HEADY TIMES

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FOLLOW THE TRAIL

Non-Alcs Are Going Places

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As we prepare for the holiday season, I'd like to take this opportunity to thank everyone involved in making this year such a successful one at Burke Distributing. This includes our many employees that internally work together to ensure we get the job done; our suppliers, who create the products that give us one of the best portfolios in the region; and our customers, without whom none of this would be possible.

Through my decades in this industry, I've learned that while this business is constantly changing and evolving, there are some fundamental things that stay the same. Fads come and go, different segments and styles enjoy their time in the spotlight, but as long as people gather together in celebration, most likely there is going to be something to drink – and chances are, we sell it. This "something for everyone" aspect to our portfolio is put on display in the "Holiday Checklist" article featured in this issue, a handy tool to ensure everyone at the holiday table has a glass full of cheer.

One segment that shows no sign of slowing any time soon is the non-alcoholic offerings, the topic of this issue's cover story. From beer, to spirits, and from cocktails, to mixers, it seems as if there is a non-alcoholic option for every occasion. As the culture grows more focused on wellness, it's imperative that N/As get the attention they deserve, and we're fortunate to have so many excellent options under our roof. Consumers can enjoy some of our N/A beers like Sam Just the Haze, to Blue Moon or Corona N/A, or my favorite for the holidays, Guinness 0.0! Another key to our non-alcoholics is Fever Tree. Fever Tree might be the best mixer that you can serve out there, but they taste great all by themselves!

As the holidays approach, be sure to appreciate spending time with your family and friends. We work hard all year long so we can enjoy these special moments with them! Thank you all for your continued support and let's make sure 2027 is as good as 2026 has been!

Sláinte,



Bill Burke
President

> **"As the holidays approach, be sure to appreciate spending time with your family and friends."**

first draft *getting you ahead of the curve*



Mark Your Calendars

NOVEMBER

11/5 International Stout Day

11/11 Veterans Day

11/26 Thanksgiving *Burke will be closed, and no deliveries will be made*

11/28 Small Business Saturday

DECEMBER

12/4 National Bartender Day

12/4 – 12/12 Hanukkah

12/5 Repeal Day

12/10 National Lager Day

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

12/26/26 – 1/1/27 Kwanzaa

12/31 New Year's Eve

JANUARY

1/1/27 New Year's Day *Burke will be closed, and no deliveries will be made*

State of Beer 2026

The beer industry continues to face headwinds, but there are signs the market may be stabilizing. The Brewers Association estimates craft beer production declined 4% during the first half of 2026, while the number of operating breweries fell 1.8% to 9,344. Still, **54% of breweries surveyed reported growth** – up from 49% last year – and **monthly consumption among craft drinkers reached its highest level since 2019–2020**. The takeaway? Today's beer market remains challenging, but consumers are still engaged, giving breweries and retailers opportunities to win with the right brands, occasions, and execution.



Draft Keeps Gaining Ground

Draft is emerging as one of beer's brightest spots. According to NIQ and Draftline Technologies, draft now accounts for 53.1% of U.S. on-premise beer volume, up two percentage points in just two years. Its share of beer dollars has climbed to 49.9%, putting draft on the verge of overtaking packaged beer by value in bars and restaurants. A well-chosen, well-maintained tap lineup can help turn that momentum into sales.

Champagne isn't the only way to add some sparkle to a celebration. From crisp, fruit-forward pours and cider-based bubbles to refreshing wine alternatives and sophisticated alcohol-free options, these festive picks offer approachable flavors, plenty of effervescence, and something for nearly every guest and occasion.

- Maison Marcel Sparkling Hearts Rosé
- La Bella Prosecco
- Vandori Italian Brut Sparkling White
- Woodchuck Bubbly Pearsecco



Follow the Trail: Non-Alcs Are Going Places

A growing lineup of NA beers, sparkling waters, and mixers opens new paths to sales.

As the holidays approach, calendars fill with festive gatherings, and friends and families come together over good food, great company, and celebratory drinks. For hosts, that means making room at the bar for everyone – including guests who prefer not to drink alcohol.

For beverage retailers, this shift creates an opportunity to grow the category and build lasting customer loyalty. As more consumers look to moderate without missing out on social occasions, a strong selection of non-alcoholic options can expand the beverage set and encourage additional purchases.

Once associated primarily with Dry January, non-alcoholic beverages have moved well beyond a seasonal trend. Today's lineup extends far beyond soda and juice, with NA beers, mocktails, spirits, sparkling beverages, and premium mixers offering flavorful, sophisticated choices for holiday entertaining and everyday enjoyment.

For retailers, the path to growth starts with variety, familiar brands, and new options that invite consumers to explore.



Blue Moon Belgian White Non-Alcoholic brings humor to moderation with its "Answer's on the Can" packaging, featuring cheeky responses to the familiar question, "Why aren't you drinking?"

Familiar Beer, New Choices

For retailers, the holidays are an ideal time to put NA beers in the spotlight through in-store displays, dedicated sections, mixed packs, and prominent placement alongside traditional beer. Making these options easy to find can help shoppers discover something new while shopping for familiar favorites.

Recognizable brands can make that first step easier. **Corona Non-Alcoholic** brings the familiar Corona experience to consumers looking for a zero-alcohol option during holiday gatherings, designated-driver occasions, or simply when they want to moderate. **Blue Moon Non-Alcoholic** adds the trusted recognition of a national brand to the growing category, with familiar Belgian-style wheat beer character and smooth, citrusy notes that offer an approachable alternative to traditional beer. **Samuel Adams** offers up crushability with their **Golden N/A**, and aromatic, hoppy character with their **Just the Haze N/A IPA**. **Guinness 0** delivers the iconic smooth, creamy character and rich roasted notes of Guinness Draught without the alcohol. From festive gatherings and holiday meals to Dry January and everyday occasions, it gives stout fans a familiar taste to enjoy whenever they choose to skip the alcohol.

Local craft beer drinkers have plenty of paths to explore, too. Salem's **Notch Brewing** takes their low-ABV ethos to new heights by offering up three different N/A selections including an **IPA**, a **Blonde**, and a **Pilsner**. Other New England breweries offering their own craft N/As include **Peak Organic's All Good N/A IPA** brewed with organic, regenerative ingredients, and **Two Roads' Two Juicy Zero** that packs all the aromatic punch of a big, hazy, New England IPA without the alcohol.

Other offerings extend the journey beyond traditional beer styles. **Modelo** features a refreshing, non-alc version of their popular **Chelada Limon y Sal**, a blend of their lager with lime juice and a touch of salt. Known for their regular and hard cider, **Carlson Orchards** also cans their **N/A Sparkling Lemonade**, and **White Claw 0%** is a great option for those who want to skip the alcohol but love that signature White Claw taste. These selections appeal to consumers looking for something different, whether they're



Brewed with regenerative, organic ingredients and bright Citra hops, this N/A IPA features all the aromatics and balanced bitterness of its full-strength counterparts

participating in Dry January or simply mixing up their usual routine.

This expanding lineup matters because consumers aren't necessarily looking for a direct substitute for their favorite alcoholic beverage. They're looking for something that fits the occasion, flavor profile, and experience they want. The more choices they discover, the more likely they are to find an NA option worth adding to their regular rotation.

Elevating the NA Experience

Non-alcoholic cocktails and premium mixers offer another route to holiday sales.

Canned cocktails have taken the market by storm, and that naturally extends to their counterparts in the N/A section. The creators of **Naked Life** believe that omitting alcohol doesn't mean that anyone should miss out on an elevated drinking experience, so they set out to create a line of N/A cocktails made with steam-distilled botanicals, quality juices, and zero sugar. Offerings including **Mojito, Cosmo, G&T, Negroni Spritz**, and **Margarita** have propelled **Naked Life** into the #1 non-alc cocktail in Australia, a great position to be as they make their debut in the US. Another excellent selection in the category is **Moda Mocktails**, founded by a mother-daughter duo who share a passion for mocktails and living well. Featuring 50 calories and only 10g of sugar, styles include **Margarita, Paloma, Limoncello and Lavender, Italian Spritz**, and **Gin & Tonic.**



For consumers seeking an elevated drinking experience without the alcohol, Naked Life cocktails are made with quality ingredients and zero sugar, earning them the spot of Australia's #1 N/A canned cocktail brand



Feragaia is an N/A spirit that is made with 12 different land and sea botanicals and Scottish water

Alcohol-free spirits are also gaining a foothold on store shelves and in mocktail menus. Crafted in Scotland and distilled with 12 land and sea botanicals, **Feragaia** is an alcohol-free spirit that mixes well in mocktails or enjoyed on its own and features complex notes of balanced citrus and smoke.

A well-stocked home bar doesn't have to revolve entirely around spirits. Premium mixers give hosts an easy way to create sophisticated mocktails, making them especially versatile during the holidays, when guests' preferences can vary widely.

Fever-Tree is particularly well positioned for the occasion, offering a range of premium mixers and sparkling beverages that can be enjoyed on their own or combined with spirits. Its lineup gives retailers an opportunity to merchandise mixers not simply as cocktail ingredients, but as versatile beverages that can stand on their own.



Premium mixers from Fever-Tree make it easy to serve something special to every guest this holiday season, with or without alcohol. For retailers, Fever-Tree offers an easy way to help shoppers elevate their holiday beverage selections and keep the celebration going well beyond the season.

Fever-Tree's premium mixers can transform a simple glass into something celebratory without requiring alcohol. A chilled tonic over ice with a citrus garnish, for example, gives non-drinkers a more sophisticated alternative to soda. Other Fever-Tree flavors can be paired with fruit, herbs, or garnishes to create simple, attractive drinks for holiday entertaining.

That versatility extends well beyond the party itself. Consumers can enjoy premium mixers at lunch, while cooking dinner, during an afternoon gathering, or as an evening refreshment. For retailers, that means mixers can generate sales across multiple occasions rather than being limited to traditional cocktail consumption.

"Premium mixers like Fever-Tree can complement a variety of drinking occasions and reflect consumers' growing interest in more intentional, elevated beverage experiences," says Jaime Rotniki, Vice President of Innovation and Beyond Beer for Molson Coors.

For holiday hosts, the appeal is simple: Put a few premium mixers, fresh citrus, herbs, and plenty of ice on the counter, and guests can customize their drinks whether they want alcohol or not. For retailers, these products offer another way to broaden the beverage selection and help shoppers discover new favorites.

Moderation Is a Social Occasion

The stretch between Thanksgiving and New Year's Eve is a marathon, and smart drinkers are finding ways to pace themselves along the way.

Consumers may be moderating, alternating between alcoholic and non-alcoholic drinks, or simply looking for an option that lets them enjoy a longer evening. If it goes in the cart alongside beer and wine but not instead of it, then that means a bigger basket for the retailer, and that distinction matters. Moderation doesn't necessarily mean fewer beverage purchases when accounts give consumers appealing options to alternate with. A shopper who buys NA beverages alongside traditional beer or wine may add variety to the cart rather than replace one purchase with another.



A mother-daughter team helms this line of canned mocktails with innovative styles like Limoncello with a Hint of Lavender

The opportunity extends to both on- and off-premise accounts. For restaurants and bars, a thoughtful NA menu can keep guests engaged in the occasion even after they've decided to stop drinking alcohol. At home, a selection of NA beers and premium mixers gives hosts something more interesting than soda to offer guests while keeping everyone included in the festivities.

By making moderation part of the social experience, accounts can help move NA beverages from the sidelines to a more visible place in the beverage set.

NA Beers Are Holiday Essentials

For retailers, the holidays are prime time to showcase NA beers through in-store displays and strategic merchandising. This year, **Diageo is reviving its "beer train" displays stocked with limited-edition Guinness Draught and Guinness 0, 14.9 oz. cans.**

"The holidays are when the off-premise shines," says Ryan Wagner, National Ambassador for Guinness. Expect **Guinness 0** to shine brighter this season. Upgrades at the Dublin brewery will help the non-alcoholic stout maximize stout season and celebratory moments. "We're ready for **Guinness 0** to have a massive year," Wagner says NA versions of beloved beers can turn brand awareness into holiday sales. They also give retailers an accessible entry point for shoppers who are curious about the category but unsure where to begin.

Consider the familiar holiday shopping trip: Your uncle usually drinks Coors or Corona, but he's driving to the gift swap. **Coors 0.0%** or **Corona Non-Alcoholic** gives him a recognizable option to enjoy along the way.

Molson Coors Beverage Company is also helping consumers follow their preferences across a range of occasions with its Blue Moon lineup**. "From Blue Moon Belgian White Non-Alcoholic (<0.5%) and Blue Moon Light (4% ABV) to Blue Moon Belgian White (5.4%) and Blue Moon Extra (8%), there's a Blue Moon for every occasion,"** says Elizabeth Hitch, Vice President of Marketing for Above Premium Beer at Molson Coors, which also produces **Peroni 0.0%** and recently released **Coors 0.0%.**

"Whether someone just doesn't drink alcohol, or they're moderating over the course of all their celebrations, we offer a variety of familiar and great tasting NA options," Hitch says.

Adding a little holiday humor, Molson Coors will bring back Blue Moon Non-Alc's popular "Answer's on the Can" packaging, featuring cheeky responses to a common question: Why aren't you drinking?

These familiar brands and engaging packages can help shoppers take the first step into the NA category. And that discovery doesn't have to end when the holiday decorations come down.

The holidays are the perfect time to introduce shoppers to new options, while Dry January offers another opportunity to turn trial into repeat purchases.

Follow the trail from holiday discovery to yearround demand. With more choices and occasions than ever, NA beverages are going places – and retailers can help lead the way.

On The Job With...


Alexis Butler


Morgan Coyne

Alexis Butler

Credit Manager

Alexis Butler has been with Burke for 5 years. She started part-time in Accounts Receivable, eventually moved to full-time, then was promoted to Credit Manager a year ago. In this role, Alexis helps her team assist customers and sales reps with invoice, delivery, and balance questions. She's been a part of streamlining and implementing new systems to help the department run more efficiently and looks forward to opportunities where she can put her problem-solving skills to work. She believes that creating a positive atmosphere for the rest of the department and knowing our customers are key to success. And liking numbers helps, because there are a lot of them!

Your favorite local restaurant is... Citrus & Salt in the Seaport is fantastic. I love their brunch, I love their cocktails, and the ambiance makes you feel like you're not in 30-degree Boston weather.

Your go-to comfort food is... Pretty much anything with potatoes.

What's one skill you've always wanted to master? I love clothes, I would love to design and sew my own.

What is your favorite holiday tradition? Recently, my family and I have started doing matching pajamas on Christmas Eve, it's a lot of fun.

If you could be anywhere, drinking any alcoholic beverage... I would be in Bali sipping a La Gritona Margarita

Morgan Coyne

Spirits and Wine Brand Manager

Morgan just celebrated his 14th anniversary at Burke. He started as a Spirits and Wine Sales Rep before becoming a supervisor, and he's now transitioned into a Brand Manager position. In this role, he supports our wine and spirits partners in growing their brands in MA and RI. He likes that the job is constantly evolving, so it keeps him active, learning, and passionate about helping to grow small brands. Another aspect he enjoys is building and cultivating the relationships he has with brand owners and ambassadors.

Your favorite local restaurant/bar is... Loco. Great agave selection, great owner/operators.

Your go-to comfort food is... Steak tips.

Where would you like to travel to? I've always wanted to see Italy

What's your favorite holiday tradition? Spending time with my family and friends, making lasting memories for my children.

If you could be anywhere, drinking any alcoholic beverage... On a beach with my wife and kids, drinking tequila.

Your Holiday Checklist: What to Stock and How to Promote It

Be ready to make the most of the year's busiest season.

By Courtney Iseman

The holidays are the strongest season of the year for drink sales. 20% of a beer, wine, and/or liquor store's annual revenue will likely come from November and December, per Statista. It's crucial for retailers to prepare to make the most of the substantial spike in demand.

This isn't quite as simple as doubling down on stereotypically celebratory products like sparkling wine, though. Today's consumers are ever evolving in their preferences. A holiday-geared selection in any store must now cater to a wider range of demographics and occasions, spanning from non-alcoholic to lower-ABV to full-strength. Let's run through the checklist of essentials for the 2026 holiday season.





1. Seasonal Beers

Seasonal beers capture the moment, stir up nostalgia, and boast the appeal that they're fleeting. They're commonly strong performers for breweries, building loyal followings of fans who eagerly anticipate their annual return.

Harpoon Winter Warmer has the great distinction of being the first seasonal craft release on the East Coast, and there is a reason why this lightly spiced, heavily drinkable, dark amber ale remains a classic in New England. **Samuel Adams** leans brighter with their **Winter White Ale**, a 5.7% white ale brewed with orange peel, cinnamon, and nutmeg.



2. Classic, Crowd-Pleasing Beers

For every person craving the bigger, bolder flavors of seasonal beers, there's another who simply wants their go-to. The increase in hosting for the holidays means more people need a variety of options that speak to as many guests as possible. Think familiar heavy-hitters: from easy-drinking lagers such as **Corona**, **Modelo**, and **Coors** to lagers that scratch the elevated import itch like **Asahi** and **Paulaner**, and other popular styles like **Guinness Draught Stout**.

3. Variety Packs

"The holidays are a great opportunity for variety packs," says Burke VP of Marketing Steve Shaughnessy. "With so many different occasions and preferences during the holiday season, a variety pack gives consumers the flexibility to bring something for everyone. Whether it's craft beer, seltzers, FMBs, ciders, or NAs, there are more options than ever to satisfy different flavor preferences and make it easy to shop for a group."

The new **Mad Chill Pack** from **Angry Orchard** includes a mix of holiday-inspired ciders including **Baked Apple Pie**, **Stoked Sangria Style**, **Angry Old Fashioned Style**, and **Rad Plum**. Long Trail knows what you need to make it through the holidays, so this season's Survival Pack features three bottles each of **Long Trail Ale, Vermont IPA, Limbo IPA,** and **Hibernator.**



4. Flavored Malt Beverages

Shoppers want all their guests to feel included. That means addressing the middle space between beer and other categories like cocktails, wine, and non-alcoholic options. Malternatives, or flavored malt beverages, speak to those consumers. Classics like **Smirnoff Ice**, **Twisted Tea**, and **Mike's Hard Lemonade** provide familiarity and approachability. Hard seltzers factor into this category, too; think **Truly**, **White Claw**, and **Topo Chico Hard Seltzer**.



5. Ready-to-Drink Cocktails

Ready-to-drink cocktails have been growing even as other categories decline. This tells us people want the experience of drinking a cocktail, but they don't want to have to break out multiple ingredients and tools. That's truer than ever during the holidays. Canned cocktails are a significant time-saver for the party host.

RTDs promise consistency, reliability, and variety. **Cayman Jack** delivers bar-inspired flavor in an easy-to-enjoy format, with refreshing takes on classics like the **Margarita** and **Paloma**, along with their higher ABV line, **Cayman Jacked**. Local upstarts **Dini's Tinis** offer a variety of classic canned cocktails that feel fun and celebratory, come in a wide range of styles, and are a festive 10% ABV. And Boston Beer recently introduced **Lytt Electric Coolers**. Coming in at 15% ABV, they pack a punch and always stand out in the crowd as they come in light bulb-shaped packaging that glows in the dark!



6. Sparkling Wines

Something bubbly is virtually mandatory for toasts and midnight countdowns – ensure no sparkle-seeker leaves empty-handed. Imported from Italy, **La Bella Prosecco** is an ideal selection to offer for a seasonal, celebratory toast. For a slightly fruiter option with still plenty of effervescence, consider **Maison Marcel Sparkling Rosé**, an extra-dry selection from the Provence region of France.



7. Non-Alcoholic Options

A robust selection of non-alcoholic options is non-negotiable. Think about checking off as many subcategory boxes as possible so no matter what someone is looking for, they find it on your shelves.

For beer, there are craft options from **Samuel Adams, Notch Brewing**, and **Two Roads**, as well as macro brands like **Guinness Draught Zero** and **Corona Non-Alcoholic.**

8. Mixers

While an increasing number of consumers reach for ready-to-drink cocktails, there is still demand for products like mixers. This is especially relevant considering the versatility of today's mixers and how they're used.

A great secret weapon to enhance any holiday cocktail menu is to use one of the many selections from **Fever Tree**. Beyond standard selections like **Tonic Water, Club Soda, and Ginger Beer, Fever Tree** also offers an **Espresso Mix,** a **Margarita Mix,** a **Mojito Mix,** and a **Bloody Mary Mix.**

Once your inventory checklist is complete, consider how to best present it to customers.

"Merchandising can be very effective during the holidays because it might be the only time that year that customers go to a specific account," says Shaughnessy. "Attractive eye-catching displays could make a decision easier for a customer taking a product to a party."

Products grouped by category are approachable for shoppers, but think about opportunities to elevate merchandising, introducing new ideas to customers and/ or rounding up options by occasion. For example, a New Year's Eve end cap with standard sparkling wine alongside wine-based RTDs pulled from the canned cocktail section plus non-alcoholic options. Another display could organize alcoholic and non-alcoholic bases plus mixers together to demonstrate easy cocktail-making opportunities. Communicate all of this via your social media channels and in-store activations – holiday customers are eager to learn and shop smarter for a more celebratory season.



Cheers to the Season

Burke employees share what they'll be drinking during the holidays.

The holiday season is all about good food, good company, and, of course, something great to sip on. We asked six Burkies what they are looking forward to drinking this holiday season. From seasonal favorites to year-round staples and non-alcoholic picks, here's what they'll be celebrating with...



Paul Hughes

Driver



I'll be spending time with my loved ones and enjoying any good weather we get while drinking **Sam Adams Just the Haze N/A**.



Matt Donovan

Sales Representative



You can catch me drinking **Harpoon Winter Warmer** and watching football on the TV in my back yard with my family.



Dave Catania

Market Manager



This season I'll be drinking **Good Trouble Bourbon** by the firepit. It's a 4-year-old bourbon from Green River Distilling in Kentucky, it's a great holiday gift.



Christina Muradian

Human Resources Manager



I love a Christmas Day mimosa made with **La Bella Prosecco**!



Noah Rizio

Safety Manager



I like to ski, and I really look forward to drinking a **Guinness** after a day on the mountain.



Jimmy Vu

Accounts Receivable



We go to my brother's house every year, and I always bring the bourbon because my sister-in-law makes a mean Old Fashioned. Last year I brought **The Representative** from Proof and Wood, and it was a big hit!

Cider for the Season

From festive dinners to casual gatherings, hard cider's versatility, food-friendly character, and range of styles make it a natural fit for holiday occasions.

Hard cider deserves a prominent place in holiday displays, menus, and celebrations. With styles ranging from crisp and dry to fruit-forward and full-bodied, the category offers something for beer drinkers, wine enthusiasts, and shoppers seeking gluten-free options. Cider's natural acidity and bright apple character also make it exceptionally food-friendly, cutting through rich dishes while complementing seasonal dishes like roasted poultry, pork, stuffing, cheese, and baked desserts.

Retailers can encourage discovery by building hard cider into holiday and winter entertaining displays, grouping bottles alongside suggested food pairings, or positioning premium selections as festive alternatives to sparkling wine. Variety packs and mixed cider displays can also showcase the category's diversity while making it easy for shoppers to find a crowd-pleasing option for parties, dinners, and gifting.

Magners
Original Irish Cider 4.5% ABV



Crafted in Clonmel, Ireland, using an original fresh-juice recipe featuring 17 apple varieties, Magners Original offers a full-bodied, well-rounded flavor that gently balances acidity and sweetness. Its crisp, refreshing character – and signature over-ice serve – makes it an easy choice for casual holiday gatherings and hearty seasonal meals.

Angry Orchard
Crisp Imperial 8% ABV

Crafted from a mix of 12 bittersweet and culinary apples, this higher alcohol selection is sweet, balanced, and dry.



Artifact Cider Project
Feels Like Home 5.7% ABV



Unfiltered, fruity, and perfectly paired with a winter bonfire, this blended New England-style cider is fermented and aged in rum-soaked barrels.

Carlson Orchards
Cider Barn Select 5.5% ABV



Though offered year round, this local semi-dry cider is made with specially selected apples and features an extra level of complexity due to its fermentation with fragrant Belgian yeast.

Woodchuck Cider
Bubbly Pearsecco 6.1% ABV

Take a turn into the orchard for your holiday toast with this dry, effervescent selection with a subtle pear aroma and wine-like quality.



McKenzie's
Black Cherry Cider 5% ABV



Full-bodied and fruit-forward, this sweet amber cider is blended with luxurious tart black cherry juice for an extra festive kick.

Pony Beers

Smaller packages meet modern moderation habits while creating fresh merchandising, pricing, and occasion-based opportunities for retailers.

In a beer market shaped by moderation, value concerns, and changing drinking occasions, smaller may be the category's next big opportunity. 7 to 9 oz. "pony" beers give consumers the familiar taste and social ritual of a full-strength beer without requiring them to commit to a standard 12 or 16 oz. serving. **Although the format has existed for generations, renewed supplier investment suggests that pony beers are moving beyond nostalgia and becoming a relevant answer to how people want to drink today.**

Moderation is a major reason for the comeback. NIQ's review of the 2025 beverage alcohol market identified increased moderation, flexibility, and intentional consumption as defining shifts in consumer behavior. **Pony beers fit naturally into that mindset: They provide a smaller portion while allowing drinkers to remain part of the occasion and enjoy the brands and styles they already know.** They also appeal to consumers who want one drink with dinner, a lighter commitment during a longer gathering, or a small indulgence that fits the broader "little treat" culture. Major brewers are taking notice. According to *The Wall Street Journal*, Constellation Brands and other large suppliers are investing in smaller 7- to 9-ounce packages. Coronita and Modelito are currently the two leading 7-ounce beer brands in the United States.

Temperature is another selling point. A smaller beer is more likely to be finished before it becomes warm, making pony packages especially attractive for patios, golf outings, and tailgates. The format also creates a lower entry point for trial and gives shoppers an approachable alternative when a full-size beer feels like too much.

Small packages can provide accounts with additional pricing and pack-architecture flexibility, too. Rather than simply discounting a traditional package, retailers can establish an accessible opening price point while maintaining the product's premium positioning. Multiple pack sizes also give shoppers a choice based on occasion, budget, and desired portion.



Corona's iconic 7 oz. Coronita bottles offer the full Corona experience in a smaller serving, giving consumers a convenient option for moderation, casual gatherings, and keeping every sip cold and refreshing.

In the market, success will depend on treating ponies as more than miniature novelty packages. Place them cold and at eye level, use checkout or grab-and-go displays, and merchandise them around specific occasions. Clear signage should explain the benefits – smaller servings, cold to the last sip, and convenient for casual occasions – while pricing should make the value easy to understand. Mix-and-match packs can encourage exploration, and on-premise accounts can use ponies in buckets, flights, beer-and-shot pairings, or beer-based cocktails.

Pony beers will not replace traditional packages, but they can expand the number of occasions in which beer feels like the right choice. At a time when asking consumers to drink more is neither realistic nor responsible, offering them less beer per serving may help retailers sell more effectively.



Constellation identifies Modelito as one of the leading 7 oz. beer brands in the U.S.



Miller High Life's classic pony bottle delivers the familiar "Champagne of Beers" experience in a smaller serving, offering consumers a convenient, approachable option that stays cold and fits today's more moderate drinking occasions.



Redd's Wicked Apple Bites delivers the crisp, refreshing taste of apple with a bigger bite. These flavorful mini cans pack plenty of punch in a convenient 7.5 oz. format. Perfect for parties, get-togethers, and weekend celebrations.

Make the Spirits Sparkle with Our Holiday Spirits Selections!

Molly's Salted Caramel Irish Cream



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

Coole Swan Irish Cream



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

Malörnament Gift Set



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

The Legendary Silkie Gift Set



Give the gift of Silkie this holiday season! This Irish whiskey is named after the legendary "Silkie" shapeshifters of the coasts of Donegal, beautiful sea maidens who came and stole the hearts of fishermen before succumbing to the return call of the sea. This gift set features one 750ml bottle of Legendary Silkie, a blend of the finest Irish double and triple distilled malts, alongside four stainless steel cups with a leather travel pouch.

Fruitful Mixology Espresso Liqueur



Infused with real coffee beans and crafted with top bartenders to meet the demands of a busy bar, this shelf-stable liqueur delivers the rich crema, deep aroma, and vibrant espresso flavor of a fresh shot – without the machine. Even better, it shakes up a lush, velvety foam that sets a new standard for espresso martinis.

Sugarlands Candy Cane Holiday Sampler



This great holiday gift set includes five 50ml jars of assorted Sugarlands Moonshine varieties in a pack shaped like a candy cane. This fun package makes a great stocking stuffer, gift or decoration!

Sugarlands Eggnog



A tasty twist on a classic holiday treat. Rich flavors of churned cream, rum, cinnamon, and nutmeg will keep you cozy all winter long. Treat your holiday guests with the best Eggnog in the Great Smoky Mountains.

G4 Tequila



Continuing a four-generation legacy of tequila making, Felipe Camarena and his family have developed this line of premium tequila made with mountain spring water and organic agave from their family ranches, then naturally fermented in El Pandillo Distillery, Mexico's most sustainable distillery.

La Gritona Reposado



This 100% blue Weber agave reposado tequila is made in Jalisco, Mexico (NOM 1533) by master distiller Melly Barajas Cárdenas and an all-women team. It is crafted to drink more like a bright, agave-forward blanco rather than a heavily oaked reposado.

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

Rally Dog Vodka Ade



Rally hard and play harder! This refreshing new non-carbonated vodka "ade" is built for social days that go longer than planned. All styles are 100 calories, zero sugar, non-carbonated, and include a hint of sea salt. Flavors include **Berry Breeze**, **Tangerine Twist**, **Lemony Lime**, and **Smashed Strawberry Watermelon**. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

MODA Mocktails

MODA stands for "mother and daughter", after their founders, a mother-daughter duo who share a passion for living well. Their vibrant mocktails are crafted with thoughtfully selected ingredients like agave, botanical extracts, and real juice concentrates. All selections feature fewer than 50 calories and 10g of sugar. Mocktail styles include Margarita, Paloma, Limoncello, Italian Spritz, and Gin & Tonic. **Package:** 12 oz. cans only **Availability:** December



Lytt Electric Coolers

Twist Off. Turn On. Lytt Electric Coolers are here to disrupt the high ABV market with energy and heart, for the thrill of the here and now, for the wild ideas and epic parties that leave people with tears of laughter streaming down their cheeks, and a camera roll full of good times. Lytt is lightning in a bottle, a shortcut to electrifying the moments with a drink that goes with you, no matter where your adventure leads!



Lytt Electric Coolers pack a punch in flavor and ABV (15%) to ensure drinkers always stand out in a crowd. Lytt is available in six flavors – **Blue Raspberry**, **Strawberry Rita**, **Peach Mango**, **Tropical Punch**, **Grape**, and **Long Island Iced Tea** – in unique, resealable, recyclable 200 ml glass containers that glow in the dark! So get in! It's about to get Lytt! **ABV:** 15% **Package:** 200 ml containers only **Availability:** Now, year-round

Hurray's Girl Beer



By girls and for everyone, Girl Beer features a variety of 95 calorie light beers flavored with real fruit juice with no added sugar. Standalone flavors include **Tangerine** and **Pineapple Yuzu**. Purple Variety Pack includes **Pineapple Yuzu**, **Grapefruit Guava**, **Passionfruit Orange**, and **Strawberry Watermelon**. Red Variety Pack includes **Tangerine**, **Strawberry**, **Peach**, and **Mango**. **Package:** 12 oz. cans only **Availability:** Now!

NEW PACKAGES

Asahi Dry 12 oz. Bottles



Asahi Dry has converted their bottles of their Japanese lager from 11.2 oz.bottles to 12 oz. bottles. **Availability:** Now!



Super Lyte Lemon Lime 19.2 oz. Can

The Lemon Lime flavor has gone big time and is now also available in this popular single serve package! **ABV:** 4.5% **Availability:** Now!

Spiked Ade Arctic Duo Variety 8-Pack



Help us welcome a new sports-drink inspired mix from Spiked Ade that includes new flavors **Watermelon** and **Grape**. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now!



Spiked Ade Arctic Grape

Introducing this all-new flavor of Spiked Ade! Inspired by sports drinks, Grape is 100 calories, zero sugar, no bubbles and 2 grams of carbs. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!

Paulaner N/A Premium 0.0



Paulaner 0.0% delivers the authentic taste of Paulaner Munich Lager with 0.0% alcohol: crisp and refreshing, with a smooth malty character, subtle sweetness, and a clean hoppy finish. Perfectly balanced and highly drinkable, it gives consumers a trusted authentic German option for the fast-growing alcohol-free category. **Package:** 16.9 oz. cans only **Availability:** December



Paulaner Oktoberfest Marzen 12 oz. Bottles

Originally brewed for Germany's Oktoberfest celebration but available year-round, this legendary selection has made the conversion from 11.2 to 12 oz. bottles. **Availability:** Now!

Sea Dog Blood Orange



This crisp and refreshing wheat ale is accented with subtle orange aroma that's complemented by bursts of citrus flavor on the finish. Easy drinking and not overly sweet, Blood Orange should satisfy wheat ale and fruit infused beer drinkers alike. Enjoy this balanced brew all year round! **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now!



Enjoy the Holidays with Corona

Corona's Feliz Navidad campaign transcends time and occasions, and makes you feel the positivity of the holidays. This year, from November 3 – December 31, Corona is bringing the holiday spirit directly to consumers as they'll have the chance to win their very own Corona palm tree!

It's Merry with Modelo

To wrap up the year, Modelo is reminding consumers it's Merry with Modelo. Celebrate the holidays the Modelo way: full of friends, family, laughter, and cerveza for all!



Modelo Noche Especial





This seasonal lager is crafted for Noche Buena, a cherished Mexican holiday made for celebrating with family and friends. **ABV:** 5.7% **Package:** 12 oz. bottles only **Availability:** November

Pacifico Snow League

From October 31, 2026 – January 30, 2027 Pacifico is giving consumers the chance to experience an unforgettable trip for one lucky winner and a friend to Aspen or Park City for the ultimate Snow League weekend! The winner will also have the opportunity to participate in the exclusive Founder's Box experience, where they'll be able to hang with Shaun White and/or a Snow League Athlete.



Blue Moon Brings a Festive Finish to the Holidays

Holiday hosts are always looking for that little something extra, and Blue Moon is here to help. Shoppable creator content, holiday recipes, garnish inspiration, and a QR code-powered Content Hub give shoppers fresh ways to ramp up their festivities. It's an easy way to bring more discovery to the aisle and more Blue Moon to holiday celebrations.





Coors Beers Deliver Holiday Cheers

Coors Banquet and Coors Light are bringing extra cheer to the holiday season. Festive displays, eye-catching retail tools, and winter-inspired creative help these iconic beers stand out when shoppers are stocking up for gatherings big and small. And with illuminated on-premise elements like LED displays, this program is ready to light up the holidays from barstool to beer aisle.

Coors Light Ices Up for the Bruins



Coors Light is bringing Bruins pride this November to retail with team-inspired POS and fan-focused creative built to keep the excitement rolling from opening faceoff to final horn. Because hockey season deserves a beer that brings mountain-cold to every goal.

Celebrate the Holidays Italiano-style with Peroni



Great food, great company, and a little Italian flair... Peroni is helping shoppers elevate holiday entertaining with recipes from Giada De Laurentiis, hosting inspiration, plus retail and pre-shop tools designed to bolster the pairing and spark meal ideas from aperitivo through dessert for holiday revelers.



Spread Cheer with the Champagne of Beers

Miller High Life is making the holidays a little more toast worthy. With refreshed holiday packaging and festive retail support, the Champagne of Beers is showing up ready for everything from Friendsgiving to New Year's Eve. Because if you're going to raise a glass this season, you might as well raise the Champagne of Beers.

Miller Lite Helps Fans Get Home for the Holidays

The holidays are about being together, and Miller Lite wants to help make that happen. Shoppers can scan a QR code on themed POS for a chance to win a $500 travel gift card, while instant-win holiday wearables keep the festive spirit going. Alliance markets can even opt in for NFL team co-branded materials and prizes. A house surrounded by packs turns the large format display into cart-stopping retail theater. Consumers can turn every beer run into a chance to make someone's season a little brighter.





Sun Cruiser Enter to Win a Heli-Ski Experience!

From 12-1-3/31, consumers can enter to win a trip to Telluride, Colorado to experience premium helicopter assisted skiing with access to soft, untouched San Juan terrain, guided in a small group with a dedicated safety team.





Samuel Adams Crafted for the Season

The holidays live in the in-between, where chaos meets tradition, and every moment carries a little more meaning. From the ritual of untangling lights to the first pour at a crowded gathering, the season is built on the details we return to year after year. The flavors, the scents, the small pauses that make it feel like winter again. Sam Adams Winter White Ale is brewed with bright citrus and subtle spice to match the energy, the flavor, and the feeling of the holidays. It's crisp enough to keep up and refreshing enough to bring drinkers back for another. This is the beer crafted for the moments that define the season.



Samuel Adams Winter White Ale

Winter may be chilly, but this festive ale balances bright orange peel with holiday spices like cinnamon and nutmeg to warm up even the coldest temperatures and help drinkers celebrate the season. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans, 19.2 oz. cans, and draft **Availability:** November

Samuel Adams Winter Lager



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

Samuel Adams Old Fezziwig



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

Samuel Adams Winter Break Variety Pack



NEW VARIETY PACK!

This year's winter 2/12 can variety pack features Sam Adams' primary seasonal, **Winter White Ale**, alongside a delicious collection of seasonal beers including: **Winter Lager**, **Old Fezziwig**, and *new* **Cherry Chocolate Stout**. The pack name and design deliver on festive vibes while allowing the package to extend beyond the holidays into January. Whether it's a holiday gathering or a cozy evening spent by a fire, Sam has a beer for every cherished moment, because Sam Adams is crafted for the season. **Availability:** November

Samuel Adams Cold Snap



Nothing says spring is coming like this unfiltered white ale with an exotic blend of ten fruits, spices, and florals. Bright orange notes give a zesty flavor while touches of vanilla and plum add a smooth, subtle sweetness. Complex and full of character, yet refreshing and easy-drinking, Cold Snap tastes like brighter days ahead. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, and draft **Availability:** December

Samuel Adams Blackberry Witbier



Everyone's favorite berry forward witbier is now Sam's spring seasonal overlay! With bright berry aromas and subtle honey sweetness, this fruity ale brings the promise of spring. **ABV:** 5.5% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** December

Samuel Adams Fan Favorites Variety Pack



Crack a cold one and celebrate spring with Sam! This season's variety pack lineup features the return of three vintage brews, including **Alpine Spring**, **Irish Red**, and **Blackberry Witbier** as Sam's new seasonal overlay. Those classic selections are joined by **Cold Snap**, Sam's beloved spring seasonal. **Package:** 12 oz. cans only **Availability:** December

Samuel Adams Big Z



This crisp, bold, and balanced pilsner is brewed in the spirit of Zdeno Chara: a towering captain, fierce competitor, and true symbol of greatness. **ABV:** 5% **Package:** Draft only **Availability:** December

Angry Orchard Mad Chill Pack



Introducing the Angry Orchard Mad Chill Pack, a new winter variety pack that brings together a refreshing mix of bold fruit flavors inspired by vintage winter weekends and laid-back nights with friends. The mix includes: **Baked Apple Pie**, **Stoked Sangria Style**, **Angry Old Fashioned Style**, and **Rad Plum**. Whether drinkers are bundled up by a bonfire, heading to a cabin getaway, or embracing the chill from the comfort of their couches this 2/12 can mix pack is made for kicking back and keeping things easy. **Availability:** November

NEW VARIETY PACK!

'Tis the Season to Get Angry



The holidays sparkle with snowflakes, sleigh bells, and joy, but let's be honest, they also bring chaos, stress, and more than a few reasons to get ANGRY. That's where Angry Orchard comes in –the hard cider sidekick for embracing the madness, not fighting it. When the wrapping paper runs out, the lights tangle, and the family drama hits a high note, Angry Orchard will be there as an accomplice to indulge. 'Tis the season to get angry!



'Twas a Night to Get Twisted

This winter, Twisted Tea is reimagining how the holidays come to life through a 'Twisted' lens. Forget the picture-perfect holidays – Twisted Tea is going to break the rules and turn average celebrating into twisted holiday moments that live on in legend.

Dogfish Head Xocolatl World Wide Stout

NEW!



Inspired by an ancient Aztec drink, Dogfish Head is offering their beloved behemoth of a stout aged on roasted cocoa nibs, whole Madagascar vanilla beans, cinnamon verum quills, Cobanero chilis, and black Urfa chilis. Notes of rich chocolate and vanilla meld with a complex blend of earthy, fruity, and mildly spicy chilis, resulting in a singular tipple to warm the soul. **ABV:** 15% **Packages:** 12 oz. bottles and draft **Availability:** Now!

Make Your Holiday Dreams Come Truly

The holidays are filled with reasons to get together, and Truly is here for all of them. From spontaneous get-togethers to New Year's countdowns, the Truly holiday program brings a fresh, colorful take to the season, reminding shoppers that celebration doesn't stop when summer ends. It's an invitation to keep the good times going all winter long!





Guinness X Premier League Festive Fixtures

Festive Fixtures is a Premier League midseason tradition where teams play four weeks' worth of matches in just over two! This season, Guinness is rallying fans with bold POS. Tap into fan excitement, fuel the football occasion, and make Guinness the go-to for every Festive Fixture this holiday season. And fans will have the chance to win weekly gameday prizes via the Guinness season-long sweepstakes!

Guinness Holiday Pack

NEW LOOK!

The Guinness holiday 14.9 oz. can 8-pack is back with a new look featuring a "Guinness Express" design that will be supported by a full suite of visual tools to light up shelves and retail floors. The Most Wonderful Pint of the Year: Holiday Time is Guinness Time.
Availability: November





Guinness X Kerrygold

Two Irish favorites. One holiday table. Guinness is partnering with Kerrygold this holiday season to unlock delicious holiday-inspired recipes, adding even more flavor to seasonal celebrations.

Snowed In with Smirnoff Ice

Get Snowed In with Smirnoff Ice this holiday season! Smirnoff's partnership with influencer Brittany Broski will be amplified across streaming and social media, plus custom holiday podcast segments and shareworthy content. Smirnoff will also be popping up all season long at major shopping locations with limited-edition merch and gift-wrapping opportunities to celebrate.





Harpoon Winter Warmer

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

Harpoon Wintry Mix

The Wintry Mix Pack brings together a blizzard of bold flavors, from cozy classics to unexpected twists, brewed to get you through whatever the season throws at you. Mix includes **Harpoon IPA, Day Drifter, Winter Warmer,** and **Dunkin' Brown Sugar Shakin' Espresso Stout**. **Package:** 12 oz. cans only **Availability:** Now!



Harpoon Ripe Vibes

With a mojo medley of lush tropical fruit notes and a juicy jamboree of hoppiness, this unusually aromatic beer is dialed in to vibe out. **ABV:** 7.5% **Packages:** 16 oz. cans and draft **Availability:** Now!





Long Trail Hibernator

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

Long Trail Winter Survival Pack



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

Long Trail x Ski the East Hazy IPA



Vermont institutions Long Trail and Ski the East hopped in the lift line together to create this mountain-inspired hazy IPA with a knee-deep dose of citrus, pine, and tropical fruit hops to deliver a brew for those who want to keep the shred alive. **ABV:** 6.8% **Package:** 16 oz. cans only **Availability:** November



Long Trail Après IPA

Hop off the lift and grab an Après IPA! This citrusy, piney, and resinous IPA is a crisp companion for a post-slope wind down. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Now!

Greater Good Powder Season



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

Surfside Sweeps Bruins Rinkside Sweeps

As an official partner of the Boston Bruins, Surfside is giving consumers a chance to scan a QR code to win two rinkside tickets to a Boston Bruins game!



Amp Up Your Tailgate with White Claw Surge

Piggybacking off the Pre-Game Day Palooza, Surge is extending the retail excitement through the "Amp Up Your Tailgate" sweepstakes, where consumers can enter for a chance to win the ultimate tailgating truck, built for legendary game days with their crew. Through live music, fan experiences, culturally relevant content, and retail engagement, Pre-Game Day Palooza will put White Claw Surge at the center of game day celebrations all season long.



Escape in Style with Cayman Jack



Cayman Jack knows the end of summer blues are real. So the brand is here to help consumers Escape in Style. Designed to drive extra engagement through eye-catching in-store displays, shoppers can simply scan a QR code for a chance to win a Cayman Jack-branded carry-on suitcase and a $300 e-gift card, creating a compelling reason to stop, shop, and purchase. Everyone loves a vacation, let Cayman Jack show how to do it in style.

Paulaner Stein Stuffer



From festive parties to cozy winter gatherings with friends and family, Paulaner brings authentic German cheer to the season. This winter, beer lovers are invited to celebrate with Paulaner's rich brewing traditions made for raising a stein all season long. Throughout November and December, consumers can enter for a chance to win the perfect stein stuffer: exclusive Paulaner merchandise, holiday-ready gifts, and fan-favorite gear from Paulaner by texting PAULANER to 24272.

Home for the Holidays with Yuengling



Make Yuengling the centerpiece of holiday celebrations with their "Home for the Holidays" program. Festive, attention-grabbing display elements, including a holiday rug, Christmas tree display, easel card, and branded décor, give retailers everything they need to create an inviting destination that captures the spirit of the season and drives incremental sales. With nearly 200 years of brewing tradition, Yuengling is a trusted part of the moments that bring family and friends together, making it the perfect brand to help shoppers bring the holidays home.

Narragansett Limited-Edition Share a 'Gansett Packs



Just as the cold weather arrives, Narragansett Lager 12 oz. cans will be offered in limited-edition "Share a 'Gansett" packs that make the season bright. Back before Mike Nichols was an Oscar winner, he and Elaine May were lending their voices to Narragansett's animated ads – the same cartoon characters that bring this pack to life! Whether it's a 12-pack for the family table or a 30-pack for the whole neighborhood, this pack is built for sharing!
Availability: November



Aeronaut Hidden Mechanism

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



Aeronaut Double Citra Galaxy

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



Aeronaut Blackcurrant Sour Planet

Five pounds of fresh black currant puree makes for a vibrant sour planet in this rotating series of fruited kettle sour ales. **ABV:** 3.8% **Package:** 16 oz. cans only **Availability:** November

Castle Island Hearthside Porter



Get comfy cozy with this smooth, spiced winter porter from Castle Island. Brewed with a touch of cinnamon, coffee, and vanilla, this seasonal delivers light spice, roasted malt undertones, and a touch of vanilla sweetness. **ABV:** 6.5% **Package:** 16 oz. cans only **Availability:** November



Devil's Purse ESB

Coming to us from Cape Cod, this English pub-style amber ale is balanced and traditional, with mild hops and smooth caramel malt. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** Now!

Carlson Orchards Berry Cranberry



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

Notch Cerne Pivo



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

Peak Winter IPA



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

Shipyard Boatload Berry



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

Super Lyte Superfan Sweeps Program

Super Lyte is giving football fans a chance to win a Fuel the Tailgate Kit! Consumers can san a QR code to enter to win a canopy, two coolers, and more.



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



