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ORIGLIO BEVERAGE – READING

Heady Times



HAS COVID
CREATED
ANOTHER
ROARING '20s?

Delivering Excellence Seasonals Rethinking Retail New Products Programs

AMY WALBERG OF PRESS SELTZER | FALL SELECTIONS | BEER VS. SPIRITS

Letter to *THE TRADE*



It's Déjà Vu All Over Again

Oh, how I hate to quote anybody who played baseball for the Yankees, but Yogi Berra had it right. In the earlier part of the summer, we were all jubilant. It was almost as if last year never happened. The CDC and local governments eased mask, bar & restaurant regulations. Down came the plexiglass screens. The plastic igloos were folded and if fully vaccinated, you could rub shoulders with perfect strangers feeling confident that your health was not in danger. Then along

came the Delta variant. That sly COVID virus found a way to make itself even more contagious, filling hospitals with the young and the unvaccinated in numbers not seen since the dark, cold days of the pandemic.

As Yogi said, "It's déjà vu all over again."

But maybe not.

People are looking forward to having F U N again.

We have learned a lot in the last 17 months. We know that vaccinations, while not perfect, save lives. We know that we can advance the ball down the field and keep making first downs (i.e., achieving small victories) by being smart & adaptable. That's the point of the cover story in this, our 115th edition of *Heady Times* which is titled *Has COVID Created Another Roaring '20s?* We think in some ways that it has.

You can't help but notice that despite all the difficulties, the restaurant and bar landscape in every town is different. New spots have managed to open, old favorites were transformed by outdoor dining and pop-ups have permanently changed the dining scene.

There are so many new things to eat, places to go and chefs with interesting cuisines to sample. People are looking forward to having F U N again. Let me put it another way, they are roaring to eat & drink new things and have shared social experiences at an address not their own.

And speaking of déjà vu, as summer turns to autumn so comes the return of some of the bestselling and most sought-after seasonal beverages. Nothing welcomes the cooler weather like a crisp Oktoberfest. And pumpkin beers, a style once thought to be going the way of the dinosaurs, have had a strong resurgence in popularity the last few years, with beers like **Dogfish Head Punkin Ale**, **Weyerbacher Imperial Pumpkin Ale** and **Sam Adams Jack-O Pumpkin** poised to continue their hot streak. I'm also proud to introduce some exciting new brands to our market: **Lone River Ranch Water** and **Allkind Hard Kombucha**.

There's no doubt that challenges still remain. Some might even say that the future ain't what it used to be (to borrow just one more Yogi phrase) – but, if I've learned anything from the last year-and-a-half, it's that our industry is full of resilient, dedicated people who are ready to face any hardship and transform it into opportunity.

Dominic Origlio
President

In This ISSUE

<i>Delivering the Taste of Excellence</i>	1
<i>Cover Story</i>	2
<i>Hop Valley Brewing Co.</i>	4
<i>Bookshelf</i>	5
<i>Feature</i>	6
<i>Brewer Highlight</i>	8
<i>Industry Spotlight</i>	10
<i>Origlio News</i>	11
<i>Why You Should Be Selling</i> ..	12
<i>Hop Art</i>	13
<i>New Products</i>	14
<i>New Packages</i>	17
<i>Seasonal Selections</i>	17
<i>Programs</i>	25
<i>Rethinking Retail</i>	33

Web ordering is now available to all Origlio Beverage customers.

To place your beer order online, head to weborders.origlio.com

To receive weekly emails of upcoming releases from Origlio Beverage, please send your email address and the name of your account to socialmedia@origlio.com



Heady Times is published five times a year, courtesy of Origlio Beverage.

Delivering THE TASTE OF EXCELLENCE

Origlio People Get The Job Done

Peter Smith

IT Associate

How long have you been with Origlio Beverage? Nine years.

What positions have you held within the company? I started in customer service before moving to operations as a receiving supervisor, then a night-shift supervisor. I also spent some time as a router, as well as a purchasing agent. I have been in IT for over two years now.

What does your current job entail? I manage new employee onboarding, device inventory, network, software applications, the IT helpdesk, etc. I'm also involved in any projects that require IT's assistance.

What do you like most about your job? I enjoy interacting with all other departments on a frequent basis. And there's also a lot of unpredictability with this job, so every day is different – it's never boring.

What is the most challenging part of your job? Staying focused and organizing my workload based on priority.

What does it take to be a top-notch IT Associate at Origlio Beverage? You need to be proficient in problem solving, have a desire to learn and of course... Google.

What do you like to do when you're not working? Any time spent with my wife and son is great. I also love to cook, I'm a long-time homebrewer and I enjoy hiking and golfing on the increasingly rare occasions I have free time.

Brandon Beane

On-Premise Sales Rep

How long have you been with Origlio Beverage? Going on 18 years.

What positions have you held within the company? I've been a Merchandiser, Craft Rep, Account Manager and Brand Manager.

What does your current job entail? Visiting Berks County's bars and taverns to introduce and promote both new and established brands from our portfolio.

What do you like most about your job? Getting to move around all day and deal with different people in different establishments... it keeps each day interesting.

What is the most challenging part of your job? Right now, dealing with limited inventory on key items and trying to work with each customer on filling those product voids.

What does it take to be a top-notch sales rep at Origlio Beverage? Persistence. Willingness to go out of your way once in a while for a customer goes a long way.

What do you like to do when you're not working? Outdoor activities... trail running, rock climbing, biking.



What emoji do you use most often?

Thumbs up.

What are three things on your bucket list? I would love to attend Oktoberfest in Munich, visit all the major National Parks out west (Yellowstone, Glacier, Yosemite, etc.) and travel to Japan to eat at a world-class sushi bar.

If you could be anywhere, drinking any beer, where would you be and what beer would be in your hand? I would be with my wife in an old, dark pub in England drinking a fresh bitter on cask.



What are three things on your bucket list? To complete a triathlon, attend Oktoberfest in Germany and to stand at the top of El Capitan in Yosemite National Park.

If you could be anywhere, drinking any beer, where would you be and what beer would be in your hand? I think that's an impossible question to answer!! Who knows... maybe a nice West Coast IPA on top of a mountain today, and Hamms on the beach tomorrow?!

Has COVID Created Another Roaring '20s?

Yearning for some semblance of normalcy, a sizeable portion of the public is rushing back to bars and restaurants determined to make up for the fun halted by the pandemic. But there is no going back to “business as usual” . . . at least not yet. Labor and product shortages, rising prices and the highly infectious Delta variant remain challenges.

Consumers may be “roaring” back into restaurants and bars, but can the on-premise meet their changed expectations with so many hurdles to overcome?

After a year-and-a-half of rough sailing through a turbulent pandemic, the on-premise is bouncing back. Pent up demand to leave the house and socialize has been building for months as consumers become more confident that it is safe to spend time in bars and restaurants. This is leading to a phenomenon some are calling the “Roaring 2020s.” And though we’re not likely to see a resurgence of flapper dresses any time soon, there is no doubt that customers are excited to let loose.

Success and Struggle

At press time and before the COVID Delta variant became an issue, data showed that nearly 75% of consumers across the country had returned to the on-premise, at least in part. In May, Yelp reported that more than 3.7 million diners used the app to book tables, it’s highest total ever. In fact, the number of diners seated surpassed pre-pandemic levels in nearly every US state and in all but a few major metropolitan markets, signaling the beginning of nationwide recovery.

“I think what we’re seeing is the core business coming back, and it’s probably back to ‘normal,’ if not above,” NBWA chief economist Lester Jones told Beer Business Daily. But Jones notes that the industry is still waiting for business like large gatherings, travel and amusement parks.

The desire to socialize in public spaces is palpable. But some bars and restaurants are having a difficult time keeping up.

“Thanks to my loyal customers, who are like family to me, business is great, better than ever in fact,” says Frank Byrne – a.k.a Wing King – and owner of Byrne’s Tavern. “But right now, I’ve got more business than I can handle because I’m understaffed and can’t get enough product, particularly the chicken wings which we are so famous for. When I do get them, the prices are just crazy. There’s only so much I can pass on to my customers. I just have to keep adjusting to whatever the virus and the government throw my way, while reacting to what keeps my customers happy.”



Peter Giannopoulos,
Director of Sales for Sly
Fox Brewing Company

Besides its Pottstown brewery and tasting room, Sly Fox operates brewpubs in Phoenixville, Wyomissing, Malvern and Pittsburgh. Speaking to Peter Giannopoulos, Director of Sales for Sly Fox Brewing Company, we get the observations of someone who is both a restaurateur and a brewer. As it was for many accounts, takeout was a lifeline for the Sly Fox brewpubs during the height of the lockdown. And a limited menu of customer favorites plus more emphasis on core beer brands like Rt. 113 IPA were the order of the day. As luck (and good timing) would have it, a new Point of Sale (POS) system took things to the next level in terms of the company’s



Back in July, 73% of people surveyed said they were “completely” or “quite comfortable” dining indoors, while 82% were “completely” or “quite comfortable” dining outdoors.

online & customer ordering capabilities. Giannopoulos explains, “The new POS system allowed customers to place orders with us directly, no Grubhub necessary. And that business hasn’t fallen off, even as people have come back to eating and drinking in our brewpubs. Our online orders are steady and continue to grow. It’s a new profit center that we continue to maximize.”

Driving the Return

According to a survey conducted by Nielsen, consumers over 55 are driving the return of the on-premise when it comes to food purchases, while those under 55 lead for drink-driven purchases. Catching up with friends was the main occasion for visiting bars and restaurants this summer, with ‘winding down/chilling out’ also a popular occasion with consumers under 55.

Almost 80% of customers are spending as much or more than they did on-premise, pre-COVID, with soft drinks and beer leading the way for drink purchases. A poll by Nielsen showed that in surveyed markets, the breakdown of purchases from those who have visited a restaurant or bar since reopening is as follows: 37% have purchased soft drinks, 34% have ordered beer and 23% have ordered a cocktail. Hard seltzer clocks in at 10% – behind shots and energy drinks (both 12%). While it may seem surprising that hard seltzer is coming in behind other categories, remember that the style is still relatively new to the on-premise, and will likely build over time.

“Hard seltzers are a great better-for-you option as lower-calorie, sessionable, flavored beverages,” says Keith Mock, Origlio Reading’s director of on-premise sales. “We’re seeing growth in the category as customers return to the on-premise.”



77% of consumers surveyed said they will continue their takeout habits at the same or greater rates than 2020.

Keep the Momentum Going in Spite of the Pandemic

How to keep on-premise growth going is on everyone's minds as we move into fall, a new flu season and a very "fluid" pandemic. But even in these uncertain times, keeping customers happy (and comfortable entering your bar or restaurant) comes down to a few key components, according to research conducted by Molson Coors.

Familiarity – While consumers will eventually seek out innovation again, 70% say that they'll stick to familiar food and beverage brands as they return to the on-premise post-pandemic and 47% of on-premise beer sales are currently coming from Top 10 brands, +3% from pre-pandemic numbers.

Value – About 50% of consumers say that "a good deal" is more important than lower prices. This creates opportunities for value and loyalty programs to drive repeat visits, as well as a chance to offer a range of everyday prices to meet the needs of all consumers.

The On-premise Experience – While some consumers may have learned to mix drinks or have installed a kegerator during quarantine, they can't replicate the expertise and camaraderie found in their favorite bar or restaurant, and they're more excited than ever to experience everything the on-premise offers.

Pandemic Business Practices – Focus on changes customers love, like takeout, outside seating and social media engagement. About 77% of consumers say that they will continue their takeout habits post-pandemic. Keep using online food delivery services or your own web ordering systems – a large restaurant in Origlio's market reported that they will add 10% to their business annually by offering more extensive takeout options.

Expect continued requests for **outdoor seating**. There has been an upswing in requests for outdoor seating through the summer, to the point where many customers communicate that they would rather wait to be seated outside even when there are immediate inside seating options.

And whether you're running a wildly popular TikTok account or just **keeping your website up to date**, every little bit helps – 80% of 21-34 year-old consumers look up an account before they visit, and 70% of consumer purchases are digitally influenced (up from 49% pre-pandemic). If consumers can't find the information they're looking for on your website or social channels, they'll go elsewhere.

The Roaring 2020s: Let's Keep it Going

Even as we celebrate growth from 2019 numbers, it's important to remember that all things must evolve to meet customers' changed expectations due to their experiences during the pandemic. Whether it's a different mix of draught or even fundamental changes to your business model, lessons learned from the pandemic are valuable because

"normal," as much as we all long for it, is a moving target.

"The new normal is that there won't be a normal," explains Rosemarie Certo, founder of Philadelphia's Dock Street Brewing Company. "It appears this thing [coronavirus] won't go away. For those of us who are still standing, we learned to streamline, cut down on menu items and go digital as much as possible. To survive in business, you must be adaptable and do what needs to be done. The customer is telling us we are doing the right thing because sales are up. We try to focus on the things we do best. With the beers we brew, our core brand offerings are pared down but then we threw in some seasonals for the fall like **Docktoberfest** and **Man Full of Trouble Porter**, as well as **Fifty Thousand Dollar IPA** and **One Hundred Thousand Dollar IPA**. The same is true for our menu. Everything we do is smaller, tighter and better than before. That's our path forward."



photo by Chris Mansfield

Rosemarie Certo, founder of Dock Street Brewing Company

Pandemic Best Practices

Tried-and-true Brands: Consumers, especially younger consumers, are beginning to stick their toes back into the waters of innovation, but trusted brands will remain key across all channels.

Visible Sanitation Measures: Though plexiglass dividers and masks will likely not be mandated, as customers return to dine indoors, they'll be looking for regularly sanitized surfaces.

Dining Options: Takeout, outdoor seating and online ordering will likely remain popular with a significant percentage of customers.

Social Media and Digital Tools: As customers found themselves housebound, the internet became a valuable tool. Having a digital presence beyond the pandemic will be important for any restaurant or bar, as customers are unlikely to relinquish the convenience of doing research online.

Hop Valley BREWING CO.

A New Way to IPA

Hop Valley Brewing Co. is taking the nation by storm with their wildly successful, less bitter IPAs.

TO THE BEER AFICIONADO, “HOP VALLEY” SOUNDS LIKE A wonderland. You might imagine acres of Azacca, miles of Mosaic and clusters of Citra as far as the eye can see. And while the magical Hop Valley is, unfortunately, as mythical as it sounds, Hop Valley Brewing Co. and their slate of massively popular IPAs give beer lovers a taste of hoppy paradise.

Founded in 2009 in Springfield, Oregon by Walter Macbeth, Chuck Hare, Jonas Kunygyis and Trevor Howard, Hop Valley quickly made a name for itself in the wildly competitive Pacific Northwest craft beer scene with a real point of difference: **Cryo Hops**.

The brewery first discovered in 2011 that the “dust” harvested from the inside of hop-pellet hammers contained something a little more precious: concentrated lupulin, the pollen-like material within hop cones that carries essential oils & acids used for brewing. Hop Valley used the food-grade powder to create the first of Hop Valley’s Stash series, **Bubble Stash**, producing a smooth-drinking, tropical and less bitter IPA that stunned their fans.

Dubbed Cryo Hops by producer Yakima Chief Hops (hop masters and a 100% grower-owned global supplier of hops based in Yakima, WA), the concentrated hop powder is now harvested by cryogenically separating the lupulin from hop cones with a nitrogen bath at sub-zero temperatures. This innovative process helps create an easier-drinking, less bitter IPA vs. traditional hops, without sacrificing the juicy flavors and tropical aromas that drinkers love.

With a roster that includes their flagship IPA **Bubble Stash**, **Mango & Stash** mango-flavored IPA, **Cryo Stash** Imperial IPA and **Stash Panda** hazy IPA, the brewery’s variety of beers are a hit with consumers.

“All of these beers are full of flavor and aroma, absolutely juicy. But there’s no bitter beer face on the back end,” Macbeth says. “It’s literally what the IPA consumer is looking for. It’s the portion of the category that is growing the most, and we are growing with it.”

The Stash series earned the brewery plenty of success in the Pacific Northwest, and plenty of attention across the U.S. In 2016, they were acquired by Molson Coors (then MillerCoors) and have honed their offerings and brand to take Hop Valley national.

The results of their nationwide expansion have been impressive – **Hop Valley ranked as the #1 new craft brewer in seven states this summer, according to IRI data.** It’s also the top new craft brand in the Southeast, Northeast and Great Lakes regions, **and continues to post solid growth while outpacing sales of competitors with a more established and visible national footprint.**

“Hop Valley is a success story,” says the brewery’s president, Adrian Benkonvich. “We’re seeing immediate results in some major markets.”

The brewery is pairing their national rollout with a robust, quirky media and engagement plan which is rooted in digital and social media to better reach their key demographic: 21-34 year-old craft drinkers. The plan is built to effectively drive awareness of the brand and its key point-of-difference through social media presence, PR & influencers, digital



Since Hop Valley is new to the Northeast, they want consumers to try a little bit of everything and experience the true power of Cryo Hops. The Hop Valley Stash Pack 2/12 can variety includes: **Bubble Stash**, as well as three variety pack exclusives: **Mango & Stash**, **Stash Panda** and **Cryo Stash**.

Hop Valley snuck into their secret stash of Mosaic Cryo Hops to create Bubble Stash, a 6.2% ABV tropical IPA experience with delicious notes of natural blueberry, tangerine and stone fruit – a combo that takes IPAs to new altitudes.



ads, retail POS and sampling via digital tools and the brewery’s mobile bar, the Hop Box. They’ve also secured key brand partnerships with Seattle’s new NHL team, the Kraken, and the Las Vegas Raiders.

But ultimately, the brand’s success is tied to trial – **Hop Valley has a covetable 60% repeat rate with consumers.**

“Once we get people to try our beers, we got ‘em,” Macbeth told Craft Business Daily. “It’s like game, set, match.”

Bookshelf

BEER! – A Love Story by Friedrich Moser

FOR THIS EDITION OF THE BOOKSHELF, WE DECIDED to do things a little differently and review Friedrich Moser's new documentary, *BEER! – A Love Story*, a deep dive into the world of craft beer.

There's nothing quite like a day spent at a brewery to reignite one's passion for beer. Ahhh, to tour a facility, try a few beers in the taproom and listen to a brewer talk about why they love beer and what makes their brewery stand apart – what could be better? Of course, over the past year, each of us has been hard-pressed to connect with these moments, as brewery tours, tap takeovers and beer festivals have all been put on hold. That's what makes Friedrich Moser's new documentary, *BEER! – A Love Story*, the right film for this moment.

Over its 92-minute runtime, Moser travels across the world – from Austria to Italy to Brooklyn and beyond – taking viewers on a craft beer journey. He visits some of the oldest, most revered breweries on earth, as well as brand new beer bars pouring beer from their taps for the very first time.

Moser's beautiful cinematography (which would be right at home on a prestigious foodie show like *Chef's Table*) brings every brewery and beer bar to life. Moser was also able to sit down with some of the industry's most highly regarded brewers like Rodenbach's Rudi Ghequire, Orval's Head Brewmaster Anne-Françoise Pypaert and New Belgium's former Brewmaster Peter Bouckaert.

The documentary finds each of these subjects in an unending supply of memorable scenes, such as when Frank Boon of the Boon Brewery talks through the history of lambic beers as he casually repairs a 100-year-old, 2,700 liter barrel in his brewery. Or Orval's Pypaert showing off the brewery's famous *Brettanomyces* yeast as she remembers the first Orval she ever drank (which happened to be during her job interview at the brewery).

Beyond these delightful anecdotes, viewers will find a documentary that reminds us how beer binds together history and cultures. Whether it's Ghequire taking us through Rodenbach's vast array of enormous foeders (some of which date back to the mid-1800s) or a hipster tapping a keg in the basement of a Brooklyn beer bar, each subject happily reminds us why beer still has the power to inspire and surprise us.

Perhaps Julia Herz, Craft Beer Program Director for the Brewers Association, puts it

best when she says, "Everyone who works in beer has a story." Hers began after she left her lucrative job at CNN to spend the next year on the road, traveling the country and sleeping on friends' couches. After running out of friends who had space for her to crash, she realized that every time she stopped by a brewpub, there were brand-new friends to be made and new experiences to be had. It was these connections made with other beer lovers that persuaded her to pursue a life in beer.

BEER! – A Love Story is a beautiful work that weaves together similar stories from across multiple countries, in dozens of languages, that each speak the universal language of beer.

Head to BeerMovie.org to rent (\$14.99) or buy (\$24.99) the documentary.



Greg Engert (Left) and Julia Herz (Right) taste beers at Churchkey Pub in Washington D.C.



Peter Bouckaert (Left) and Rodenbach's Rudi Ghequire tasting beer, still under fermentation, from the foeder



Matthias Siebler controls his Herkules hops just before harvest in Bavaria, Germany

Feature

Here's the (Fermented) Tea

Hard kombucha harnesses all the biggest trends in beyond beer – and it's ready to enter the mainstream.

Here's the tea: Hard kombucha is the next big thing in beer.

A bold statement, we know. But kombucha, or “booch” as it's often called, is seeing growth, more than many industry experts ever expected. Non-alc kombucha brought in \$621 million in 2020, up almost \$50 million from 2019. And though hard booch currently only makes up 0.2% of total beer dollars, it's doubled its share from 2020, and is up 232% since 2019.

Produced by fermenting sugared tea using a symbiotic culture of bacteria and yeast (SCOBY) commonly called a “mother,” **kombucha fits right in with the latest beyond beer trends. It's big on flavor and falls firmly into the better-for-you (BFY) category**, thanks to the live cultures it's brewed with. The beverage is said to be probiotic, good for gut health and overall immune system function. And while hard kombucha can't make the same health claims as non-alc booch per TTB regulations, the health halo persists, drawing in the wellness-focused crowd, millennials and LDA Gen Z drinkers.



“Like beer, kombucha allows you to become an alchemist, morphing natural, raw ingredients into something amazing to drink,” says Sierra Nevada founder Ken Grossman

So, who's driving this remarkable growth for hard kombucha? There are plenty of booch brands popping up across the U.S., but few make as big an impression as **Strainge Beast**, the hard kombucha line from the Chico Fermentation Project (a.k.a. an off-shoot of Sierra Nevada dedicated to hard kombucha production). Launched in 2020, Strainge Beast is crafted from a proprietary SCOBY culture developed with Oregon State University doctoral student Keisha Rose Harrison. **The brand is rooted in Sierra Nevada's love for the art and science of fermentation and combines organic ingredients and traditional kombucha brewing processes for the best possible flavor.**

“I have always been fascinated by the alchemy of fermentation,” said Sierra Nevada founder Ken Grossman, who has long been a kombucha homebrewer himself. “It can transform high-quality ingredients into something magical.”

The brand led their launch with three unique offerings – **Ginger, Lemon & Hibiscus; Passion Fruit, Hops & Blood Orange** and **Blueberry, Acai & Sweet Basil** – and released a fourth Beast – **Watermelon, Sea Salt, Lime & Mint** – earlier this year.

“We researched hundreds of cultures and brewed more than 50 batches to get the flavor just right,” said director of technical brewing and innovation, Sean Lavery. “The tea flavor comes through, as does a nice clean acidity.”

The brand has seen plenty of success despite originally intending to make their name in the on-premise. When the pandemic made launching with draught offerings impossible, like many breweries, they pivoted quickly. Strainge Beast was released in 16 oz. can singles initially, then made the jump to 6-packs as demand for the brand grew.

“YTD and the latest four weeks, you continue to see a bigger shift in the multipacks,” Justin Nix, brand manager for Strainge Beast told Craft Business Daily in May. **Multipacks are roughly 70% of kombucha category sales** in those time periods,

and Nix thinks that shift will only continue. **Sierra Nevada has even teased a Strainge Beast variety pack in recent months, perfect for trial in the off-premise.**



Strainge Beast's latest flavor – Watermelon, Sea Salt, Lime & Mint – clocks in at 100 calories per 12 oz. serving, making it a refreshing and better-for-you option



Hard kombucha wins over wine drinkers with its light effervescence and sophisticated flavor profiles

Other players in the segment are bringing a love and knowledge of craft beer and fermentation to the hard kombucha scene too. **Allkind Hard Kombucha** (new to Origlio Beverage) was launched in summer of 2020 by Odell Brewing Co., a regional, independent and employee-owned craft brewery founded in 1989 in Colorado. The team at Odell Brewing had been experimenting with gluten-free products for several years before deciding to produce hard kombucha. They established Allkind Hard Kombucha as its own brand, separate from the Odell beer portfolio, to allow for growth beyond Odell Brewing's existing presence and markets.

“Hard kombucha is a rapidly growing segment, especially in larger coastal markets where we don't currently sell our beer,” Odell Brewing CEO, Eric Smith, told Brewbound. “Since we've developed a shelf-stable product that's brewed separately from our beer, we want to give it the opportunity to meet new people in further reaching markets.”

Allkind has launched in our market in three flavors, **Super Berry, Juicy Citrus** and **Tropical Turmeric**. The brand's hard kombuchas are gluten-free, USDA-certified organic and brewed with the highest quality ingredients, including juices and purées, tea and natural sugars.

There's more to hard kombucha than California dreamin' and BFY impact, however. For one thing, **hard kombucha has better margins than hard seltzer. The average retail price for a six-pack of hard kombucha is \$14.99, almost the cost of a 12-pack of seltzer.**

For another, **hard kombucha is gaining traction as a substitute for wine.** With its rich color and slightly tart taste, it's a natural jump for wine lovers.

“Wine is the biggest crossover bev alc for [hard kombucha],” Nix said. “It's most commonly



Each Strainge Beast flavor is personified by a magnificent Beast which incorporates the all-natural ingredients it features

Feature

purchased in place of wine. So that gives consumers an alternative substitute – if they don't want something as heavy as wine, they may want something a little more refreshing. So, from that standpoint, it's not surprising we're seeing positive trends [in the on-premise]."

Hard kombucha is also primed and ready for draught, with its distinct colors and wine-adjacent flavors. And as a premium product rooted in a history of homebrewing and quality ingredients, it's almost tailor-made to reach across the aisle to craft beer lovers – a demographic Strange Beast and Allkind are perfectly poised to engage, thanks to their craft brewery parent companies.

But despite the segment's numerous positive aspects and potential, there's still one large hurdle that national brands have to clear: awareness. The majority of hard kombucha sales are in California and the surrounding states; in the Pacific region, hard kombucha's share of total beer is actually 1.1%, up from 0.8% last year, according to Nielsen. That's why **the key to unlocking hard kombucha's potential over the next couple of years is on-premise sampling.** Getting booch in hands and introducing an East Coast audience to the concept of fermented tea is an important step in maintaining the tremendous growth the segment has seen.

"It's such a new beverage; kombucha in general isn't the easiest thing for everyone to understand," said Nix. "The more opportunities we can get people to sample it, the better."

But the question remains... Will hard kombucha ever reach the heights of hard seltzer? It's difficult to be certain, but as Sierra Nevada CCO Joe Whitney points out, hard kombucha is more of a sip-and-savor type of beverage, a "chill" occasion rather than a "crush a twelve-pack" moment.

"If it hits 10% of seltzer, I think that'd be a big number," he told CBD. "But I think you're going to see some pretty exciting growth."

But Nix sees it from a different perspective: hard kombucha vs. non-alc kombucha market penetration. **Non-alc kombucha is still growing, and it's expanding from its California home. If hard kombucha can capture that momentum, it could catapult the segment into the mainstream.**

"Even if we get to a quarter of the [current] NA kombucha category," Nix said, "that's going to triple where [hard kombucha] is right now. There's definitely still some runway."

New from Odell Brewing Co.: Allkind Hard Kombucha

Allkind Hard Kombucha is dedicated to the exploration of fermentation, organic ingredients and complex flavor profiles in hard kombucha. Allkind's first three hard kombucha flavors are **Super Berry**, **Juicy Citrus** and **Tropical Turmeric**, available in 12 oz. 6-pack cans and 16 oz. singles.

Allkind is committed to a traditional brewing process using organic tea, organic natural sugars and SCOBY fermentation. However, unlike most SCOBY-fermented kombuchas, Allkind is brewed with a proprietary, lab-supported process that maintains probiotic integrity and shelf stability. Every Allkind hard kombucha is 100% gluten-free, USDA-certified organic, SCOBY-fermented and probiotic.

Super Berry

Super Berry is packed with organic blueberry, raspberry, acai, elderberry and a dash of ginger. Bright and bubbly with a clean finish, this SCOBY-fermented, hard kombucha is positively alive!

Tropical Turmeric

Tropical Turmeric is packed with real organic fruit and juices, like pineapple and passionfruit. And yes, of course, it's gluten-free, with zero carbs and zero sugar.

Juicy Citrus

Juicy Citrus is brewed with organic pomegranate, mango and tangerine juice.



The Process: How Hard Kombucha is Made

Brewing hard kombucha isn't as easy as brewing some tea and leaving it out to ferment (though that is part of the process!). Kombucha is notoriously difficult to brew thanks to the live cultures involved, so abundant care is needed to craft the beverage. Here's how the Chico Fermentation Project does it:

- Boil filtered water, add organic loose-leaf tea and let the mixture steep
- Add organic sugar, stirring until dissolved
- Strain the tea and allow the cooling liquid to reach room temperature
- Add the SCOBY, aided by "starter liquid" – reserves from a prior batch of kombucha – to kick-start primary fermentation
- Launch a secondary fermentation with fresh yeast and organic sugar to reach 7% ABV
- Feed the living creature a harvest of organic fruits, spices and herbs
- Unleash the Strange Beast!

Though it may seem like it would be an easy step to go from craft beer to hard kombucha, the process is extremely different. In fact, brewing kombucha in the same facility as beer is not recommended, due to the high possibility of cross-contamination. Sierra Nevada invested in a new brewing facility and top-notch laboratory to produce Strange Beast to ensure that both their slate of craft beers and their new kombucha were produced to the highest standard.

Amy Walberg of PRESS Premium Alcohol Seltzer

This “seltzer with a little something”, not to mention sophisticated flavor combinations, has become a top-10 premium seltzer brand.

“Vivid distinction” is one of the daring slogans used by PRESS Seltzer. At first glance, this expression might seem ambitious, as dozens and dozens of hard seltzers flood the market, but PRESS Seltzer has earned the moniker. As the only top-10 seltzer brand owned by a woman and with wholly unique flavors like **Blackberry Hibiscus** and **Pomegranate Ginger**, PRESS Seltzer has taken this male-dominated industry by storm. Having carved out their own distinct space in this now burgeoning category, PRESS is the newest “must-have” seltzer for any retailer looking to stay atop the hard seltzer wave.

Founder Amy Walberg first dreamed up PRESS in 2015, well before hard seltzer officially went “boom.” Developing flavors in her kitchen, Walberg brewed up sophisticated combinations inspired by her global culinary explorations. Fast forward to 2021 and these homemade experiments have helped grow a wildly successful company, with PRESS seltzers available in all lower 48 states, receiving numerous media accolades and winning shelf space in major retail stores.

Heady Times sat down with Walberg to learn how PRESS was able to make such an impact on the hard seltzer industry in such a short time.

Heady Times (HT): Tell us about the origins of PRESS.

Amy Walberg (AW): I founded PRESS Premium Alcohol Seltzer in 2015 when my son Colin was just an infant and my daughter Paige was a toddler. I was at a point in my life where I was newly single, caring for two small children and trying to juggle a career in corporate advertising. I needed to re-invent myself and I wanted a career on my own terms. I've always been an avid seltzer fan and noticed there weren't any premium alcohol seltzers on the market, so I decided to make my own.

The first years were tough because hard soda went bust, and we had to push through to show [consumers] how we were different. We did a lot of grassroots tastings to get the consumer to sample, which continues to be a tactic that really drives our business. When people try PRESS, they get it. We love hearing from people who've tried PRESS for the first time and say they're *only* drinking PRESS from here on out. My vision has always been to create an elevated alcohol seltzer experience and that validation is so personal and rewarding.

HT: What sets PRESS apart from other seltzers in the market?

AW: For one thing, PRESS is the only woman-founded hard seltzer created at a time when women were largely ignored by the alcohol industry. Second, we've had an explosive start in 2021. In the first quarter of the year, the seltzer category as a whole is up 57% – but PRESS is up 135% in grocery. We believe we can maintain that growth throughout the entire year and finish with growth in the triple digits.

And PRESS offers consumers a uniquely high-end seltzer experience both in elevated flavor profiles and packaging. When I dreamed up PRESS, I wanted something that, first and foremost, tasted great. We use all-natural ingredients so the true essence of the fruits and spices peek through the crisp seltzer bubbles. Our flagship flavors like **Grapefruit**



Amy Walberg started PRESS Seltzer in her home kitchen, looking to create a hard seltzer that was “Vividly Distinct”. Five years later, she is the only woman to own a top-10 seltzer brand.

Cardamom, Blackberry Hibiscus and **Lime Lemongrass** have won accolades from reviewers including Martha Stewart, *Forbes* and *Beverage Industry*.

I also wanted to create a seltzer with a lower ABV. I love to have a drink or two with my girlfriends, but as a parent, I need to be able to jump back into mom-mode at a moment's notice. And I also wanted PRESS to look great. The simple, sophisticated cans work just as well at a dinner party as they do at a BBQ.

At PRESS, we engage with our consumers and show up in an authentic way. Seltzer is all we do.

HT: Can you tell us more about your “good, better, best” mentality?

AW: Traditionally, good brands attract a more price-conscious consumer looking for higher alcohol content. Better brands typically have the largest volume, are mass-marketed and define the mainstream in the segment. Best brands are considered trade-up options for consumers looking for more than the popular brand. A premium product with unique propositions. We continue to gain market share with consumers that desire a more premium seltzer experience.

HT: Who is the ideal PRESS consumer?

AW: Someone who is confident, self-assured and intellectual. They enjoy hosting and are conscientious about diet and know it as an essential part of wellness. Discerning consumers, who are attracted to authentic products. They enjoy finding the best products in the category and like sharing them with like-minded friends. Early adopters that are “in the know.”

HT: What inspired you to create such innovative and unique flavors?

AW: The traveling bug really bit me in college and when I entered the workforce, every year I would save up my vacation time and travel for about a month, all over the world. Surprisingly, a lot of those experiences informed my flavor profiles – for example, [the inclusion of] cardamom was inspired by India. At the time, I didn’t know how important these experiences would be, but exposure to these foreign cultures have contributed to the unique flavor profiles that set PRESS apart. I also think that same sense of adventure is part of why I’ve taken this uncertain entrepreneurial path.

Inspiration is always hitting me and my kids love to share ideas. On a vacation to Costa Rica, we were greeted by hotel staff with a pineapple drink. My daughter Paige looked at me and said, “you should make a Pineapple PRESS!” Her suggestion definitely got my wheels turning and resulted in **Pineapple Basil**, a flavor included in our new Select Variety Pack.

While the flavor ideas are always born in-house, we work with an amazing team who helps us get the profiles just right... so I’m not destroying my kitchen anymore.

Take Your Pick of Sparkling, Premium Flavors with PRESS Variety Packs

With 2/12 variety packs dominating sales in the hard seltzer segment, you can bet that the **PRESS Signature and Select Variety Packs** are the perfect packages for your customers to discover this premium hard seltzer. And the sleek, dark packaging pops on the shelf, while communicating the premium nature of the product.

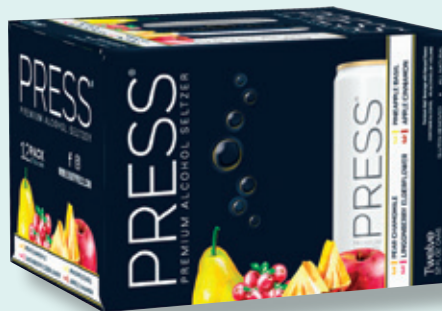
PRESS Signature Variety Pack

Containing some of Walberg’s first and most popular hard seltzer concoctions, the Signature Variety Pack includes: **Blackberry Hibiscus, Pomegranate Ginger, Grapefruit Cardamom** and **Lime Lemongrass**.



PRESS Select Variety Pack

Featuring flavors raved about in *Forbes*, *Good Housekeeping* and other publications, the new Select Variety Pack includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil** and **Apple Cinnamon**.



Blackberry Hibiscus and Pomegranate Ginger

These simple, sophisticated cans work just as well at a dinner party as they do at a BBQ.



Get to Know Mass Bay Brewing's Sean Hamel



After 14 years on the job, Sean Hamel still lives by Harpoon's motto: Love Beer. Love Life.

SEAN HAMEL IS NOT JUST YOUR LOCAL MASS BAY BREWING sales rep (home of Harpoon and UFO Beer), he's also part owner of the company! Well, technically since 2014, *all* full-time Mass Bay Brewing employees own a portion of the brewery, but that doesn't make it any less impressive. In fact, as Hamel tells us, it makes him even more proud and invested in the success of Harpoon and UFO Beer.

Read on to learn more about how Hamel developed his passion for beer, his new role as part of the Marketing Initiative Team and what new and exciting things you can expect from Mass Bay Brewing in the second half of 2021.

Heady Times (HT): How'd you get your start in craft beer?

Sean Hamel (SH): I've always been into craft beer – my father gave me a homebrew kit for Christmas when I was 18 (it's legal to brew at that age). After graduating from UMass, I moved to Galway for a year and worked in the pubs (Guinness for strength). Then it was back to Boston, San Diego and finally Philly in 2004. I was in ad sales and Boston Beer was one of my clients – it took that long for me to realize that people actually worked for breweries. Then, the Harpoon job for Philly/South Jersey became available. When I was actually offered the job, I felt like I'd just been drafted by the Red Sox.

HT: What do you like most about working for Mass Bay Brewing?

SH: I just had my 14th anniversary earlier this month and no year has ever been the same, which definitely helps keep things interesting. As of July 2014, we're officially employee-owned, which has been an amazing thing to be part of. We all have days that drive us crazy, but being able to catch your breath, take a second and think about the fact that you are an owner really helps.

HT: What's a typical work day for you look like?

SH: Has anybody had a "typical" day in the past 15 months? I cover a wide territory – Philly to State College, South Jersey, Delaware and wild, wonderful West Virginia. In addition to seeing 30-40 accounts per week, I started with some national account responsibilities – Giant, Weis, Acme, GoPuff and Sheetz.

I'm also on our newly-formed Marketing Initiative Team, which is a group of 12 or so employee-owners from all departments. We have a different focus for every meeting. Last week was an hour of brainstorming the UFO brand, so get excited for some new things on that side.

And I'm so glad that travel is back! I just got back last night from two days up on Long Island helping with a crew drive and depletions – shoutout Kismet Inn!

HT: What's in the pipeline that retailers can look forward?

SH: The thing I'm most excited for is the continued success of **Rec. League** in the Philly area. It's quickly become my go-to beer.

Fall will be here before we know it, and so will the return of **Flannel Friday**, **Octoberfest**, **UFO Pumpkin** and the **fall mix packs: Harpoon Tailgater** and **UFO Harvester**. We'll also see the return of **Dunkin' Pumpkin** and a new lineup for the **Dunkin' Dozen** mix that will include: **Blueberry Matcha IPA**, **Maple Crème** and **Dunkin' Midnight**.

HT: Finally, can you tell us a bit about Harpoon's new Diversity Inclusion and Unity Committee?

SH: I can't put it any better than our founder and CEO Dan Kenary, so I'll use a quote from him – "It's incumbent upon us as a leader in the craft beer industry to recruit a more diverse workforce and to educate everybody on how to foster a culture of inclusivity."

With that, we've created educational programs that help promote and teach inclusion. We also partnered with the Mass Brewers Guild to launch HopForwardEquality.com, which is an online hub of resources developed to help breweries in Massachusetts transform or further their diversity, equity and inclusion efforts.

Origlio's Fred Gross on Where Innovation Meets Sales and Marketing

“I’VE OFTEN FOUND THAT IN TIMES OF STRESS, OPPORTUNITIES TO improve and innovate present themselves.” That’s been Fred Gross’ philosophy as he’s entered his new position as VP of Sales and Marketing at Origlio.

It’s Monday morning and we’re sitting in Gross’ office as he prepares for his scheduled leadership meeting with Mike Kugler, Senior Director of Sales and Dan Mawn, Director of Brand Management, Pricing & Analytics. “Mondays are busy around here,” says Gross as he signs into Zoom. “Mike, Dan and I go through a laundry list of updates from sales numbers, personnel, training and development, inventory, pricing, sales channel reviews – all the KPI’s & programming that are active both regionally and nationally. The list goes on and on.”

Previously the VP of Marketing, Gross stepped into this new role to oversee both the sales and marketing departments at Origlio.

“We created a position that allows us to improve team synergies between sales & marketing,” says Gross. “The leadership team is incredibly collaborative. Mike [Kugler] has worn just about every hat here at Origlio. He’s a great leader and has so much respect from the team because he’s done pretty much everyone’s job. And Dan [Mawn] has brought a ton of new systems to the marketing team. With his background in IT and finance, we’ve been able to automate and innovate much more.”

As the meeting gets underway, Fred and his team review topics such as sales & marketing data, budgets, as well as team culture and development areas. Like Kugler, Gross’ beer industry experience runs the gamut. “I grew up in this business,” he tells me as we head upstairs to his next meeting of the day. “I’ve loaded trucks, I’ve picked orders, I’ve delivered beer. It’s been a long time, but the concepts are the same. There’s value in that. It helps me in what I do now.”

In his previous position overseeing the marketing team, Gross was dealing with tactical and strategic data. In his new role, his priorities are to develop, align, motivate and lead the sales & marketing teams within our strategic vision. “The big thing I’ve tried to do in this new position is look at the big picture. Every day I ask myself, ‘How do I support the team and work with our leaders? How do I continue to build a positive corporate culture, build transparency? Make sure we’re empowering our employees?’ It’s a new role for me, but I want the people who work here and the people who work with us to be part of something they believe in.”

Gross has been in the industry long enough to have seen his fair share of changes, but it was this past year of uncertainty that allowed Gross and his team to take a long look at the way they do things, and innovate and improve in all areas. “COVID was a time of stress for everybody. But I’ve often found that in times of stress, opportunities to improve and innovate present themselves.” Gross and his team continue to grow and gain a clearer understanding of how sales and marketing can create better synergies for Origlio’s operations team. New management structures, new technological upgrades to picking and inventory control, virtual town halls that bring Origlio’s team and suppliers together remotely – each new system has been conceived, developed and implemented in the past 12 months.

But Gross and his team aren’t slowing down any time soon. One of the new ideas our leadership team is working on is a concept called Origlio



Gross recently started his new position as Origlio’s VP of Sales and Marketing



Gross’ schedule and daily priorities are in constant motion. “I love that every day is a little different. Look, I’m a high energy guy, so sitting behind a desk all day doesn’t work with my personality.”



Gross in his Monday morning leadership meeting with Mike Kugler, Senior Director of Sales and Dan Mawn, Director of Brand Management, Pricing & Analytics. “Together we go through a laundry list of updates from sales numbers, personnel, inventory, pricing... The list goes on.”

University, which he describes as “three to five minute videos featuring our employees talking about things that can help a sales rep or a brand manager. We’ll have a collection of videos for each department that can help us all do our jobs better.”

As he puts on a reflective vest to step into the warehouse, we ask Gross what’s kept him in the beer industry for so long. “I love that every day is a little different. Look, I’m a high energy guy, so sitting behind a desk all day doesn’t work with my personality. Plus, at the end of the day my job is selling beer. What’s more fun than that?”

CONGRATULATIONS TO OUR WAREHOUSE WARRIORS

May and June’s Warehouse Warriors have displayed outstanding efforts, attitude & excellence.

Philadelphia: Chris Elgart & Aleem Techiera

Reading: Ricky Yohn & Juan Lopez

Why You Should *BE SELLING...*

Blue Moon LightSky

Welcome to the light side of the moon.

For some time now, we've known that consumers are seeking better-for-you options, especially from brands they know and trust. Consumers are living healthier lifestyles, looking for food and alcohol choices that are low in calories and carbs, but still taste good. And Blue Moon LightSky fits the bill. According to a Nielsen survey, **85% of consumers are regularly buying/consuming alcohol beverages that are "better-for-you" or are open to it.**

According to Molson Coors' beer blog, Beer & Beyond, **the Blue Moon franchise, led by flagship Belgian White and fast-growing Blue Moon LightSky, is up more than 15% so far this year, fueled by strength in the on-premise.** On top of that, it's growing by more than 16% for the year in the off-premise, according to IRI data for the week ending July 25.

LightSky is a light and refreshing wheat beer brewed with real tangerine peel for a lighter, exceptional taste at only 95 calories. **Released in early 2020, LightSky quickly became the #1 selling craft innovation. Currently, it is the top craft share gainer in dollar and volume sales, according to IRI data.** LightSky has benefited from the Blue Moon "halo effect" as consumers turn toward trusted beer brands, making it Blue Moon's number two seller behind flagship Belgian White.

While some Belgian White loyalists are buying LightSky, the beer is mostly attracting a different consumer, IRI data shows. Belgian White drinkers tend to be affluent, but skew older. LightSky drinkers, meanwhile, are also affluent, but younger Gen Xers and older Millennials. It's also bringing in "lapsed Blue Moon drinkers who are looking for options with fewer calories and carbs," says Rachel Boykins, marketing manager for Blue Moon. **"LightSky is also attracting hard seltzer drinkers who want a beverage that is lighter and easier to drink.** Having that slim can, a lighter profile and 'light' in the name, LightSky fits what the consumer is looking for," says Jackie Crouch, category insights executive for Molson Coors Beverage Company.

Blue Moon LightSky offers refreshment and flavor, while still being low-calorie, so it meets all the current needs that are driving category growth. **As a trusted \$114 million brand, Blue Moon accounts for 54% of all wheat beers currently in the market. Using this leverage, Blue Moon**



Released in 2020, Blue Moon LightSky quickly became the #1 selling craft innovation and is currently the top craft share gainer in dollar and volume sales, according to IRI data

LightSky is expected to deliver upwards of \$24 million in category revenues.

LightSky is already a proven player in the off-premise. LightSky shoppers are more valuable to the beer category – they spend more on average on each purchase and have higher buy rates than those who purchase hard seltzers, craft and above premium beer. **Stores carrying and promoting LightSky have 35% higher craft sales than those without. Velocity is also 83% higher in stores selling Blue Moon Belgian White and LightSky in their craft section.**

Seeking to showcase its credentials as a light beer that doesn't compromise on flavor, LightSky's first national media campaign features the brand in familiar daytime beer situations. With a new tagline "Savor Every Sip," the campaign's intent is to showcase to consumers that a light beer brewed by Blue Moon can deliver a burst of flavor at just 95 calories. Featuring actor Rachael Harris, whose credits include *New Girl*, *Lucifer* and *Suits*, each of the new spots use lighthearted humor to position the beer as something to be savored rather than a prop that plays a secondary role to the activity at hand.

"What we've learned about [LightSky] in its first year in the market is that a key driver of repeat purchase is that its flavor is better than [consumers] expected from a 95-calorie beer," says Rose Osial, marketing manager for Blue Moon LightSky. **Perfectly balanced and crisp, this beer is bringing new drinkers to the brand, as well as unlocking new consumption occasions and high velocity in existing occasions.** "We'll be focused this year on dialing up the burst of tangerine flavor that keeps drinkers coming back to LightSky," explains Osial. "We got a good boost from independent distribution and have really strong chain support coming up. Last year was an amazing launch, but we're pushing to reach new heights in 2021."



LightSky's "Savor Every Sip" campaign lets consumers know that a light beer can deliver a burst of flavor at just 95 calories

Great Lakes Crushworthy Lo-Cal Citrus Wheat Wins 2021 Colored by INX Can Design Contest

Refreshing and bright, Crushworthy's can looks just as good as the beer tastes.

Available since spring 2021, Great Lakes Crushworthy Lo-Cal Citrus Wheat is a "better-for-you" wheat ale with just 105 calories and 4% ABV. This sessionable beer has a light body and bursts of real citrus aroma and flavor thanks to the addition of orange and lemon purée & peel.

Crushworthy is Great Lakes Brewing Co.'s (GLBC's) first entry into the low-calorie space and it joins the brewery's growing portfolio of core offerings in cans. "We're excited to bring another unique style to our year-round brand family," says GLBC's CEO Mark King. "Crushworthy is lighter and fruit-forward with a really delicious and crushable flavor. It fills a need for active and wellness-minded drinkers who don't want to sacrifice craft, body and taste when choosing a beverage."

In addition to hitting the mark in the better-for-you category, Crushworthy's label art is also racking up recognition, winning the 2021 Colored by INX Can Design Contest. Crushworthy's can art, created by artist Sam Hadley, features a tattoo-style illustration of a juicy, citrus heart framed by bright yellow accents. The design speaks to Crushworthy's playful and crushable nature, as the beer makes a perfect match for year-round recreation and relaxation.

After being selected by INX's panel of judges as a top five finalist, Crushworthy captured 35% of total votes cast by the public through a Facebook voting platform. GLBC's Creative Manager Jameson Campbell took home the honors for bringing illustrator Sam Hadley's tattoo-inspired artwork to life with his creative team of collaborators and help from INX's metal color catalog.

All of the contest entries submitted were created by designers who used the popular INX Metal Color Catalog and required the use of no fewer than two colors from the INX Color Perfection library. The catalog allows the GLBC design team to streamline can design and packaging production to give them crucial, impactful results each time they introduce a new brand.



GLBC's creative team with their winning design: Adam Ritterspach, Megan Monsman, Jameson Campbell and Marissa DeSantis

"We've loved seeing how positively people are reacting to our Crushworthy beer and can design since its release," says Marissa DeSantis, GLBC's Marketing Manager. "When we first shared news of our award on social media, we got even more love from our fans. You drink with your eyes first, so it feels good to know that our packaging is drawing people in, and that the efforts we put into each and every one of our designs are being enjoyed by so many."

**"You drink with your eyes first,
so it feels good to know
that our packaging is drawing
people in..."**

**– Marissa DeSantis,
Great Lakes Brewing Company
Marketing Manager**



The Crushworthy can features three colors from the INX metal color catalog, bringing the tattoo-inspired artwork to life

New PRODUCTS

Blue Moon Moon Haze



Blue Moon's craft leadership continues with the latest addition to their lineup: Moon Haze. This flavorful new IPA is already making waves, having brought home a gold medal for Best Juicy or Hazy Pale Ale at the 2020 Great American Beer Festival. This flavorful, easy-drinking IPA is brewed with dried whole oranges for Blue Moon's

signature citrus taste – giving it a delicious, juicy flavor and bright color. **ABV:** 5.7% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh and Northampton Counties**



White Claw Hard Seltzer Surge Blackberry



At 8% ABV, White Claw Surge is what happens when hard seltzer reaches new heights. Unmistakably smooth and refreshing, the blackberry taste comes through, balanced with the right acidity and sweetness. The flavor and perfect balance make this gluten-free hard seltzer very smooth and easy-to-drink. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh and Northampton Counties**



White Claw Hard Seltzer Surge Natural Lime

White Claw Hard Seltzer Surge Natural Lime is a gluten-free, spiked sparkling water with a hint of lime, only 2g sugar and 8% ABV. It's very smooth despite its higher ABV. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh and Northampton Counties**

White Claw Hard Seltzer Surge Variety Pack

The new White Claw Hard Seltzer Surge 2/12 Variety Pack includes all four Surge flavors – **Lime, Blackberry, Cranberry and Blood Orange** – in one convenient mix pack. **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh and Northampton Counties**



Truly EXTRA Hard Seltzer

Truly EXTRA Hard Seltzer is a refreshing and flavorful hard seltzer with 8% ABV. With only 1g of sugar and 220 calories per 16 oz. can, this higher ABV seltzer is gluten-free and available in two delicious flavors: **Black Raspberry and Peach Mango.**

Truly EXTRA Black Raspberry

Refreshing black raspberry flavor with 8% ABV? Are you sure you want to turn up THAT much? When you drink it, you realize... yes. Yes, you do. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round in **Berks, Lehigh and Northampton Counties**



Truly EXTRA Peach Mango

Peach? Great. Mango? Amazing. 8% alcohol by volume? Now you're talkin'. EXTRA Peach Mango combines delicious fruity flavor with the desire to take the party to the next level. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now, year-round in **Berks, Lehigh and Northampton Counties**



Sparkling Ice Spiked Hard Seltzer

Life is hard, but so is Sparkling Ice Spiked Hard Seltzer. Gluten-free with a very sessionable 4% ABV, zero sugar, 1g carbs and only 80 calories per can, with Sparkling Ice Spiked, maintaining your chill is easy.

Sparkling Ice Spiked Hard Seltzer Variety Pack

This is the total package. Included in the Sparkling Ice Hard Seltzer 2/12 can variety are: **Ruby Fizz, Strawberry Citrus Smash, Lemonade Refresher and Cherry Lime Chiller.** Keeping your options open is the key to a life well lived. **Availability:** Now, year-round in **Berks, Lehigh and Northampton Counties**



Steel Reserve Tiki Series

Bring some island vibes to your senses with the bold vacation flavors of Steel Reserve Tiki Series. These perfectly mixed cocktails in a can combine the soaring popularity of tiki cocktails with the top two trending flavors – **Strawberry Daiquiri** and **Island Punch** – in the first nationally distributed 10% ABV FMB. **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Year-round, beginning in August in **Lancaster and Berks Counties**



New PRODUCTS

Lone River Beverage Co.

A Lone River cuts through the high desert of Far West Texas. Some look to the Lone River for refreshment, others chase the story it writes in every bend and bow. Out of this Lone River flows Ranch Water. Legend has it, the first soul to taste Ranch Water followed miles of Texas stars until they were found asleep under a piñon tree. While what transpired on the journey remains a mystery, its spirit, its sense of adventure, inspires to this day.

Lone River Beverage Co. is rooted in tradition and taste from Far West Texas, where founder Katie Beal Brown and her family have been ranching for generations. Its namesake Ranch Water Hard Seltzer was inspired by the West Texas cocktail (traditionally made with tequila, soda and lime juice) that has long been a staple in the area. At only 4% ABV and 80 calories, Ranch Water Hard Seltzer is an authentic brand with a story to tell.

Lone River Ranch Water Original Hard Seltzer



Original Ranch Water Hard Seltzer, made with 100% organic agave and natural lime juice, is inspired by the Ranch Water cocktail – a mix of tequila, lime juice and soda water. The Ranch Water cocktail is a West Texas staple that has

grown in popularity over recent years and now appears in bars across the nation. **ABV:** 4% **Packages:** 12 and 19.2 oz. cans **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Lone River Ranch Water Rio Red Grapefruit Hard Seltzer



Lone River Ranch Water Rio Red Grapefruit Hard Seltzer is made with 100% organic agave, natural lime and a Texas-sized squeeze of Rio Red Grapefruit juice (the state fruit of Texas).

ABV: 4% **Package:** 12 oz.

cans only **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Lone River Ranch Water Spicy Hard Seltzer

Ranch Water with a Texas kick, this spicy hard seltzer is made with 100% organic agave, natural lime juice and jalapeño flavors.

ABV: 4% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Lone River Ranch Water Variety Pack

Lone River's Ranch Water 12-pack can variety features the brewery's core flavors: **Original Ranch Water**, a mix of tequila, lime juice and soda water; **Rio Red Grapefruit**, Ranch Water with a squeeze of Rio Red grapefruit juice;

Spicy, Ranch Water with a Texas-sized kick of jalapeño and exclusive to the variety pack – **Prickly Pear**, inspired by the prickly pear cactus fruit found in the high desert of Far West Texas. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Guinness El Dorado Amber Ale

This is a classic amber ale, updated with bright, citrus-forward hops. The flavor is balanced with roasted caramel notes and a crisp finish. **ABV:** 4.8%

Package: 12 oz. cans only

Availability: Year-round, beginning in September in **Lancaster** and **Berks Counties**



Smirnoff Seltzer Poco Pico Pack

The Smirnoff Seltzer 2/12 can Poco Pico Pack includes four new seltzer flavors that are a little spicy and a little sweet. At 4.5% ABV, the seltzers included in this mix are:

Spicy Tamarind, a perfect balance of juicy tamarind and subtle spice with a refreshing lemon and lime finish; **Pineapple Jalapeño**, a blend of fresh, juicy pineapple and green jalapeño with a subtle, spicy kick; **Spicy Margarita**, a delicious margarita flavor with juicy bursts of lime and a hint of heat and **Mango Chili**, a refreshing, fruity, mango-flavored seltzer with a hint of chili for a delightfully spicy finish. **Availability:** Year-round, beginning in October in **Lancaster** and **Berks Counties**



New PRODUCTS

Allkind Hard Kombucha



Allkind Hard Kombucha was founded by the kombucha-crazed brewers at Odell Brewing Co. in Fort Collins, Colorado. As an employee-owned brewery with over 30 years of experience in fermentation, they were able to pursue their dream of brewing a 100% gluten-free and SCOBY-fermented hard kombucha.

The result is a hard kombucha brewed by real people whose passion is steeped in tradition. Brewed to be kind to each other and the planet, Allkind Hard Kombucha is made with thoughtful ingredients and complex flavors. It's also organic and probiotic! What more could you want? With zero carbs and zero sugar, these SCOBY-fermented hard kombuchas are positively alive! Allkind is a shelf stable product with a 12-month enjoy by date. The final product is not pasteurized.

Allkind Hard Kombucha Juicy Citrus



Juicy Citrus is brewed with organic pomegranate, mango and tangerine juice. It has notes of bright citrus and lemon with a little kombucha funk. This one is as juicy and refreshing as a mimosa with none of the sugar. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Now, year-round in Lancaster, Berks, Lehigh and Northampton Counties



Allkind Hard Kombucha Super Berry

Have you ever seen such a beautiful kombucha? Bright and bubbly with a clean finish, Super Berry is packed with organic blueberry, raspberry, acai, elderberry and a dash of ginger. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in Lancaster, Berks, Lehigh and Northampton Counties



Allkind Hard Kombucha Tropical Turmeric

Tropical Turmeric is brewed with organic pineapple, passionfruit and turmeric. This one's got a nice kombucha tang and lemony tartness. This SCOBY-fermented hard kombucha is bright, bubbly, and beckons for another sip. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in Lancaster, Berks, Lehigh and Northampton Counties

BrewDog Hellcat



BrewDog and Iron Maiden have united to launch Hellcat, a feisty India pale lager where hops and malts collide. Hellcat rages with a citrus-forward flavor and a no less aggressive malty backbone. The result is a hazy-gold IPL with an epically complex balance. **ABV:** 6% **Package:** 12 oz. cans only **Availability:** Year-round, *in limited quantities*, beginning in September in Lancaster, Berks, Lehigh and Northampton Counties

Rebel Hard Tea



The newest innovation from Twelve5 Brewing Co., Rebel Hard Tea has a winning profile when put head-to-head with other hard teas in a blind taste test study. Made with 100% real brewed tea, this better-for-you beverage is only 100 calories with no carbonation. Rebel Hard Tea comes in Sweet Tea and Half & Half flavors, as well as a variety pack that also includes Peach and Raspberry.

Rebel Sweet Hard Tea

This hard tea has a sweet, real black tea flavor with a splash of zesty lemon. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** Now, year-round in Lancaster and Berks Counties



Rebel Half & Half Hard Tea

Rebel Half & Half Hard Tea is a perfect blend of real black tea and tangy, refreshing lemonade. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** Now, year-round in Lancaster and Berks Counties



Rebel Hard Tea Variety Pack

The Rebel Hard Tea 8-pack variety includes four delicious flavors: **Sweet Tea**, sweet, real black tea flavor with a splash of zesty lemon; **Half & Half**, real black tea blended perfectly with a tangy and refreshing lemonade; **Peach**, refreshing black tea with a pop of peach flavor and **Raspberry**, real black tea with a fruity, raspberry finish. **Availability:** Now, year-round in Lancaster and Berks Counties



New PACKAGES

Guinness Football Pack



The original Guinness Draught you all know and love will be available for a limited time this fall in an 8-pack football pack, perfect for game day get-togethers. **Availability:** September in **Lancaster** and **Berks Counties**

Smirnoff Ice Pink Lemonade Cans



Replacing Smirnoff Ice Red, White & Berry cans in the fall and winter, Smirnoff Ice Pink Lemonade cans will be available this fall! This refreshing combination of tart, juicy lemon notes and sweet, red berries make for a flavor you know and

love. Smirnoff Ice Pink Lemonade bottles are available year-round, cans are available seasonally. **ABV:** 4.5%

Availability: September in **Lancaster** and **Berks Counties**



Victoria Día de los Muertos Packaging

This year, Victoria is celebrating Día de los Muertos with all new limited-edition primary and secondary packaging illustrated by Orlando Arocena. This year's design highlights the tradition of altars showcasing individual ofrendas.

The bottles feature a write-in area for drinkers to dedicate their love for Victoria to their loved ones – a gesture that's authentic to the true meaning of the holiday. All new Spanish-language thematic POS will highlight the limited-edition bottle bringing festivity to all accounts. **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

2SP Can Redesign

2SP has updated the packaging for their core beers. Check out the new duds for **Back & Forth Pale Ale**, dosed heavily with Citra hops for a refreshing, tropical finish; **Delco Lager**, a classic American amber lager that Mare of Easttown would be proud of; **Up & Out IPA**, 2SP's #1 selling beer, this hazy IPA is made with Mosaic & Simcoe hops; **Up Up & Away NE IPA**, a double version of Up & Out IPA with the addition of oats for a dangerously smooth character and **Pony Boi Light Lager**, a golden light lager with plenty of character and crisp flavors without the calories. **Availability:** Now,

year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Seasonal SELECTIONS

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 Origlio Beverage 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 the 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 Origlio Sales Representative to discuss similar options.

Origlio also sends a craft email blast, weekly to inform customers of seasonal offerings that are available to you immediately and ones that will be in stock soon.

If you are interested in receiving this email please contact Jessica Lawrence at jlawrence@origlio.com with your email address.

Made in PA

Yuengling Oktoberfest

As a nod to the family's German heritage, Yuengling is proud of this offering made with a blend of Tettnang and Hallertau hops, a true representation of the style. Fall is #1 for seasonals and Yuengling Oktoberfest sales keep growing, making it the #3 seasonal brand sold, outselling many popular craft brands! **ABV:** 5.4%

Packages: 12 oz. bottles and draught
Availability: Now! in **Berks County**



Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, joined forces again this year to bring the best of both worlds to their fans with limited-edition Yuengling Hershey's Chocolate Porter. This collaboration gives consumers the opportunity to savor and indulge in Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate for a deliciously smooth porter with hints of roasted malts and a rich chocolate finish. **ABV:** 4.7% **Packages:** 12 oz. bottles and draught **Availability:** Late September in **Berks County**



SeasonalSELECTIONS Made in PA

Evil Genius Trick or Treat

Hey! This beer is haunted! Don't drink it! Yes, it's a dark, roasty porter with cinnamon, clove, nutmeg and chocolate, and it tastes amazing, but don't drink it. It's haunted! Fine. But don't run to us when the walls of your fridge start bleeding. **ABV:** 7.8%

Packages: 12 oz. cans and **limited** draught **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Evil Genius Just Vibin'



Chillin' out, maxin', relaxin'

all cool. Evil Genius celebrates 10 years of slingin' beers with this hazy mango-pineapple-guava IPA. How should you celebrate? Pizza party? Sleeping in? This beer doesn't care. There is no agenda. Just vibes, yo. **ABV:** 7%

10TH ANNIVERSARY BEER!



Packages: 12 oz. cans and **limited** draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Evil Genius I'll Have What She's Having

This chocolate hazelnut Imperial stout is rich, creamy and over-the-top with layered flavors of roasted barley, molasses, chocolate, caramel and hazelnut. Not too heavy on the palate, and with a surprisingly dry finish, this sturdy, yet drinkable, stout is perfect for the winter months. **ABV:** 9.4% **Packages:** 12 oz. cans and **limited** draught **Availability:** October in **Lancaster, Berks, Lehigh** and **Northampton Counties**



2SP Delcofest

For their yearly Oktoberfest beer, 2SP brewers choose to do a Märzen style that is a step above a Vienna and step below a dunkel, unlike other Märzens that are pale and less robust. The end product is a caramel, malt-forward lager with big biscuit and bread flavors. **ABV:** 6%

Packages: 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New Delcofest graphics were not available at the time of print

Sly Fox & 2SP Dog Will Hunt

Sly Fox teamed up with their lager-lovin' brethren from 2SP Brewing Co. to create a crisp, cold brew that'll get the job done. A steadfast combination of European Noble and Continental hops brings forth a flavor profile checkered with fruity, floral and spicy notes. Don't race past this hoppy lager that is sure to massacre your thirst.

ABV: 5.5% **Packages:** 16 oz. cans and draught **Availability:** August in **Lancaster County**



NEW SLY FOX & 2SP COLLAB!

Sly Fox Oktoberfest

Ein prosit! It's time to celebrate and raise a glass of this traditional fest beer under a humongous tent while you and thousands of your closest friends sing enthusiastically. Or anywhere, really. It's all about the gemütlichkeit, baby!

ABV: 6.1% **Packages:** 12 oz. cans and draught **Availability:** Now! in **Lancaster County**



Dock Street Docktoberfest

This golden-colored, medium-bodied lager has a fresh bread aroma and flavor that leads to a crisp, thirst-quenching finish. A perfect beer for Oktoberfest celebrations! **ABV:** 6.2% **Package:** 16 oz. cans only **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Weyerbacher Imperial Pumpkin Ale

"Dangerously drinkable" is a term that could be used to describe most of Weyerbacher Brewing Company's beers, but especially the fan-favorite fall offering, Imperial Pumpkin Ale. At 8% ABV, this pumpkin beer hides its strength behind a solid malt backbone, while showcasing notes of caramel and toasted piecrust. The malt supports a bold yet approachable spice blend of cinnamon, nutmeg, cardamom and clove. Imperial Pumpkin won bronze at the GABF and is routinely included in lists of best of the style, including those by *Men's Health* and *Beer Street Journal*. **ABV:** 8% **Packages:** 12 oz. bottles and draught **Availability:** Now! in **Lehigh** and **Northampton Counties**



Seasonal SELECTIONS



Samuel Adams Octoberfest

This seasonal favorite is a hearty Märzen with a roasty malt sweetness and a light hop character. Just like the best fall moments, it finishes smooth and sweet, leaving you savoring the complex caramel flavors. **ABV:** 5.3%

Packages: 12 oz. bottles, 12 oz. cans and draught (also available in the Sweater Weather Variety Pack) **Availability:** Now!

Samuel Adams Jack-O Pumpkin Ale



Jack-O is packed with flavors that recall memories of homemade pumpkin pie: fresh pumpkin, cinnamon and nutmeg. A subtle note of fresh citrus balances out the spices



to offer a crisp, refreshing finish. This beer is perfect for the transition from summer into cooler autumn evenings. **ABV:** 4.4% **Packages:** 12 oz. bottles and draught (also available in the Sweater Weather Variety Pack) **Availability:** August



Samuel Adams Sweater Weather Variety Pack

This new seasonal assortment includes: **Octoberfest**, a hearty Märzen with a roasty malt sweetness and a light hop character; **Jack-O**, a pumpkin beer packed with

flavors that recall memories of homemade pumpkin pie; **Boston Lager**, bold, rich and complex, Samuel Adams' flagship brew offers caramel and toffee malt notes and a distinct noble hop character with hints of spicy pine and citrus and new **Festbier**, a variety pack exclusive that is brewed to toast and enjoy. It offers a malty sweetness balanced by moderate hop bitterness and a touch of honey.

Availability: Now!



NEW MIX!

Dogfish Head Punkin Ale



Originally released in 1995, Punkin Ale is Dogfish Head's full-bodied brown ale with smooth hints of real pumpkin, brown sugar and spice. Part of Dogfish Head's Off-Centered Art Series, this fall favorite beer features new, electrifying artwork by Ryan

Besch, an artist, designer and illustrator from Buffalo, New York, who has been designing notable gig posters and vinyl artwork for 20+ years. To support Punkin Ale, Dogfish Head will offer a suite of POS materials that also feature Ryan Besch's label artwork. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NEW GRAPHICS!

Dogfish Head Hoppy Variety Pack



Dogfish Head's fall 12 oz. can 12-pack variety takes hops to the next level with innovative "scratch 'n sniff" packaging, inspiring drinkers to "stop and smell the hops." Simply called the Hoppy Variety Pack, this

mix features three of Dogfish Head's classic off-centered ales – **Slightly Mighty**, a full-flavored, lo-cal IPA that is slight in calories and carbs with mighty hop character; **60 Minute IPA**, a continually hopped, super-fantastic IPA brewed with a slew of great Northwest hops and **90 Minute IPA**, a continually hopped Imperial IPA whose powerful malt backbone stands up to its extreme hopping rate – as well as a new Delaware-centric pack-exclusive – **Blue Hen Pilsner**, a crisp, refreshing and hop-forward pilsner brewed with Delaware-grown and malted barley. **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NEW SCRATCH 'N SNIFF PACKAGING!

Angry Orchard Fall Haul Mix

Fall-ready with flannel, Angry Orchard Hard Cider assembled the perfect 2/12 party mix for the season with the new, limited-edition Fall Haul Mix. Packed with fruity flavor, this mix features four cider styles including: fan favorite **Crisp Apple**, two fruit ciders, **Peach Mango** and **Strawberry** and for a limited time only, **Cinnful Apple**, bringing bold fall spice to any celebration. **Availability:** August in **Berks, Lehigh** and **Northampton Counties**

NEW VARIETY PACK!



Seasonal SELECTIONS

Guinness Gingerbread Stout



From the only brewery on earth that combines over 260 years of Irish brewing experience with American beer creativity comes Guinness Gingerbread Stout. Brewed with gingerbread, cinnamon

NEW!

and ground spices, this seasonal stout has a gentle, roasty finish. **ABV:** 6% **Package:** 11.2 oz. bottles only **Availability:** October in **Lancaster** and **Berks Counties**

Smirnoff Ice Game Day Punch



A medley of dark, sweet fruit and citrus, this approachable punch is crafted with the perfect blend of seasonal dark fruits and a blood orange finish. **ABV:** 4.5%

Package: 11.2 oz. bottles only

Availability: September in **Lancaster** and **Berks Counties**

NEW!

Mike's Hard Lemonade Blackberry Pear

NEW!

On the nose, you'll notice the crisp, authentic Bosc pear aroma. Now taste the fresh blackberry with the perfect hint of Bosc pear and citrus. There's an ideal balance of tartness and sweetness in every sip that makes Mike's Hard Lemonade Blackberry Pear extremely drinkable. The clean finish makes every sip incredibly refreshing.

ABV: 5% **Package:** 11.2 oz. bottles only

Availability: September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Leinenkugel's Oktoberfest



Leinenkugel's annual celebration of their German heritage is back this fall with the return of the fan-favorite Leinenkugel's Oktoberfest. This rich, Märzen-style beer has a toasted malt flavor and subtle, spicy hop notes that make it perfect for celebrating the end of summer in true German fashion with brats, spaetzles, pork chops, soft pretzels and spiced apple cake. **ABV:** 5.1% **Packages:** 12 oz. cans, 12 oz. bottles and draught **Availability:** August in **Lancaster** and **Berks Counties**

Firestone Walker Oaktoberfest

Inspired by the classic German fest bier, this barrel-aged lager is a beer built for celebration! This seasonal release taps into the festivities of Bavarian tradition with an Oktoberfest-style beer, bottled fresh from the barrel. Oaktoberfest is light amber in color with



a toasty, biscuity flavor and low hop bitterness, and is aged in oak barrels for a crisp and oaky finish. **ABV:** 5.2% **Package:** 12 oz. bottles only **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Firestone Walker Crafted Thru Hops IPA Mixed Pack with Strata Hazy IPA

From Firestone Walker's Propagator R&D brewhouse in Venice, California comes **Strata Hazy IPA** – the next release in the single-hop Propagator Series, available exclusively in the latest Crafted Thru Hops IPA 2/12 can variety. Strata is an emerging hop from Oregon, prized by Brewmaster Matt Brynildson for its one-of-a-kind qualities. This inaugural beer brewed with Strata hops showcases a unique melding of citrus, orange candy and passionfruit flavors with a signature Northwest dankness. Joining Strata in the mix are three signature Firestone Walker IPAs: **Mind Haze**, **Union Jack** and **Luponic Distortion**. **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Heavy Seas The Great'er Pumpkin

The Great'er Pumpkin pours a rich, deep and burnished orange color. Heady aromas of bourbon, cinnamon, ginger, allspice and clove linger seductively over the thick white head of this tremendous brew. It's love at first sip as the full malt body, dominated by British crystal malt, brown sugar and pumpkin, slowly washes over your tongue. Bourbon barrel aging rounds out the flavors with notes of oak, vanilla and bourbon. This one pairs well with crisp autumn weather, crunchy fallen



leaves and the knowledge that the kids will be asleep soon so you can raid their Halloween candy. **ABV:** 10% **Packages:** 12 oz. bottles and **limited** draught **Availability:** Now! in **Berks, Lehigh** and **Northampton Counties**

Seasonal SELECTIONS



Cape May Oktoberfest

Rich and complex, this amber-colored lager is smooth and clean due to a cool fifty-degree fermentation, mellowing as it lagers. Well-balanced with a hint of hops presence, Oktoberfest is focused on the grain bill of Vienna, Munich, Caramunich, Pilsen and Melanoidin malts. **ABV:** 5.8%

Packages: 12 oz. cans and draught
Availability: August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Devil's Reach

A Belgian beast, fruity and light, the complexity and character of Devil's Reach comes from a robust Belgian yeast. Deceptively simple, caution is demanded because before you know it, Devil's Reach has swallowed you whole. **ABV:** 8.6% **Packages:** 12 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Double Dry-Hopped Follow the Gull

Double Dry-Hopped Follow the Gull? Yes, please! DDH Follow the Gull is Cape May's beloved seasonal IPA, turned up to 11. Double dry-hopped with Motueka and a second helping of Citra, this beautiful hop juice is dripping with tropical, citrusy and hoppy goodness.

NEW!

ABV: 5.5% **Package:** 16 oz. cans only
Availability: September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Captain May IPA

Captain May lends his name to the Cape this brewery calls home, and in his honor, Cape May brewed Captain May IPA. With a soft body, firm yet gentle bitterness and a beautiful aroma of melons & over-ripened mangoes, Captain May IPA is orange-hued and opaque. It might look like a glass of juice, but it's a brew that the good Captain himself would be proud to drink.



ABV: 6.4% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Cape May Mop Water

CMBC's Chief Mop Man mandated a beer brewed with cinnamon, nutmeg, ginger, allspice and a sh** load of real vanilla. Combining these spices with the flavors of German malts creates a brown ale perfect for cool autumn evenings and bitter winter nights. **ABV:** 7.3%

Packages: 12 oz. cans and draught
Availability: Late September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Honey Porter

With a sweet hint of honey, Honey Porter goes down smooth thanks to its balanced, robust and light-bodied finish. This award-winning brown porter is brewed with Jersey Fresh-certified honey and a firm malt presence, making it extremely approachable. Previously available in draught only, Honey Porter is now available in cans! **ABV:** 5.4% **Package:** 12 oz. cans only **Availability:** Mid-October in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NOW IN CANS!



Shiner Oktoberfest

Much like the world's largest beer festival, the Shiner brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich and caramel malt & German-grown Hallertau and Hersbrucker hops. Shiner Oktoberfest has an amber color, a lightly toasted, sweet malty flavor and a dry, lightly hopped finish.

ABV: 5.7% **Packages:** 12 oz. bottles and draught **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Shiner Bonfire Brewskis

As the seasons change and the air begins to cool, people begin to gather in backyards and the great outdoors. No matter where they are, there's something great about pairing a warm fire with a cold beer. Bonfire Brewskis includes three beers that make these good times even better: **S'More Ale, Toasted Amber Lager** and **Trail Ale**. **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NEW VARIETY PACK!



Seasonal SELECTIONS

Great Lakes Oktoberfest

Great Lakes' take on this classic German style is a real malt party, packed with toasty autumnal flavors perfect for hearty hoisting. It's über smooth, with vibrant malt flavors and a festive flourish of Noble hops (lederhosen not included). **ABV:** 6.5% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now! in **Lancaster, Berks, Lehigh and Northampton Counties**



Great Lakes Nosferatu Imperial Red IPA

NEW NAME, NEW PACKAGE!

Available in 16 oz. cans for the very first time, Nosferatu also got a slight name change. Previously called Nosferatu Imperial Red Ale, it is now Nosferatu Imperial Red IPA. Same recipe! Don't be afraid of things that go hop in the night! Rich roasted malt flavors haunt the shadows of this Imperial Red IPA's bitter teeth. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**



Great Lakes Ohio City Oatmeal Stout

Dark and roasty yet soft and smooth as a fresh coat of snow, Ohio City Oatmeal Stout will inspire you to get cozy and toss another log on the fire. **ABV:** 5.4% **Packages:** 12 oz. bottles and draught **Availability:** October in **Lancaster, Berks, Lehigh and Northampton Counties**

NEW LABEL ART!



Woodchuck Pumpkin Hard Cider

A natural pumpkin profile and spiced notes play perfectly against the red culinary apple varieties blended in this cider. **ABV:** 5% **Packages:** 12 oz. cans and **limited** draught **Availability:** Now! in **Lancaster and Berks Counties**



Allagash Haunted House

Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Crystal, Nugget, Cascade and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt and a devilish hint of hops. **ABV:** 6.66% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster and Berks Counties**



Allagash Nocturna

Out of the deepest night shines a sliver of light. In making Nocturna, Allagash aged a silky stout in bourbon barrels with vanilla beans. In the darkness of the barrel a transformation occurs, the beer fills with a galaxy of roasty and sweet aromatics: toffee, chocolate, oak. This is a momentous meeting of darkness and light. **ABV:** 9.5% **Packages:** 12 oz. bottles and draught **Availability:** October in **Lancaster and Berks Counties**



NEW!

Flying Fish OktoberFish

Flying Fish presents this German-style lager in celebration of the season. To be enjoyed with the fest fare, especially when paired with lederhosen. **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** August in **Lancaster, Lehigh and Northampton Counties**



Flying Fish Caramel Espresso Porter



Alluring aromas of rich caramel, bright roast and hints of chocolate lead to decadent notes of coffee and caramel sweetness in this full-bodied porter. **ABV:** 7.5% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Lehigh and Northampton Counties**



Seasonal SELECTIONS

Narragansett FEST Märzen Lager

FEST is a traditional German Märzen lager that Narragansett has been brewing since 2010. In the 1960s and 1970s, Narragansett produced a similar beer known as “Bavarian Lager,” and they held massive Oktoberfest celebrations at the old brewery with attendance measured in the thousands. This year for the first time, Narragansett FEST will be brewed at the brand-new Providence, RI brewery. This elegant Oktoberfest-style Märzen is brewed with the highest quality German malts and hops. Weyermann’s Munich malt creates a rich, bready and toasty base, while Tettnang hops add a crisp – but subtle and dry – spiced finish. King Gambrinus would be proud! **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** Mid-August in Lancaster, Berks, Lehigh and Northampton Counties



Peak 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 in Lancaster, Berks, Lehigh and Northampton Counties



Peak Sweet Tarts Cape Cod Cranberry Sour Ale

Sweet Tarts Cranberry marries tangy, bright cranberry with a touch of sour that is entirely refreshing. Cape Cod cranberries really shine and deliver a rosé-like effervescence that leaves your tastebuds singing. This beer hits you with the right amount of flavor in a perfectly light body. **ABV:** 4.6% **Package:** 12 oz. cans only **Availability:** October in Lancaster, Berks, Lehigh and Northampton Counties



BrewDog Fake Empire

As malty as it is hoppy, Fake Empire is a crisp and bright red ale, perfect for early fall evenings. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Limited quantities in September in Lancaster, Berks, Lehigh and Northampton Counties



NEW!

Anchor Porter

Made from a blend of pale, caramel, chocolate and black malts, this beer is deep and layered. Kind of like a good book or that one show you like. Just kick back, take a sip and let the rich, delicious flavor take you away. This iconic American porter has been the gold standard of the style since 1972. **ABV:** 5.6% **Package:** 12 oz. bottles only **Availability:** September in Berks County



Rebel Hard Coffee Pumpkin Spice Latte



The perfect mix of warm and spicy, Hard Pumpkin Spice Latte is a delicious blend of 100% roasted Arabica coffee, chocolatey cocoa, real pumpkin spices and alcohol. It's ideal for that crisp fall morning “kick,” Saturday or Sunday football tailgate, cool afternoons or as an after-dinner

treat. **ABV:** 5% **Package:** 11 oz. cans only **Availability:** August in Lancaster and Berks Counties



Saranac Pumpkin Ale

This pumpkin ale is made with real pumpkin from a sustainable farm. Along with 3000 pounds of pumpkin, Saranac also uses cinnamon, allspice, cloves and ginger to spice and flavor this beauty. It doesn't get more authentic than that. **ABV:** 5.3% **Package:** 12 oz. bottles only **Availability:** August in Lancaster and Berks Counties



Seasonal SELECTIONS



Harpoon Tailgater

Whether you're lighting up a grill or cooling down after a foliage-filled hike, this 2/12 can mix pack has everything you need for fall including: the brewery's

flagship **IPA**, the easy-drinking **Rec. League** and fall favorites **Flannel Friday** and classic **Octoberfest**.

Availability: August in **Berks County**



Harpoon Flannel Friday

Citra, Simcoe and Cascade combine with subtle notes of caramel in this seasonal hoppy amber ale. The sun is bright, but the air is crisp – it's time to add another layer and crack a beer. Fall is here!

ABV: 5.7% **Package:** 12 oz. cans only

Availability: August in **Berks County**



Harpoon Dunkin' Pumpkin

Inspired by everyone's favorite fall latte, this ale is brewed with pumpkin, fall spices and a splash of coffee. This fall treat is another tribute to all the days that Dunkin' has helped the Harpoon brewers

fire up the brew kettle. **ABV:** 5.2% **Packages:** 12 oz. bottles and draught **Availability:** September in **Berks County**

Harpoon Dunkin' Dozen

This new and improved seasonal mix includes four Dunkin'-inspired beers. Along with the return of **Dunkin' Pumpkin**, the Dunkin' Dozen 2021 2/12 can mix features three brand new mix-pack exclusives: **Dunkin' Midnight Porter**, **Dunkin' Blueberry Matcha IPA** and **Dunkin' Maple Crème** – all brewed with real Dunkin' coffee, matcha or donuts! **Availability:** September in **Berks County**



NEW
VARIETY
PACK!

UFO Pumpkin



Every fall a select few pumpkins are puréed and added to this flavorful pumpkin ale that has been brewed for more than a decade. UFO Pumpkin's blend of seasonal spices pairs with the subtle sweetness of real pumpkin purée for a perfect companion to the long days and spooky nights of

fall. **ABV:** 5.9% **Packages:** 12 oz. cans and draught

Availability: August in **Berks County**

NEW
GRAPHICS!

UFO Harvester Fall Mix Pack

NEW
VARIETY
PACK!

Changing leaves... haunted hayrides... crop circles? Fall can be a mysterious time, and UFO Beer Company is here for all of it.

Harvester is UFO's new fall 2/12 can mix pack that includes: **UFO White**, **Light Force**, **Maine Blueberry** and **Pumpkin**.

Availability: August in **Berks County**



Lagunitas Willettized

Kentucky's own Willett Distillery has one kind of barrel: wood. And they put two things in those barrels: bourbon and rye. Lagunitas was fortunate enough to get some of their rye barrels, and they put their Imperial coffee stout in them. Willettized is a chocolatey, coffee-y, smoky, oaky, rye-y beast of a barrel-aged beer. Word. **ABV:** 12% **Package:** 12 oz. bottles only **Availability:** August in **Lehigh** and **Northampton Counties**



Lagunitas StereoHopic IPA Vol. 3

The StereoHopic Series channels Lagunitas' 25+ year hop love affair into a spotlight on two special varieties at a time – and the interestingness that happens between. This third volume shows what happens when the almighty Citra hop synthesizes with New Zealand's newest star, the mouth-smackingly stellar Nectar. Passionfruit & guava interplay with Nectar's juicy yellow peaches, nectarines and mango, resulting in a veritable Voltron of sticky hoppiness. **ABV:** 7.2% **Package:** 12 oz. bottles only **Availability:** September in **Lehigh** and **Northampton Counties**



From Bankruptcy to Pandemic, Weyerbacher Emerges Under Employee-driven Leadership

After 26 years of brewing iconic craft beers, Weyerbacher Brewing Co. emerges from the challenges of COVID-19 and bankruptcy with a fresh opportunity to get back to its roots, realign its sights and refresh its management team. Deviation from the focus on “Big Bold Beers” of the highest quality, including their award-winning core brands: Merry Monks, Blithering Idiot, Quad and Tiny led them down a path that needed immediate correction. Consolidation, management realignment and a reinvigoration of their sales force were the necessary steps to take, and they are well on their way back to a new normal.

The transition gave the company the opportunity to make some necessary changes. The most exciting change is the expansion of employee ownership to a group of dedicated employees who make up the senior management team. Company founder Dan Weirback stepped back in as President, while co-founder Sue Weirback will now be the brewery’s national sales representative. These changes will allow Weyerbacher to stay true to their core values as well as grow with the ever-changing craft industry. This talented group brings a combination of 40 years of industry experience, as well as 37 combined years of service to Weyerbacher!



The brewery is proud to introduce to you:

Matty Snyder, Head Brewer (bottom left); Zane Miller, Head Cellarman (bottom right); Matt Tannous, Plant Engineer (top right); Brandon Nardella, Production Manager (middle); Joey Cooper, Tap Room and Social Media Manager (top left)

Programs



10, 9, 8... Chill with Coors Light and the 76ers

Clap your hands, everybody! This season Coors Light and the 76ers are taking it back to the 1970s with retro images that will be sure to inspire fans to 10, 9, 8... Chill. In stores, shoppers will find custom 76ers court floor mats, custom ball racks and the chance to win exclusive throwback gear such as Coors Light Sixers tearaway pants and sweatbands.

Programs



1ST AND
Chill

SCAN FOR YOUR CHANCE TO
SCORE GAME DAY PRIZES
— AND ALWAYS BE READY FOR CHILL —

Game Day Chill with Coors Light

Coors Light is now the exclusive beer partner of the No. 1 sports podcast on iTunes, *Pardon My Take*. Football fans can scan QR codes on Coors Light POS all season long for the chance to instantly win game day gear, including socks, overalls, coolers and fanny packs, and be entered for a chance to win customized Coors Light/*Pardon My Take* gear.

CELEBRATE FOR
A CAUSE


CELEBRATING OVER 25 YEARS
OF PARTNERSHIP

St. Jude Children's
Research Hospital



Coors Light Celebrates for a Cause

This Halloween, bargoers can get spooky for a cause when Coors Light continues their longstanding relationship with St. Jude Children's Research Hospital. Not only can guests get in the spirit with jack-o-lantern-themed window clings and aluminum cups, but every coaster is a chance to support this important cause. Bars can display coasters to show how much support their communities have raised for St. Jude that feature a QR code for bargoers to give even more.



Make Way for a Smooth Payday Thanks to Keystone Light

Why worry about funds when you could focus on being smooth? Thanks to Keystone Light's Big Stone Check promotion, all shoppers have to do this fall is look for the Big Stone Check pole topper in stores or online and upload their Keystone Light receipt for the chance to win one of five Big Stone Checks of their own – good for \$10,000 to spend however they please!



Chill with Coors Light and The Fly Guys

Coors Light and the Philadelphia Flyers are teaming up to welcome hockey fans back to the stands with thematic orange and black Chill displays and an offer they won't be able to refuse: a free pair of Coors Light Flyers mittens with any purchase of a 12-pack or larger of Coors Light cans!



The Hunt is on with Keystone Light

Every hunter knows that "the perfect spot" is sacred and needs to be kept a secret from the masses, so this season Keystone Light will inspire everyone to share their 'Stones... not their spot. This year's program features the classic 'Stone can in the headline, using new illustrations to showcase the specific game.

Programs



Game Time is Miller Time

Whether your team wins or loses, Miller Lite will make sure football fans find plenty of cheers with the chance to win the ultimate Miller Time Getaway all season long. Consumers can scan the code on POS for the chance to win Miller Lite game day swag and be entered for a chance to win a weekend Vegas getaway.



Scare Up Some Great Taste

The spookiest time of year just got a little more original! This Halloween the original light beer's Grim Reaper illustration will take over the front of accounts, with oversized die-cut window clings to welcome guests. Once they dare enter, Miller Lite will haunt their stay with custom beverage wraps, coasters and aluminum cups.

BUY MILLER LITE®
No beer purchase necessary. See Official Rules at millerlitefootball.com for more information.

SCAN

YOU COULD WIN A BIG GAME GETAWAY

Miller Lite Flies with the Eagles

This fall, Miller Lite and the Philadelphia Eagles will dominate displays at retail and welcome fans back to bars with Miller Lite Eagles custom illustrations and bold displays built with Fly Eagles Fly color-blocked panels. Anywhere fans enjoy Miller Lite on game days lets them scan POS for the chance to win a Miller Lite Eagles throwback bomber jacket or the grand prize of the Ultimate Miller Time.



Narragansett's New Providence, RI Brewery is Open

Narragansett's new Providence brewery is now officially open in the new India Point location! This 18K square-foot gem boasts waterfront views of Providence Harbor, a 130-year brewery history lesson, repurposed wood from an old Rhode Island mill building and a dozen never-before-produced craft beers from the new brewing team of Lee Lord and Tony Barber.

Programs



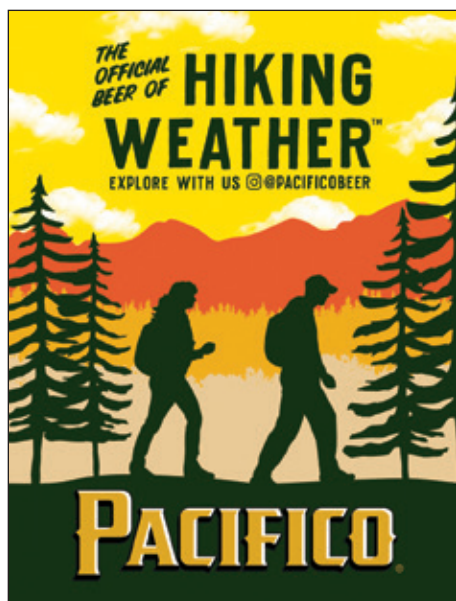
Beat The Bus with Modelo and DraftKings

As the official beer of fans with the Fighting Spirit, Modelo is teaming up with DraftKings and Jerome Bettis this fall! Consumers will have a chance to enter free weekly contests to compete against Jerome Bettis for a chance to win cash and a Vegas tailgate experience on the Fighting Spirit Fan Bus. Jerome 'The Bus' Bettis will serve as Modelo's fighting spirit ambassador. Teaming up with the #1 site for daily fantasy sports, Modelo's partnership with DraftKings includes a custom content series and high-impact media plan to support this program. Full 360-degree support will also include a bilingual TV spot along with increased NFL media investment.



Corona and Día de los Muertos – A Celebration to Remember

Corona believes that Día de los Muertos is a holiday that celebrates life, viewing the afterlife through a positive lens and reminding people to make the most of each moment. To celebrate, Corona will bring the festivities to life this fall with all new thematic point of sale.



Pacifico is The Official Beer of Hiking Weather

This fall, Pacifico is exploring the great outdoors with its own cherished fall pastime – hiking. Inspiring those with an independent spirit to live life anchors up, Pacifico has made its stake as "The Official Beer of Hiking Weather." This program will celebrate experience seekers that see fall as the perfect time to get outdoors and explore.



Modelo Especial Hits 150 Million Case Milestone

Modelo Especial recently crossed an enormous milestone – 150 million cases in the last 52 weeks (IQ depletions – latest 52 weeks ending 5/29/2021). This is an incredible milestone, and it couldn't have happened without the hard work and dedication of the Gold Network. It was just three short years ago that Modelo celebrated 100 million cases, but Modelo is far from done. Next up? 200 million!



Programs

HERE COME THE IRISH



OFFICIAL BEER OF
NOTRE DAME ALUMNI & FANS



Guinness & Notre Dame Partnership

Here come the Irish! Guinness is an official beer of Notre Dame alumni and fans! Guinness and Notre Dame are undeniably Irish & steeped in tradition, and Guinness drinkers and Notre Dame fans are both huge sports fans. Leverage this new partnership to drive sales across new occasions sparked by Notre Dame football and all sports! Hall-of-famer Joe Montana will be the face of the partnership across TV, social media and POS.



Guinness Football Text-To-Win Sweeps

This fall, consumers will have a chance to win \$10,000 from Guinness to create their ultimate fan cave! By texting "FOOTBALL" to 24272, fans will be entered to win the grand prize or a secondary prize of \$250 in Cameo credits to have their favorite player customize a personal message to "invite" friends over for the Big Game or just say hi!

Smirnoff Ice Football Sweeps

From August 15th through October, Smirnoff Ice fans can enter-to-win, via text or QR code scan, awesome game day prizes including one of two VIP Game Day Party Package grand prizes, which include a 70-inch big screen TV, Weber Premium grill, surround sound system and a \$1,500 gift card for game day party essentials. Two second place winners will receive 70-inch TVs and 200 instant winners will get \$50 Fanatics coupon codes.





TAILGATE TIME

LET'S

SCAN TO ENTER FOR YOUR
CHANCE TO WIN
A \$500 GIFT CARD TOWARD HOSTING
THE ULTIMATE TAILGATE

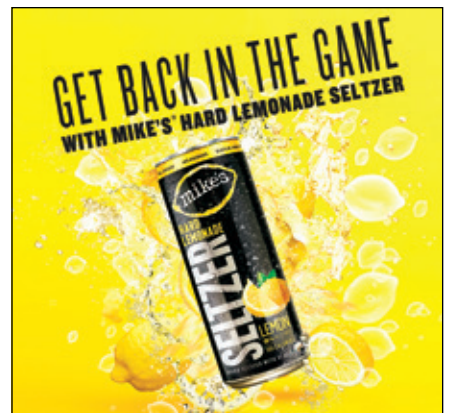
White Claw Tailgate Sweepstakes

White Claw is bringing the "Let's" occasion to tailgate, where consumers are having easy, uncompromised fun on a weekly basis with their tribes. This fall, White Claw is giving consumers the chance to win a \$500 gift card towards hosting the ultimate tailgate for their tribe! Consumers will enter the giveaway via QR code scan on themed POS.




Mike's HARDER Gaming Sweepstakes

The Mike's HARDER consumer lives and breathes all things gaming. Over 5 million of the brand's target shoppers play video games. So, this October through December, Mike's HARDER is giving consumers the opportunity to win the ultimate in-home gaming suite including a top-end computer, monitors, gaming chair and headset.



Mike's Seltzer Tailgate Sweepstakes

The world is coming back online just in time for tailgate season. Whether at the stadium or in a backyard, Mike's Hard Lemonade Seltzer is consumers' full-flavored teammate wherever they catch the game. This fall, Mike's Hard Seltzer is giving consumers a chance to win a Gen Z dream tailgate pack including a speaker cooler, KanJam, bucket hats, Brumates and more! Consumers will enter the sweeps via QR code scan on themed POS.

Programs

Dos Equis and FOX Sports Partnership

Dos Equis and FOX Sports have announced that the brand will be the Official Beer Sponsor of Big Noon Kickoff, FOX Sports' college football pregame show. The news comes on the heels of Dos Equis' recent advertising campaign launch, "A Dos of XX" and newly introduced tagline, "Get a Dos."

Starting with the upcoming 2021 football season, Dos Equis will run TV and digital advertisements during every college football game televised on FOX and FS1, with custom weekly Dos Equis feature segments and a sponsorship of the FOX College Football Digital Roadshow featuring Mark Titus and Charlotte Wilder. The Digital Roadshow will capture Titus and Wilder's college game day experiences and interactions with fans on @CFBonFOX and @FOXSports digital and social platforms.

"We're thrilled to add Dos Equis to our college football roster and appreciate the dedication they have to their audience," said Seth Winter, Executive Vice President, Sports Sales, FOX Sports. "In just two years on the air, Big Noon Kickoff has established itself as a major player in the college football landscape and provides a great platform to bring together Dos Equis drinkers and football fanatics where they overlap best – Saturdays in the fall."



Get a Dos of Gameday with Dos Equis and College Football

Dos Equis is kicking off the return of college football with even more reasons to jump up, high five and cheers every week by helping fans get a Dos of game day from the beer that was brewed to never settle. This season, Dos Equis consumers have the chance to win weekly prizes leading up to the championship game with the grand prize winner taking home the ultimate game day entertainment set, including a home theater sofa and smart table!



Celebrate All Things Coffee This National Coffee Day, But Do it the Rebel Way

National Coffee Day falls on September 29th this year and Rebel is celebrating with an exciting sweepstakes! They are asking their fans to join them in Costa Rica for a once-in-a-lifetime journey to one of the greatest coffee-growing regions in the world! From August 23rd through September 17th, Rebel Hard Coffee fans can enter the sweeps via QR code on themed POS or at WinWithRebel.com. The grand prize winner will receive round-trip airfare to San Jose, Costa Rica, a first-class hotel stay (5 days, 4 nights), \$2,000 spending money and more!



Verdi Watermelon Sparkletini – the Perfect Anytime Refreshment

Fall's not all about pumpkin spice – Verdi Watermelon Sparkletini is delicious and refreshing all year long. The fastest growing Verdi flavor in the U.S., this unique, watermelon sparkling alternative has a resealable cork closure that keeps the product sparkling seven days after opening and consumers love its true-to-fruit watermelon taste!

Programs

Win Big with Yuengling & DraftKings This Football Season with Weekly College Picks and Pro Trivia Contests

Yuengling is reaching fans before they hit the beer aisle or barstool with 31 free-to-enter contests on DraftKings over 17 weeks!

- 98% of DraftKings users are 21+
- 92% drink alcohol
- Football is the most popular betting sport in the US
- More money is wagered on pro football than NBA, MLB and NHL combined
- After pro football, the college football championship game last year had the most game play of any single sport event on DraftKings

Consumers will look for snapcodes at bars and restaurants to unlock cool Yuengling Game Day Lenses!

And, Yuengling is back with tailgate recipes from celebrity chef Kelsey Barnard Clark and Sheryl Yuengling. Visit yuengling.com/recipes.



Check out George Latella's latest Retail Edge blog post, "Recovery & The New Normal" at origlio.com/blog/recovery-new-normal.

George Latella teaches Food Marketing at Saint Joseph's University in Philadelphia. Food Marketing, which is the largest major at Saint Joseph's University, recently celebrated its 59th anniversary. George is also a partner in Beacon Marketing group which provides marketing planning, research, and e-commerce/direct marketing communications for food and beverage companies. George can be reached at glatella@sju.edu or 610-660-2254.

Rethinking RETAIL

Believe in Beer

Spirits equalization legislation poses a threat, but beer is up to the challenge.

"After a decade of declines, the beer industry started growing again in the second half of 2019. That growth continued in 2020 and has accelerated in 2021. This change in trend has been driven by beer's success in the fourth category – the white space between traditional beer, wine and spirits, where innovations like hard seltzers and FMBs have successfully created new demand by offering drinkers new choices."

"That growth is now threatened by our very capable and determined friends at the Distilled Spirits trade association (DISCUS) and the big spirits companies."

Jim Koch, founder of Boston Beer Company, penned these words in April, stunning the beverage alcohol industry. In an open letter to the heads of the Brewers Association (BA), the Beer Institute (BI) and the National Beer Wholesalers Association (NBWA), Koch warned of the spirits industry's multi-pronged plan to steal consumers away from beer. In particular, he says, beer should remain vigilant against tax "equalization," lowering taxes on lower-alcohol, spirits-based RTDs to bring them in line with beer, hard seltzers and FMBs.

"[DISCUS and spirits companies] have publicly stated that they can reduce beer volume by 45 million barrels if they succeed," he wrote. "That is almost as big as all Mexican import and craft beer combined. **If they succeed in changing state regulations, instead of a future of growth, the beer industry would face virtually permanent declines in volume, revenue and profits.**"

Koch wrote that the spirits industry wants to expand outside of their traditional retailers and reduce the taxes they pay – or even increase beer taxes. **And while the spirits world ultimately wants to reach complete equalization for all their products, legislation centered around spirits-based canned cocktails represents the beginning of a "slippery slope."**

In New Jersey, which currently taxes spirits at \$5.50 per gallon, legislation is being considered which calls for a lower tax rate for liquor less than 9.9% ABV (which includes most spirits-based canned cocktails). The existing tax rate constitutes a significant financial barrier to the success of spirits-based canned cocktails in the state. If tax rates were to change, the playing field would tilt in spirits' favor and malt-based offerings could suffer.

But while the situation is dire, **Koch stresses that there's still time to snatch hard seltzers and FMBs from spirits' clutches. If the industry wakes up and works together, he says, they can press their natural advantages – history of innovation, efficiency and experience, among others – in the RTD space.**

"All of us in the beer industry should get our act together to push back against this growing campaign aimed at taking away beer's newfound growth," he wrote. "We need a unified and effective response. We need the collective strength and leadership of our industry associations, the BA, BI and NBWA. We need [these organizations] to unite us with one message and one mission. Together, we are heavy."

The industry seems to be taking heed. Titans like Anheuser-Busch, Boston Beer Company, Constellation Brands' Beer Division, Heineken USA, Mark Anthony Brands International and Molson Coors Beverage Company – just



Jim Koch, founder of Boston Beer Company, sent an open letter in April asking the beer industry to "wake up" and work together to stop tax equalization for liquor-based canned cocktails



"Equalization is always the biggest issue facing beer," says Beer Institute president and CEO Jim McGreevy. "That's why we should take Jim [Koch]'s letter seriously."

to name a handful – recently came together in a never-before-seen coalition to oppose the proposed equalization legislation in New Jersey, arguing that the history of alcohol beverage taxation in the United States and across the world favors a lower tax rate for malt-based beverages over liquor of any kind. So far, their efforts have worked – at the end of June, it was reported that the bill was pulled from a vote, a serious reprieve for beer.

At press time, there were three more opportunities for the Assembly to vote on the bill, as well as an opportunity for it to be considered in November after a recess. This is still an active fight, possibly for the future of the beer business. As BI President and CEO Jim McGreevy told Brewbound in April, **equalization of the tax rates between beer and spirits is "an existential threat to the beer business."**

Or, as Koch put it: "For twenty years, spirits companies have eaten our lunch... Let's not let them eat our dinner."



Live the Gameday Good Life with Corona

This fall, Tony Romo is back and, together with Corona, he's giving fans a chance to live the Gameday Good Life! Just as he did on the Corona Hotline, Romo's making himself available to consumers all season long, inspiring and enabling them through an exciting new experience (more information to come soon). In partnership with Fanatics, Corona will help fans enjoy their biggest gameday wishes and realize their true gameday potential to win exciting prizes, including a gameday sanctuary. Corona football spots featuring Tony Romo will air throughout the season as Corona continues to hold a strong presence across linear TV, social and digital.



Celebrate Día de los Muertos with Modelo

Modelo invites consumers to celebrate Día de los Muertos as it's meant to be – by immersing themselves in the art and iconography of the holiday. Modelo is enlisting legendary LA-based artist Mister Cartoon to bring Día celebrations to new levels through his custom artwork and personal story. This program will feature a unique augmented reality experience bringing Mister Cartoon's Modelo celebration to life! Mister Cartoon, known for his famous tattoos, began his career as a graffiti artist before branching out into murals and album covers. Look out for limited-edition DDLM packaging designed by Mister Cartoon on Modelo 24 oz. cans.