their laurels.”

## A Legacy of Leading

It's that combination of innovation, volume, and endurance that sets the portfolio apart, Daly says. Mark Anthony Brands' President David Barnett noted in a memo to distributors that this **volume, combined with a premium pricing strategy, has generated \$9 billion in incremental distributor and retailer profit** over the years.

Since its founding in 1972, Vancouver, Canada-based Mark Anthony Group has become a North American juggernaut. Its Chicago-headquartered U.S. arm, **Mark Anthony Brands, is now the fourth largest beer company in the**



White Claw leads the hard seltzer category with dominant market share, strong brand recognition, and a lineup that spans everything from high-energy 8% SURGE to non-alcoholic Zero Proof.

**United States and the only one to be exclusively flavor-focused. In February, it surpassed cumulative sales of one billion cases. The U.S. business has become increasingly critical to the overall company, with its contribution growing 15-fold since 2008.**

That scale gives retailers confidence. These are not niche seasonal bets – they are nationally supported brands with meaningful marketing dollars behind them.

It's a position built on the strength of category-defining brands like **White Claw** hard seltzer, **Cayman Jack** malt-based margaritas, **MXD Drinks Co.** malt-based cocktails, and of course, the FMB that started it all: **Mike's Hard Lemonade**.

## Meeting Today's Consumer

Today's alcohol shopper looks different than a decade ago. Younger legal drinking age consumers are less brand-loyal to traditional beer styles, more flavor curious, and more occasion-driven. They're shopping for backyard hangouts, beach days, tailgates, girls' nights, golf outings, and streaming watch parties – and they want bold flavor, sessionable options, and in some cases higher ABV choices that deliver value per serving.

Launched on April Fools' Day in 1999, Mike's Hard Lemonade helped create the nascent FMB category 27 years ago and it continues to evolve with that consumer. **Slim cans debuted earlier this year, modernizing the package for cooler sets and convenience doors.** A variety pack of **Dirty Lemonade** flavors, inspired by the viral "dirty soda" trend, launched in February – tapping directly into Gen Z and younger Millennial flavor culture.

"[Mike's Hard Lemonade] is such a refreshing drink, and lemonade still really serves a purpose for consumers," Daly says. "There is a lot of competition out there now, specifically with lemon flavor in FMBs... **But Mike's is ready to reintroduce the flavor to a new generation.**"

For retailers, Mike's works as a bridge brand – attracting nostalgic core drinkers while recruiting new, younger shoppers into the FMB set.

## Hard Seltzer's Still Swinging

Though the hard seltzer market has contracted since its peak, it remains a robust beer subcategory – and one that Mark Anthony Brands dominates at roughly 70% market share. **White Claw is the seventh largest beer brand family**

**in off-premise dollar sales. Malt-based seltzers started 2026 +1.6% in volume and +4.2% in sales across chain retail in January,** according to Circana data.

In other words: the category has stabilized – and leaders are winning.

After a decade in the market, White Claw remains an absolute workhorse for the parent company, distribution partners, and retailers.

**For many drinkers, White Claw doesn't just compete in hard seltzer – it is hard seltzer.** Similar to the way Kleenex became shorthand for tissues, White Claw has become the default name people use when talking about the entire category. That brand equity matters as consumers often look for the White Claw name.

Strategically, White Claw belongs in high-visibility cold box placements, secondary summer displays, and as a crossover option for drinkers who may not identify as "beer" drinkers but still shop the beer aisle.

The brand has also proven it can adapt with focus and diligence. From 8% ABV **SURGE** to non-alcoholic **White Claw Zero Proof** and the 2025 launch of **ClawTails**, the portfolio stretches across moderation

occasions and high-energy gatherings alike – giving retailers a ladder offering that captures multiple drinking occasions.

Just as importantly, Mark Anthony Brands prunes aggressively. Underperforming flavors and line extensions have been eliminated to keep the family tight and velocity strong. “They’re highly tactical with new releases,” Daly says. “It’s very thought out; it’s very planned. There are no holes. The flavor and packaging are locked in.”

## A Ton of Runway Left

Beyond seltzer, cocktail-inspired beverages represent meaningful growth upside.

Daly calls Cayman Jack “this monster waiting in the grass.” Double-digit growth and expanded single-serve 10% ABV **Cayman Jacked** 19.2-ounce cans position the brand squarely at the intersection of flavor and value – a sweet spot in today’s inflation-conscious environment where consumers are increasingly calculating alcohol-per-dollar.



Available in convenient single-serve packages, Cayman Jacked delivers both taste and value for today’s flavor-driven drinkers.

**MXD Drinks Co.**, at 12% ABV, taps into that same value equation. These bold, colorful single serves are performing well statewide – proof that high-ABV flavor-forward cans resonate in both urban and suburban trade areas.



## Turning On the On-Premise

Mark Anthony Brands’ portfolio has room to grow in bars, restaurants, and venues. According to data from BeerBoard, “beyond beer” products now represent more than 10% of packaged volume in the on-premise, with hard seltzers – led by White Claw Black Cherry – continuing to post growth at the start of 2026. In the year prior, hard seltzers were the number three packaged volume gainer in the on-premise behind RTD cocktails and non-alcoholic adult beverages.

Music festivals have also proven to be an important area for trial and volume. At festivals and venues that serve White Claw, the brand commands approximately 40% of beer-plus-RTD sales. That’s thanks in part to a major partnership with events company Live Nation and to White Claw’s ongoing marketing efforts at such festivals.

**“High ABV is hot right now, and this is a drinkable, high ABV product that works for a lot of occasions,”** Daly says.

For retailers, the takeaway is clear: **Mark Anthony’s portfolio isn’t just about trend participation; it’s about owning high-velocity flavor segments across multiple price tiers and occasions.**

From premium seltzer 12-packs to high-ABV single serves, the lineup allows operators to trade consumers up, capture impulse purchases, and protect margins.

Backed by the company’s largest-ever marketing spend – including partnerships with musician Teddy Swims, Netflix and TGL integrations for Mike’s, and increased investment behind Cayman Jack – **Mark Anthony Brands enters peak summer not as a challenger, but as a category anchor.**

**In a flavor-driven era where consumers are seeking both excitement and familiarity, these stalwart brands are well positioned – not because they’re new, but because they’ve proven they can evolve.**

**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.

# On The Job With...



Stephanie Szczesuil

## Stephanie Szczesuil *HR Administrator*

AR Administrator Stephanie Szczesuil (says-you-will) has been with Burke for 8 years. Starting in the accounts receivable department, she transitioned to her current role in HR in 2022. As an HR Administrator, Stephanie oversees recruiting and on-boarding new hires, ordering supplies, monitoring certifications, organizing events, and many more “behind the scenes” duties. She enjoys being the first point of contact for new hires, establishing a welcoming atmosphere, and continuing to help them as they grow within the company.

**The advice you would give to a new HR Administrator is...** Stay positive! People pick up on your energy, so it's important to set the tone. There's a lot of different things thrown at you, so being able to multitask is important.

**What motivates you most in life?** My children, Wolfie and Wyatt. I want to make sure I can give them the best life possible.

**What new Burke products are you excited about?** I just tried the new Blueberry Lemonade Sun Cruiser and it's

incredible! I also really like the new vodka-based sports drinks, Spiked Ade and Super Lyte; I feel like those are going to be really big this summer.

**What does your ideal weekend look like?**

With two boys under 5, I would have to say just sleeping in, I literally need sleep. I don't remember the last time I slept past 7am.

**The most adventurous thing you've ever done was...** I'm a big scaredy-cat but I would say ziplining in NH, which is something I'd never do again. I was screaming the whole time and didn't realize the GoPro on my helmet recorded sound. I have the video and it's pretty embarrassing.

**Your go-to karaoke song is...** I just did karaoke for the first time with my son and we sang Benson Boone's Beautiful Things. He knew all the words and he has moves!

**If you could be anywhere, drinking any alcoholic beverage...** I would be on a tropical beach, drinking a margarita, and getting a sunburn. That's not too much to ask, right?

## John Spressert *Sales Supervisor*

John Spressert started at Burke in 2014. Initially, his role was to help sales reps sell spirits to their accounts but over time, that morphed into also servicing select spirits-centric accounts.

John is now in a supervisor position and supports several sales reps by coaching them, giving them advice, and assisting with accounts in our broader footprint.

**The advice you would give to a new Sales Supervisor is...** Our brands are very authentic, and I believe that in your business practice you need to carry that same sort of authenticity and integrity to effectively represent them. It's up to us to communicate their story well and be a good steward.

**What motivates you most in life?** I'm drawn to interests and people that inspire me and make me rethink the way I view the world. Anything that's animated and can bring meaning to life, that's what I want to chase.

**What's your favorite local restaurant/bar?** You're making me pick a favorite kid?! I live in Quincy, so I'm lucky that I'm close by two restaurants run by friends of mine that I

adore: Pearl & Lime and Drifters. Those are my neighborhood haunts, but there are a lot of incredible places in Quincy.

**What does your ideal weekend look like?**

Staying home, drinking a lot of beer and ranch water, playing guitar, and cleaning the house. What I usually end up doing is driving my son to his soccer games and photographing them, which I also enjoy doing.

**The most adventurous thing you've ever done was...** Probably being a 23-year-old from Texas trying to pursue a church music career in New England and driving all over the region in a 1983 volvo DL that could barely run. I very quickly learned the importance of snow tires!

**If you could be anywhere, drinking any alcoholic beverage...** It's hard to beat drinking great agave spirits with the people who make them. I've been lucky enough to visit many distilleries in Mexico and spend time with the families who produce these incredible spirits, and it doesn't get much better than that.



John Spressert

# Celebrate America's 250<sup>th</sup> Birthday with Beer

Throughout 2026, the semiquincentennial provides an opportunity to re-center beer in shared celebratory moments.

By: Joshua M. Bernstein



For the United States, this summer brings a big birthday. July 4<sup>th</sup> marks the 250<sup>th</sup> anniversary of the Founding Fathers signing the Declaration of Independence, granting unalienable rights including life, liberty, and the pursuit of happiness. To us, that also includes a cold beer.

Powered by history and tradition, the semiquincentennial is poised to become a unifying, occasion-driving engine that turns 2026 into a yearlong series of toast-worthy moments. The anniversary is a culturally driven reset switch that re-centers beer in shared occasions, be it block parties, backyard BBQs, stadium tailgates, or fireworks displays.

This year, American beer leans into brewed-here heritage of time-worn

taverns and industrious immigrants that brought lager-making traditions across the Atlantic. This will be emphasized by the marketing muscle of patriotic packaging and collector cans, plus activations that tie the past to the present, one pint at a time. Here's how the all-American lager is set to win the sales moment, and why Boston is the national beer-drinking nexus.

## Crowd-Pleasing Lagers and Patriotic Packaging

Crisp lagers will be celebrants' go-to beer style. "For many Americans, lager represents everything they love about beer," says Jennifer Yuengling, Vice President of Operations and sixth-generation owner of D.G. Yuengling &

Son. Yuengling isn't much younger than America. The brewery opened in 1829, and flagship Yuengling Lager "carries that tradition forward with nearly 200 years of family brewing behind it," Yuengling says. "It delivers the classic American lager experience people expect, along with the pride of enjoying a beer that has been part of their lives and our family's story for generations."

**To mark the milestone, the brewery is releasing a special Stars & Stripes can that "honors the traditions that have kept Yuengling and the American spirit strong,"** Yuengling says. "Throughout 2026, **Yuengling will use its platforms and packaging to share its rich history in a meaningful and modern way,** giving drinkers a



Yuengling marks America's 250<sup>th</sup> with commemorative Stars & Stripes packaging, reinforcing nearly 200 years of family brewing while giving retailers patriotic, high-visibility packaging built for summer.

deeper connection to the brand during a year centered around national pride and American legacy." **Yuengling will also continue its partnership with Team RWB**, supporting their mission to enrich the lives of American veterans.

Another legacy brand leveraging the semiquincentennial is 1890-founded Narragansett Brewing. The New England stalwart regularly offers limited-edition packaging for its flagship lager, notably the 1975 Jaws can. **Narragansett now channels 1976 by reviving and revamping its bicentennial can**



Narragansett revives its bicentennial-era cracked Liberty Bell can, turning heritage into urgency with limited-edition packaging.

**design featuring the cracked Liberty Bell.** The 12 oz. can will be distributed through mid-May, while the 16 oz. can will be in market until August.

The Narragansett can also doubles as a contest. Hidden inside packages are 100 specially stickered cans that will enter finders into a sweepstakes to win a three-night trip to Boston for the Sail Boston maritime festivities that are part of Sail250. A local Narragansett rep will lead winners on a Narragansett bar crawl of historic pubs that link the heritage brand to Boston's tavern culture.

Boston Beer Company, which is sponsoring Sail250, is well suited to celebrate America's revolutionary spirit. **"As the only major beer named after a Founding Father, Samuel Adams is uniquely positioned to lead the rallying cry to toast to American independence all summer,"** says Tory Bratt, Senior Brand Manager for Samuel Adams. "Just as our Founding Fathers plotted and planned over beers in taverns 250 years ago, we'll be raising our glasses throughout the season and toasting to independence together."

**Samuel Adams will release limited-edition retro packaging for Summer Ale and American Light, plus a Star-Spangled variety pack and a special Boston Lager design.** "Drinkers will also see Boston Lager prominently featured in retail programming and highlighted in our iconic Perfect Pint glasses," Bratt says. Retail activations will unify around Drink Like It's 1776. On-premise plays include trivia, playable via QR codes on coasters or in-person events, that connect America's history with the heritage of Samuel Adams. "Additionally, on-premise will have a huge sampling program, and both on- and off-premise will offer rebates allowing drinkers to buy a beer with throwback pricing tying it back to Drink Like It's 1776," Bratt says.

### Raise an Anniversary Pint in Boston, the Cradle of the Revolution

Perhaps no city is better positioned to be the nation's front porch for festivities than Boston, the starting point of the



Samuel Adams is celebrating America's 250<sup>th</sup> with retro packaging, throwback pricing, and QR-powered trivia activations – uniting retail programming and on-premise engagement around a revolutionary summer occasion.

Revolution and America's foundational beer-and-tavern town. From tailgating to corner pubs, Bostonians love beer and there will be plenty of occasions to celebrate, from one of the largest ever Battle Road reenactments on Patriots' Day in Lexington, to the Fourth of July "Freedom Fireworks Spectacular" on the Esplanade, and Sail Boston's Sail250 celebrations taking place in July, which will include fireworks and tours of Tall Ships docked in the Boston Harbor.

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

# 19.2 oz. Cans

The format that's crushing it in convenience, sports, and singles.

Once relegated to stadiums and music festivals, the **19.2 oz. can** has quietly become one of the **hottest single-serve formats in the beverage aisle.** Formerly considered a novelty, the oversized cans now dominate convenience store coolers, grocery shelves, and even bar fridges, proving themselves as a power player far beyond their original concert-crowd roots.

The numbers back up the buzz. According to Circana data, **19.2 oz. cans now account for more than 90% of craft single-serve beer sales in convenience stores. In just one year, dollar sales for craft beer in this package jumped nearly 40%,** topping \$295 million across major retail channels, with **convenience store sales alone growing by more than 41%.** In fact, this format has even overtaken traditional 12-packs as the top growth driver for craft.

**So why are consumers – and retailers – embracing the tallboy? First and foremost, convenience.** Shoppers on the go increasingly want a cold, ready-to-drink beer or seltzer they can grab on the way to a tailgate, concert, or simply home after work. **The 19.2 oz. size delivers more in one package and suits outdoor events and quick stops better than a six-pack.**

**Castle Island Brewing added Keeper in 19.2 oz. cans, a direct response to feedback from fans, sales teams, and retailers.** It's a great way to offer beers in a format that fits different occasions, whether it's a single-serve option at an event, a quick grab at a convenience store, or just an easy way to enjoy a favorite brew.

**Higher alcohol content and perceived value per can are another draw.** The larger format gives brewers space for bold styles – IPAs, double IPAs, higher-ABV hard seltzers, etc. – and gives drinkers a sense of **"more bang for the buck."** Brands like **White Claw Surge** are up nearly 14% in recent single-serve sales, while **Twisted Tea Original** and **Dogfish Head 60** and **90 Minute IPAs** all perform strongly in the format.



Amoskeag's top-selling 19.2 oz. can is White Claw Black Cherry.

Some other top-performing 19.2-oz. cans at Burke include **Sam Adams Juicy New England IPA, Harpoon IPA, White Claw Black Cherry, Blue Moon Belgian White, and Sun Cruiser** – with more breweries continuing to roll out new offerings in the format, keeping the category fresh and fast-growing.

**Retailers benefit as much as consumers. The oversized cans stand out in the cooler, drive impulse purchases, and often deliver higher margin per ounce than smaller singles.** They're also a powerful trial tool, as consumers can sample a new brand or seasonal release without committing to a full pack. And the extra label space gives breweries a chance to showcase eye-catching artwork or limited-edition designs that can encourage a customer's decision at the point of sale.

At retail, the takeaway is clear: **dedicate space to a well-curated 19.2 oz. section, highlight high-ABV and seasonal offerings, and consider combo deals to encourage multiple purchases.** The big can isn't just a fad; it's a format reshaping how people buy beer, and how retailers profit from it.



The oversized cans pop in the cooler, spark impulse buys, and often deliver stronger margins per ounce than smaller single-serve options.



Dogfish Head 60 Minute IPA is a craft staple that shows strong performance in the 19.2 oz. can format.



Castle Island Keeper is the brewery's flagship IPA, pouring a clear amber and bursting with strong pine, citrus, and grapefruit notes from Simcoe and Cascade hops. Now available in 19.2 oz. cans.

# Celebrating 5 Years of Narragansett Brewing Coming Back to Providence

**Narragansett Brewery Marks Taproom Anniversary with Special Beer Release, Exclusive Tours, Photo Opportunities, and Commemorative Glassware**

**N**arragansett Brewery is proud to celebrate the 5-year anniversary of its Providence taproom, marking five years since the iconic Rhode Island beer brand officially brought brewing back to its hometown – a return more than 40 years in the making.

Founded in 1890, Narragansett has long been woven into the fabric of Rhode Island history. For generations, “Hi, Neighbor!” was more than a slogan – it was a symbol of community pride, local tradition, and shared moments across New England.

But after the brewery left Providence in the 1970s, the city went more than four decades without Narragansett beer being brewed in its place of origin.

Starting with the “Drink your Part” campaign in 2011, Mark Hellendrung and the Narragansett team had dreams to bring Narragansett Brewing back to Providence. With this dream in mind, the company broke ground in 2019 for the new brewery, but the Covid-19 Pandemic brought the world and the brewery project to a standstill. Much like the rest of the country, the brewery project persevered during tough times, and the project was completed, with the Narragansett Taproom opening its doors in the spring of 2021.

The opening of the Providence taproom five years ago marked a historic milestone: Narragansett Brewing finally came home, restoring a legacy that had been missing from the capital city for over 40 years.



In its first year alone, the space welcomed over 150,000 visitors, instantly becoming a local landmark. The brewery quickly became known not just for its beer, but for the full experience – earning recognition from Yankee Magazine for its charm and atmosphere and being repeatedly named as one of Rhode Island Monthly’s top brewery patios and best spots for outdoor drinks.

Today, Narragansett stands as a vibrant symbol of New England pride: a must-visit spot in Rhode Island’s beer scene, a beacon of independent brewing, and a place where past and present flow together – one pint at a time.

“This anniversary represents far more than five years of a taproom,” said Mark Hellendrung, President of Narragansett Beer. “It’s exciting to celebrate the physical personification of 135 years of ‘Hi-Neighbor’, the community, and Narragansett Beer.”

To honor the occasion, Narragansett will host a special anniversary celebration filled with exclusive experiences, limited-edition offerings, and plenty of opportunities for fans to raise a glass to five years of comeback and continued momentum.

The event invites longtime fans, Rhode Islanders, and visitors alike to join in celebrating a brewery that has defined generations – and a return that took more than 40 years to achieve.

## About Narragansett Brewery

Founded in 1890, Narragansett Brewery is one of New England’s most iconic beer brands and a proud symbol of Rhode Island heritage. After more than 40 years away, Narragansett’s return to brewing in Providence represents a historic revival of a hometown legacy. Today, the brewery continues to honor its past while embracing innovation, serving as both a producer of classic favorites and a vibrant community gathering space.

For more information follow Narragansett Brewery on social media at @gansettbeerpvd.

## Anniversary Event Highlights Include:

**Photo Opportunities with Tallboy, Narragansett’s beloved mascot**

**Special Brewery Tours led by Head Brewer Lee Lord, offering behind-the-scenes access and stories from the brewhouse**

**A limited-edition anniversary beer release, brewed exclusively for the celebration**

**Commemorative 5-Year Anniversary Glasses, available while supplies last**

**Additional taproom specials, surprises, and more throughout the day**



## When Demand Exceeds Supply

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

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

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

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

### NEW BRANDS

## Spiked Ade

Made with a premium vodka base and offering a **4.5% ABV**, 0g sugar, and no bubbles, these sports drink-inspired RTD cocktails taste just like their non-alc counterparts and have made a big splash in the markets where they've already launched. Hydrating and refreshing, standalone flavors include **Electric Red**, **Electric Blue**, **Electric Orange**, and **Electric Green**, while the **Variety Pack** features all four flavors. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



## Super Lyte



the **Loose 24-Pack** include **Orange**, **Lemon-Lime**, **Blue Chill**, and **Fruit Punch**. We're also offering the Blue Chill in 19.2 oz. cans. **ABV:** 4.5% **Availability:** Now!

This innovative new vodka-based RTD is made with Stateside Vodka and inspired by classic sports drink flavors. Non-carbonated and easy to drink, flavors of these Vodka+Ade selections in the **Variety 8-Pack** and

## Good Peels

Good Peels is an irresistibly light, crisp, refreshing, apple juice-based hard beverage. Good Peels is made with real juice, no added sugar, & no bubbles for a smooth drinking experience. A sweet, bright, apple taste that's familiar yet fresh and perfect for any occasion! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



## Olé Cocktails

This sophisticated new line of ready-to-drink cocktails are made with tequila from Jalisco, Mexico, agave nectar, and real fruit juice. Standalone flavors include **Chili Mango** and **Paloma**, while the **Variety 8-Pack** includes **Margarita**, **Strawberry Margarita**, **Chili Mango**, and **Paloma**. **ABV:** 5.2% **Package:** 12 oz. cans only **Availability:** Now!



## Birra Moretti

This world-renowned Italian lager beer is brewed with only the highest quality traditional ingredients and craftsmanship since 1859. The special blend of high-quality hops gives Moretti a unique taste and fragrance, enhancing its perfectly balanced bitter taste. **ABV:** 4.6% **Package:** 11.2 oz. bottles only **Availability:** Now!



## Lytt

Lytt is lightning in a bottle, your shortcut to electrifying the moment. They're here for the thrill of the here and now, for the wild ideas and epic parties that leave you with tears of laughter streaming down your cheeks and a camera roll full of good times. Their goal is to disrupt the high ABV market with energy and heart. Single-serve, malt-based flavors include **Strawberry Rita**, **Blue Raspberry**, **Peach Mango**, **Tropical Punch**, **Grape**, and **Long Island Iced Tea**. So get in! It's about to get Lytt! **ABV:** 15% **Package:** 6.8 oz. resealable cans only **Availability:** August



## Tennent's

Scotland's favorite beer is back at Burke! Born in 1885, this crisp, clean pilsner-style lager with fruity notes and refreshing bitterness accounts for 2 out of every 3 pints sold in Scotland. **ABV:** 5% **Packages:** 16.9 oz. cans and draft **Availability:** Now!



## NEW BRANDS

### MXD 12 oz. Cans

MXD Long Island Iced Tea, Margarita and new Blue Hawaiian are now available in 12 oz. cans! **Availability:** Now, year-round



## NEW PRODUCTS

### Modelo Chelada Suprema



Great news for chelada lovers – Modelo's lineup is getting bigger and bolder with the all-new Modelo Chelada Suprema! Featuring a full 8% ABV and two delicious flavors, Mangonada and Tropical, this rich blend of Mexican beer, vibrant fruit, and a touch of spice is crafted for moments when you want to turn the volume up on flavor and fun. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round

### Topo Chico Margarita Max Strawberry Hibiscus



Topo Chico is amping up their Strawberry Margarita flavor with a tart hibiscus twist. And with added minerals for a crisp, refreshing finish, it's sure to be a crowd-pleaser. Add it to your lineup for the new year! **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round

### Topo Chico Hard Signature Margarita Bottles

Now drinkers can enjoy an upgraded take on the beloved Topo Chico Margarita. New 12 oz. 6-pack bottles deliver the same delicious mix of real lime juice and tequila flavor, now with a new premium look. **Availability:** Now, year round



### Leinenkugel's Tropical Hazy IPA



Take the tropics up north with Leinenkugel's Tropical Hazy IPA! Bursting with notes of passion fruit, guava, and a balanced citrus bitterness, this approachable hazy IPA comes in at 7% ABV and is sure to be a hit year-round. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now, year-round

### Redd's Wicked Apple Bites (7.5 oz. Cans)

The original in Apple returns with even more bite! New Redd's Wicked Apple Bites deliver crisp apple taste, at 12% ABV, in convenient 7.5 oz. 12-pack cans. **Availability:** Now, year-round



### Smirnoff Ice SMASH Strawberry & Passion Fruit

Smirnoff SMASH is at it again, bringing new bold flavor combinations! The latest SMASH up combines the flavors of juicy, sweet strawberries SMASHED with tart and bright tropical passion fruit. Strawberry & Passion Fruit will follow the rest of the current SMASH lineup in a bold new redesign, creating a more impactful presence on shelf! **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Now, year-round



### Smirnoff Ice Strawberry Sunset

Smirnoff Ice Strawberry Sunset offers a burst of juicy strawberry up front, balanced by zesty lime notes. **ABV:** 4.5% **Package:** 11.2 oz. bottles only **Availability:** Year-round



### Smirnoff Ice Shorties: Two New Flavors and a New Look



Introducing Smirnoff Ice Shorties new flavors: **Grape Escape** & **Orange Blast!** Smirnoff Ice is bringing its iconic brand and new flavors to the small format category to provide C-store consumers delicious mid-proof liquids. These 200 ml flask grab n' go Shorties are convenient for consumers – perfect for those mid-high energy moments at home, outdoors, or on the go with friends! Grape Escape and Orange Blast will join Red, White, & Berry and Pink Lemonade in new vibrant packaging! **ABV:** 13.0% **Package:** 200 ml PET bottles only **Availability:** Now, year-round

## Mike's Hard Dirty Lemonade Variety Pack

"Dirty Sodas" started as a regional delicacy, then took the internet by storm. As the leader in the flavor category, Mike's thought it fitting to put their spin on this flavor montage. Introducing the Dirty Lemonade Variety Pack! The mix includes: **Dirty Lemon Secret** (lemonade with a blend of hot honey), **Dark Cherry Brew** (a melody of cherry and spices), **Very Berry Grape** (a combination of grape and wild berry flavors), and **Pineapple Haze** (pineapple with a splash of coconut). Made with real juice, Mike's Hard Dirty Lemonades are bold in flavor and dirty in spirit. **Availability:** Now, year-round



## Mike's Hard & HARDER Pink Lemonade

The perfect partner to lemonade is of course pink lemonade. Introducing Mike's Hard and Mike's HARDER Pink Lemonade! Soon to be available year-round, this crowd favorite is back by popular demand, and it's here to deliver on refreshment! Available in Hard and HARDER, Pink Lemonade offers familiar fruit flavors to amp up the ordinary. **ABV:** Hard Pink Lemonade 5%, HARDER Pink Lemonade 8% **Packages:** Hard Pink Lemonade: 12 oz. slim cans only, HARDER Pink Lemonade: 23.5 oz. cans only **Availability:** Now, year-round



## White Claw Hard Seltzer Pineapple



Staying on top of consumer trends, White Claw Pineapple is now available in 12 oz. 6-pack slim cans! Popular among Gen Z and multicultural consumers, Pineapple has risen the ranks and has earned its own solo pack. It has a bright pineapple taste with a crisp, clean finish like no other. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

## White Claw Hard Seltzer Surge Grape

The category leader does it again! Coming off a stellar year in the core portfolio, Grape has shown to be versatile. So White Claw decided to amp it up and add it to the Surge portfolio! Grape Surge has a Concord grape flavor with a light booziness that lets you know it's time to amp up the occasion. **ABV:** 8% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



## Cayman Jacked Tropical Margarita

Crack into a margarita state of mind! Ready-to-drink Cayman Jacked Tropical Margarita gives drinkers a jolt of mango, pineapple, and other tropical flavors. It's sweet and tart with a little bite. **ABV:** 10% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



## Cayman Jack Mango Margarita

Cayman Jack has already perfected a ready-to-drink offering for America's favorite cocktail. Now they've decided to add a favorite ingredient to it: mango! Introducing Cayman Jack Mango Margarita, offering ripe mango flavor with a familiar lime and agave finish. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now, year-round



## Peak Organic All Good N/A

All Good is more than your average non-alcoholic beer. It's crafted with adaptogens and boosted with electrolytes and B-12. No crash. No hangovers. Loaded with regenerative organic ingredients and bright Citra hops, All Good delivers the familiar experience of an IPA whenever you want to reset without checking out. It's got all of the good stuff, and none of the bad stuff. It's All Good! **Package:** 12 oz. cans only **Availability:** Now!



## Sam Adams Our City Our Beer VP



The only thing New Englanders love more than Sam Adams? Legendary Boston sports heroes. Sam has teamed up with four of the city's best to create the ultimate fan-favorite variety pack. Inspired by greatness and

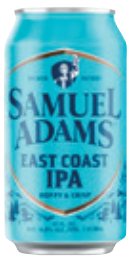
brewed for celebration, this epic lineup of four distinct beers, including **Derrick White Ale**, **Crochet's Pale Ale**, **Julian Edel-Brau**, and **Big Z Pilsner** is a tribute to the passion, pride, and powerhouse spirit of Boston sports. Whether it's game day, victory parade, or just another Tuesday, raise a glass to the legends – and the fans who never stop believing! **Package:** 12 oz. cans only **Availability:** Now!

## Sam Adams Boston Ale Draft



Samuel Adams Boston Ale was first brewed to celebrate the opening of their Boston Brewery. Like Samuel Adams Boston Lager, it was an old family recipe that was rescued by Jim Koch from his father's attic. Samuel Adams Boston Ale has a complex caramel malt character balanced with distinct spicy and herbal hop notes. Their ale yeast imparts a variety of fruit and ester notes in both the nose and flavor, resulting in a smooth and refreshing beer **ABV:** 5.3% **Availability:** Now!

## Sam Adams East Coast IPA



East Coast IPA highlights a vibrant hop aroma, with bold stone fruit notes of peach and apricot and supporting notes of pine and grapefruit. The moderate bitterness delivers a clean, crisp finish. Perfectly brewed to match our pace of life on the East Coast! **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now!

## Samuel Adams Cherry Bomb



Cherry Bomb explodes with bold, juicy, black cherry flavor with just a touch of candied sweetness. It's 9% ABV, but you'd never know it from the clean, crisp finish. Big flavor yet refreshingly smooth with every sip. **ABV:** 9% **Package:** 19.2 oz. cans only **Availability:** Now, year-round

## Dogfish Head X Grateful Dead Citrus Daydream



Dogfish Head is releasing a brand-new collaboration beer with the Grateful Dead! Citrus Daydream Lager is an adventurous American lager brewed with sustainable Fonio

grains and rice, then brightened with the sunny goodness of lemongrass, lime & lemon peel. It is gently hopped to offer a citrus splash and a light blossom of floral aroma. Citrus Daydream Lager is like walking in the morning sunshine.

**ABV:** 5.3% **Packages:** 12 oz. cans and draft **Availability:** Now, year-round

## Dogfish Head Cocktails Blueberry Citrus Lemon Drop



Dial up the flavor with this new take on a lemon drop martini! Made with Dogfish Head vodka, this craft cocktail combines the refreshment of zesty lemon juice with the sweet tang of blueberry juice for a burst of berry & citrus. **ABV:** 7%

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

## Dogfish Head Cocktails Peach Mango Rum Punch



This Rum Punch combines real peach & mango juice with Dogfish Head rum distilled from 100% cane sugar for a tropical refreshment that delivers authentic craft quality. **ABV:** 7%

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

## Dogfish Head Cocktails Strawberry Lime Tequila Margarita



For this RTD margarita, authentic Tequila Blanco from Mexico is blended with Dogfish Head's house-made Triple Sec, then combined with real fruit juice from succulent strawberries and citrusy limes for a twist that brings real, authentic flavor. **ABV:** 7% **Package:** 12 oz. cans only

**Availability:** Now!

## Sun Cruiser Blueberry Lemonade + Vodka 19.2 oz. Cans and 12 oz. Slim Can 8-Packs



Sun Cruiser Blueberry Lemonade is a bright and refreshing hard seltzer bursting with the sweet-tart flavors of ripe blueberries and zesty lemons. Light, crisp, and effervescent, it's the perfect thirst-



quencher for sunny afternoons, backyard gatherings, or anytime you want a fruity, flavorful sip without being too heavy. **ABV:** 4.5% **Packages:** 12 oz. slim cans and 19.2 oz. cans **Availability:** Now, year-round

## Sun Cruiser Lemonade Variety Pack

This new selection of assorted lemonades includes **Pink Lemonade, Classic Lemonade, Blueberry Lemonade, and Strawberry Lemonade.** **Package:** 12 oz. cans only **Availability:** Now!



## Sun Cruiser Pink Lemonade

There's a new standalone flavor from Sun Cruiser! Pink Lemonade is made with real pink lemonade and premium vodka, and is non-carbonated, and gluten-free, with only 100 calories, 1g of sugar, and 2g of carbs. **ABV:** 4.5% **Packages:** 12 oz. cans and 19.2 oz. cans **Availability:** Now!

## Sun Cruiser White Tea Variety Pack



This all-new mix from Sun Cruiser is made with real white tea and premium vodka, taking it a little lighter. Flavors include **Peach, Berry Hibiscus, Passionfruit, and Blackberry.** **Package:** 12 oz. cans only **Availability:** Now!

## Truly Paradise Pack



No passport, no PTO, no problem. The TRULY Paradise Pack brings the tropical vacation to you! This pack delivers four refreshing flavors for optimal relaxation: **Passionfruit Orange Guava, Pineapple, Blood**

**Orange, and Mango.** Whether you're at the beach, the pool, or just chilling at home, the Truly Paradise Pack has everything you need to turn your hang into an instant getaway! **Package:** 12 oz. cans only **Availability:** Now!

## Truly Star Squad Variety Pack

Believe in the U.S.! The FIFA World Cup is coming to America for the biggest sporting event EVER on U.S. soil! Truly Star Squad features four U.S. Soccer-inspired flavors to get your head in the game: **Watermelon Wave, Orange Slices, Baller Berry, and Red White & TRU.** Show your support for the Red, White, and Blue with Truly, the Official Hard Seltzer of U.S. Soccer!



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

## Truly Unruly Punch Variety Pack

Introducing the Truly Unruly Punch VP, a powerful spin on Truly Punch that's dialed up to 8% ABV! This new addition to the Truly Unruly family re-imagines 4 punch-style fan favorite: **Fruit Punch, Berry Punch, Tropical Punch, and Citrus Punch.** Same flavors, same refreshment, just more Unruly! These punches aren't just love taps; they go straight for the knockout! **Package:** 12 oz. cans only **Availability:** Now!



## Twisted Tea EXTREME Variety Pack

Twisted Tea EXTREME – the same great Twisted Tea you know and love, with an added kick of 8% ABV to turn it up a notch. It tastes like tea because it's made with real brewed tea and still goes down incredibly smooth. New for 2026, EXTREME is leveling up to a 2/12 pack variety including four EXTREME flavors: **Lemon and Blue Razz,** along with *new* **Long Island Iced Tea and Fruit Punch.** **Availability:** Now, year-round



## Twisted Tea EXTREME Tropical Peach

EXTREME Tropical Peach offers a delicious blend of peach and mango flavors for a refreshing, thirst-quenching, higher-alcohol drink. It goes down smoothly with no carbonation – perfect for those looking for flavor that packs a punch! **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now, year-round



## Pabst Grillo's Pickle Beer

Pucker up for this exciting limited time only collaboration between Pabst and Grillo's Pickles! This is a play on the classic "spear in a beer", combining Pabst Blue Ribbon with a hint of pickle. **ABV:** 4.7% **Package:** 12 oz. cans only **Availability:** May



## Lipton Hard Iced Tea Zero Sugar Variety Pack

Introducing Lipton Hard Iced Tea Zero Sugar! This new hard tea, made with real brewed Lipton Tea and natural flavors, has zero sugar, only 95 calories, and 5% ABV. This 2/12 can variety pack contains three Lipton Hard Iced Tea flavors with zero sugar: **Peach, Lemon, Raspberry, and Half & Half.** **Availability:** Now, year-round



## Surfside Blueberry Lemonade

Surfside Blueberry Lemonade combines the crisp, refreshing flavor of lemonade with a burst of sweet hints of blueberry. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



## Surfside Half & Half Variety 8-Pack

Tea, lemonade, and Stateside Vodka combine with fresh fruit flavor in this refreshing mix that includes **Half & Half, Mango, Raspberry, and Blackberry** **Package:** 12 oz. cans only **Availability:** Now!

## Harpoon Low Key Lager



When did beer stop being simple? Drinking isn't that deep. Just crack, kick back, and keep it Low Key with this light, refreshing lager brewed with natural fruit flavor. It's chill. High key flavor, low key feel, and only 97 calories.

**ABV:** 3.3% **Packages:** 12 oz. cans and draft **Availability:** Now, year-round

## Crystal Light Vodka Refreshers Mix Pack



Sparkling Crystal Light Vodka Refreshers are made with triple filtered vodka. Lightly carbonated and full of flavor, these refreshers are gluten free, have 0g of sugar and 0 carbs. The mix

pack comes with these flavors: **Fruit Punch, Lemonade, Raspberry Lemonade** and **Wild Strawberry.** **ABV:** 3.8% **Package:** 12 oz. cans only **Availability:** Now, year-round

## Captain Morgan Sliced Coladas Variety Pack

Captain Morgan Sliced is giving consumers permission to Colada whenever they wanna with its latest 2/12 can variety pack.

A tropical escape in a can, Captain's Coladas feature four delicious flavors that are perfect for beating the summer heat: **Piña Colada, Mango Colada, Passionfruit Colada, and Strawberry Colada.** Whether lounging at the beach, the pool, or your best friend's backyard, these mouthwatering refreshments prove that a vacation is a state of mind and indulgent tropical cocktails deserve to be enjoyed whenever the mood strikes.

**Availability:** Now, year-round



## Smirnoff Ice Icy Island Variety Pack

Whether beach days or getaways, there's nothing quite like great days with friends. The Smirnoff Ice Icy Island 2/12 can Variety Pack takes drinkers back to those epic days with the ultimate refreshment of tropical shaved ice-inspired drinks. Sit back, relax, and revel in your best vacation memories with the perfect icy refreshment in hand. The mix includes: **Strawberry Sunset, Tropical Tiki, Paradise Punch, and Watermelon Wave** flavors. These drinks take you back to an island getaway with every sip. **Availability:** Now, year-round



## NEW PRODUCTS

### Carlson Orchards N/A Sparkling Lemonade

This locally-made, non-alcoholic sparkling lemonade is made the same way that Carlson Orchards makes their cider and classic lemonade: with simple ingredients, no shortcuts, and a lot of heart. Containing only real lemon juice, clean carbonation, and cane sugar, this bright, easygoing beverage showcases lemons at their best.

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



### NOTCH Non-Alcoholic Blonde Ale

NOTCH Non-Alcoholic Blonde Ale is crisp, refreshing, and effortlessly easy to drink. Bursting with bright, balanced flavors and subtle malt sweetness, it delivers all the satisfaction of a classic blonde ale without the alcohol. At only 70 calories, it's the perfect choice for a flavorful, guilt-free sip anytime, whether you're unwinding after work, enjoying a sunny afternoon, or pairing with your favorite meal. **ABV:** < 0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



## NEW PACKAGES

### Angry Orchard Crisp Apple 19.2 oz. Cans

Now available in 19.2 oz. cans, this crisp and refreshing cider mixes the sweetness of apples with a subtle dryness for a balanced cider taste. The fresh apple aroma and slightly sweet, ripe apple flavor make this cider hard to resist.

**Availability:** Now, year-round



### 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



### Twisted Tea Original & Light 16 oz. Can

New for 2026, Twisted Tea Original and Light are now available in a convenient 4 pack of 16 oz. cans.

**Availability:** Now!



### Corona Non-Alcoholic 12 oz. 12-Pack Cans

In the ever-growing non-alcoholic beer category, consumers are looking for convenience and increased consumption opportunities, providing the perfect opportunity to add

12-pack cans to the existing Corona Non-Alcoholic lineup.

**Availability:** Year-round, available now!



### Corona Sunbrew 12 oz. Cans

Building on the momentum of the 2025 national launch of Corona Sunbrew, the brand is excited to introduce Corona Sunbrew 12 oz. 12-pack cans this spring!

Now, fans can enjoy the signature flavor-forward, citrus cerverza in a fresh and convenient format – perfect for all kinds of occasions. **Availability:** Now, year-round



### Corona Light Draft



The light cerverza is back on draft! Whether drinkers are catching the game at a sports bar or soaking up the sun on a patio, Corona Light is ready to serve up a perfectly balanced, easy-drinking experience for any occasion. It's the ideal way to bring more trial and refreshment to every venue.

**Availability:** Now, year-round

## Harpoon Brewery Reclaims Its Heritage with a Modern New Look for Its Flagship Craft Beer, Harpoon IPA



The design refresh proudly declares Harpoon IPA as “Boston’s IPA,” charting the brand’s next chapter of growth while also honoring its legacy, loved by generations of fans in Boston and across New England. Harpoon Brewery, Boston’s first craft brewery and home to New England’s original IPA, unveiled a refreshed look for its flagship beer, Harpoon IPA. The redesign marks the first major update since 2020 and will begin rolling off the brewery’s production lines in January 2026, appearing on shelves in February. This timing aligns



with the 40<sup>th</sup> Anniversary of Harpoon Brewery, which received Brewing Permit #001 in the Commonwealth of Massachusetts in 1986. The redesign will extend across all formats, from cans and bottles to six-packs, twelve-packs, and tap handles – ensuring a cohesive and modern presence wherever fans enjoy Harpoon IPA. While the

packaging has evolved, the beer itself remains unchanged – the same hoppy, balanced, and crisp IPA that helped define a category and continues to lead with reliable quality and unmistakable flavor. **Packages:** 12 oz. bottles, 12 oz. cans, 16 oz. cans, 19.2 oz. cans and draft **Availability:** Now, year-round

## Narragansett Limited-Edition USA Cans

This spring, in honor of America’s 250<sup>th</sup> anniversary, Narragansett is releasing limited-edition 12 and 16 oz. USA Lager cans! But that’s not all... consumers can look for specially marked (stickered) cans, found in 12-packs and 30-packs to automatically qualify for a chance to win a grand prize trip up to Boston to celebrate the Sail Boston events in July! The trip will include a special Narragansett-led bar crawl around Boston’s Faneuil Hall area. **Packages:** 12 and 16 oz. cans **Availability:** Now!



## Mike’s Portfolio Transitioning to Cans

Ensuring that Mike’s is right for every occasion, they are transitioning their portfolio to cans! While Lemonade will be available in both 6-pack bottles and cans, the other flavors will be offered in cans only. Now Mike’s can be enjoyed from the course to the backyard and from the shore to the pool! **Availability:** Full transition by April



## A New Look for Smirnoff Ice Sunny Days Variety Pack

Ramp up your summer with retro refreshment. After an extremely successful launch, Smirnoff Ice Sunny Days 2/12 slim can variety pack is back for year two with a new refreshed look highlighting the nostalgic flavors including: **Cosmic Snowcone, Red, White & Berry, Lemon Shaved Ice, and Orange Cream Pop.** **Availability:** Now, year-round



## Viva 16 oz. Cans

Meet the Viva 16 oz. lineup – crafted for the single-serve occasion. Designed for on-premise, venue, and convenience environments, these cans deliver premium refreshment in three bold flavors: **Huckleberry, Elderberry, and Jalapeño.** Each can features Viva’s signature smooth tequila base, all-natural ingredients, and zero sugar, creating a clean, elevated drinking experience for wherever the night takes you. Perfectly sized for stadiums, bars, and grab-and-go coolers – Viva 16 oz. brings full flavor to the moments that matter most. **ABV:** 4.5% **Availability:** Now!



## NEW PACKAGES

# Yuengling Lager America's 250<sup>th</sup> Anniversary Packaging

Yuengling is launching limited-edition 250<sup>th</sup> Anniversary Lager cans and packs to celebrate America's Semiquincentennial this year. Featuring a patriotic red, white, and blue design, this special packaging honors 250 years of American resilience while spotlighting Yuengling's 197-year legacy as a family-owned American brewery. **Packages:** 12 oz. cans (12 and 24-packs) **Availability:** Now, through the end of the year



# Yuengling Light Lager x Field & Stream Packs



Building on last year's successful launch of the Yuengling Light Lager x Field & Stream 16 oz. cans and 12 oz. 12-packs, in 2026 new co-branded packaging featuring vintage Field & Stream magazine cover art will be featured on 12 and 16 oz. cans and packaging (12 oz. 12 & 24-packs and 16 oz. 12-packs). These eye-catching designs bring together two iconic American brands. The packs offer shoppers a chance to win a once-in-a-lifetime

getaway to the Field & Stream Lodge in Bozeman, Montana, or one of several quarterly prize packs featuring premium, co-branded gear. This refreshed packaging and promotion are sure to drive interest and engagement in-store. Don't miss the opportunity to bring this exciting collaboration to your shelves! **Packages:** 12 and 16 oz. cans **Availability:** Year-round, available now!



# Tsingtao 24 oz. Cans

Tsingtao has expanded its U.S. portfolio with the launch of 24 oz. single-serve cans. Brewed to the brand's classic lager recipe at 4.7% ABV, the new format provides retailers and consumers with a convenient, larger-size option that complements the brand's existing lineup. **Availability:** Now, year-round



## SEASONAL SELECTIONS & PROGRAMS



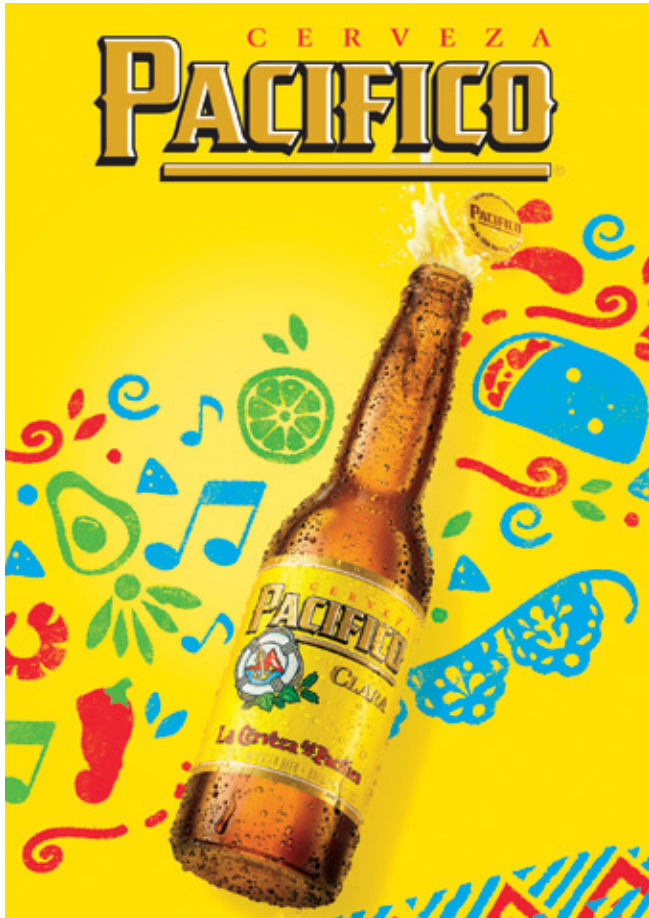
# Cinco Starts with Corona

Corona owns Cinco de Mayo and will do it big again this year by encouraging consumers to make the most of their holiday with a Corona in hand! To continue the celebration, the 2026 program will be supported with a NEW thematic, fresh, colorful look on POS and consumer rebate offers.

# Celebra Cinco de Mayo with Modelo

This Cinco de Mayo, Modelo is La Cerveza Para La Celebración! Modelo will deliver La Celebración through vibrant, high-impact POS to build eye-catching displays and compelling rebate offers that grab consumer attention and drive purchase. In addition, the market will be equipped with dedicated Chelada and Oro tools that align with the masterbrand creative, making it easy to build standalone premium displays this Cinco!

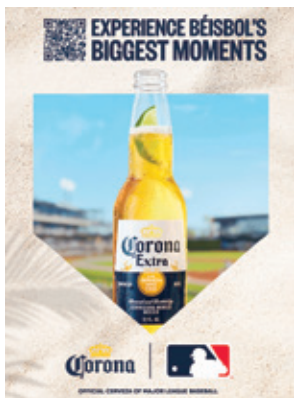




## Enjoy Pacifico This Cinco de Mayo

Celebrate Pacifico's rich Mexican heritage and unique spirit this Cinco de Mayo with La Cerveza del Cinco! The refreshed Cinco de Mayo campaign showcases Pacifico's vibrant yellow alongside celebratory cues to encourage consumers to get out and enjoy a Pacifico this Cinco. Leverage eye-catching new POS displays designed to make a bold statement – perfect for the celebration and can stay up long after.

## Celebrate the Big Baseball Events with the Official Cerveza of MLB



Celebrate every MLB ritual with Corona's own Lime Drop! Corona will be rewarding fans all season long with a chance to win trips to MLB "Jewel Events" (Opening Day, All-Star Game, Postseason) or Corona's own Rally Cap. When the lime drops in, it's time for the first pitch, opening day, fresh air, and sunshine. Let's play ball!



## Elevate Every Match with Modelo

This summer, from April 1 through July 31, Modelo is turning soccer into a celebration of fandom – no matter where fans watch the game. Modelo wants to make sure they have the best seats in the house and amplify their watch parties. Throughout the summer of soccer, consumers can scan a QR code on themed POS materials and enter to win exclusive prizes. Winners will receive the ultimate watch party setup complete with a mini fridge, Sonos soundbar, exclusive Kappa gear, and more to elevate every match. Secondary prizes include a Kappa gear bundle and a replica Jon-Paul Wheatley (@JonPaulsBalls) Modelo soccer ball!

## Corona Premier: Lighter Beer for Lighter Rounds

From March 2 through December 31, Corona Premier is offering fans a chance to play in the Corona Premier Golf Tour by winning one of five grand prize coastal golf trips for their foursome via QR code scan! Additionally, Corona Premier will integrate an exciting new partner in GolfNow unlocking Premier Tee Times for winners. Step into a lighter round with Corona Premier!



## White Claw is Giving Away Concert Tickets for Life



White Claw is giving music lovers the ultimate prize: more access to all their favorite artists! Music is a powerful passion point for White Claw's Millennial and Zillennial audiences, especially during the summer, when shows are happening all around them and concert/festival numbers are at an all-time high. However, rising ticket prices are creating a real barrier, with many consumers feeling priced out of live music. White Claw Tickets for Life

is *THE* solution - using an onpack promotion to stand out instore, interrupt the shopping trip, and give consumers greater access to the live music experiences they care about. Additional POS will have the same QR codes so customers will have an opportunity to win at every turn!

## White Claw X Teddy Swims



White Claw is officially partnering with GRAMMY-nominated artist Teddy Swims! Under the Claw Collabs platform, Teddy Swims is introduced as the featured artist who naturally aligns with the White Claw core shopper. His genre-blending sound connects with a diverse range of music fans, much like White Claw's ability to appeal across multiple flavor preferences. In honor of the partnership, White Claw is offering consumers a chance to win two

tickets to see Teddy Swims live in concert via QR code scan on themed POS! His upcoming album release and tour timing directly support the sweepstakes window (April 1 – September 14). This program isn't just about prizing – it's about creating cultural relevance, driving urgency, and strengthening brand connection through an artist partnership that's authentic and timely.

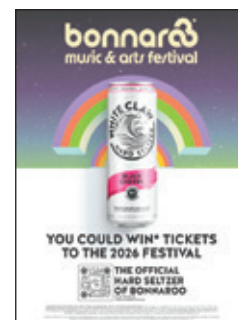
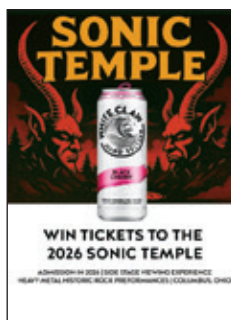
## Tee Off at the TGL with Mike's

Mike's Hard Lemonade is teaming up with Tomorrow's Golf League (TGL) – a new golf league that combines advanced technology with teams of top PGA Tour players competing weekly – to give consumers a once in a lifetime experience unlike any other! Consumers can scan QR codes on themed POS for a chance to play a round at the TGL SoFi Center in Palm Beach, Florida! TGL captures the growing off-course golf audience with a modern, tech-forward format that positions Mike's as an early adopter in the latest golf craze.



## White Claw on the Main Stage

Music is a central pillar for White Claw, driving their mission to bring people together and foster meaningful connections. White Claw is proudly sponsoring festivals across the region, and throughout the year, they'll have "scan to win" campaigns activated at retail, offering consumers exciting chances to win VIP tickets for various music festivals like Sonic Temple, Bonnaroo, Electric Forest, and more!



## Mike's X Netflix

Mike's Hard Lemonade is partnering with Netflix to be featured in a new golf-driven comedy series, giving the brand a high-visibility cultural moment with big-name talent and strong on-screen integration. As the title sponsor, Mike's will appear throughout the show, aligning perfectly with their golf passion pillar and driving strong consumer relevance. To amplify the partnership at retail, Mike's will give 50 shoppers the chance to win a one-year Netflix subscription to watch the series, along with additional secondary prizes via QR code scan on themed POS!



## Celebrate Cinco with Cayman Jack



Cinco de Mayo is a major at-home occasion where shoppers actively plan ahead and turn to margaritas as the centerpiece of their celebration. The holiday drives meaningful lifts in margarita sales and more impulse purchases. For Cayman Jack, strong instore displays, visibility, and promotional support help



turn this planned moment into incremental sales. Additional scan-to-win promotions will be available on themed POS for customers to enter to win offers from Instacart.

## Escape to Paradise with Cayman Jack



Cayman Jack is rooted in the idea that everyone deserves a break. Daily life is hard enough, why not treat yourself? A delicious margarita is one way; another way is to Escape to Paradise! Cayman Jack is committed to consumers sliding into vacation mode, and it's not only a Cayman Jack margarita away! Planning that dream vacation? Looking for a sign to get away? Want it paid for? Cayman Jack has your back. Consumers can scan the QR code on themed POS for a chance to Escape to Paradise and win a \$25,000 tropical vacation!

## Guinness Limited-Edition Soccer Cans

Guinness is a summer beer! Capitalize on the continued Lovely Day Summer success with the new limited-edition Guinness Draught 14.9 oz. cans designed by Brooklyn-based illustrator and graphic designer Sophia Yeshi. Guinness is getting out of the snug for the summer of soccer with these vibrant LTO cans!

**Packages:** 14.9 oz. cans (4 and 8-packs)  
**Availability:** May



## Guinness X Premier League

Guinness continues to be an integral part of the Premier League through the second half of the season. Highlighting new team partnerships with Arsenal, Aston Villa, and Newcastle United, Guinness has a new suite of tools to activate this partnership at retail and drive excitement around the soccer occasion.



## Guinness Drives Excitement During Soccer Occasions

Guinness drinkers are 1.5 times more likely to watch soccer than average beer drinkers, with 50 million fans in the U.S. watching international matches weekly. Guinness will continue to drive excitement during soccer occasions from April through July with a suite of POS to go along with the limited-edition summer soccer cans, as well as increased sampling events and media support where fans will be looking!

## Savor the Flavor of Summer with Smirnoff Ice

This summer, from April 2 through August 31, consumers can enter for a chance to win an Anywhere Staycay kit – bringing vacation vibes to wherever they are! Each kit features an 80-quart outdoor rolling patio cooler, a JBL Grip waterproof speaker, and a pair of folding Adirondack chairs! 50 winners will enjoy the kits valued at \$500 each!



## Smirnoff Ice SMASH X Live Nation Partnership

Smirnoff Ice SMASH is transforming their partnership with Live Nation, adding 32 clubs and theaters across the country to increase presence and commercial opportunities.

## Love Island X Smirnoff Ice

Summer's hottest show meets the coldest drinks! Smirnoff Ice's new variety packs, Sunny Days & Icy Island, are the official RTDs/FMBs of Love Island Season 8, with custom ads across all six weeks, a retail suite to support on- and off-premise, watch parties with surprise talent appearances, and a sweeps to win a flyaway trip to the UK Aftersun live reunion!

## Game On with Smirnoff Ice



Summer's hottest show meets the coldest drinks! Smirnoff Ice's new variety packs, Sunny Days & Icy Island, are the official RTDs/FMBs of Love Island Season 8, with custom ads across all six weeks, a retail suite to support on- and off-premise, watch parties with surprise talent appearances, and a sweeps to win a flyaway trip to the UK Aftersun live reunion!

## Smirnoff Ice Celebrates America's 250<sup>th</sup>

Smirnoff Ice is hitting the road to celebrate America's biggest summer in 250 years, going on a road trip hitting the country's most flavorful celebrations with exciting sampling and giveaways, bringing a full suite of USA-themed retail tools including a sweepstakes giving away 250 Eagle fridges all summer long!



## Dogfish Head Beer to Drink Music To

This year, Dogfish Head's Beer to Drink Music To program brings a whole new meaning to the term "Dead Head"! Life is more interesting when you chart your own course. Dogfish Head and The Grateful Dead have trailblazed their own routes through the seas of goodness and invite fans to come along or take the wheel to decide where the adventure takes them. Explore Gratefully.



## Drink Like a Believer with Truly Hard Seltzer



Truly's U.S. Soccer campaign, BELIEVE, will leverage the contagious energy of the World Cup to turn the tournament into a three-month party inspiring fans and non-fans to celebrate summer and soccer with Truly.

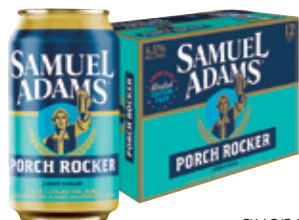


The nation is celebrating 250 years, and Sam Adams is leading the toast! Samuel Adams is named after a Founding Father who helped shape America's independence 250 years ago. The Samuel Adams brand is heritage-rich, craft beer pioneering, and still independently owned, perfectly connecting the brand to America's revolutionary roots. Sam for America channels the founding spirit of our country – and Sam Adams' beer – to drive the nationwide celebration of America's 250<sup>th</sup> anniversary.

## Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime, and lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draft **Availability:** Now!



## Samuel Adams Porch Rocker

Sweet, tangy, and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day.

Sam Adams' take on this style starts with a golden helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now!

## Samuel Adams Star Spangled Variety Pack



The Star Spangled Variety Pack is here to help celebrate 250 years of America in all its glory! This pack features a limited-edition retro design that exudes red, white, and blue – making it perfect for Memorial Day and July 4<sup>th</sup> displays! The beer lineup includes a crowd-pleasing mix of summer classics including: **Summer Ale, Porch Rocker, and American Light** along with variety pack exclusive, **Blueberry Lager** – the perfect addition to everyone's favorite summer moments, from backyard BBQs to beach days, and everything in between! **Packages:** 12-pack bottles and cans **Availability:** Now!



## Let Summer Rip with Twisted Tea

Twisted Tea is America's #1 favorite hard iced tea, and the brand is going to show up like it at retail with Twisted Tea's Let Summer Rip program. The red, white, YELLOW, and blue thematic POS and limited-edition packs will drive retail activity and drinker excitement during Twisted Tea's peak season.



## Angry Orchard Summer Crush Variety Pack

Introducing the Angry Orchard Summer Crush Variety Pack – where bold, refreshing flavors hit hard and go down easy. The result? A sweet, unapologetic explosion of fruity ciders, perfect to cool down all summer long. Included in the 2/12 can mix are: **Peach Rush, Berry Smash, Watermelon Slice, and Tropical Storm** hard ciders. **Availability:** Now!



## Sun Cruiser Cruise Into the 19<sup>th</sup> Hole

Sun Cruiser is the Official RTD Canned Cocktail of the U.S. Open! From April 1 to June 7, two lucky consumers can either scan a QR code or visit the Sun Cruiser website and follow online instructions to enter to win weekend passes to attend the U.S. Open at Shinnecock Hills Country Club in Southampton, New York.





## Lainey Wilson Keeps Coors Light in the Mix

Country's hottest rising star, Lainey Wilson, continues to capture the hearts of fans and the respect of her peers. Coors Light recognized her talent early on and is committed to another summer together by keeping "Chill on Shuffle".

## Kick Off the Tournament with Coors Light

Starting May 1, Coors is dialing up the excitement for world-class soccer with engaging programming. In-store and on-premise POS puts fans in the action, giving them a chance to make the call and score exclusive Coors Light-branded merch. Refresh the game with Coors Light!



## Keystone Light Apple



To celebrate the USA's 250<sup>th</sup>, Keystone Light is brewing up a smooth light lager with refreshing apple flavor and subtle malt notes for the festivities. This limited-edition brew will only be

available in 12 oz. 15-pack cans for a limited time. **ABV:** 4.1%

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

## Summer Stripes and Keystone Light

This summer, beginning May 1, Keystone Light is back with the return of Summer Stripes packaging and a renewed partnership with the USO. Thanking our military has never been more important, especially during America's 250<sup>th</sup>. Summer packaging and POS give consumers a chance to engage and send their gratitude to our troops.



## Blue Moon Makes Spicy Bites Shine

Frank's RedHot and Blue Moon are teaming up this summer, beginning May 1, to spice up eating occasions, and tame them with the refreshing Belgian White Belgian-Style Wheat Ale. A new photoshoot, fresh recipes, and robust on- and off-premise support position this as a standout culinary collaboration.



## Takis & Topo Chico to Win Cinco de Mayo



Takis and Topo Chico pair perfectly with Cinco de Mayo celebrations. With overlapping buyers and distinct brand heritage, the two will run cross-promotional offers and bundled savings leading up to the holiday from April 1 through May 1.

## Topo Chico Hard Seltzer and Mission Tortillas: Match-Winning Flavor



With the big tournament returning this summer, expect to see a lot of soccer-themed promotions. One of the most strategic might be Topo Chico Hard Seltzer and Mission Tortillas. Both brands have built-in authenticity, significant buyer overlap, and a high

cross-purchase index. Say hello to match-winning flavor, a soccer-themed sweeps and prizing, along with a suite of tools to bring these brands together at point of sale, beginning May 1.

## Topo Chico Hard Seltzer and Charly Outfit Fans for Summer of Soccer

Topo Chico Hard Seltzer and Charly, the iconic Mexican athletic brand, are dropping a merch collection this May that brings the cool factor on and off the pitch. The limited-edition gear will be amplified through influencers, a consumer sweeps, and PR buzz.



## Coors Banquet Protect Our Protectors with the Wildland Firefighter Foundation

With thematic packaging and POS, Coors Banquet is continuing their ongoing partnership to support the brave few who run toward the fire. Beginning March 1, each themed pack sold supports their donation to the Wildland Firefighter Foundation.

## Set the Orange Standard with Blue Moon

Blue Moon's latest program, beginning March 1, spotlights the unique place citrus plays in Blue Moon – from being brewed with Valencia orange peel to the iconic garnish. Retail theatre displays bring the orange to life, while on-premise tools spread awareness that the orange wheel sets the standard. They'll also be launching a bartender certification course to ensure Blue Moon is served for the best taste every time.





## Raise a Banquet, Yellowstone Continues

Where the Yellowstone franchise ended, Dutton Ranch picks up. The new series will follow the Duttons as they're faced with new and old challenges. When the show launches, Coors Banquet will support the premiere with a big brand act that makes it clear: the best way to watch Dutton Ranch is to have a Banquet in hand. Look for retail display tools that make stocking up on Banquet a no brainer.

## Coors Banquet Toasts the Country Lifestyle

Coors Banquet is aiming to own the rugged country lifestyle this summer, starting May 1, with a Coors Banquet X Wrangler partnership. In-store displays will spotlight the collaboration and inspire purchase of Banquet. Markets will have the option to localize and give away tickets to any and all of their country music festivals. Plus, a larger-than-life display enhancer – an inflatable stubby bottle – will surprise and delight shoppers.



## Coors Banquet Sets the Scene with Limited-Edition Heritage Packaging

Coors Banquet is releasing new thematic summer packaging. The cans billboard together to create a Rocky Mountain motif to increase collectability. **Availability:** May



## Paulaner Soccer Fest

Kick off matchday with Paulaner Soccer Fest! From April 1 through May 26, consumers can visit paulanersoccerfest.com to play Paulaner's interactive soccer matching game for a chance to win exciting prizes including a signed FC Bayern Munich jersey and gift cards to the World Soccer Shop. One lucky fan will score the grand prize: a multi-player signed FC Bayern Munich jersey! Get in the game and don't miss your shot!



## Yuengling Stars & Stripes

This summer, from May through July, Yuengling's Stars & Stripes program proudly honors a milestone 250 years in the making – America's Semiquincentennial! As the Oldest



Brewery in America, Yuengling brings its own generational history to the celebration, raising a glass to the values, traditions, and people that have shaped our nation since 1776.

The program comes to life both on- and off-premise, featuring limited-edition patriotic packs, eye-catching flag displays, and bold on-premise POS designed to elevate the bar and drive visibility during the peak summer selling season.

At the heart of the Stars & Stripes program is Yuengling's continued support of Team Red, White, & Blue, helping advance their mission to enrich the lives of American veterans through health, wellness, and community. Together they're celebrating the past, honoring those who serve, and toasting to the next 250 years.

## Refresh Your Summer with Yuengling FLIGHT



Yuengling FLIGHT is the ultimate summer refreshment: light, crisp, and made for easy moments. At just 2.6 grams of carbs and 95 calories, FLIGHT is the go-to beer for sunny weekends and laidback vibes.

Designed to drive summer sales, seasonal FLIGHT POS features bold, beach-inspired graphics to capture attention during key warm weather occasions.

## FLIGHT by Yuengling Golf

FLIGHT by Yuengling is back on the green with its golf-themed retail program from March through August. This year's activation features refreshed golf-inspired visuals to drive attention and engagement in-store. With just 95 calories and 2.6g of carbs, FLIGHT continues to appeal to shoppers looking for a crisp, light beer. Shoppers can scan a QR code on themed POS for a chance to win custom golf clubs! Perfect for all spring shopping occasions, the FLIGHT golf program delivers lifestyle relevance and incremental sales opportunities at retail.



## Celebrate America's 250<sup>th</sup> with Narragansett

In honor of America's 250<sup>th</sup>, Narragansett will be giving away a trip to Sail Boston to see the parade of Tall Ships during the Sail Boston festivities in July! To qualify for the grand prize, drinkers will look for a specially stickered can in Narragansett Lager 12 and 30-pack cans beginning March 1 through May 31. The grand prize trip includes:

- A three-night stay at the YOTEL Boston
- A private Boston Harbor Cruise to view the Tall Ships with Charles River Boat Company
- \$500 spending money
- A private Narragansett bar crawl through historic Boston (courtesy of Narragansett Sales Rep, Willy Merk).





## Aeronaut Blush Sour Planet

Sweet, fruity, and tangy, this locally-brewed sour ale from Aeronaut is accented with juice from Pinot Noir and Merlot grape juice. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Now!



## Aeronaut Boreal Kingdom

Drink deep the bold flavors of this hazy and juicy NEIPA, and behold how hints of sweet citrus greet your palate while bright mango and pineapple hop aromatics fill the air. **ABV:** 6.2% **Package:** 16 oz. cans only **Availability:** April



## Aeronaut Mechanical Luchador

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



## Aeronaut Lemonatti

Crack open some sunshine in a can! This wheat beer is accented with lemon and tangerine for a thirst quenching summer sipper. **ABV:** 4.6% **Package:** 16 oz. cans only **Availability:** Now!

## Greater Good BIGG Summer

BIGG Summer is a New England India Pale Ale best paired with sandy toes, or campfires by the lake. The Galaxy and Sabro hops provide clean citrus, coconut, and stone fruit aromas matched perfectly with bountiful amounts of fresh pineapple and citrus. This juice-bomb is the perfect summer sipper! **ABV:** 8% **Package:** 16 oz. cans only **Availability:** April



## Harpoon Summer Style

Celebrate the love of beer, sunny days, and a hoptimistic life with this hazy blonde ale that's crisp, refreshing, and best enjoyed in good company. **ABV:** 5% **Packages:** 12 oz. cans, 12 oz. bottles, draft **Availability:** Now!



## Harpoon Summer Vacation

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



## Long Trail Blackberry Wheat



Back from hibernation, Blackberry Wheat is a classic American wheat ale brewed with a whole bunch of blackberries to impart a pie-on-the-windowsill sweetness. **ABV:** 4.2% **Package:** 12 oz. cans only **Availability:** Now!

## Long Trail Summer Survival

Hit the trail with a summery mix from one of Vermont's most beloved breweries! Styles include **Long Trail Ale**, **Riverside Lager**, **VT IPA**, and **Blackberry Wheat**. **Package:** 12 oz. bottles only **Availability:** Now!



## Carlson Orchards Lemonade Shandy

Crafted for long summer days, lemonade shandy blends Carlson's fresh gourmet lemonade with their carefully fermented hard cider. Tart, crisp, and endlessly refreshing – it's summer, puréed and enjoyed. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** Now!



## Shipyard Smashed Watermelon Ale

A big-bodied beer with a light coppery orange color, smashed with sweet, fresh watermelon flavor. Malty yet refreshing, this big ale drinks much easier than you'd expect! **ABV:** 9% **Package:** 16 oz. cans only **Availability:** April

**NEW!**



## Peak Organic Summer Session

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



## Notch French Disko

This latest lager from Salem was inspired by French Pils from the Alsace region of France. It uses French pils malt and corn grits, hopped with French Strisselspalt, open-fermented, spunded, and lagered forever. **ABV:** 4.5% **Packages:** 16 oz. cans and draft **Availability:** Now!



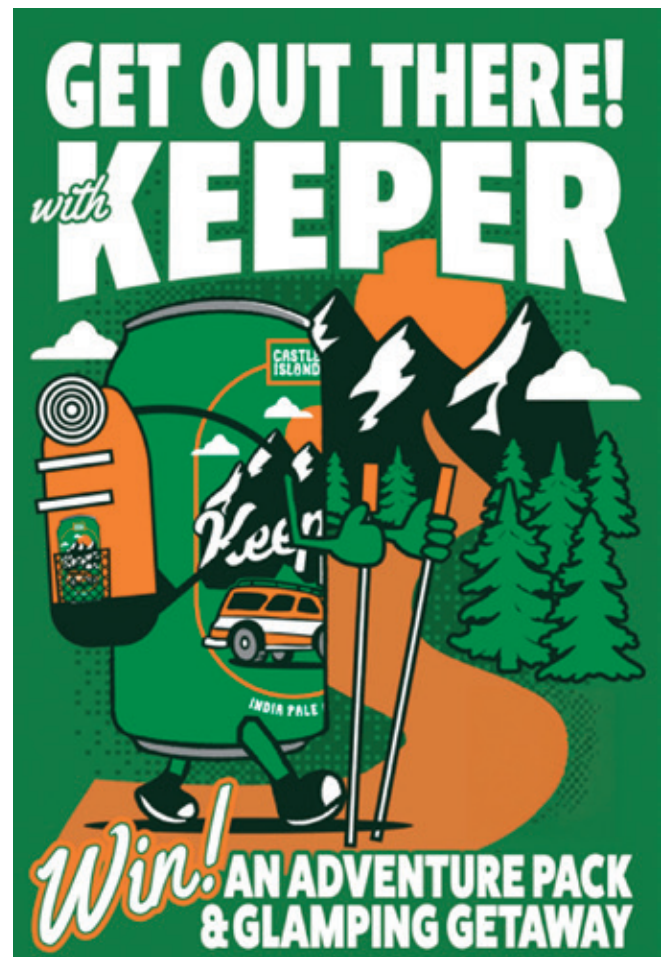
## Notch Blood Orange Radler

The best-tasting gluten-free option on the market is now available year-round! Made with real orange, this is the ultimate crushable, citrus-forward sipper. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



## Castle Island Bo' Shine

Bo' Shine is built for drinkability and priced to move. This Czech-style pilsner is crisp, clean, and refreshingly hoppy – brewed for the craft drinker who's tired of palate fatigue and sticker shock. At just \$11.99 SRP, it's a standout value in the category, and it backs it up with serious cred: GOLD MEDAL WINNER at the Great American Beer Festival. Light, flavorful, and endlessly crushable – **Bo' Shine** is the genuine pils you keep coming back to. **ABV:** 4.9% **Packages:** 16 oz. cans and draft **Availability:** Now!





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**BASEBALL**  
 JUST GOT  
**BETTER**



THE OFFICIAL  
 BEER OF THE



**2026 RED SOX  
 SCHEDULE**

**MARCH/APRIL**

MON	TUE	WED	THUR	FRI	SAT	SUN
CIN	HOU	HOU	HOU	CIN	SD	CIN
SD	MIL	MIL	MIL	STL	SD	STL
STL	MIN	MIN	MIN	DET	DET	DET
DET	DET	NYN	NYN	NYN	BAL	BAL
BAL	TOR	TOR	TOR	TOR	TOR	TOR

**MAY**

MON	TUE	WED	THUR	FRI	SAT	SUN
HOU	DET	DET	DET	TB	TB	TB
TB	PHI	PHI	PHI	ATL	ATL	ATL
ATL	KC	KC	KC	MIN	MIN	MIN
MIN	ATL	ATL	ATL	CLE	CLE	CLE
CLE						

**JUNE**

MON	TUE	WED	THUR	FRI	SAT	SUN
NYN	TB	TB	TB	TEX	TEX	TEX
TEX	TOR	TOR	TOR	SEA	SEA	SEA
SEA	COL	COL	COL	NYN	NYN	NYN
NYN	WSH	WSH	WSH	WSH	WSH	WSH

**JULY**

MON	TUE	WED	THUR	FRI	SAT	SUN
LAA		WSH	LAA	LAA	LAA	LAA
LAA	CWS	CWS	CWS	NYM	NYM	NYM
NYM				TB	TB	TB
TB	BAL	BAL	BAL	TOR	TOR	TOR
TOR	ATH	ATH	ATH	ATH	LAD	LAD

**AUGUST**

MON	TUE	WED	THUR	FRI	SAT	SUN
LAD						LAD
LAD	CWS	CWS	CWS	ATH	ATH	ATH
ATH	TOR	TOR	TOR	PIT	PIT	PIT
PIT	AZ	AZ	AZ	SF	SF	SF
SF	MIA	MIA	MIA	NYN	NYN	NYN
NYN	SEA	SEA	SEA	SEA	SEA	SEA

**SEPTEMBER**

MON	TUE	WED	THUR	FRI	SAT	SUN
BAL	LAA	LAA	LAA	KC	KC	KC
KC	TEX	TEX	TEX	TB	TB	TB
TB	CLE	CLE	CLE	CHC	CHC	CHC
CHC						

■ = HOME GAMES   ■ = AWAY GAMES

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