

HEADY TIMES

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NARRAGANSETT SURVIVING & THRIVING

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IN THIS ISSUE

First Draft.....	1
Cover Story	2
Employee Spotlights.....	5
The Sip.....	6
Feature	8
Oktoberfest Beers.....	10
New Brands	11
New Products	11
New Packages	12
Seasonal Selections & Programs	12

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Although Fall is one of my favorite seasons and it's a great one for the beer business, it's a little hard saying goodbye to Summer 2026. With Boston as a host city for the FIFA World Cup, we had visitors from all over the planet who were able to experience Boston hospitality firsthand. Bars, restaurants, and hotels were buzzing with visitors, and if on-premise sales were any indication, people were enjoying themselves! Though I hope everyone who visited had a great time, we all know who brought the party and who left a lasting imprint on our city, and that's the Tartan Army. Our new Scottish best friends nearly depleted our Tennent's Lager inventory, drank entire bars dry, and charmed the city with their love of a good time, a good game, a good pint, and of course their kilts and bagpipes. Fenway has been the place to be, with the Red Sox on a streak and Noah Kahan becoming the first artist to play four consecutive sold-out shows at the ballpark. The waterfront was another hot spot this summer with the Sail Boston Festival showcasing the Tall Ships returning to Boston. It was incredible to see all the ships visiting the city's shore and the nearly 4 million people who traveled to Boston to see some living history, especially during the nation's 250th. With the recent hospitality boon, it's been encouraging to see the city open itself to changes like extended serving hours and open container "Social Districts". We reminded the world this summer that Boston is an historical, first-class, hospitable, and fun city to visit. Thank you to our customers, our suppliers and our employees for all the hard work in making this summer truly one for the books!

No matter how good this summer was, I still can't help but be excited for the fall. It's the season of football, firepits, and Oktoberfest beers, several of which are showcased in this issue's article about the different German and local Oktoberfest selections we have to offer. Also in this issue is the cover story on Narragansett, New England's oldest brewery and one with deep roots in our region. 136 years is a long time to be brewing beer, and the article does a great job at telling the story of an historic brand that still manages to be so beloved and relevant today.

As we wrap up the beach days of summer and welcome everyone back for fall days full of football, I have confidence that not just our seasonals but our entire portfolio of brands will be able to meet the needs of any gathering or event where people are having fun, because after all – No Burke, No Party!

Sláinte,

Bill Burke
President

“No matter how good this summer was,
I still can't help but be excited for the fall.”

first draft *getting you ahead of the curve*



Mark Your Calendars

AUGUST

- 8/6 National IPA Day
- 8/7 International Beer Day
- 8/20 National Hazy IPA Day

SEPTEMBER

- 9/7 Labor Day *Burke will be closed, and no deliveries will be made.*
- 9/7 National Beer Lover's Day
- 9/11 – 9/13 Rosh Hashanah
- 9/15 – 10/15 Hispanic Heritage Month
- 9/16 Mexican Independence Day
- 9/19 – 10/4 Oktoberfest
- 9/20 – 9/21 Yom Kippur
- 9/28 National Drink Beer Day

OCTOBER

- 10/2 Barrel-Aged Beer Day
- 10/9 International Beer & Pizza Day
- 10/10 National Black Brewers Day
- 10/27 National American Beer Day
- 10/31 Halloween

Märzen vs. Festbier: Know Before You Prost

Both styles belong at the fall table, but their color, body, and flavor profiles offer very different drinking experiences.

Both are German lagers brewed for fall festivities, but they bring different vibes. **Märzens** are darker, richer, and malt-forward, with amber color and notes of caramel, toasted bread, and a touch of sweetness. **Festbiers** are the modern Oktoberfest favorite: golden, crisp, and refreshing, with clean bread flavors and a lively sparkle that keeps the steins flowing. Drinkers seeking a cozy, malt-forward experience will gravitate toward a Märzen, while those looking for something lighter, brighter, and endlessly drinkable will find a festbier more their speed.

Trending: What the Heck Is Zebra Striping?

Zebra striping is a growing moderation trend where consumers alternate between alcoholic and alcohol-free drinks during the same social occasion. Studies show that 94% of alcohol-free beer drinkers also consume alcohol. That means NA beer should not be treated as a separate or niche category, but as an add-on opportunity that can sit alongside traditional beer and help capture shoppers who are looking to pace themselves without leaving the occasion.

Pumpkins, Prosts & Purchase Power: Fall is Still Prime Time for Beer Sales

- 71% of Gen Z and millennials participate in Halloween.
- Approximately 6.5 million people attended Oktoberfest 2025 and consumed roughly 6.5 million liters of beer.
- Non-alcoholic beer sales at Oktoberfest 2025 increased an estimated 6-10% compared to the previous year.
- Oktoberfest and pumpkin beers remained the leading fall seasonal beer styles at retail in 2025.
- Oktoberfest beers can account for up to 67% of beer sales at some venues during September and October.



Surviving and Thriving

Narragansett Finds Growth and Modern Relevance

By Kate Bernot



Narragansett's iconic "Hi-Neighbor!" can salutes a catchphrase made famous by legendary Red Sox broadcaster Curt Gowdy, whose "Hi-Neighbor! Have a 'Gansett'" toast helped cement the beer's place in New England culture.

Narragansett Brewing Company is a survivor. Its fate could easily have mirrored that of many other once-prominent regional breweries from the same era. Some of those brands disappeared altogether, while others survived only as labels, brewed and sold far from their original ownership and hometown roots.

Narragansett is *the* exception. It remains independently owned with an expansive taproom in its home state of Rhode Island, where fans can not only enjoy a pint of "Gansett" but can peruse a museum's worth of history and memorabilia affixed to the building's walls. Its owners, while not the 136-year-old brewery's original founders, are stewards of its legacy, as enthralled with its history as they are

eager for its future. **In an era when lager brands – old and new alike – want to tout their authenticity, provenance, and tradition, Narragansett has always had them in spades.**

"It's a glass of nostalgia for most people," says Andy Thompson, Director of Beer and Wine with Wine & Spirits Retail Marketing Inc. in Rhode Island and Massachusetts. "Narragansett has that heritage about them that people love. They were an old-school brewery that's really evolved into this century, which has been great to see."

Straddling the line between tradition and modernity isn't the brewery's only balancing act. It also benefits from an identity that's equal parts domestic lager brand and craft brewery, with a portfolio and pricing strategy that

reflects both sides of the coin. If the brewery didn't have more than a century of history to back this up, such duality might come off muddled or disingenuous. But whenever a question presents itself to Narragansett leadership, they're able to draw on lessons of the past to inform the path forward.

"We've managed to survive some pretty tough things, like Prohibition and being sold a couple of times," says Jim Crooks, Co-owner and Vice President of Sales at Narragansett. "We're almost like the Forrest Gump of New England."

Just as impressive, the brewery continues to beat the odds. During a year when overall craft production was down 5%, **Narragansett eked out growth in 2025 to become the U.S.'s number 20 craft**



Narragansett's retro can channels the brand's unforgettable *Jaws* legacy, from Captain Quint's famous can-crushing scene to the shark-themed summer displays and promotions that continue to make a splash with fans and retailers alike.

brewery by volume, with sales in 27 states.

It did so largely on the back of its flagship product, **Narragansett Lager**, which makes up three quarters of the brewery's output. As Americans reach for easy-drinking, reliable beers with a sense of place and identity, a 136-year-old brand is surprisingly well poised to meet the moment.

As one of the country's oldest breweries, founded in 1890, Narragansett leaned into its long American history this summer by reintroducing a Liberty Bell can design that was originally used for the nation's Bicentennial in 1976. The 2026 edition essentially revives that patriotic artwork 50 years later to mark the Semiquincentennial. Beyond the limited-edition cans, Narragansett released an "America's 250th" collection of merchandise, including T-shirts, glassware, koozies, cornhole boards, and other commemorative items.

"Hi-Neighbor!"

Narragansett is embedded in the cultural fabric of Rhode Island, and coastal New England more broadly, in a way that only comes from decades of partnerships and community outreach. Of course, there's the memorable scene in 1975's *Jaws* in which Captain Quint crushes – literally and figuratively – a can of Narragansett, a pop-culture touchstone that the brewery spotlights every summer. Last year was the film's 50th anniversary, which Narragansett celebrated with a limited-time shark can design, an exclusive line of merchandise, a "Crush It Like Quint" contest, a mechanical shark at the brewery taproom, and special events at bars and movie theaters across the region. Even during non-anniversary summers, the brewery revives its association with the film through specially wrapped packages and retail displays featuring the original movie art. (The artist who designed the

Jaws poster never sold the rights to Universal Studios, so Narragansett is able to pay him a royalty fee for continued use.) Thompson says the *Jaws* displays make for excellent summertime point-of-sale that really grabs attention.

"People love the *Jaws* tie-in," he says. "It demands floor space in the summer." A giant cardboard shark isn't just eye-catching; fans also have an emotional connection to the movie and the beer brand's role in it.

"People come up to me and roll up their pant leg and have a *Jaws* tattoo or a tattoo of a crushed can of Gansett from the movie," Crooks says. "It's hard to top in terms of how excited people get for it."

Another thing fans love to tell Crooks? "Hi-Neighbor!" The catchphrase was the work of Curt Gowdy, a legendary sportscaster and the voice of the Boston Red Sox for 15 seasons. As part of Narragansett's sponsorship of the Red Sox

from 1944 to 1975 – believed to be the first beer partnership with a pro sports team that included radio and TV – Gowdy would toast fans with “Hi-Neighbor! Have a ‘Gansett.” The phrase stuck, and to this day, it’s emblazoned on Narragansett shirts, magnets, bumper stickers, and even doormats.

Whether speaking about baseball or *Jaws* or Dr. Seuss, Crooks is a veritable encyclopedia of Narragansett history. Yes, Dr. Seuss: As it turns out, Theodor Geisel (aka Dr. Seuss) was college roommates with the son of Rudolph Haffenreffer, the owner of Narragansett brewery at the time, at Dartmouth. Hard up for work upon graduation, Geisel – whose family owned a brewery themselves – agreed to do some illustration work for Narragansett. Some old-timers still own those branded coasters or trays.

More Than Memories

A vaguely defined “nostalgia” has been a catch-all explanation for the continued relevance of brands like Narragansett, Coors Banquet, and Yuengling, as well as consumers’ affinity for new-but-designed-to-look-retro upstarts.

Yes, Narragansett has a rich and relevant heritage that connects it authentically to Rhode Island. But its deep local roots also make for a tangibly better product and closely aligned business relationships.

“Quality and freshness are second to none because they really cater to this market.



In an era when lager brands – old and new alike – want to tout their authenticity, provenance, and tradition, Narragansett has always had them in spades.

You’re not going to see anything brewed six months ago,” he says. “They have local people who meet me out in the stores and assist with anything we need. It’s the local touch not only in the product but the people who work there as well.”

Despite its ubiquity, the brand has to continually reintroduce itself to a new generation of legal-age drinkers who may not have any personal connection to Narragansett. Patrick McGuire, the brewery’s Director of Marketing, says on-premise activations and memorable events are part of creating those ties for new fans. Last year, the brewery resurrected its tallboy imagery in the form of a mascot-type costume worn by Community Manager Hope Huban. This spring, the tallboy served hot dogs at the Red Sox opening day, danced with runners at the Boston Marathon, and met fans at Washington D.C.’s National Cherry Blossom Festival.

“These bigger events have the feel of a whole city and embody the culture in that city,” McGuire says. “We’re trying to bring a little ‘Hi-Neighbor!’ cheer to those who are partaking in it.”

He says it’s important that Narragansett not just try to tell its own historic story, but make new memories with new drinkers to continue the legacy. To that end, the brewery is making an effort to solicit stories from customers about how they’ve enjoyed Narragansett, and spotlighting those stories in social media and email newsletters.

Building a bridge between its identities as a historic regional beer and a modern, craft-adjacent mainstream brand is no small task, but Narragansett continues to thread the needle. **An accessible price point, disciplined portfolio, and consistent marketing support help keep it top of mind with retailers.** It’s hard to stick to those fundamentals, Crooks says, but it turns out time tested and trusted brands like Narragansett never go out of style.

“We like to say that what your dad did isn’t cool, but what your grandpa did was cool,” Crooks says. “I think a lot of 20-somethings feel that way as they’re coming of age to drink.”

Staying Power

Narragansett is part of a wave of legacy beer brands whose tried-and-true reputations make them low-risk choices for today’s drinkers. Others include:



Coors Banquet, which has highlighted the brand’s 150-year history on “Heritage Collection” cans and in promotional materials.

Yuengling, America’s oldest continually operating brewery, which spotlights that history on this year’s specially designed American semiquincentennial cans.



Guinness, a standout brand over the past few years thanks to its 260-year legacy combined with contemporary appeal, particularly in the on-premise.



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...



Rob Lurie

Rob Lurie *Craft Brand Manager*

Coming to Burke from the off-premise, Rob Lurie has grown with Burke over the past fourteen years from Sales Representative to his current position as the Craft Brand Manager, working with around 20 suppliers as their point of contact and liaison with the company. His role is to be the conduit to execute a brand's yearly sales plans by forecasting items, strategizing pricing, managing inventory, and making sure that we're competitive at retail. To succeed in his role, Rob believes that it helps to be adaptable and open-minded to ideas that he may not agree with off the bat but could be successfully executed at market.

What motivates you in life? My family. I have two girls who are 5 and 6 and a wonderful wife who I like and love, she's the best. I also like writing and playing music and I've been in bands including one with Willie [a sales rep at Burke], we've known each other since we were three years old.

Favorite local restaurant or bar? I love Irish pubs. I live in Quincy, so the Fours is a staple. I order The Bobby Orr sandwich with steak tips with a little cup of beans and as much Guinness as I want to drink,

they do a great pour. The bar is comfortable and you're always guaranteed a good conversation.

What does your ideal weekend look like? Making pizzas with the family on Friday night, drinks and washer toss by the firepit with friends on Saturday night, then Sunday mornings are for the boys! For me, that means getting together with my friends and playing disc golf. We walk through the woods, bust each other's chops, and I try to improve my game.

If you could master any skill? I'd have to say fine carpentry. I'm learning, but I'm an amateur as best. I'm building a pantry in my kitchen right now and it's quite an adventure.

What is your go-to karaoke song? My Own Worst Enemy by Lit, it really gets people jumping.

If you could be anywhere, enjoying any alcoholic beverage... My wife and I went to Munich for our honeymoon and we loved it. I'd go back there with her and sit under a tree in one of the city's Biergartens while drinking a liter of German lager.



Robert Craig

Robert Craig *Delivery Driver*

Robert Craig has been a delivery driver with Burke for 35 years. For anybody just starting out as a driver, he recommends that they take their time, go slow, and don't overdo it. He acknowledges that it's a tough job, but as time goes on you do get used to it.

What do you like most about your job? The flexibility of the hours. It's very different from other jobs where if you get your work done in a timely manner, you're done for the day.

What motivates you? It might not be my biggest motivator in life, but I am very motivated by getting out of work early enough to go play golf.

Favorite local restaurant? Probably Amelia's in Stoughton.

What does your ideal weekend look like? Two rounds of golf and then somewhere on the waterfront to eat.

What is the most adventurous thing you've ever done? I ziplined from one building to another in Las Vegas and I really don't like heights.

If you could master any skill, what would it be? Yeah, we're going to have to go back to golf. I'd master golf.

What is your go-to karaoke song? Anything by Elvis.

If you could be anywhere, enjoying any alcoholic beverage... I'd be in Aruba, drinking a pomegranate martini and probably playing golf.

No Need to Be Mad: Angry Orchard Paves a Promising Growth Path for Hard Cider

Cider education, quality craft, and fresh branding position Angry Orchard as a category leader, year-round, in a typically seasonal category.

By Courtney Iseman

While much of the beverage alcohol industry is facing pressure, cider is stretching its branches. **In 2025, cider volume grew by 1.7% and dollar sales by 2% in off-premise channels**, per the American Cider Association. **In convenience stores, specifically? Those dollar sales were up by 6%.** The segment tends to trend especially strong in the fall, but lately it seems **cider is taking center stage as a year-round, multi-occasion force. One brand has played an especially crucial role in this upward trajectory: Angry Orchard.**

Angry Orchard is Boston Beer Company's cider brand. According to 3 Tier Beverage NIQ data shared by trade publication BevNET, the cider producer turned 2024 dollar sale and volume declines around in 2025 with **5.6% and 5.1% growth figures**, respectively. **This impressive 180 isn't the result of some overhaul, but of careful attention paid to consumer preferences, portfolio refinement, and a long-term confidence in cider.**

When Angry Orchard launched in 2012, "cider was pretty niche," says the brand's Head Cidermaker Joe Gaynor. "But to us, that was the opportunity. We saw this whole untapped audience of people who might love cider if they found one that felt right to them. **Crisp Apple** was our answer to that. It's balanced, not too sweet, made with real fruit, and rooted in real craft."

Over the years, Angry Orchard invested in the agricultural, artisanal nature of quality cider. At the brand's Cider House in Walden, New York, the team works on about 20 different ciders each year, experimenting with various fruits and techniques, barrel aging, and foeder fermenting. "We pull from winemaking, brewing, and the culinary world," Gaynor explains.



Joe Gaynor, Head Cidermaker at Angry Orchard, has helped guide the brand's growth by staying focused on consumer preferences, thoughtful portfolio refinement, and a long-term belief in cider's potential.

They let the fruit guide much of the way, growing over 30 apple varieties on-site. The fruits, individual harvests, flavor inspiration from the worlds of food and beverage, and the team's own expertise and curiosity have manifested in Angry Orchard's evolving lineup. It's a system the team stays true to rather than chasing trends.

"We're always paying attention to what people are looking for, but we interpret it in a way that still feels true to who we are," Gaynor says.

Entering the beverage alcohol market in a time when many consumers were less than well-versed in cider, the brand knew that in order to succeed, they'd have to help the entire cider category succeed. They'd need to help more drinkers understand that good cider isn't just a too-sweet beverage or a subpar gluten-free alternative; it can offer a wide range of flavors, mouthfeel characteristics, and ABV levels across the segment. Gaynor says Angry Orchard has

done this with "industry and community involvement, constantly engaging drinkers, and offering cider-specific training and tours for co-workers and customers..."

From the beginning, we wanted to be a brand you could grow with: Start with Crisp Apple, then get curious and keep learning and exploring the category."

When consumers are indeed engaged and ready to embark on that continued discovery, Angry Orchard has been there with carefully crafted and curated options. In 2024, the brand locked in their core ciders: **Crisp Apple**, 5% ABV and **Crisp Imperial**, 8% ABV. **By branching the steadily popular Crisp Apple into a higher-alcohol option, Angry Orchard has made it an all-occasion cider. Consumers don't have to look to other brands if they want a bolder or more sessionable experience.**

Complementing these core offerings are Angry Orchard's limited and seasonal ciders. **The idea of "seasonal cider" beyond fall is a revelation itself, one Angry Orchard**



Crisp Apple and Crisp Imperial give drinkers two ways to enjoy the brand's signature cider profile: the balanced, real fruit character of Crisp Apple at 5% ABV and a bolder, higher-ABV expression in Crisp Imperial at 8%.

has been able to excite consumers about with variety packs. These packs contain flavors outside of the typical cider wheelhouse and are branded with playful, evocative names – like **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**, all of which consumers may be more used to seeing from RTDs and hard seltzers.

Angry Orchard has covered its bases: Introducing consumers to quality, craft cider with real ingredients; keeping cider education top of mind; and extending the idea of what cider can be with new flavors and seasons. But how do they approach keeping that tried-and-true “cider equals fall” association feeling fresh every year?

According to Angry Orchard Marketing Director John Dorman, the brand keeps its finger on the pulse of overall culture. What do people seem the most fired up about in the fall each year? And how can a cidery connect those dots? Lately, that's led Angry Orchard to spooky season.

“We're really focusing on being a brand people associate with Halloween,” he says. “Last year, Angry Orchard partnered with Jason Universe – a multi-platform brand built around the *Friday the 13th* film franchise character Jason Voorhees – to tap into the horror and entertainment space our fans already love.” This was new territory for the cider producer, Dorman adds, and the response was “incredible, really invigorating excitement around the brand.”



Angry Orchard's “Don't Get Angry. Get Orchard.” platform brings a bolder, more playful personality to the brand, supported by refreshed packaging, real fruit ingredients, and the cidery's long-standing commitment to quality.

For that collaboration, Angry Orchard worked with the Jason Universe to create an original short-form vignette. “It helped us reach new audiences who might not have been thinking about Angry Orchard before, while strengthening the association between the brand and Halloween,” Dorman says. This accompanied the creation of the **Thriller Pack**, which saw triple digit growth in the lead-up to Halloween. This year, Angry Orchard is partnering with the *Scream* franchise and showcasing flavors including **Mystery Caller**, **Headless Pumpkin**, **Blood Orange**, and **Caramel Apple Curse** in the new mix.

Beyond the lead-up to October 31, the brand has also built its own creative platform, “Don't Get Angry. Get Orchard.” as an umbrella for refreshed packaging and assets, all reflecting a bolder, more playful personality. Dorman credits this platform and fresher, more modern branding for much of Angry Orchard's success. **Between the beginning of 2025 and 2026, the brand climbed from the number nine ranked FMB brand to number six.**

“From a production standpoint, we're leaning into what sets us apart,” he says. “Bold flavor, strong personality, and real quality. We start with real fruit. Two apples in every bottle is a real thing, and that gives us a level of authenticity that stands out in the category.”

Angry Orchard: A Year in Cider

Angry Orchard proves cider is a calendar constant. While future innovations are yet to be announced, the brand already has summer, fall, and year-round drinking occasions covered.



SUMMER: The Summer Crush Variety Pack looks beyond the apple orchard for bright, refreshing, and exciting flavors like **Berry Smash**, **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**.



FALL: Angry Orchard's Thriller Pack has included special apple twists like **Caramel Apple Curse**, **Headless Pumpkin**, **Blood Orange**, and **Mystery Caller**.

ALL YEAR: The brand's long-running flagship is **Crisp Apple** at 5% ABV. They've spun that off into another core offering: **Crisp Imperial** at 8% ABV.

About the Author: *Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.*

Dogfish Head and Grateful Dead Keep Truckin' On

After more than a decade of partnership, the Delaware brewery and American rock band finally have a hit befitting both iconic brands.

By Jerard Fagerberg

It's a good thing Phil Lesh was a fan of the Discovery Channel.

In 2010, the legendary Grateful Dead bassist was watching *Brew Masters* with his sons when Sam Calagione flashed across his screen. In the series' premiere episode, Dogfish Head cooks up a beer to commemorate the 40th anniversary of Miles Davis's *Bitches Brew*. Lesh was so taken with the charismatic brewer and his utter devotion to the project that he emailed Calagione the next day.

That cold call kicked off a collaboration between Dogfish Head and Grateful Dead that has spawned annual events, co-branded merch, three vinyl records, and four special edition beers. The first of those beers, a pale ale brewed with granola named **American Beauty**, was released in 2013. Phil Lesh and the Terrapin Family Band played the launch party.

"It's cool that it started with authentic outreach from the band itself, not just a bunch of suits," Calagione says. "Since then, it's been a long, strange, wonderful trip."

But like many trips involving Grateful Dead, it took some wandering to find the promised land. *American Beauty* and its 2019 follow-up **Hazy Ripple** were fascinating, eccentric beers befitting both Lesh and The Dead, but the true magic of the band is how they braid counterculture and the mainstream into one unanimous song.

It was the two brands' third effort, **the 2025 year-round release Grateful Dead Juicy Pale Ale**, that finally united beer and band in complete harmony. The 5.3% ABV pale ale brewed with Kernza and, yes, granola shot out of Calagione's bright tank and to the top of the sales charts for Dogfish Head.



Grateful Dead allowed Dogfish Head to alter their iconic Steal Your Face logo for their two collaboration beers – a rare honor from the jam band.

Grateful Dead Juicy Pale Ale is now Dogfish Head's fastest-growing beer ever. It's the third highest-selling beer in Dogfish Head's portfolio, behind only **60-Minute IPA** and **90-Minute IPA**. In April, it became the second highest production beer for the Delaware-headquartered brewery, driving immense growth for the legacy brand.

"When you have these two community-oriented entities together, that's been the heart of the success," Calagione says. "That's what's so rewarding about it."

Channeling The Dead

Calagione claims that he likes to listen to "at least an hour" of The Dead each day, so he intrinsically understands how to reach other "off-centered" individuals like himself. He's got The Dead's ethos tattooed on his heart.

Central to that ethos is the willingness to change course and let creativity lead the way.

American Beauty and *Hazy Ripple* were a very broad interpretation of what The Dead meant to American beer drinkers. They were focused on the environment and sustainability. They were rare, aligning

with Deadheads who sought out rare recordings. They were experimental, activating that restless hunger for new horizons that Jerry Garcia, Phil Lesh, and Bob Weir espoused.

But the beers lacked a universalism that The Dead, now 60-plus years into their iconography, represent to the average person today. When band archivist David Lemieux came to Calagione in 2024 to revive the collaboration, the Dogfish Head founder wanted to try to do something with the same headliner appeal that brought crowds of thousands out to see The Dead.

"We said, 'Let's make something that's really approachable, not just for hopheads in this niche of super strong, super bitter beers,'" Calagione says. "Let's make this for Deadheads at all levels of drinking interest from coast to coast."

For the liquid, Dogfish Head went with a much more utilitarian pale ale, eschewing high-concept hop descriptors in favor of a basic, easy-drinking beer. They brewed with Kernza, a perennial grain famed for its incredible carbon sequestration, to keep the beer true to the hippie roots while also ensuring it was light and refreshing.



Ed Zeisel is the bassist for Philly-area Grateful Dead cover band Bloom & Decay, and he loves Dogfish Head beer. (image courtesy of David Avidian)

But what really jumps out about Juicy Pale Ale is the branding. Gone are the lesser-known dancing bears that adorned American Beauty and Hazy Ripple, their fuzzy visages replaced with the unmistakable blue, red, and white *Steal Your Face* skull with the Dogfish Head shark logo resting inside. A rare honor for a Dead collaborator, but one that Lemieux and the band felt was fitting given the new beer's formulation.

"Fans of Grateful Dead are totally engrained in its culture and can easily identify when something doesn't fit seamlessly with the band's ethos," Lemieux said in a press release. **"It's Dogfish and The Dead's shared values of creativity and nonconformity, and their laser focus on remaining true to themselves, that has made this partnership so successful."**

A Book of Songs

Ed Zeisel's friends call him "Shreddy Eddie."

The Maryland-born bassist had been playing Dead tunes for decades by the time he formed Bloom & Decay in 2023. Zeisel grew up drinking Dogfish Head, and his Dead tribute band frequently plays local Pennsylvania breweries, so the tie between craft beer and The Dead has always been natural.

Zeisel, like many Deadhead beer-drinkers, was completely unsurprised when Dogfish Head and Grateful Dead launched another year-round collab beer, **Citrus Daydream Lager**, this past February. **Leaning even more deeply into the**



With the release of Citrus Daydream Lager, Dogfish Head now sells two year-round collabs with Grateful Dead.

light, approachable concept, this beer combines lime, sustainable Fonía grain, and a straight-up lager backbone.

While launching a second year-round band beer might seem like a risk for any other brewery, **Dogfish Head spent 2025 proving that their collaboration with The Dead is far beyond a novelty. It's a shared ethos – one that Calagione and Dogfish Head have been able to harness twice in a single year out of sheer devotion.**

"The music has been taken so far beyond the original band at this point, I feel like it's got legs to stick around for a while," Zeisel says. "Craft beer has had the same progression."

That reach has only grown more remarkable with time. Today, Bill Kreutzmann is the lone surviving founding member of Grateful Dead, but the music itself feels



Dogfish Head founder Sam Calagione has been working with Grateful Dead since 2011.

anything but frozen in history. Countless tribute bands keep Dead songs alive in taprooms, theaters, and festivals across the country, while major touring acts continue to fold the band's catalog into their own sets. In some ways, The Dead have never felt more relevant or more mainstream: less a nostalgia act than a shared language passed from one generation of fans to the next.

The dividends are not in fan service alone. Grateful Dead beers are bringing genuine, sustained growth to a beer brand that, prior to its 2019 merger with the Boston Beer Company, was struggling to match creativity with results. But with the growing collaboration, Dogfish Head is finding those customers that Lesh and Calagione were dreaming about when they started their journey in 2013.

"This collaboration has not just captivated the consumer, but it's become a national success," Calagione says. "Over 75% of the people that are buying Grateful Dead beer have not bought our beer before, so there's an awesome community that's getting a whole group of new consumers into the Dogfish Head tent."

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

Fall's Most Festive Pour

Oktoberfest beers worth stocking from classics to crafts.

From Munich's centuries-old beer halls to the taprooms of modern American breweries, Oktoberfest beers continue to evolve while staying rooted in tradition. Classic German festbiers and Märzen lagers remain benchmarks of the style, known for their smooth malt character, toasted bread notes, and clean, drinkable finishes that were designed for long celebrations. At the same time, American breweries have embraced the seasonal favorite with their own interpretations – some staying remarkably faithful to Bavarian brewing traditions, while others add a modern craft twist through richer malt profiles, elevated drinkability, or subtle stylistic updates. Whether retailers are looking for authentic imports that bring Old World credibility or domestic offerings that connect with local craft drinkers, today's Oktoberfest lineup offers something for every fall beer occasion.

Paulaner Oktoberfest Bier



This is the only beer served in Paulaner's Oktoberfest tents in Munich and is the best-selling beer of the whole festival.

Brewed once

a year and available only while supplies last!

Paulaner Oktoberfest Märzen



A Märzen-style with a sweet caramel malt and a reddish-amber hue. Sweet and fruity aromas with light hop accents follow through on a toasty palate with a soft malty finish and low hop bitterness.

Hacker-Pschorr Oktoberfest



One of the original six Munich Oktoberfest breweries, this selection is brewed with Hacker-Pschorr's centuries-old exclusive yeast strain, Hallertau hops, and dark and light colored brewing malt from 2-row Bavarian summer barley.

Warsteiner Oktoberfest



Warsteiner Premium Oktoberfest is amber in color and provides a full-bodied flavor that combines a nice balance of hops and rich maltiness with length and appeal for a smooth and festive taste.

Sam Adams Oktoberfest

Sam Adams' Oktoberfest is brewed with five varieties of malted barley for a deep amber color and a bigger, richer flavor.



Aeronaut Oktoberfest

Fill your glass and your belly with this full-bodied lager, rich and toasty, complete with notes of sweet caramel and a light hop bite.



Notch Festbier

This is the recipe of the beer that's served in the Munich tents during Oktoberfest, and is often referred to as "Wiesen" which is "meadow" in German. It is paler in color and not as cloyingly sweet as the amber Oktoberfests exported to the United States.



When Demand Exceeds Supply

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

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

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

If you are interested in receiving the weekly email blast, please send your email address to socialmedia@burkedist.com.

NEW BRANDS

Caddiebot!2000

Clear the fairway for Caddiebot!2000! Golf's new favorite RTD cocktails are perfectly formulated to keep the vibes high. All styles have only 8g sugar and are made with premium vodka and real fruit juice. Styles of Caddiebot!2000 include **Transfusion** (vodka, ginger, grape, lime), **Water Hazard** (vodka, citrus berry), and **Half & Half** (vodka, tea, lemon juice). **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Naked Life Non-Alcoholic Cocktails



Originally launched in Australia and now the #1 NA Cocktail in Australian grocery stores, Naked Life is available in 5 unique classic cocktail flavors and designed to taste like their full-alcohol inspirations. They're crafted with steam distilled botanicals, natural flavors, and are low-calorie with 0g of sugar. Flavors include **Mojito**, **Classic G&T**, **Cosmo**, **Negroni Spritz**, and **Margarita**. **Package:** 12 oz. cans 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 can only **Availability:** Now!

NEW PRODUCTS

Re-introducing Keystone Ice

The more flavorful, higher-ABV counterpart to "Always Smooth" Keystone Light is coming back to shelves after being gone for a few years! Keystone Ice is a medium-bodied, crisp beer that is lightly hopped with a slightly sweet flavor and medium-to-dry finish with a light gold color. **ABV:** 5.9% **Packages:** 12 and 24 oz. cans **Availability:** Year-round beginning in August



Corona Light Draft



Let the good times pour because Corona Light is back on draft! Brewed for easy drinking occasions, Corona Light contains only 99 calories and 4.8 grams of carbs, making it ideal for health-conscious consumers. From sports bars to patios, ask for Corona Light! **Availability:** Now, year-round

NEW PACKAGES

Super Lyte

Following the summer's successful launch of this innovative new vodka-based RTD made with Stateside Vodka and inspired by classic sports drink flavors, we're ready to introduce some new packages! Non-carbonated and easy to drink, new selections of Super Lyte Vodka+Ade include Loose 24-Packs of **Blue Chill**, **Orange**, **Fruit Punch**, and **Lemon-Lime**. We're also offering the Blue Chill in 19.2 oz. cans. **Availability:** Now!



Spiked Ade Arctic 8-Pack

These sports drink-inspired, zero sugar, 100 calorie, bubble-free beverages with a crisp vodka base are out with a new 8-Pack featuring four new flavors: Blue Frost, Glacier Grape, Icy Frost, and Watermelon Chill. **Availability:** Now!



Surfside Iced Tea Pack

Each selection in this new vodka and tea mix from Surfside is 100 calories, 2g of sugar, 0 bubbles, and features four different flavors: **Classic Iced Tea**, **Peach Tea**, **Half & Half**, and **Raspberry Tea**. **Package:** 12 oz. cans only **Availability:** Now!



SEASONAL SELECTIONS & PROGRAMS

Yuengling Oktoberfest



Yuengling is proud to offer Oktoberfest again this year as an homage to their German heritage. A true representation of the style, Yuengling Oktoberfest is a blend of Tett nang and

Hallertau hops that pairs well with traditional German cuisine. Copper in color, this medium-bodied beer serves up a slightly sweet, toasted character and mild herbal bitterness. **ABV:** 5.5%

Packages: 12 oz. cans, 12 oz. bottles, and draft **Availability:** August



Yuengling Brings the Tradition to Tailgate Season



This fall, Yuengling is bringing the tradition back to tailgates everywhere with its "Bring the Tradition" tailgate program, celebrating the generations of fans who have made Yuengling part of their game day rituals year after year. From parking lot cookouts and backyard watch parties to packed neighborhood bars, Yuengling has long been a staple of football season, bringing friends and families together over shared traditions.

Built around the moments that fans look forward to every season, this program taps into the excitement and camaraderie that define football weekends. As part of the program, fans will have the chance to enter to win \$2,000 to create the ultimate game day experience, along with additional tailgate-themed prize packs filled with game day essentials like Kan Jam, a grill, cooler, and more!





Coors Banquet Salutes the Brave

This summer, beginning July 1, as America celebrates its 250th year, Coors Banquet is honoring the milestone through a charitable partnership with Fisher House Foundation, which provides free comfort homes for military and veteran families during a loved one's hospital care. New point-of-sale materials will spotlight the promotion, and the brand will also appear at local military base events.

GameDay Favorites Bring Cold Where It Counts

This fall, beginning August 1, Coors Light is tapping into the excitement of college football with thematic packaging, a continued partnership with ESPN GameDay, and it's bringing a new player to the table – a limited-edition Beer Cheese flavored Cheez-It. Fans can scan a QR on packs and POS tools to enter for a chance to win a VIP experience for the first 2027 season College GameDay, which includes a behind-the-scenes tour, tickets to the game, flights, and hotel stay for the winner and three friends!



Blue Moon Variety Pack

The Blue Moon 2/12 can Variety Pack brings the flavors its core drinkers love into a new discovery-driven format across three Blue Moon beers: **Belgian White**, **Mango Wheat**, and **Light**. Tap into both lighter and flavor-forward options packed conveniently together. **Availability:** September



The Hunt for Smooth Is On

Keystone Light, the Official Beer of Big Buck Hunter, will lean even further into the Hunt occasion beginning August 1. The brand will connect with beer-drinking hunters both indoors and out by sponsoring Big Buck Hunter tournaments at 21+ accounts, offering free-play codes at participating accounts, plus giving away a custom Big Buck Hunter game machine and REALTREE gear through an on-pack and POS promotion.

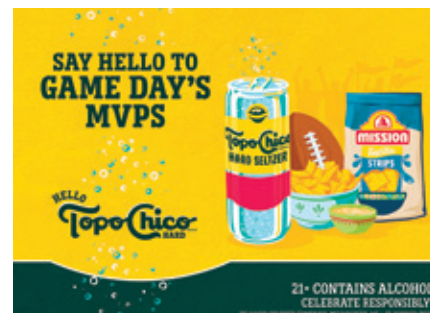
Smoothest Year Ever? Say Less.

This fall, beginning August 1, Keystone Light is looking to become the beer of choice near campus. QR codes on POS tools offer a chance to win cash prizes – and who doesn't need a little extra spending money?? Good times. Good value. Say less.



The Perfect Combo for the Game

Game day just got easier. Grab Topo Chico Hard and Mission Tortilla products for a ready-made watch party pairing that shoppers will love. Beginning August 1, consumers can buy two cans of Topo Chico Hard and Mission Super Soft Tortillas or Tortilla Chips to qualify for a rebate, making this an easy, snack-and-sip solution for tailgates and game-time get-togethers.



Guinness X Notre Dame Limited-Edition Cans

Guinness and Notre Dame have extended their partnership and are back with LTO 14.9 oz. 8-pack cans for the 2026 season!

The fresh look features the brand-new Notre Dame football logo and will be available across key alumni markets, including Philadelphia, where Guinness will be activating all season long! **Availability:** September



Guinness Premier League

After celebrating Arsenal's historic 2025/26 Premier League title triumph, Guinness is raising a glass to a new chapter as the reigning champions kick off their title defense when the Premier League returns in August. Guinness maintains its status as the Official Beer of the Premier League along with three partner clubs: Arsenal, Newcastle United, and Aston Villa. Beginning August 22, consumers are invited to kick off the season by entering a sweepstakes program where they can win prizes weekly, across the full 38-week season.



Smirnoff Ice SMASH Full Flavor Fan Tailgate Sweeps

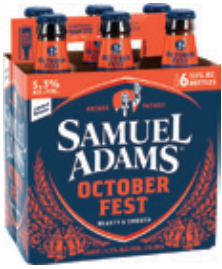
From August 1 through September 30, Smirnoff Ice SMASH is offering consumers the chance to win The Smirnoff Ice SMASH Ultimate Tailgate Wagon via QR code scan on themed POS! There will be 100 winners with prizes including: a tailgate wagon, folding chairs, a cooler, a Bluetooth speaker, and coozies.



Samuel Adams Raise a Stein to a Legend

Each fall, the leaves change, the temperature drops, and a legend returns. For over 30 years, Sam fans have waited with bated breath for the reappearance of Oktoberfest. In fact, the only thing more renowned than this beer is drinkers' commitment to it. They hoist steins. They don lederhosen. They stock up, stash, and squirrel away for later with legendary devotion. And if you ask us, it's about damn time they got their just due. So Sam Adams is asking consumers to grab their friends, crack a bottle, and raise a stein in recognition. To the beer. The drinkers. The moments. To the 'Legends of the Fall.'

Samuel Adams Octoberfest



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

ABV: 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, 19.2 oz. cans, and draft

Availability: August

Samuel Adams Jack-O



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** August

Samuel Adams Non-Alcoholic Octoberfest

**NEW
NON-ALC
BEER!**

Sam Adams' legendary fall brew is back, featuring the same robust, malty flavor without the alcohol. **ABV:** <0.5%

Package: 12 oz. cans only

Availability: August



Samuel Adams Fall Legends Variety Pack

This year's fall variety pack celebrates the legendary **Octoberfest** beer and a delicious collection of seasonal beers that accompany it: **Harvest**

Helles, Jack-O, and **new Apple Spice**

Ale. The pack name connects to the "Legends of Fall" retail program and thematic POS that will support the Sam Adams Fall seasonal lineup in market. Whether you're stein hoisting, tailgating, apple picking, or sitting around a bonfire, the Samuel Adams Fall Legends 2/12 can Variety Pack has a perfect beer for every occasion. Prost! **Availability:** August

**NEW
VARIETY
PACK!**



Dogfish Head Punkin Ale

Welcome back Dogfish Head Punkin Ale! This full-bodied brown ale is brewed with real pumpkin, brown sugar, allspice, nutmeg, and cinnamon.

Dogfish Head's 2026 SeasonAle artist is Dylan Goldberger. He is a printmaker and illustrator based in Brooklyn, NY, and he's known for his ability to blend traditional relief printmaking, screen printing, and digital drawing. His work often revolves around the captivating world of animals, cleverly infusing humorous social commentary into his anthropomorphized characters. **ABV:** 7% **Packages:** 12 oz. cans and draft

Availability: August



Twisted Tea X REALTREE

Drive fall momentum for Twisted Tea by leveraging limited-edition REALTREE camo packaging and high-impact, thematic POS to dominate outdoor occasions at retail. The versatile REALTREE camouflage pattern and their legacy Team REALTREE logo will be leveraged across three Twisted Tea Original SKUs to help dominate outdoor occasions and drive display execution at retail.

Availability: September



Twisted Tea Ice Cold. Tailgate Ready.

Twisted Tea is Ice Cold and Tailgate Ready. Fall is one of the most important times of the year for Twisted Tea and fun-hunting drinkers are getting the party started early. Twisted Tea is meeting them in the parking lot, backyard, or wherever they get ready for the big game with an even more TWISTED program, beginning August 1, that will stand out at retail.





Celebrate Scream Season with Angry Orchard

Angry Orchard is thrilled to partner with one of the most iconic horror movie franchises in the industry, *Scream!* By tapping into one of horror's most recognizable franchises, they're creating bold, immersive experiences for in-store and on-premise designed to own Halloween. From eye-catching POS and limited-edition packaging to themed giveaways and breakthrough digital, this program is built to stop shoppers in their tracks. Starting September 1, Angry Orchard will make it clear that there's only one way to celebrate the season and that's by letting the screams out with Angry Orchard and *Scream!*

Angry Orchard X Scream Thriller Pack



**NEW
VARIETY
PACK!**

Introducing the 2026 Thriller Pack – a killer combination of seasonal hard ciders that are so good you'll Scream! This Halloween season, Angry Orchard and *Scream* are teaming up to deliver this bold, refreshing (and a little spooky) celebration of the season. The 2/12 can mix includes four

spooktacular ciders: **Headless Pumpkin**, **Mystery Caller**, **Caramel Apple Curse**, and **Blood Orange**. **Availability:** August



Summer isn't over yet and Corona is owning the season by giving loyal fans the chance to win one of 102 trips to la playa, now through August 15! Grand prize winners will receive a three-day beach trip for four people. Other winners will receive a La Playa Pack – a bundle of beach necessities including a Corona cooler, Sun Ninja tent, Diet Starts Monday merch, and more!

Corona Elevates Every Football Experience

Consumers can score a touchdown by joining their favorite cerveza in the Corona Lime Zone! From August 17 2026 – February 14, 2027, Corona is offering football fans the chance to win a beach game day trip or unique tailgate gear. Corona doesn't just show up, it becomes part of the game day ritual, elevating every aspect of the football experience.



Modelo College Football Sweeps



As the Official Sponsor of the College Football Playoff, Modelo is leaning into the truth that college football isn't something you do, it's something you live for year after year, week after week. The iconic cerveza will be celebrating their biggest fans by turning up the excitement with the Modelo Fan Box. A season-long sweepstakes packed with energy, surprises, and exclusive rewards like tickets to the CFP National Championship. This sweepstakes runs from August 1, 2026 – January 25, 2027.

Salud to the End of Summer With Modelo



Modelo partnered with Blackstone to bring the sizzle to summer "asada occasions" and they're giving consumers the chance to win gear until the season ends, now through August 15. With dedicated retail tools sure to stand out in the market, Modelo drinkers will have a reason to *Salud to Summer!*

Make Summer Happen with Pacifico



Now through September 7, Pacifico is helping consumers Make Summer Happen by giving one lucky winner the ultimate adventure: a Taiga Watercraft to fuel their summer escapes. Additional winners will score exclusive Pacifico Summer Gear Kits, each featuring a portable Pacifico-branded Nomad Grill, a Pacifico Yellow

Yeti Backpack Cooler, and a custom Pacifico JBL portable speaker – everything they'll need for unforgettable end of summer moments.

Pacifico: The Official Presenting Partner of the US Open of Surfing



From July 25 – August 2, Pacifico is making a splash during the 50-year anniversary of the World Surf League by returning to Huntington Beach for this year's US Open of Surfing event as the official presenting partner. Grab your board and a Pacifico; you won't want to miss this!

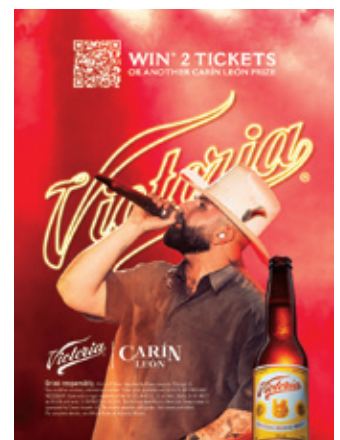
Victoria: Fiesta Patrias

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



Victoria X Carín León Sweeps

Victoria has partnered with Carín León to soundtrack the season with unforgettable music! Together, they're giving a lucky winner and a friend the chance to see Carín León live! Other winners will receive a vinyl copy of his Grammy-winning album "Boca Chueca, Vol. 1," a Victoria-branded record player, and a custom slip mat! Consumers can enter for a chance to win via QR code scan on themed POS now through September 15.



White Claw Louder Than Life



White Claw is bringing its national music platform to life at retail through a program tied to its sponsorship of Louder Than Life, one of the country's premier rock and metal festivals. Running July through mid-August, the promotion gives shoppers a chance to win a VIP festival experience with four-day passes and travel included via QR code scan on themed POS. Backed

by a full suite of in-store displays and merchandising support, the program is sure to turn some heads – offering shoppers a chance to access a bucket list music experience while helping retailers generate incremental sales and excitement.

White Claw X Lost Lands

White Claw is bringing its music-driven brand platform to life at retail through a summer promotion tied to its sponsorship of Lost Lands, one of the country's premier destination EDM (electronic dance music) festivals. From July through mid-August, White Claw is offering shoppers the chance to win an elevated VIP experience, including festival passes, Jurassic-themed glamping accommodations, backstage access, and dining credit via QR code scan on themed POS – creating a highly engaging, lifestyle-driven incentive during peak selling season. Supported by eye-catching in-store displays and merchandising, this program connects retail activation to a nationally recognized cultural event.



Harpoon X L.L. Bean Flannel Friday

Citra, Simcoe and Cascade combine with subtle notes of caramel and roast in this seasonal hoppy amber ale. What first started as a favorite fall tradition is back with a cozy new look from Harpoon's friends at L.L. Bean. Brewed in the spirit of friendship, New England craftsmanship, and the idea that being outdoors is better together.

ABV: 5.7% **Packages:** 12 oz.

cans, 12 oz. bottles, draft

Availability: August



Harpoon Cozy Collection Mix Pack

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



Harpoon Pumpkin Cider

Harpoon's Pumpkin Cider has made a triumphant return! This seasonal sensation combines the crisp, refreshing taste of locally-sourced apples with the signature taste of fall – pumpkin! Whether you're carving up a jack-o'-lantern, gathered around a bonfire, or basking in the glory of fall foliage, this pumpkin cider is ready to spice up those crisp New England days and nights. **ABV:** 5% **Package:** 16 oz. cans only **Availability:** August



Harpoon IPA Party Pack

From the brewery that brought you New England's Original IPA, the Harpoon IPA Party Pack showcases all that hops have to offer. This year-round variety pack features everyday staples **Harpoon IPA**, **Day Drifter Nitro-Dosed IPA**, **Rec League Lo-Cal IPA** and mix-pack exclusive: **Juicer Hazy IPA**. **Package:** 12 oz. cans only **Availability:** Now!



UFO Pumpkin

A blend of seasonal spices pairs with the subtle sweetness of real pumpkin puree in this unfiltered ale. Medium-bodied and easy-drinking, this seasonal tradition finishes clean and smooth with lingering notes of cinnamon and nutmeg. **ABV:** 5.9% **Package:** 12 oz. cans only **Availability:** August



Long Trail Harvest

This legendary maple brown ale is brewed with a touch of Vermont maple syrup to complement delicious notes of toffee and caramel derived from a toasty, complex malt profile. **ABV:** 4.4% **Package:** 12 oz. bottles only **Availability:** August



Long Trail Fall Survival Pack

The Vermont brewery's seasonal variety pack features three each of **Long Trail Ale**, **Riverside Lager**, **Harvest**, and the pack-exclusive **Pumpkin Ale**. **Package:** 12 oz. bottles only **Availability:** August



Carlson Orchards Harvard Harvest

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



Castle Island Gourd Vibrations

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



Devil's Purse Powder Hole Porter

This Cape Cod-brewed American porter pours a rich black with a creamy tan head with notes of dark roasted malts, chocolate, espresso, and caramel. **ABV:** 6.1% **Package:** 16 oz. cans only **Availability:** September



Notch Festbier

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



Peak Organic Autumn IPA

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



Greater Good Giant Pumpkin

Greater Good's seasonal imperial pumpkin ale is brewed with real pumpkin and just the right balance of premium quality spices. This handcrafted beverage is incredibly smooth, refreshing, and a perfect fall pick. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** August



Narragansett Lager Official Beer of the Clam Cans

This July, Narragansett will be bringing back its limited-edition Official Beer of the Clam cans. All Narragansett Lager 12 and 16 oz. cans will be imprinted with the Official Beer of the Clam logo, while the back of the cans will include step-by-step directions on how to make a classic New England clam boil. **Packages:** 12 and 16 oz. cans **Availability:** Late July



Hacker-Pschorr Original Oktoberfest Märzen



Now available year-round, but perfect for the season, Hacker-Pschorr Original Oktoberfest Märzen makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast, and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops.

ABV: 5.8% **Packages:** 11.2 oz. bottles and draft **Availability:** August



From August 17 – October 11, Paulaner is offering consumers the chance to win the best Oktoberfest ever! Fans can visit OktoberfestWithTheBest.com and play the perfect pour game for a chance to win a VIP trip to Oktoberfest in Munich, plus exclusive Paulaner swag, because no Oktoberfest is complete without the perfect pour!



Paulaner Oktoberfest Bier

This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Bier is the pinnacle of German brewing – deep golden in color, full-bodied, and wonderfully mellow with a balanced, harmonious taste and the pleasant fragrance of hops. At 6% ABV, it is stronger and bolder than the typical lager. **ABV:** 6% **Packages:** 12 oz. bottles, 16.9 oz. cans, and draft (including 5-liter mini kegs)

Availability: August



Paulaner Märzen

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

Packages: 11.2 oz. bottles and draft

Availability: August



Shipyard Pumpkinhead



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

Packages: 12 oz. bottles, 12 oz. cans, and draft
Availability: August

Shipyard Pumpkinhead Rimmer

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



Shipyard Smashed Pumpkin



This big-bodied beer has a light, coppery orange color and a pleasing aroma of pumpkin and nutmeg. Pale, wheat and light Munich malts combine with the natural tannin in pumpkin and the delicate spiciness of Willamette and Hallertau hops to balance the sweetness of the fruit. To enjoy all the flavors, this ale is best drunk at 55 degrees Fahrenheit. **ABV:** 9% **Package:** 16 oz. cans only **Availability:** Now!

Shipyard Pumpkinhead N/A



NEW!

Shipyard captured Pumpkinhead's legendary fall flavor, crisp drinkability, and subtle sweetness in a non-alcoholic brew for the ages. Traditional brewing methods, not alcohol removal, in combination with their unmistakable, proprietary pumpkin spice blend has resulted in an inclusive version of the undeniable fall favorite Pumpkinhead Ale. Cheers! **Package:** 12 oz. cans only **Availability:** August

Shipyard Monkey Fist IPA

Shipyard's classic West Coast-style IPA has returned with a modernized, fine-tuned recipe. Heavy hitting tasting notes of citrus and pine are prevalent, followed by a smooth malt sweetness on the back end. The balance of bitterness and creamy mouthfeel create an American IPA to write home about. **ABV:** 6.5% **Package:** draft only
Availability: Now!



Aeronaut Oktoberfest

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



Aeronaut Patchwork

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



Aeronaut Double Nandu

Double the juiciness, double the trouble- it's Double Nandu! This riotous double IPA is fortified with heaps of Mosaic hops. Zesty notes of orange and lemon pack a potent punch, while a vibrant tropical fruit profile flaunts its pep. **ABV:** 8% **Package:** 16 oz. cans only
Availability: September



Two Roads Roadsmar's Baby

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



Warsteiner Oktoberfest

This traditional German Oktoberfest is clean and malt-forward, featuring flavors of pretzel and graham cracker and modestly bittered for a dry, refreshing finish. **ABV:** 5.9% **Packages:** 11.2 oz. cans, 16.9 oz. cans, draft **Availability:** Now!





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Surfside Blackstone Griddle Sweeps

Consumers can scan a QR code to enter for their chance to win a Blackstone Griddle courtesy of Surfside!