

Heady Times



**MAKE MORE
ROOM FOR
SELTZER**

Delivering Excellence Seasonals Rethinking Retail New Products Programs

VIVIFY BEVERAGES' SARAH ROSS AND ANNE ELLIS | WINTER SELECTIONS | NOT YOUR FATHER'S NA

Letter to *THE TRADE*



By now, we could all write a book and the title would be “*Your name here & The Terrible, Horrible, No Good, Very Bad Year.*” Having gotten that out of the way, let’s focus on what’s been a surprisingly good year for beer.

UNFORTUNATELY, IT CAME AT THE EXPENSE OF OUR friends in the restaurant and bar business, who continue to suffer disproportionately from the havoc COVID-19 has wreaked on our economy, but for the first time in many years, beer returned to growth in 2020 and consumer brand loyalty made a comeback.

According to IRI, national beer sales at grocery were up 18.3% and 13.7% in convenience stores. A lot of that growth was due to the hard seltzer explosion. You can read all about that in our cover story *Make More Room for Seltzer* and the feature article *Beyond the Claw* on the Mark Anthony portfolio, so let’s look at some other findings that should shed some light on what your customers want to purchase now.

Speaking of what your customers want, I’ve included on this page a list of five big consumer trends for 2021, which will influence the beers your customers will be looking for. It’s been useful information for me. That’s why I’m passing it along to you.

Now, back to beer.

Established premium brands, IPAs (especially hazies), lighter craft beers & healthy-ish sours, Belgian-style wheat beers, golden lagers and non-alcoholic beers all posted impressive gains. An abundance of beers that fall into these categories are in the Origlio portfolio. Please take a look at the box listing some of our brands and the national gains they made in 2020 according to IRI. The numbers speak for themselves. It has always been our mission to craft a portfolio of winning, high-margin brands that contribute significantly to your bottom line and make it easy for you to order beer with confidence. Based upon these figures, I hope you find that to be the case.

As for the beers appearing in this edition of *Heady Times*, it continues to be an exciting time for beer in Southeast PA. I’m happy to report that Origlio has added a few new brands to its lineup: **Anchor Brewing, Magic Hat Brewing Company, PRESS Premium Alcohol Seltzer, Früli, Yards**

Brewing Company and Fullers. Then on page 16, there are NAs from **Dogfish Head, BrewDog, Lagunitas** and **Sam Adams.** Based on the taste, you’ll find it hard to believe that they don’t contain alcohol. These products will make beer a beverage anyone can enjoy throughout the day and they even appeal to soda drinkers.

Then, we have six pages of some of the most interesting, flavorful and delicious seasonal offerings ever. It’s hard to single out just a few, but **Allagash Kurkuma, Blue Moon Honey Daze** and **Cape May Sea Chest** caught my attention. As I’ve said many times before, it’s a great time to be in the beer business.

Before you turn the page, I’d like to leave you with these thoughts...

One of my favorite movies is *Silver Linings Playbook*. (It’s also one of my wife’s favorites but I think it has something to do with Bradley Cooper. Go figure.) It’s about some quirky, lovable characters who have a few issues and suffer great disappointments watching the Philadelphia Eagles break their hearts, not to mention the disappointments of their own love lives. This entertaining little romance actually offers a bit of good advice we can all use to help us get through this pandemic. “*I don’t want to stay in the bad place, where no one believes in silver linings,*” says Pat, the main character, who despite some real personal challenges, chooses to remain positive.

Right now, that is everyone’s challenge – remaining positive. On the days that seem particularly dark, I try to remember that we are all in this together and to be thankful for the men and women who have enabled us to have food on our tables, cared for the sick and created the vaccines that will finally end this world-wide pandemic.

As ever, thank you for allowing us to be your partners in the beer business. Your success is our success, and it is my sincerest wish that you and yours enjoy health and happiness in 2021.

Sincerely,

Dominic Origlio
President



Beverage Daily’s Consumer Trends for 2021

1. Health-conscious consumers will shop for beverages like Heineken 0.0, Smirnoff Ice ZERO Sugar, Samuel Adams Wicked Easy and Lagunitas IPNA that are consistent with their desire to enjoy flavor and maintain a healthy lifestyle.
2. Planet/purpose-driven consumers will purchase products that support endeavors to clean up the environment. For example, the more Coors Light Seltzer you drink, the more rivers you help to keep clean.
3. Fame-hungry consumers favor beverages launched by celebrities like ZAO, the energy drink designed by The Rock and made by Molson Coors.
4. Quality-led consumers are always looking beyond mass-market offerings for products that are a cut above the rest like PRESS Premium Alcohol Seltzer.
5. Convenience-led consumers want products that suit their on-the-go lifestyles. RTD cocktails like Cayman Jack and MXD are right in their wheelhouse.

A Few Established Brands and Their Line Extensions That Posted Impressive Numbers in 2020 Based on National Data From IRI

- Blue Moon Belgian White, up 92%
- Blue Moon Light Sky is a top-20 best seller
- Modelo Especial is the 3rd best-selling beer, up 21.5%
- Corona Extra is the country’s 6th best-selling beer, up 9.7%
- Cigar City Jai Alai IPA (Available at 31st & W.), up 20.6%
- Sam Adams Seasonal, up 9.1% and flagship Boston Lager returned to growth
- Lagunitas IPA & A Little Sumpin’ Sumpin’, up 7.5%
- Heineken, up 10%
- Shiner Bock, up 14.8%
- Truly Lemonade Seltzer was the brand’s best-selling SKU with sales topping \$269 million

Delivering *THE TASTE OF EXCELLENCE*

Origlio People Get The Job Done

Lee Todora

Off-premise District Manager

How long have you been with Origlio Beverage? It will be 17 years in February.

What does your current job entail? Currently, I am the Off-Premise District Manager for Lehigh, Northampton and part of Berks County. I manage a team of 4, who sell to and service off-premise distributors and large takeout accounts in their territories. We work together to ensure that our accounts are able to provide their customers with their take-home needs during these unique times.

What do you like most about your job? The people, the organization and the products. You're only as good as those who surround you, and working and collaborating with a great team of people makes every day enjoyable. It's also a great feeling to be a part of a team working for such a well-respected and family-owned organization. The beer speaks for itself.

What does it take to be a top-notch sales manager at Origlio Beverage? Being a good sales manager takes a balance of understanding your team, your customers and the products. Surrounding yourself with good people who have passion for the business is definitely key to passing that excitement on to our accounts and ultimately the consumers.

Curtis Burns

On-premise Sales Rep

How long have you been with Origlio Beverage? 7 years.

What does your current job entail? I am an on-premise representative in Lancaster county. I work with bars, taverns, restaurants and social clubs. I work directly with owners and managers of these establishments – taking orders, helping manage inventory, discussing new brands and products in the market, and working to make sure the best opportunities are provided to our customers to thrive in this ever-changing market.

What do you like most about your job? I love the interaction with our customers and their customers as well. I find it's like a family environment at the establishments. Some of my customers are good friends of mine and I care a lot about how they are and how their business does. At the end of the day, we are there for each other, to help provide for our families.

What does it take to be a top-notch sales rep at Origlio Beverage? The desire to want to be great. And to enjoy and embrace what you do. Whenever I'm having an off day, I say to myself, "I sell beer for a living..." it doesn't get much better than that. I get the chance to work with great, hardworking people in this industry. If I can have any part in their success, I'm doing something right.



What do you like to do when you're not working? I enjoy spending time with my family and our 3 rescue dogs, coaching my son's wrestling team, exercising and traveling.

If you could be anywhere, drinking any beer, where would you be and what beer would be in your hand? Anywhere in the Caribbean, with a Corona.



What do you like to do when you're not working? I love spending time with my four kids. I also enjoy socializing with my friends. I've met some amazing people [in this industry] over the past 7 years... it's nice to be able to put work aside and just enjoy each other's company.

If you could be anywhere, drinking any beer, where would you be and what beer would be in your hand? I'd be hanging out on the beach, feet in the sand, listening to the waves crashing and drinking a Cape May Coastal Evacuation – one of my favorite beers!

Make More Room for Seltzer

The biggest thing in beer is here to stay, and there's plenty of room for growth

To capitalize on this relatively new segment that appeals to men and women of all LDA generations and demographics, you just need to allocate enough space and offer the right assortment.

Sound familiar? Sure it does. As you've heard us say many times, play the hot hand and give your customers enough "discovery" brands to make things interesting.

In less than a decade, hard seltzer has become the biggest thing in beer since light lager. Sessionable at around 5% ABV and low in calories & sugar, with a kiss of flavor that mimics the non-alc seltzers consumers love, hard seltzers mesh perfectly with popular consumer trends (the quest for flavor, convenience & healthy-ish adult beverages) and appeal to drinkers across all ages, genders and backgrounds. Whether customers are looking for a single can to drink with takeout or a 12-pack to share with friends, these days, there's a good chance they're reaching for hard seltzer.

There's no denying that hard seltzers are a total gamechanger, having altered the industry and even American consumption habits, which have become deeply engrained due to nearly a year of COVID lockdowns. But will it be the next "pumpkin beer bubble" ready to burst when you least expect it and when you have invested money in tons of inventory? Absolutely not.

Here's why you should get on board.

Hard seltzer sales aren't slowing down. The category leaders, White Claw and Truly, posted triple-digit gains and 13 of the top 25 best-selling new beer brands of 2020 were seltzers. It's safe to say that this category isn't like hard soda, which experienced a sophomore slump and never rebounded. And industry analysts like Dan Wandel, speaking on behalf of Mark Anthony Brands, see plenty of room for more growth. "Hard seltzer can easily attain a 20 share of all beer sales. Household penetration

of the category is somewhere around 70 percent. And [hard seltzer] outsold all craft beer in 2020. With those kinds of numbers, it's hard to understand why craft still commands three times the shelf space at retail. Sounds like some businesses are leaving money on the table."

The category is evolving. It's still a two-brand race, but interesting new entrants are ready to claim their fan base. Don't disappoint your customers.

We don't have to tell you that White Claw and Truly are the dominant players driving the category and significantly improving beer sales, yet there's plenty of demand for other brands to succeed because there isn't just one kind of seltzer consumer. Many hard seltzer consumers are devoted to their favorite brands and flavors, but want something different from time to time. There are those who are completely new to the category and then there are a group of consumers who will always gravitate toward lesser known, high-quality brands.

That leaves plenty of room for newer brands like Labatt Blue Light Seltzer, Corona Hard Seltzer and Coors Seltzer to make their mark. And as consumers adjust to the wealth of hard seltzer options and begin to search for a specific seltzer that fits their taste and price point, don't be surprised to see more seltzers from iconic breweries like Heineken (whose AriZona Sunrise boasts more fruit flavor in a colorful liquid) and a shift toward premium brands like PRESS Premium Alcohol Seltzer.

Brands like PRESS – a suitable replacement for rosé or prosecco – are expanding what seltzer can be with BFY spices and botanicals in offerings like Pomegranate Ginger or Lime Lemongrass. On the craft side, Saranac's Green Tea Spiked Seltzers balance green tea with classic flavors like raspberry and lemon, while Cape May's new seltzer variety pack features four flavors made with real fruit juice.



Impulse Buy: Hard seltzer displays (like this Corona Seltzer display at Tanczos Beverages in Northampton) make excellent anchors for the end of the aisle because hard seltzer is often an impulse purchase for customers, especially new and infrequent beer shoppers.



Double the Bubbles: Hard seltzer commands nearly a 10 share of beer after its debut about five years ago, and the category is still growing, with some industry experts projecting that volume will at least double by the end of 2021.



Feature Flavor: "Stores are hesitant to take away too much craft space in fear of losing a consumer," says Origlio's Director of Sales – Grocery and Chain Convenience Mike Kugler. "I tell them the same is true when they don't have enough space for flavor!"

Will it be the next “pumpkin beer bubble” ready to burst when you least expect it and when you have invested money in tons of inventory? Absolutely not.

Whether they’re looking for BFY refreshment or a spiked mixer to keep the party going, consumers are increasingly turning to hard seltzers, which have become an everyday purchase. As Origlio’s Director of Sales – Grocery and Chain Convenience Mike Kugler explains, “We haven’t seen the ceiling, let alone hit it. There’s plenty of room for expansion in this category, especially given the innovation that keeps coming.”

Not every occasion can be met by beer, cider or other FMBs, and hard seltzers help fill that gap for many customers, keeping them in the beer aisle instead of reaching for a bottle of wine. Earlier this year, *The Wall Street Journal* reported that in 2019, Americans drank less wine for the first time in 25 years, as millennials opted for alternatives like cocktails, NA beer and (you guessed it) hard seltzer. And as millennials are more likely than older generations to drink across categories, expect that trend to continue as hard seltzer dominates the scene and millennials become a larger majority of the LDA population.

It’s always hard to predict how any phenomenon will play out in the long run, but one thing is clear: it’s time to make more room for the variety of seltzers your customers are looking for.

Seltzer is exploding with the potential for massive growth ahead. Here’s why...

Industry analysts predict that conservatively, hard seltzer could reach sales of 300 million case equivalents (CEs) by 2024 because...

It’s recruiting new consumers. 50% of consumers are switching to hard seltzer from other categories.

- 21% from beer
- 17% from wine
- 12% from spirits

50% of the volume represents incremental sales.

79% of the business is incremental to beer distributors.

The Next Big Things In Hard Seltzer

Truly Iced Tea Hard Seltzer

This year’s rookie sensation from Truly, Truly Iced Tea Hard Seltzer, combines refreshing hard seltzer with real brewed tea and fruit flavor for a refreshing and delicious, 5% ABV hard tea seltzer in eye-catching gold cans. Available now, the Truly Iced Tea variety pack includes: **Lemon Tea, Raspberry Tea, Peach Tea** and **Strawberry Tea**.



AriZona Sunrise Hard Seltzer

Heineken is partnering with non-alc tea giant AriZona on a new line of hard seltzers made with a splash of real fruit juice for an excellent taste, hint of color and 4.6% ABV. A variety pack featuring: **Grapefruit, Lemon, Mucho Mango** and **Cherry Punch** launches in February.



Corona Hard Seltzer Variety Pack #2

Rooted in Corona’s chill attitude and high-end credibility, Corona’s new hard seltzer variety pack (coming in March) includes 4 all-new, 4.5% ABV flavors: **Pineapple, Strawberry, Raspberry** and **Passionfruit**.



PRESS Premium Alcohol Seltzer

PRESS seltzers are a sophisticated blend of fruit, botanicals and spices, all at a uniquely sessionable 4% ABV. Their new Select variety pack, coming this March, includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil** and **Apple Cinnamon**.



With growth comes market segmentation.

Like beer, there are three basic categories of hard seltzer emerging – Good, Better and Best. Each one appealing to a specific type of customer.

- **Good Brands** – Appeal to the price conscious consumer who may also prefer a higher ABV.
- **Better Brands** – Mass-marketed and largest volume brands define the mainstream segment.
- **Best Brands** – An absolute trade-up option, these consumers look for more than what popular brands offer. They crave a unique product proposition.

Beyond the Claw

Flavorful, super-premium products provided the rocket fuel that increased the rest of Mark Anthony's portfolio by 20 percent in 2020.

What company...

- Has posted growth for five consecutive years?
- Was one of the only large breweries to grow share in 2020?
- Produces premium ready-to-drink cocktails for every consumer and occasion?

Did you guess Mark Anthony Brands (MAB), the maker of White Claw? This FMB powerhouse was up 93.6% in dollar sales YTD in September, despite COVID and out-of-stock challenges, which have been addressed with the addition of three new production facilities and a contract for six billion 12 oz. slim cans.

A lot of that growth is thanks to **White Claw**, which commands a stunning 51% of all hard seltzer sales. The fizzy behemoth has transformed the industry, but even without White Claw, the other brand families in the portfolio were up 20% in 2020. In fact, *all five* MAB brand families grew last year! That's not unheard of, but it's noteworthy considering all of last year's challenges. According to MAB president Phil Rosse, the secret to the company's success is simple: Flavor.

"Flavor is our business," says Rosse. "We want to continue to be the company that delivers quality products to consumers at the experiences and activities where they enjoy them." Besides, flavor is the number one driver of sales and it's transforming the beer industry.

FMBs and hard seltzers are the hottest thing in beer – vaulting from the 6th largest segment in 2016 to #2 in 2020 – and MAB has built an FMB empire that harnesses consumers' desires for premium products that provide exceptional flavor and convenience, two dominant consumer mega-trends. There's **Mike's Hard Lemonade** (up 13% YTD), which propelled FMBs to new heights by appealing equally to men and women. And even after 20 years, Mike's is still the king – nationally, it's the #1 FMB brand in sales velocity, awareness & trial and repeat purchase rate.

Mike's in-your-face little brother, **Mike's HARDER**, has 8% ABV for Mike's lovers looking for a bigger kick. Up 16% YTD, HARDER is the #1 FMB single and #3 beer single brand. It dominates in convenience.

Then there's **Cayman Jack**, the premium RTD that's extremely popular with the younger, LDA multicultural consumer. Available in Moscow Mule, Margarita and Cuban Mojito flavors, Cayman Jack features high-end ingredients, like blue agave and organic lime juice, and has seen six consecutive years of at least 20% growth – up 88% YTD in November.

And don't forget **MXD**, MAB's line of RTD, 12% ABV premium cocktails. The "pre-MXD" cocktails sell better when all four flavors (Margarita, Long Island Iced Tea, Mai Tai and Strawberry Daiquiri) are on the shelf, by an average velocity per SKU that is 30% faster! No wonder the brand is up 38% YTD overall and +75% YTD in Pennsylvania – making PA the #1 MXD state!

Can MAB's massive success continue as the pandemic ebbs? MAB believes it will reach a 10 share of total beer in 2021, a meteoric rise from the 1 share the company held in 2017. With a portfolio packed full of flavor, they are primed for another explosive year!

Introducing Mike's Hard Lemonade Seltzer

This full-flavored seltzer combines MAB's lemonade cred with seltzer know-how and is born of customer demand. And the launch of this new product will be supported by a \$35 million marketing blitz! Mike's Hard Seltzer Lemonade arrives in an eye-catching black variety pack featuring fan-favorite flavors like Lemon, Pineapple, Strawberry and Mango. You can bet that your customers will be looking for it.



A New Product from THE Lemonade Experts

Mike's has been the #1 hard lemonade for two decades. Its new, full-flavor Hard Lemonade Seltzer has a 91% purchase intent by younger drinkers who said it has a taste that's "just right".



First Family of FMBs

Mark Anthony Brands has grown from holding a 1 share of beer in 2017 to a whopping 6.5% of beer dollar value and over 5% of volume sales in America in 2020, thanks to a flavor-filled portfolio.

Bookshelf

The Dogfish Head Book: 25 Years of Off-Centered Adventures

By Sam Calagione, Mariah Calagione & Andrew C. Greeley

From a 12-gallon brewing system in Delaware's first brewpub to the 250K gallon per week craft powerhouse we know today, Dogfish Head has seen incredible success and growth in their 25-year history. And what better way to celebrate that growth – and their silver anniversary – than with a book that takes Dogfish Head fans and beer historians alike behind the scenes of the delightfully off-centered brewery?

Though *The Dogfish Head Book: 25 Years of Off-Centered Adventures* isn't scheduled for release until after this issue goes to press, the brewery was kind enough to offer Heady Times a sneak peek. We're happy to report that, judging from the sample we received, this lovingly compiled page-turner will be a fantastic addition to any beer lover's collection.

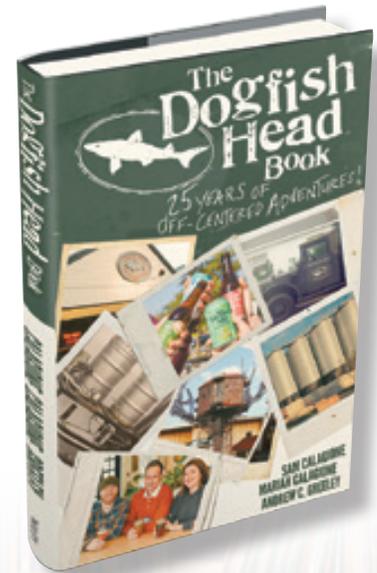
Written by Dogfish Head founder and brewer Sam Calagione, Dogfish Head co-founder and communitarian Mariah Calagione and longtime co-worker & Dogfish Inn INNkeeper Andrew C. Greeley, *The Dogfish Head Book* is a lot like the brewery itself: passionate, artfully designed and just a little bit goofy. A complete chronicle of the brewery's 25-year history, the book features never-before-seen photos and documents, co-worker profiles and design notes that encapsulate success, failure, buckets of hard work and, sometimes, plain old luck.

No one can communicate that history quite like Dogfish's gregarious founder. Sam Calagione's natural storytelling ability is on full display from the very first chapter, as he describes youthful escapades that reveal his entrepreneurial spirit but also resulted in expulsion from his college prep school just before graduation. His trademark energy leaps off the page as he takes readers along on a brewing and culinary adventure. Calagione takes us from his first homebrewed beer – a pale ale brewed with overripe cherries from a bodega that he later shared with actors Ken Marino, Joe Lo Truglio and Ricki Lake at a party in his fourth-floor walkup – to the reasoning behind Raison D'Étre – the Dogfish favorite that Calagione reverse-engineered to be the beer world's Bordeaux that pairs perfectly with steak.

But Calagione is quick to note that he's made some missteps in his career too. The story of his fateful trip across Delaware Bay to deliver the first six-pack of Dogfish Head beer to New Jersey will have readers wincing in sympathy, but it also serves as a reminder that hard work (eventually) pays off. Following the initial disappointment of a miniscule crowd on the Cape May shore, Calagione was approached by Levi's to participate in an ad campaign featuring young entrepreneurs across the country, boosting Dogfish Head's message early on.

The true *pièce de résistance* in the early pages Heady Times received, however, is the car crash/U-Haul/bloody finger incident. No spoilers, but if you didn't already respect Calagione for his brewing chops, MacGyver-like innovations and entrepreneurial pluck, you'll have to give him props for perseverance after reading this edge-of-your-seat white-knuckler where the hits just keep coming.

But luckily for us, after a quarter century of victories, setbacks and several brushes with death, the Calagiones and their co-workers at Dogfish Head are still going strong and aren't about to wrap up their off-centered adventures any time soon. We can't wait to see where they'll end up next. Cheers to 25 years, and many more.



Hazy Days Ahead

New England IPA. Hazy IPA. Juicy IPA. East Coast IPA. Whatever they're called, your customers want them.

“Hazes” have officially transcended trend status, with breweries across the country tweaking their hop blends, yeast strains and grain bills to produce the easy-drinking, OJ-mimicking beers that fans love. Since entering the market, they've upended craft beer sales, gobbling up 15% of the market by growing faster than any other top five beer style by volume.

How did this happen?

That's the question of many beer geeks, some of whom are resistant to the idea of hazy bois, haze bombs and everything in between. It all began with one beer that even the anti-haze crowd adores: **Heady Topper**, a hazy DIPA from Vermont's **The Alchemist**. Widely regarded as the original hazy – and one of the best beers in the world, with a perfect 100 on BeerAdvocate – Heady Topper commands a horde of loyal fans who would do anything to get their hands on some. One woman was even arrested for trying to sell a case on Craigslist in 2013.

Inspired by the genius of The Alchemist, brewers began to make their own turbid IPAs that featured the same explosion of fruit aromas and pillowy mouthfeel of Heady Topper. As the hazy footprint spread beyond Vermont, the style found wider popularity and increasing sales throughout the country thanks to its drinkability compared to classic IPAs.

“Hazy IPAs became popular because of some palate fatigue from all the bitter IPAs that had saturated the market,” says Mike Contreras of **2SP**. The brewery's hazy IPA, **Up & Out**, is their best-selling beer. “[Hazes were] a novel style, but one that was immediately approachable... Hazy IPAs have mass appeal because they are reminiscent of juices we drank when we were kids.”



Beers like Up & Out or **Sierra Nevada's Hazy Little Thing** (the most popular hazy IPA in the US) post steady growth year after year not just because they're delicious, but also because they're crushable and fun. Though learning to love aggressively hopped IPAs was once viewed as a badge of honor, drinkers today prefer their beer accessible, as Joe Whitney, CCO of Sierra Nevada, found out during a chance encounter with a DIPA drinker, inspiring the creation of Hazy Little Thing.

“I was like, ‘Have you always loved IPAs?’” Whitney told VinePair. “He was like, ‘No! I hated them, but my friends were drinking them. I forced myself to drink them for two years until I learned to like them.’ We shouldn't torture people for two years so they can have the ability to drink our beers.”

Approachability is integral to the success of hazies, attracting drinkers who normally give hoppy beers – or even beer in general – a pass. Their popularity across demographics is remarkable, with Sam Calagione of **Dogfish Head** remarking that appeal is “all over the map – older, younger, men and women.”

“From my personal vantage point,” continued Calagione, “this beer style appeals a bit more to the younger demographic when it's bought directly from brewery tasting rooms to enjoy on-premise or to-go, and a bit more to older consumers when it is bought off-premise.”

Dogfish Head plans to attract an even larger audience by combining two trends in one with **Hazy-O!** Launching in February, the vegan-friendly hazy IPA will be the first nationally distributed hazy IPA made with oat milk, a BFY favorite.



Brewers rely on a variety of methods and recipes to produce their hazy creations, which require pain-staking research and testing to perfect – and make stable to ship safely. For most, the “hazification” process is top secret, but a few generous brewers, like Calagione, were willing to share some details.



Sam Calagione thinks hazy beers appeal to a wide demographic of drinkers.

“Utilizing four forms of oats in the recipe for Hazy-O! makes the brewing process blissfully inefficient,” he says. “It is truly a labor of love. Each form of oat used in the brewing process provides the beer with a unique, but complementary characteristic. Rolled oats provide a dense haze, malted oats contribute a delicate malty sweetness, naked oats offer a subtle toasty and caramel character and... oat milk contributes Hazy-O!'s silky soft, creamy mouthfeel. This foundation-of-four allows the beer's special blend of hop varieties to hit the juice bullseye.”

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“Hazy IPAs [like Up & Out] have mass appeal because they are reminiscent of juices we drank when we were kids.”

– Mike Contreras, 2SP Brewery
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Feature

At **Lagunitas**, brewmaster Jeremy Marshall focuses on hop blends to produce Hazy Wonder's characteristic haze, one that's free of "schlarf" – what Marshall calls the bits of hops and yeast cells in a traditional NEIPA. They also keep **Hazy Wonder** unfiltered to maintain the opacity of the brew.



Firestone Walker Brewmaster Matt Brynildson's Anniversary Ale XXIV was rated the best beer of 2020 by VinePair

And brewmaster Matt Brynildson of **Firestone Walker** revealed the brewery's top hazy, **Mind Haze**, combines techniques to achieve its haze, taste and texture.

"We tried to build this beer around our house ale yeast, but it became evident early on that we needed a new yeast," he says. "This new yeast strain does promote haze, but we're not relying on residual yeasts or starches for turbidity. In fact, we centrifuge all the yeast out of the beer before packaging. The haziness and mouthfeel of Mind Haze are cultivated by more stable means, namely using 40 percent wheat and oats in the grain bill while nailing the timing and interplay of our generous hop additions."



From new innovations like Hazy-O! and Firestone Walker's **Mind Haze Double IPA** (due out in March) to beers like Hazy Wonder and Up & Out in core beer lineups,

craft breweries are embracing this relatively young style with open arms. So while these breweries may take different approaches to creating their smooth, tropical brews, on one thing they agree: hazies are here to stay.

Haze Explosion

The last few years have seen craft brewers everywhere harnessing the power of haze. From hazy bois to haze bombs, fans can't get enough of these top hazy IPAs.

BrewDog Hazy Jane

This NEIPA from Scottish brewery BrewDog has low background bitterness and is loaded with intense, juicy fruit character.



Samuel Adams Wicked Hazy

Sam Adams reformulated their classic New England IPA to create the less bitter, smoother Wicked Hazy.



Great Lakes Hazecraft

Inspired by Ohio's trailblazing astronauts, Great Lakes embarked on a quest for an infinitely tasty hazy IPA that led them to discover this vibrant constellation of Simcoe, Azacca and Lemondrop hops.



Peak Slim Hazy

This organic, hop-packed hazy is overflowing with Calypso, Citra and Simcoe hops, yet clocks in under 95 calories and less than 3 carbs.



Heavy Seas Hazy Cannon

Brewed for incredible juiciness, Heavy Seas jam-packed this beer with Citra hops for an insanely fruity aroma.



Sly Fox Haze Fix

Get your fix: soft, pillowy wheat and oats swirl while lush, fruity hops twirl throughout this hazy thing of beauty. Haze Fix will be available in early 2021.



Flying Fish Hazy Bones

Flying Fish's latest year-round release, this hazy IPA features hints of pineapple and mango.



Vivify Beverages' Sarah Ross and Anne Ellis

Two forward-thinking female entrepreneurs figured out how to put *la dolce vita* into a can, and the world took notice.

When *USA Today* announced the results of their Ten Best Canned Cocktails in America competition (or what our industry calls RTDs), you might have expected to see mostly huge conglomerates atop the leader board. But sitting at the #2 spot in this highly competitive lineup was a refreshing, new hard Italian soda that had recently burst onto the scene: **Bravazzi**.

Headed by three entrepreneurs, two women and one man who each had separately developed great love for the culture & flavors of Italy, Vivify Beverages was launched to create flavorful, high-end, BFY, sophisticated products using only the best ingredients, as is the Italian tradition. You shouldn't be surprised then to learn that Vivify also makes **Itz Spritz**.

Vivify: *transitive verb* 1. to make something or someone more lively or vivid.

That is exactly what they did.

Heady Times (HT): Tell us about the origins of the company. Did the *USA Today* win affect your business model?

Anne Ellis (AE): This award has certainly increased awareness of the brand, and it's only one of several high profile accolades we received in 2020. This year, *Forbes* magazine said Bravazzi was one of the best canned beverages on the market. In November, The Kitchn (a top 20 global food and beverage site) did a survey of 21 competitive brands and unanimously chose Bravazzi as the winner. But I'm most proud that the brand has dominated many recent tasting competitions – including **Best Tasting at Seltzerland & Most Popular at Fizz Fight**.

But back to your first question.

The company was initially started by Sarah Ross and Bob Walkenhorst. I joined the team when Sarah introduced me to the brand. Once I had my first sip of Bravazzi Grapefruit, I decided to leave corporate America and join the Vivify team.

Sarah and Bob started the company because after years in the industry, they knew there was a demand for better quality and sophisticated flavors that big companies weren't addressing. Even though the pandemic has caused many people to lose their jobs, consumers everywhere are trading up across all categories. Both Bravazzi and our other great offering, Itz Spritz – a flavorful and refreshing all-natural spritz – target consumers who are actively seeking better and BFY products. We see a clear opportunity for retailers to provide their customers with products that are made with simple ingredients that provide fuller flavor experiences.

HT: What makes Bravazzi different from other hard sodas on the market?

Sarah Ross (SR): We love to say that Bravazzi is our love letter to Italy. Anne and I both lived in Italy. We studied there and love everything about it. Especially the way they use the highest quality, freshest ingredients. When the ingredients are good, the real flavor comes through and artificial additives aren't needed. That is very much the Italian way.



Vivify Beverages' Co-Founders Anne Ellis (left) and Sarah Ross

Then we would always take our favorite gourmet Italian soda, San Pellegrino, and add booze. (You can get some great cocktail recipes on our website www.bravazzi.com). One day, a lightbulb went off: What if we took our favorite Italian soda flavor experience and made it boozy?

Like hard seltzers, we took a growing consumer trend in the non-alcoholic space and brought it to the beer aisle. But Bravazzi is better-for-you AND it tastes better because it is bursting with sun-ripened, true-to-fruit flavor consumers crave.

HT: How does health and wellness fit into your product portfolio?

SR: Our products are BFY from the start. We have clean labels because we use simple ingredients – nothing artificial or created in a lab. We use real fruit and vegetable juices in Bravazzi to give it the true-to-fruit citrus flavor and beautiful color it's known for. Both brands are naturally gluten-free because we brew using sugar, not malt. We know that consumers are uncompromising when it comes to quality, and we make sure that every ingredient we use is the best quality available. We don't cut any corners and you can taste the difference in our products.

HT: Besides a short list of all-natural, superior ingredients, what else can you tell us about how your products are made?

AE: These hard Italian sodas are a new kind of brew. Our unique sugar brewing process makes Bravazzi light-tasting and naturally gluten-free. Each flavor is blended with real fruit juice so it finishes light, bright and totally delicious – in true Italian fashion.

HT: Tell us about Itz Spritz. How does it take advantage of untapped opportunities?

SR: In our opinion, nothing is better than a spritz cocktail. But they require multiple ingredients to make (no one wants to make

Brewer *HIGHLIGHT*

more trips to the store during a pandemic) and they can be complicated. That's precisely why we created Itz Spritz. You don't have to make anything!

Besides, it's gluten-free, lightly sparkling and flavorful, just the way a spritz should be.

HT: How can Bravazzi and Itz Spritz be enjoyed?

AE: Both products are incredibly versatile and are fantastic straight from the can, poured over ice or mixed into cocktails. Our consumers are busy and social, and they want beverages that they can use in multiple ways. We have an amazing mixology program which provides recipes on both the Bravazzi and Itz Spritz websites for consumers looking for an elevated experience.

In the on-premise, you'll find our products poured over ice in a wine glass to accompany a meal, or mixed into a simple cocktail. They are incredibly shelf-stable and timesaving for the bartender.

HT: Why do you think it's important to have more companies that are female founded/owned?

SR: It's important that companies and brands reflect the consumers they serve. For example, despite the fact that women represent a huge amount of buying power, shopping decisions and consumption volume, they have been largely ignored by the big companies across many categories for decades, including beer. Today's consumers are very diverse and they want to support companies that embody that diversity.

As a result, new drinkers are entering the category because they are finally finding brands that speak to them, both in terms of the products themselves, and the companies and leaders behind them. This behavioral shift has become more pronounced during COVID – people want to support small, diverse businesses and brands more than ever before.

HT: What's next for Vivify? Are there new flavors and innovations on the way?

SR: We are innovators at heart, so we're always looking at trends and dreaming about future products. We are working on something exciting for Bravazzi for Spring 2021 – a second variety pack inspired by flavors of Italy's famous Amalfi Coast. Stay tuned for more.

Five Reasons RTDs are BFDs*

Canned cocktails are crushing it! The pace has quickened during the pandemic since we can't sit on barstools. Here are the facts...

1. Nielsen's Danelle Kosmal reported that the sale of RTD cocktails is up over 131%.
2. IWSR, a drinks market analysis company, predicts that in the near future, the sale of RTD cocktails will surpass that of all wine and spirits in the US as consumers continue to switch categories – i.e., they are drinking some of everything.
3. RTD cocktail sales are outpacing hard seltzers, albeit on a much smaller base.
4. People want to drink a good cocktail, not make one.
5. The growth in sales has been helped by the premiumization trend.

**A phrase borrowed from Beer Business Daily. Thanks, Harry!*

Bravazzi Hard Italian Soda

The Bravazzi Variety Pack consists of a wonderful mix of flavors including **Clementina, Blood Orange, Limonata** and **Grapefruit**. Perfect and fresh right out of the can, they also make terrific mixers. Check out the Clementina Creamsicle or Blood Orange Punch cocktail recipes at bravazzi.com.



Itz Spritz

These all-natural spritzers are crafted to be flavorful and refreshing. Each fresh, fragrant and delicate flavor is naturally gluten-free and blended with the finest natural ingredients to create the perfect fusion of unique tastes. In the variety pack you'll find **Golden Pear, Elderflower Citrus** and **Cucumber Lime Twist**.



Philly Beverages

The New Neighborhood Haunt

WALK INTO PHILLY BEVERAGES IN NORTH PHILADELPHIA'S bustling Brewerytown neighborhood and you'll find a beer distributor perfectly in tune with the community that surrounds it. With more families and young professionals moving into rowhomes on Girard Ave., Philly Beverages provides a world-class selection of craft beer, above-premium products and a wide array of the hottest hard seltzers in the market.

A strong institution in the community, it might come as a shock to learn that owner Subhash Tehlan opened this store only a little over a year ago. Opening a new business is never easy, much less during the uncertainty of a global pandemic. But Subhash's passion for the industry, his ability to learn & adapt and his desire to provide the best possible service have all combined to make Philly Beverages a booming success.

Heady Times (HT): How did you come to open Philly Beverages?

Subhash Tehlan (ST): This is my first beer distributor. I used to live in India where I owned a liquor store, so I've always loved the alcohol beverage business. When I first moved here, I owned a cell phone business in Norristown while I looked for the right location to open a distributor. It took three years to find the right spot! After getting close to opening in Huntington and Grays Ferry, this location became available and it was the perfect fit.

HT: What was it about this location that put your three-year search to an end?

ST: The neighborhood is great. This was already a beer distributor, but it had been closed since 2016. The previous owner mostly sold 30-packs, but the neighborhood has changed so much since then. Now there are young people and families living here. Those customers aren't always looking for 30-packs, so we knew we had to provide more variety.

HT: What did you change first when you moved in?

ST: We worked really hard for six months before opening. Everything was changed. We opened the layout of the store, removed the bulletproof glass and made it feel more welcoming. Our cooler doors are brand new, as is the shelving. Early on I was buying mostly larger packs of domestics, but I could tell they weren't moving as fast as they could, so I went out and saw the neighborhood. I visited all the other businesses on the block – the delis and restaurants and breweries around here. I knew I had to focus on attracting the customers who were frequenting those locations. I started increasing my craft selection, ordering more and more as time went on. Now my craft section is huge, completely transformed. It's what most of my customers come in for.

HT: How has COVID affected your business and your customers?

ST: As soon as the first shutdowns were announced, we followed all the state requirements. We were only allowing two or three customers in the store at a time, so we had a line out the door. Now, people understand



Philly Beverages owner Subhash Tehlan and his wife Kavita



the situation better and we're allowing more people inside, with masks of course. Early on, customers were buying five cases at a time because they weren't sure if the state would close down distributors. But people are more comfortable now. We see our regular customers throughout the week. But it's still all new for us. It's new for me, new for the other businesses on the block, new for the wholesalers. We're all working through it together.

HT: How has Origlio helped your business grow?

ST: Our rep, Frank Huynh, was one of the first people to stop by. We were working on the walk-in cooler and Frank saw us through the window. He popped his head in and asked, "Hey, are you guys opening a beer distributor?" [Laughs] He kept coming back and helped us manage everything – the cooler, our shelves, everything. Funny enough, I wasn't aware of IPAs or hard seltzers. Frank helped us realize how important and in-demand those beverages are.

beer-distributor-philly-beverages.business.site • 2517 W. Girard Ave., Philadelphia • 215-910-7548

The Rook

Manayunk's Newest Restaurant Thrives Amid Uncertainty

THE ROOK OPENED ITS DOORS ON JANUARY 3rd, 2020. SIX weeks later, the coronavirus hit. But The Rook's ownership and managers Dominique Franco & Danielle Salley didn't panic. In fact, by continuing to employ key staff members and maintaining a level of flexibility during these uncertain times, The Rook has been able to develop a well-deserved reputation as one of this city's newest hotspots.

Heady Times (HT): You did quite a renovation before opening. Can you tell us about what that process was like?

Dominique Franco (DF): This place used to be the East End Tavern, which was more of a dive bar. Our owners really loved the outside of the building and its character, but wanted to transform it into something more laid back than what you'd find on Main Street in Manayunk.

Danielle Salley (DS): We wanted to cater more toward the young professional crowd here, as opposed to the college-aged patrons you might typically find on Main Street. So we opened up the space, put in bigger windows to make it feel roomy and took advantage of the outdoor space, which wasn't being used at all. That turned out to be a smart choice with the way things are now.

HT: What was it like when the COVID shutdown first took effect?

DS: We'd only been open for six weeks, so it was crazy. We had just opened, ready to hit the ground running and suddenly we had to switch everything and adjust quickly.

DF: First and foremost, it was important to our owners that they keep all their key people employed. They didn't want them to have to find new employment or file for unemployment. So we stayed open and followed all the rules, from take-out to outdoor dining and eventually limited indoor dining.

DS: At every phase, our owners' mindsets were, let's make sure we're able to stay open, pay our bills, not go into debt and keep paying our key people. Because we know when we're able to be fully open again, if our key people are still here, we'll be able to build off that base and keep it going.

HT: How are things now that the dust has, at least partially, settled?

DF: We have a great buzz going now. Early on, even though we were new, we were able to create a sense of normalcy for people. When there wasn't much for people to do, they could utilize our outdoor space and the café seating, while still following all the guidelines.

DS: If anything, being a new business during the shutdown allowed us to take a step back and really create an identity for ourselves. Now we're an established, upscale bar with amazing food and high-end beverages, which you don't necessarily see much of in this area. That identity has evolved a bit with every curveball we've been thrown. There are a lot of neighborhoods that collide here, and once we got our footing, we knew we wanted to create an upscale yet comfortable atmosphere.

HT: How are you preparing for more curveballs this winter?

DF: We're hoping that we'll be able to provide more indoor seating, and outside we have heaters and fire pits that will help for a while. Losing the outdoor space scares us a bit, but these are the realities we live



Managers of The Rook Danielle Salley (left) and Dominique Franco



with now. There's a lot of uncertainty. What should we be planning for? Are they going to lower our capacity or should we be getting ready for an increase? From one end of the spectrum to the other, we're getting as prepared as we can. It's a fluid situation, you don't know what the business is going to look like two weeks out.

HT: How has Origlio helped to grow your business?

DS: Our rep, Bryan Tone, has been great. He stops in more than any other rep. And it's a normal conversation with him, not a sales pitch. He really wants to help the bar out.

DF: We're heavily involved in local non-profits. Every Monday in November we do a dine and donate and Bryan really helps us with those programs and gives us support. This has been a trying time for restaurants, but it's also been a trying time for local non-profits, so we try to help as much as we can.

DS: All in all, it's been a roller coaster, but we're still here. It says a lot for this neighborhood too. They're always here to support us. That's why we want The Rook to be a place where everyone feels welcome.

Note: This interview took place on November 5th

Why You Should *BE SELLING*...

Dogfish Head Slightly Mighty

Unlike most active lifestyle beers, Slightly Mighty is light in carbs, calories and alcohol without sacrificing taste... no wonder it's up 332.6% YTD.

A few years ago, craft breweries tasked themselves with creating beers with big flavor that would appeal to health-conscious consumers. Dogfish Head, known for brewing outside the box, was one such brewery up for the challenge. Of course, this wasn't DFH's first venture in the better-for-you category. The beloved craft brewery proved they could make a beer that would fit into a healthy lifestyle with the 2016 release of **SeaQuench Ale** (now one of the best-selling sour beers in America). After months of molecular-level research and culinary exploration, **Slightly Mighty** was born at just 95 calories, 3.6g carbs and 0g fat, with a sessionable 4% ABV.

A ground-breaking IPA, Slightly Mighty is everything you want in a low-calorie beer: slight in calories and carbs yet mighty in taste. It has quickly become the best-selling beer in the low-cal IPA category, a new category created in response to the increasing consumer demand for wellness-focused alcoholic beverages.

Called a "legitimate IPA both [beer] geeks and average folks will dig" by *Esquire*, the secret to the exceptional taste of Slightly Mighty was found in an ancient Chinese delicacy – monk fruit. Dogfish Head founder Sam Calagione explains, "Sweeter than sugar per ounce, monk fruit amplifies the body and complexity of the beer yet contains no calories. The result is a hazy-gold, lo-cal IPA that throws tropical notes of pineapple, coconut, mango and citrus, all while delivering an aromatic hoppiness that makes it oh-so drinkable. Brewed with 'lo-cal'ly grown malted barley, Slightly Mighty is dynamic and crisp with a refreshing hop profile."

Called a
"legitimate IPA
both [beer] geeks
and average
folks will dig" by
Esquire, the secret
to the exceptional
taste of Slightly
Mighty was found
in an ancient
Chinese delicacy –
monk fruit.



New PRODUCTS Now Being Sold by Origlio

PRESS Premium Alcohol Seltzer



Five years ago, PRESS was inspired by a chance comment over dinner with a

friend. Amy Walberg recognized an opportunity in her wish for “seltzer with a little something.” She channeled her advertising acumen, international savvy and mission to serve women into founding PRESS Premium Alcohol Seltzer. Her innovative seltzer cocktail has taken the beverage industry by storm.

Walberg developed the first PRESS flavor profiles in her kitchen, brewing up sophisticated flavor combinations inspired by her global culinary explorations. She had three no-compromise goals. First, the seltzer had to be delicious. Second, the flavor profiles had to be sophisticated. Finally, for fans committed to responsible sipping, it had to be low ABV.

Today, PRESS is the only woman-owned seltzer brand among the top 10 in a now burgeoning beverage category. It’s available in 48 states, gathering glowing media accolades and securing shelf space at major retailers.

The sparkling taste of PRESS reflects Walberg’s belief that all of life’s delicious moments are meant to be savored.

PRESS Pomegranate Ginger Premium Alcohol Seltzer



Available in 12-pack cans beginning this spring, Pomegranate Ginger combines the succulent taste of sweet and tangy pomegranate with a refreshing snap of fresh ginger. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March in **Berks, Lehigh** and **Northampton Counties**

PRESS Blackberry Hibiscus Premium Alcohol Seltzer



Available in 12-pack cans beginning this spring, Blackberry Hibiscus has a bold flavor of fresh, ripe blackberries combined with tangy hibiscus. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March in **Berks, Lehigh** and **Northampton Counties**

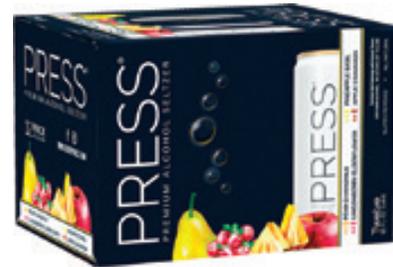
PRESS Premium Alcohol Seltzer Signature Variety Pack

This 12-pack can variety includes: **Blackberry Hibiscus, Pomegranate Ginger, Grapefruit Cardamom** and **Lime Lemongrass.** **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**



PRESS Premium Alcohol Seltzer Select Variety Pack

This 2/12-pack can variety includes: **Pear Chamomile, Lingonberry Elderflower, Pineapple Basil** and **Apple Cinnamon.** **Availability:** Year-round, beginning in March in **Berks, Lehigh** and **Northampton Counties**



Früli

Früli is a high-quality Strawberry Belgian fruit beer, produced at Huyghe craft brewery in Melle, near Ghent in Belgium. The 300-year-old brewery has been in the De Laet family for 100 years.



Früli Premium Strawberry Beer

Made with real strawberry juice and wheat beer, Früli Premium Strawberry is smooth, well-rounded and bursting with natural flavor. It’s sweeter than ordinary beers, with a hint of bitterness and a little citrus zest that balances out the palate and has been likened to a smoothie with bite. **ABV:** 4.1% **Package:** 11.2 oz. bottles only **Availability:** Now, year-round in **Berks County**



New PRODUCTS Now Being Sold by Origlio



Back in the late '80s, two college buds Tom and Jon, decided to brew some beer for their friends. Whether it was natural talent or the endless supply of suds, people liked what they tasted and wanted more. They didn't know it at the time, but this was the beginning of what was to become Yards Brewing Company.

From a garage-sized operation in Manayunk, all the way up to their current location in Northern Liberties, the Yards Crew has always shared a commitment to quality and sustainability as they work every day to "Brew Unto Others."



Yards Philadelphia Pale Ale

Dry-hopped with an abundance of distinctive Simcoe hops, this straw-colored pale ale is more drinkable than bitter, more aromatic than aggressive. **ABV:** 4.6%

Packages: 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



Yards Philthy

People in Philly don't have a filter, and neither does Yards Philthy hazy IPA. This bold, aromatic ale is loaded with tropical and citrus hops character and has that classic hazy, golden color. And just like the city where it's brewed, this unapologetic

IPA is left unfiltered. **ABV:** 6.5% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



Yards Featherweight

Just because it's light, doesn't mean it isn't good in a fight. Put up your dukes and enjoy this light-bodied, low bitterness hazy pale ale with tangerine and citrus hops. And, coming in at only 105

calories, this is the perfect easy-drinker for any weight class. **ABV:** 3.7% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

Yards PYNK

Each sip of PYNK starts with a crisp, fruity zing and finishes refreshingly dry. The delightful pink hue comes from heaps of fresh raspberries and cherries in every batch. It's no wonder PYNK is called the rosé of beer. **ABV:** 5.5%

Package: 12 oz. bottles only

Availability: Now, year-round in **Lehigh** and **Northampton Counties**



Yards IPA



Yards' signature IPA is loaded through and through with assertive American hops.

Traditional floor-malted English barley gives this IPA its firm malt character while generous amounts of Chinook and Amarillo hops impart aromas of pine and tangerine for a perfectly balanced IPA. **ABV:** 7% **Packages:** 12 oz. bottles, 12 oz. cans and draught

Availability: Now, year-round in **Lehigh** and **Northampton Counties**



Yards Loyal Lager

25 years after opening their first garage brewery in Manayunk, Yards built their dream brewery in the heart of the city – all thanks to the fans who have been loyal since the beginning. As

a sign of their gratitude, Yards used their new world-class brewing system to create Loyal Lager: a crisp, easy-drinking American craft lager brewed with 2-row malt and aromatic Loral hops. It's what a clean, high-quality lager is meant to be. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

Yards Brawler



Crafted in the style of an English mild, this malt-forward ale is great when you want to go a few rounds. Its smooth character, hints of caramel and toast and remarkable drinkability define this ruby-colored brew as a knockout session ale. **ABV:** 4.2%

Packages: 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

New PRODUCTS Now Being Sold by Origlio

Yards Washington's Porter



Detailed in a letter from the General to his officers during the war, Washington's recipe employed molasses to aid fermentation and give rich caramel aroma to this robust, roasty ale. The recipe reflected his admiration for Philadelphia-style porters, especially those brewed by Robert Hare. This porter, inspired by Washington's, is dark, smooth and complex, with just a hint of dried fruit in the finish. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

Yards Jefferson's Golden Ale



This complex golden ale pays homage to our Founding Father and fellow brewer, Thomas Jefferson. Yards recreated his recipe, employing honey, rye and wheat, just like the beer brewed at Monticello during Jefferson's time. **ABV:** 8% **Packages:** 12 oz. bottles and draught **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

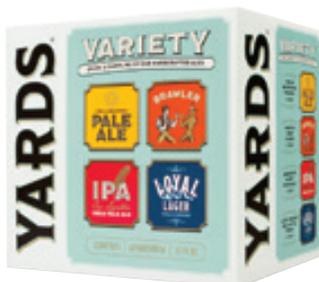
Yards Philly Phlight

This variety pack includes: **Philadelphia Pale Ale**, **Philly, Loyal Lager** and **IPA**. **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



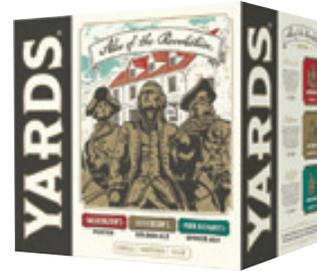
Yards Signature Variety Pack

Yards Signature Variety Pack includes: **Brawler**, **IPA**, **Philadelphia Pale Ale** and **Loyal Lager**. **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



Yards Ales of the Revolution

The Ales of the Revolution variety pack includes: **Washington's Porter**, **Jefferson's Golden Ale** and **Poor Richard's Spruce Ale**. **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



Magic Hat Brewing Company



The idea of Magic Hat began where so many good ideas before it began: in a bathtub. This bathtub, located on Vermont's Goddard College campus and devoid of a plaque of recognition, is where Bob Johnson brewed his first batch of beer.

After years of honing his craft, Bob was finally ready for the big time. Soon after he realized his readiness, he re-met Alan Newman, a serial entrepreneur with whom Bob had worked in a past life. Bob told Alan of his plans and before a handshake could take place, the two were jet-setting to the West Coast for research.

Upon their return to Burlington, Bob and Alan began their search for a space to call their own. That search landed them in an abandoned factory on Flynn Avenue in Burlington, Vermont's South End, where Bob would finally brew Magic Hat's debut ale called Bob's First, and soon after, the first batches of #9.

Magic Hat #9

A sorta dry, crisp, refreshing, not quite pale ale whose mysterious and unusual palate will swirl across your tongue with subtle notes of fruit and a floral hop bitterness. Beyond that, we dare not tell you more, for with each sip, mysteries are revealed and still more questions raised. **ABV:** 5.1% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round in **Berks County** (in addition to **Lancaster, Lehigh** and **Northampton Counties**)



New PRODUCTS Now Being Sold by Origlio



Anchor is America's first and oldest craft brewery, with roots dating back to the California gold rush. In 1965, Fritz Maytag purchased Anchor Brewing, revitalizing Anchor Steam Beer and igniting the craft beer revolution. Today, Anchor's beers are handmade from an all-malt mash in their traditional copper brewhouse. Their process combines the time-honored art of classical craft brewing with carefully applied, state-of-the-art, modern methods.

Anchor Steam Beer

Anchor Steam Beer owes its deep amber color, thick, creamy head and rich, distinctive flavor to a historic brewing process like no other. It is a process that combines deep respect for craft brewing tradition with many decades of evolution to arrive at a unique approach: a blend of pale and caramel malts, fermentation with lager yeast at warmer ale temperatures in shallow open-air fermenters and gentle carbonation in cellars through an all-natural process called kräusening.



Anchor Steam Beer derives its name from the 19th century when "steam" was a nickname for beer brewed on the West Coast of America under primitive conditions and without ice. The origin of the name likely relates to the original practice of fermenting the beer on San Francisco's rooftops in a cool climate. In lieu of ice, the foggy night air naturally cooled the fermenting beer, creating steam off the warm open pans. Once a nickname for any Californian or West Coast beer brewed under these conditions, today the name "steam" is a trademark of Anchor Brewing and applies only to the singular process and taste of their flagship brand.

ABV: 4.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round in **Berks County**

Anchor Variety Pack

This 2/12 can variety includes three cans each of four California originals – a combination of Anchor's best-sellers and their new, innovative brews in one convenient package. With a range of styles and taste profiles,

there's a unique brew for every drinker and any occasion. Included in the mix are: **Anchor Steam Beer**, **California Lager**, **Liberty Ale** and **Baykeeper IPA**. **Availability:** Now, year-round in **Berks County**



Great Britain invented the ales that define craft beer: pale ale, porter, IPA and stout, to name a few. Fuller's own brewers created ESB, a style that has come to epitomize the best of British brewing.

Anchored in centuries of experience, unyielding quality standards and a carefully crafted company culture of innovation and integrity, Fuller's beers have received top ratings and accolades from experts and the general public alike. They have become the gold standard for British-inspired ales brewed in America and throughout the world.

Fuller's ESB



ESB's malt blend imparts flavors of biscuit and toffee, while the robust combination of hops lends grassy and peppery notes alongside intense citrus fruit characters of grapefruit, orange and lemon. **ABV:** 5.9% **Packages:** 11.2 oz. bottles and draught **Availability:** Now, year-round in **Berks County**

Fuller's London Porter

London Porter's blend of brown, crystal and chocolate malts provides earthy character and a creamy delivery, while hints of coffee and chocolate carry through onto the tongue. The range of flavors works well with a wide variety of foods, from rich meat dishes to chocolate desserts. **ABV:** 5.4%

Packages: 11.2 oz. bottles and draught **Availability:** Now, year-round in **Berks County**



Fuller's London Pride

The UK's best-selling premium ale, London Pride is a rich, but wonderfully balanced pale ale with a distinctive malty base, a rich balance of hop flavors and a satisfying, fruity finish. **ABV:** 4.7% **Packages:** 11.2 oz. bottles and draught **Availability:** Now, year-round in **Berks County**



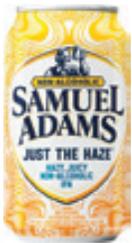
New PRODUCTS *Non-Alcoholic*

Lagunitas IPNA

All the hops with none of the alcohol, Lagunitas IPNA is a non-alcoholic, full-flavored IPA, dry-hopped with Mosaic and Citra hops. This confounding creation uses the same ingredients found in Lagunitas' highly-balanced IPAs (hops, malt, yeast & water) and thus the same deliciousness, but brewed without the ceremonial fez and ancient incantations that normally take it over the edge. **ABV:** <0.5% **Package:** 12 oz. bottles only **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**



Samuel Adams Just The Haze



After two years of thoughtful research and brewing, Samuel Adams brewers created a perfect union of recipe, ingredients and proprietary NA brewing methods to successfully maintain the flavor and aroma of a juicy, hazy IPA, while producing very little alcohol, just 0.5% ABV. Unlike the watery mouthfeel and unfamiliar taste

of many of today's NA options, Just The Haze is full-bodied with a smooth finish. Savvy IPA drinkers will recognize the use of Sabro, Citra, Mosaic and Cascade hops. The grains are 2-row summer barley, white wheat and oats purposefully selected to create a full-bodied, easy-drinking NA IPA. Visually, Just The Haze is almost identical to Samuel Adams' popular New England IPA and features consistent IPA foam character, deep head retention, a golden color and medium haze. **ABV:** 0.5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in January/February in **Berks, Lehigh** and **Northampton Counties**

BrewDog Non-Alcoholic Series

BrewDog brews their non-alcoholic beers using a micro-fermentation process that feeds the yeast precisely to the point of alcohol creation, but no further. The result? More flavor and fewer calories. It's kick ass beer that won't kick your ass!

BrewDog Punk AF



BrewDog is on a mission to prove that alcohol-free does not equate to taste-free. Punk AF is a beer for those seeking a point of difference at 0.5% ABV that brings all the attitude and flavor of their flagship Punk IPA, but none of the alcohol and only 37 calories per serving. Brewed with eight different hops from North America, New Zealand and Europe,

Punk AF lives up to its billing in every respect. Juicy tropical fruit mixes it up with grassy notes and a hit of resinous pine, all sitting on a solid foundation of four different malts. The bitter finish belies its ABV, rolling in at 35 IBUs to provide the perfect retort to those who push alcohol-free beer devoid of character. Alcohol-free beer just got Punked up. This is Punk AF. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



BrewDog Hazy AF

Non-alcoholic just got juiced up and Hazy AF lives up to the hype. All the attitude, all the flavor, but none of the alcohol. Say hello to the juiciest alcohol-free near beer available. Tropical fruits and grassy notes mix it up, while oats and wheat unite for a smooth ride. Unfiltered, full flavor, low-cal (37 per serving) and all-out New England, Hazy AF embraces the opaque. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New PRODUCTS

Coors Pure



Say hello to Coors Pure, a new, USDA-organic certified beer with three simple, quality ingredients: organic barley, organic hops and water. It's the same Rocky Mountain refreshment you've come to know and love, with the crisp and clean taste of Coors. And with only 92 calories, zero sugar and a low 3.8%

ABV, this pure light beer has serious staying power. **ABV:** 3.8% **Packages:** 12, 16 and 24 oz. cans **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh and Northampton Counties**



Leinenkugel's Lemon Haze IPA

When life hands you lemons, make IPA! That's the idea behind Leinenkugel's new Lemon Haze IPA, an updated twist on a classic flavor. Fans of Leinenkugel's No.1 craft summer seasonal, Summer Shandy, will be delighted to know that the delicious flavor of lemonade that made the brand famous is profiled in this juicy and approachable IPA. With hazy lemon notes and just the right amount of hops, Lemon Haze IPA will be making appearances in shoppers' fridges and coolers during those warmer months when we could all use a little extra refreshment.



ABV: 4.9% **Packages:** 12 oz. cans, 16 oz. cans and draught **Availability:** Year-round, beginning in March in **Lancaster and Berks Counties**

Leinenkugel's Spritzen Variety Pack with Blood Orange Cranberry

Leinenkugel's Spritzen is making a splash with their latest variety pack featuring their new flavor, Blood Orange Cranberry. This refreshing beverage is the perfect choice for drinkers who want the best of both worlds – beer and seltzer in one. At 93 calories and 0 grams of sugar, this better-for-you option tastes delicious and won't weigh you down. And customers can try all four variety-pack flavors: **Pineapple Strawberry, Grapefruit, Raspberry Lemon** and new **Blood Orange Cranberry**. **Availability:** Year-round, beginning in March in **Lancaster and Berks Counties**



Vizzy Blueberry Pomegranate

Starting in February, shoppers can enjoy even more of their favorite hard seltzer (hint: it's the one full of flavor and antioxidant vitamin C)! Available in new 24 oz. cans, Vizzy Blueberry Pomegranate now has twice the rich, velvety blueberry and smooth pomegranate taste – the perfect choice for any seltzer lover. **ABV:** 4.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in February in **Lancaster and Berks Counties**



Corona Refresca Más Mango Citrus

Available in Mango Citrus, Corona Refresca Más is a flavorful, tropical cocktail imported from Mexico. It offers a burst of tropical fruit flavor and 8% ABV for a delicious taste experience. **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh and Northampton Counties**



Labatt Blue Light Blood Orange Blackberry Seltzer



Labatt Blue Light Blood Orange Blackberry Seltzer is an exceptionally refreshing hard seltzer featuring unique fruit fusions of blood orange and blackberry that's light on calories, but big on flavor. Labatt Blue Light Seltzer boasts 100 calories, 1g sugar and 1g carbs. **ABV:** 5% **Packages:** 12 and 23.5 oz. cans



Availability: Year-round, beginning in mid-January in **Lancaster, Berks, Lehigh and Northampton Counties**

New PRODUCTS

Smithworks American Brewed Hard Seltzer Lemonade



Smithworks American Brewed Hard Seltzer Lemonades are refreshing, carbonated and just slightly sweet beverages endorsed by American icon, Blake Shelton.

Smithworks Hard Seltzer Lemonade Classic Lemon

Inspired by classic, thirst-quenching lemonade, Classic Lemon is tart, slightly sweet and guaranteed to be refreshing all year long. **ABV: 5% Packages: 12 and 23.5 oz. cans Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh and Northampton Counties**



Smithworks Hard Seltzer Lemonade Ripe Strawberry

Ripe Strawberry has the refreshing, slightly sweet taste of lemonade with a burst of fresh strawberry flavor. **ABV: 5% Package: 23.5 oz. cans only Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh and Northampton Counties**



Smithworks Hard Seltzer Lemonade Variety Pack

Available in this variety pack of 12 oz. cans are: **Classic Lemon, Ripe Strawberry, Southern Peach Tea and Crisp Lime.** **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh and Northampton Counties**



Seagram's Hard Seltzer Variety Pack

Seagram's new hard seltzers will soon be available in a variety pack. The fruit-infused flavors include: **Tropical Pineapple, Mango Peach, Mixed Berry and Watermelon Lime.** **Availability:** Year-round, beginning in February in **Lancaster and Berks Counties**



Harpoon Big League



Welcome to the Big League! Harpoon took Rec. League's hazy pale ale recipe and multiplied everything by two (dry hops included), to create an extra citrusy, refreshingly tropical and surprisingly crushable hazy IPA. Big wins call for big hops, no matter the player. **ABV: 7.2% Package: 12 oz. cans only Availability:** Year-round, beginning in February in **Berks County**

BrewDog Light Speed

Welcome to the Big League! Harpoon took Rec. League's hazy pale ale recipe and multiplied everything by two (dry hops included), to create an extra citrusy, refreshingly tropical and surprisingly crushable hazy IPA. Big wins call for big hops, no matter the player. **ABV: 7.2% Package: 12 oz. cans only Availability:** Now! in **Berks County**



Yuengling Raging Eagle

Yuengling Raging Eagle is the latest innovation from America's Oldest Brewery. This pilsner is made with natural mango flavor and brewed with classic hops for a crisp, refreshing taste. **ABV: 6% Package: 24 oz. cans only Availability:** Year-round, beginning in January in **Berks County**

New PRODUCTS

Smirnoff Ice ZERO Sugar New Flavors

Smirnoff Ice is known for quality drinks bursting with flavor, with the right balance of citrus and sweet, and Smirnoff Ice Zero Sugar is no exception! Smirnoff Ice Zero Sugar has 2.5g carbs, fewer than 100 calories and, of course, 0g sugar, with 100% Smirnoff Ice flavor. This spring will see four exciting flavors in 12 oz. slim cans!



Smirnoff Ice Zero Sugar Original: Lightly carbonated with a delicious citrus bite and a refreshing effervescence.

Smirnoff Ice Zero Sugar Black Cherry: Bright, sweet cherry aroma with a lightly floral palate and hints of jammy red fruit.

Smirnoff Ice Zero Sugar Raspberry: Sweet, berry-like aroma with a tart and jammy profile.

Smirnoff Ice Zero Sugar Orange: Juicy, citrus aroma with a fresh and pleasantly tart orange finish.

Smirnoff Ice Zero Sugar Fun Pack: Variety includes: **Original, Black Cherry, Raspberry and Orange.**

ABV: 4.5% **Package:** 12 oz. slim cans only

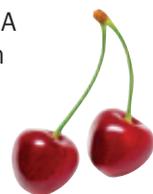
Availability: Year-round, beginning in March in **Lancaster and Berks Counties**



Smirnoff Ice SMASH Red, White & Berry

This popular Smirnoff flavor will soon be available in Smirnoff's 8% ABV SMASH lineup. A harmonious blend of bright red cherries and blue raspberry with a refreshing citrus finish creates a refreshing malt beverage, perfect any time of the year. **ABV:** 8% **Package:** 23.5 oz. cans only

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



Guinness Nitro Cold Brew Hard Coffee

This is the ultimate hard coffee brew. There is no denying the similarities between coffee and stout. From the roasty, chocolaty notes to the more recent smooth and creamy nitro cold brews. Guinness, the progenitor of stout and nitro beer brings the perfect marriage of beer and coffee. Introducing Guinness Nitro Cold Brew Coffee Stout. With notes of roasted coffee, chocolate and caramel, Guinness Nitro Cold Brew Coffee is the perfect brew to share with friends before catching the game or gearing up for a night out. **ABV:** 4% **Package:** 14.9 oz. cans only **Availability:** Year-round, beginning in February in **Lancaster and Berks Counties**



Mike's Hard Lemonade Seltzer Variety Pack

The much-anticipated launch of Mike's Hard Lemonade Seltzer will soon be here! These refreshingly delicious hard seltzers are available in a 2/12 can variety pack of four flavors including: **Pineapple,**

a balance of juicy pineapple with lemon sweetness and tartness; **Strawberry,** a mix of tangy lemon notes and strawberry refreshment; **Lemon,** the perfect blend of lemon sweetness & tartness and **Mango,** a balance of ripe mango with lemon sweetness & tartness. Each flavor is 5% ABV, 100 calories, 1g sugar and gluten-free!

Availability: Year-round, beginning in January/February in **Lancaster, Berks, Lehigh and Northampton Counties**



Mike's Harder Pineapple Mandarin

Harder Pineapple Mandarin is quite refreshing, with a ripe pineapple taste and a citrus bite of authentic mandarin – just the right balance of acidity and sweetness.

ABV: 8% **Package:** 23.5 oz. cans only

Availability: Year-round, beginning in February in **Lancaster, Berks, Lehigh and Northampton Counties**

New PRODUCTS

AriZona Sunrise Hard Seltzer

Introducing new AriZona Sunrise Hard Seltzer! Heineken and AriZona have teamed up to launch a refreshing take on hard seltzer made with a splash of real fruit juice to provide excellent taste and a hint of color. Real Fruit, Real Flavor, Real Color.



AriZona Sunrise Hard Seltzer Cherry Punch

Sunrise Hard Seltzer Cherry Punch is red in color with notes of cherry and cranberry, and a light apple cherry finish. **ABV:** 4.6% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in February in **Lancaster** and **Berks Counties**

AriZona Sunrise Hard Seltzer Mucho Mango

Yellow in color, Sunrise Hard Seltzer Mucho Mango has a real mango flavor and finish. **ABV:** 4.6% **Package:** 19.2 oz. cans only **Availability:** Year-round, beginning in February in **Lancaster** and **Berks Counties**



AriZona Sunrise Hard Seltzer Variety Pack

The AriZona Sunrise Hard Seltzer Variety Pack contains four deliciously refreshing seltzers in 11.5 oz. slim cans including: **Grapefruit**, **Lemon**, **Mucho Mango** and **Cherry Punch**. **Availability:** Year-round, beginning in February in **Lancaster** and **Berks Counties**



Great Lakes Crushworthy Lo-Cal Citrus Wheat

Do you believe in love at first sip? At only 105 calories, with a lightly filtered body and a sweet kiss of orange, it's more than a crush. It's your new main squeeze. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



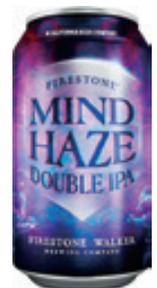
Great Lakes Gimme Five! Variety Pack

Great Lakes' new year-round 15-pack can variety includes: **Dortmunder Gold Lager**, **Burning River Pale Ale**, **IPA**, **Hazecraft IPA** and new **Crushworthy Lo-Cal Citrus Wheat**. **Availability:** Year-round, beginning in March in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



Firestone Walker Mind Haze Double IPA

Let your mind wander into Double Mind Haze – Firestone Walker's juiciest, fruitiest and haziest IPA ever, made for the maximum in tropical hop flavor. Mind Haze Double IPA is all about taking the brewery's signature Mind Haze IPA to the next level. In the words of Brewmaster Matt Brynildson, "We challenged ourselves to create amazing hop flavors with luscious textures, and to ultimately deliver all of the hedonistic flavor and strength you could ever want from a hazy IPA." **ABV:** 8.3% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in March in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



New PRODUCTS

Samuel Adams Wicked Hazy



Wicked Hazy IPA features an explosive hop aroma of citrus, red, tropical, and stone fruits. White wheat and golden naked oats give this beer a medium body and smooth mouthfeel that perfectly balance a moderate bitterness and wicked huge, juicy fruit flavors. **ABV:** 6.8% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**

Samuel Adams Wicked Easy



Formerly known as Sam '76, this light and hazy lager features a light-bodied and hazy character with bright citrus and tropical fruit notes of orange, mango and pineapple and a clean, crisp finish. **ABV:** 4.7% **Packages:** 12 and 24 oz. cans and draught **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**

Truly Iced Tea Hard Seltzer Mix Pack

Introducing Truly Iced Tea Hard Seltzer! This new, exciting innovation combines refreshing hard seltzer with real brewed tea and fruit flavor for a uniquely delicious, flavorful drink. Available in this convenient variety pack are four refreshing flavors: **Lemon Tea, Raspberry Tea, Peach Tea** and **Strawberry Tea**. **ABV:** 5% **Packages:** 2/12-pack Variety (January), 12 oz. cans Lemon Tea (March), 24 oz. cans Lemon Tea (January) **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**



Woodchuck Mimosa

Inspired by the classic morning beverage, this cider is bursting with orange zest and citrus notes. A subtle hint of vanilla makes this effervescent and juicy cider perfect with any meal or on its own! Cider & OJ – lil' shake and enjoy. **ABV:** 5.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Angry Orchard Peach Mango Hard Cider

Angry Orchard Peach Mango offers that crisp, fresh apple flavor you expect from Angry Orchard combined with the ripe, vibrant flavors from peach and mango to bring a bright juiciness to this new hard cider.

ABV: 5% **Packages:** 12, 16 and 24 oz. cans **Availability:** Year-round, beginning in February in **Berks, Lehigh** and **Northampton Counties**



Angry Orchard Strawberry Hard Cider



Angry Orchard Strawberry combines fresh apple flavor with ripe strawberry juiciness for a balanced, slightly sweet hard cider with a refreshing finish.

ABV: 5% **Packages:** 12, 16 and 24 oz. cans **Availability:** Year-round, beginning in February in **Berks, Lehigh** and **Northampton Counties**



Dogfish Head Hazy-O!



Hazy-O! is Dogfish Head's new, "oooh-so-juicy" hazy IPA brewed with four types of oats – malted oats, rolled oats, naked oats and oat milk – for a beer that's incredibly juicy and hop-forward while remaining smooth and refreshing. Chock-full of tropical notes of citrus, mango and pineapple, this beer's silky soft and creamy mouthfeel makes it

drink like a 5% ABV session sipper, even though it's a 7.1% ABV powerhouse. **ABV:** 7.1% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh** and **Northampton Counties**

New PACKAGES

Coors Seltzer Variety 24-pack Cans



In addition to 12-packs, Coors Seltzer variety will soon be available in 24-packs as well! Coors Hard Seltzers have great selling points – deliciously light, bubbly flavor with only 90 calories, and a buzzworthy partnership with Change the Course. This winter, Coors is launching a new Coors Hard Seltzer variety 24-pack; and for every pack sold, they'll be

restoring 500 gallons of clean water to America's rivers. The goal is to refresh one billion gallons in the first year! With industry-favorite flavors like **Mango, Lemon Lime, Black Cherry** and **Grapefruit**, they're asking shoppers to "drink hard seltzer, help save a river." **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Coors Seltzer Mango 24 oz. Cans



Now available in a 24 oz. can, Coors Seltzer Mango is bright and refreshing with 190 calories and 4.5% ABV. The best part? Choosing Coors Seltzer Mango over other leading seltzers impacts America's rivers in a real way. Every 12-pack purchased helps restore 500 gallons of water to the nation's rivers and \$1 per case is donated to the Change The Course River Initiative. Overall, the brand is committed to restoring 1 billion gallons of water in one year. **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Coors Light 76ers Cans

76ers fans, prepare to Unite and Chill. Limited-edition Coors Light 76ers cans will be available during the season, so fans can make sure they always have the right beverage for the buzzer beater. Shoppers can also expect plenty of giveaways and Sixers gear to score throughout basketball season. **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Miller Lite St. Patrick's Day Aluminum Pints

St. Patrick's Day is officially on this year. Get the "Green Lite" to celebrate with Miller Lite limited-edition aluminum 16 and 24 oz. pints featuring the fan-favorite bearded man and Miller Lite's rally cry: "It's Miller Time." **Availability:** March in **Lancaster** and **Berks Counties**



Blue Moon 2/12-Pack Can Share Pack



It's hard to imagine right now, but warmer weather is right around the corner. And no matter what you're getting up to, warmer weather activities are better when they're shared with those you care about. The same

goes for good beer, and Blue Moon is going to make sure consumers have something special for everyone. Including: **Blue Moon Belgian White, Blue Moon Mango Wheat** and **Blue Moon Honey Daze**, this variety pack is a perfect way to showcase Blue Moon's craftsmanship, and the perfect way to bring some variety to any hangout. The 2/12 can variety will replace the 2/12 bottle variety. **Availability:** Year-round (flavors change throughout the year), beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Blue Moon Mango Wheat 12 oz. Cans



With warmer weather comes brighter beer and Blue Moon Mango Wheat (soon to be available in cans) fits the bill! Mango Wheat is crafted with mangoes and a and a hint of honey for a mild sweetness, bright orange color and cloudy wheat haze. Mango Wheat cans will replace bottles this spring.

ABV: 5.4% **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Sly Fox Variety Pack

There's no adventure too big or too small for the new Sly Fox Variety Pack! This 12-pack is bursting with four exciting beers, including their brand-new hazy IPA, Haze Fix. This selection of beers is designed to satisfy, complete with two different easy-drinking lagers and a pair of palate pleasing, juicy IPAs. This box, which will replace the Wide Open Variety Pack, contains three 12 oz. cans each of: **Haze Fix, Vulpulin IPA, Helles Golden Lager** and **Pikeland Pils**. **Availability:** Now, year-round



New PACKAGES

White Claw Hard Seltzer Variety 24-Pack

Now available in a 12 oz. can 24-pack, the White Claw Hard Seltzer Variety includes three of the brand's most popular flavors: **Mango**, **Black Cherry** and **Watermelon**. **Availability:** Year-round, beginning in February/March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Guinness Draught Stout Sláinte Cans

Just in time for St. Patrick's Day, Guinness Draught Stout will be available for a limited time in special-edition 14.9 oz. Sláinte cans. With its distinctively dark appearance and velvety smooth finish, Guinness strikes the perfect balance between bitter and sweet with roasted barley, hops for bittering and malt extract. Guinness' malted barley is roasted in a similar way to coffee beans, which gives Guinness Draught Stout its distinctive dark color and stormy profile.

Package: 14.9 oz. cans only **Availability:** January in **Lancaster** and **Berks Counties**



Corona Hard Seltzer Variety Pack #2



Hard seltzers continue to experience explosive growth and Corona Hard Seltzer has quickly grown nationally to be the #4 brand and #4 fastest-growing brand in the category. With 0g carbs, 0g sugar, 90 calories, 4.5% ABV and gluten-free,

Corona Hard Seltzer is a tasty, better-for-you beverage rooted in Corona's chill attitude and high-end credibility. This March, Corona will launch the second flavor variety pack, which includes: **Pineapple**, **Strawberry**, **Raspberry** and **Passionfruit**. **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

FLIGHT by Yuengling 12 oz. Can 12-Packs



FLIGHT is now available in 12 oz. cans! Yuengling has elevated the light beer experience with FLIGHT, brewed by the all-female 6th generation Yuengling family brewers, this beer is clean, crisp and refreshing with only 2.6g carbs, 95 calories and 4.2% ABV. **Availability:** Year-round, beginning in March in **Berks County**



Yuengling Phillies Cans

Yuengling's beloved retro Phillies can packaging is coming back in time for baseball's return in March 2021! Stay tuned to Yuengling's social channels to learn what exciting swag opportunities they'll be offering this season via various sweepstakes, including their #YuenglingXPhillies vending machine giveaway, a perfect addition to any fan cave. **Packages:** 12 and 16 oz. cans **Availability:** March in **Berks County**



Moosehead Light 12-Pack Cans

Soon to be available in 12 oz. cans, Moosehead Light is a crisp and refreshing light lager that delivers the one-of-a-kind flavor of Moosehead. Only 112 calories with a sessionable 4% ABV, Moosehead Light earned a medal at the renowned World Beer Cup! With Moosehead Lager 12-pack cans growing +40% nationwide in 2020, this can package is sure to be a hit with consumers seeking a lower calorie option. Moosehead Light 12-pack cans will be replacing 12-pack bottles. **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Great Lakes Hazecraft Hazy IPA 12-Pack Cans

Soon to be available in 12-pack cans, Hazecraft Hazy IPA is a cloudy cosmos of Azacca, Lemondrop and Simcoe hops. Blast into orbit through a hazy galaxy of otherworldly tropical fruit aromas in Great Lakes' popular hazy IPA. **Availability:** Year-round, beginning in February in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New PACKAGES

A New Look for Dogfish Head 90 Minute IPA



Dogfish Head's continually hopped Imperial IPA has a powerful malt backbone that stands up to the beer's extreme hopping rate for a pungent, not crushing, hop flavor. 90 Minute IPA's new packaging design features hand-drawn illustrations depicting the brewery's original continual hopping machine, an old-school vibrating football



game. **Availability:** Year-round, beginning in early 2021 in **Lancaster, Berks, Lehigh** and **Northampton Counties**

A New Look for Dogfish Head SeaQuench Ale



SeaQuench Ale is a session sour mash-up of a crisp Kölsch, a salty gose and a tart Berliner weiss brewed in sequence with black limes, sour lime juice and sea salt. The result is a citrusy-tart union that has captured the attention and hearts of beer,

wine and margarita drinkers alike. SeaQuench Ale's new packaging design evokes a nautical-themed spirit with hand-drawn ocean waves and a floating buoy.

Availability: Year-round, beginning in early 2021 in **Lancaster, Berks, Lehigh** and **Northampton Counties**

A New Flavor in the Truly Hard Seltzer Citrus Variety Pack



The Truly Citrus Variety Pack has a new flavor! Joining **Grapefruit, Lime** and **Lemon** is new, **Citrus Squeeze** – a refreshing mash-up of orange, grapefruit & lime with top notes of tropical fruit. The new flavor is launching with a limited-edition

can created in partnership with world-renowned artist Gemma O'Brien to create excitement for this mix pack and to draw drinker's attention.

Availability: Now, year-round in **Berks, Lehigh** and **Northampton Counties**



Heavy Seas TropiCannon Can Sampler

The TropiCannon Can Sampler is back by popular demand for 2021 with two exciting flavors available exclusively in this 12-pack of cans. The mix contains three TropiCannon flavors: **Citrus IPA, Pineapple IPA** and **Mango Lime IPA**. **Availability:** Year-round, beginning in March in **Berks, Lehigh** and **Northampton Counties**

Lagunitas Hazy Wonder 19.2 oz. Cans

A hazy & bright spectacle with a dazzling array of hops, Hazy Wonder is now available in 19.2 oz. cans. This fascinating ferment is full of fabulous Sabro, Citra, Cashmere and Comet hops for a smooth, tropical fruitiness. This slightly bitter, densely hazy phenomenon is wondrously light in mouthfeel, keeping you satiated – yet still coming back for more – thanks to that sweet-spot 6% ABV. Whoa. 19.2 oz. cans will be in addition to 12 oz. cans already offered.

Availability: Year-round, beginning in February in **Lehigh** and **Northampton Counties**



Lagunitas Maximus Colossal IPA 19.2 oz. Cans

There is a tide in the affairs of big IPAs, which posits that a flood of hops leads to a fortune in liquid. In Lagunitas' XXV+ years of brewing big IPAs, they've learned this to be mostly true, with one big caveat: balance is everything. And Maximus is exactly that. 19.2 oz. cans will join 12 oz. bottles already offered.

Availability: Year-round, beginning February/ March in **Lehigh** and **Northampton Counties**



New Packaging for Verdi Spumante 750ml and Raspberry Sparkletini 750ml

Verdi Spumante & Raspberry Sparkletini 750ml bottles have a new look! The labels have been updated for a simple, contemporary feel. Enhancements were made using vibrant colors and patterns that will benefit overall shelf perception.

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



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.

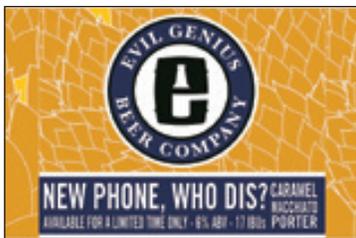
If you are interested in receiving this email please contact Jessica Lawrence at jlawrence@origlio.com with your email address.



Evil Genius #SorryNotSorry

Brewed with American barley & British oats and hopped with Azacca, Mosaic and Simcoe hops, #SorryNotSorry is fermented with Evil Genius' house

ale yeast and infused with all-natural peach. This IPA is clean, bright, juicy and balanced. **ABV:** 6.7% **Package:** 12 oz. bottles only **Availability:** January in Lancaster, Berks, Lehigh and Northampton Counties



Evil Genius New Phone, Who Dis?

This caramel macchiato porter is brewed with American barley, caramel & chocolate malt and a touch of dark wheat. It's

gently hopped with American & German hops, and then infused with caramel and locally roasted La Colombe coffee. New Phone, Who Dis? is full-bodied, smooth and robust, with notes of sweet caramel, mocha and chocolate.

ABV: 6% **Package:** 12 oz. bottles only

Availability: February in Lancaster, Berks, Lehigh and Northampton Counties



Evil Genius I Love Lamp

This classic German-style hefeweizen has an Evil Genius twist. I Love Lamp is brewed with 2-row, wheat and Munich malts, and hopped gently in the kettle with German hops. Once fermentation is complete, just the right amount of pineapple is added, making it a truly unique beer that is at once intriguing and drinkable. The banana and clove notes, naturally produced by the hefeweizen yeast, are balanced by refreshing pineapple, resulting in a delicious, easy-drinking brew. **ABV:** 5.5% **Packages:** 12 oz. bottles and draught **Availability:** March in Lancaster, Berks, Lehigh and Northampton Counties



Sly Fox Grisette

Grisette Belgian wheat ale has a storied history dating back to Belgian workers quenching their thirst after a laborious day in the mines. Sly Fox's medal-winning Grisette is now a perennial favorite that won't soon be forgotten.

ABV: 5.6% **Package:** 12 oz. cans only **Availability:** February in Lancaster County

Sly Fox One Of Those Days Hazy IPA



For better or worse, we all know what it's like to have one of those days. Whether you hit all the green lights or are stuck at the reds, this is the beer you reach for at the end the day.

Brewed with copious amounts of oats and wheat for a silky-smooth mouthfeel and gobs of juicy hops, this plush, hazy brew will set your mind at ease and elevate the highs while comforting the lows. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** February in Lancaster County



Sly Fox Slugger

Take me out to the ballgame, take me out to the crowd... Slugger is a pilsner that's as crisp as the crack of a bat, yet flavorful enough to let you know it's no bush league beer. A rich malt bill contributes depth and notes of honey and biscuits, while a light addition of German noble hops provides a pleasing bitterness that leaves you thirsting for more. Like most ballpark treats, Slugger

pairs well with peanuts and Cracker Jacks. **ABV:** 5.2% **Package:** 16 oz. cans only **Availability:** March in Lancaster County

Seasonal SELECTIONS

Samuel Adams Gameday Beers Variety Packs



This year, Sam Adams is introducing the Gameday Beers Variety Pack to cue spring drinking occasions. Included in this mix are:

Boston Lager, Cold Snap, new American IPA and new Alpine Lager.

Packages: 12 oz. cans and 12 oz.

bottles **Availability:** February in **Berks, Lehigh and Northampton Counties**



Samuel Adams Alpine Lager



Hazy, golden and bright, this unfiltered lager is a breath of fresh air. The crisp maltiness and lively citrus notes will transport you to brisk, sunny days out in the mountains. **ABV:** 5.5%

Packages: 12 oz. bottles and 12 oz. cans (and in the Gameday Beers Variety Pack) **Availability:** Now! in **Berks, Lehigh and Northampton Counties**



Samuel Adams Cold Snap

Reformulated this year, Cold Snap is an unfiltered white ale with an exotic blend of ten fruits and spices: orange zest, vanilla, lemon zest, coriander, rose hips, hibiscus, powdered plum, grains of paradise, anise and tamarind. Bright orange notes and a touch of vanilla add smooth, subtle sweetness for a crisp flavor that signals spring is on its way. **ABV:** 5.3% **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** Now! in **Berks, Lehigh and Northampton Counties**



Dogfish Head The Box That Goes BOOOOM! Variety Pack



Dogfish Head's new, music-themed 2/12-pack can variety, The Box That Goes BOOOOM!, includes three cans of each of the following off-centered ales: **Slightly**



Mighty, a full-flavored, lo-cal IPA with just 95 calories, 3.6g carbs, 1g

sugar and 0g fat; **SeaQuench Ale**, a session sour mash-up of a Kölsch, gse and Berliner weiss brewed in sequence with black limes, sour lime juice and sea salt; **Hazy-O!**, an "ooooh-so-juicy" hazy IPA brewed with four types of oats – malted oats, rolled oats, naked oats and oat milk **Beer To Drink Music To**, a music-muse, hazy IPA brewed with pureed peaches, tropical hops and Mayan Sun sea salt, which is exclusive to the variety pack. **Availability:** March in **Lancaster, Berks, Lehigh and Northampton Counties**

Dogfish Head Sun-Day-Feels

Inspired by everyone's favorite fruit-forward brunch libation, Sun-Day-Feels is a laid-back beer-mosa sour brewed with peaches, grapes and citrus. Bursting with inviting aromas of fresh peaches, bright citrus and, of course, champagne, this crisp and spritzzy libation features colorful artwork by Ryan Besch, the collaborating artist for Dogfish Head's 2021 Off-Centered Art Series. **ABV:** 6.5%



Package: 12 oz. bottles only **Availability:** Now! in **Lancaster, Berks, Lehigh and Northampton Counties**

Blue Moon Honey Daze



There's a new Blue Moon coming for spring and summer 2021, and it's as sweet and easy going as a sunny day. Blue Moon Honey Daze is light, refreshing and brewed with real clover honey for a dash of sweet sun-kissed flavor, with only 114 calories. With a name that customers are familiar with and a taste they'll love, it's a sure-fire hit in the

realm of spring/summer seasonal beers. **ABV:** 3.9% **Package:** 12 oz. cans only **Availability:** March in **Lancaster, Berks, Lehigh and Northampton Counties**

Leinenkugel's Session Helles

This traditional light-bodied German lager is crisp and dry with a malt-forward finish that gives the beer just a hint of sweetness. But the real twist comes in this beer's ABV and calorie count. At just 3.4% ABV and with 99 calories per 12 oz. can, Session Helles is a lighter alternative to traditional German lagers, so consumers can feel good about having more than one. It's sure to be a winner with lager lovers everywhere this season. **ABV:** 3.4%



Package: 12 oz. cans only **Availability:** February in **Lancaster and Berks Counties**



Smirnoff Seltzer Seasonal Variety

The Smirnoff Seltzer Seasonal 2/12-pack Variety includes three *new* flavors: **Peach, Blackberry & Raspberry**, as well as

fan favorite **Cranberry Lime**. Each seltzer has zero sugar, 90 calories, 1g carbs and no artificial flavors at a sessionable 5% ABV. **Availability:** January in **Lancaster and Berks Counties**



Seasonal SELECTIONS

Seagram's Escapes Cherry Italian Ice



Inspired by the classic summer treat, Cherry Italian Ice emits a sun-kissed cherry aroma followed by a burst of sweet, ripe cherry flavor with a bright citrus finish. **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** March in **Lancaster** and **Berks Counties**

Seagram's Escapes Blue Raspberry Italian Ice



Seagram's boldest Italian Ice flavor, Blue Raspberry has a ripe berry aroma, followed by a rush of sweet raspberry and a hint of blueberry and blackberry flavors. **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** March in **Lancaster** and **Berks Counties**

Seagram's Escapes Lemon Italian Ice



Lemon Italian Ice has a lemon-lime aroma with a crisp lemon flavor and a sweet, refreshing finish. **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** March in **Lancaster** and **Berks Counties**

Seagram's Escapes Mango Italian Ice



The newest Italian Ice flavor, Mango, is tangy, sweet and smooth. The most fruit-forward water ice flavor, Mango has a tropical, refreshing aroma with a sweet finish. **ABV:** 3.2% **Package:** 11.2 oz.



bottles only **Availability:** March in **Lancaster** and **Berks Counties**

Seagram's Escapes Italian Ice Variety Pack



Why choose from Seagram's Escapes Italian Ice flavors when you can have them all? This refreshing variety pack includes: **Blue Raspberry, Cherry** and **Lemon**. **Availability:** March in **Lancaster** and **Berks Counties**

Moosehead Radler Mix Pack



New this year, the Moosehead Radler 2/12-pack can variety includes four different refreshing beers with a twist, each at 5% ABV. Moosehead Radlers combine award-winning Moosehead Lager with natural fruit juice for a taste that's refreshingly different. This mix includes: **Moosehead Watermelon Radler, Grapefruit Radler, Strawberry Lemonade Radler** and **Peach Mango Radler**. **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Mike's Hard Pomegranate Blueberry Lemonade



Taste the sweetness of ripe blueberry and unmistakably authentic pomegranate in Mike's newest seasonal flavor. Mike's Hard Pomegranate Blueberry Lemonade has just the right balance of sweetness and tartness that makes every sip refreshing. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Firestone Walker Crafted Thru Hops IPA Mixed Pack with Nectaron

From Firestone Walker's Propagator R&D brewhouse in Venice, California comes **Nectaron** – the next release in the single-hop Propagator Series, available exclusively in the latest Crafted Thru Hops IPA 2/12 can variety. Nectaron is an emerging hop from New Zealand, prized by the Firestone Walker brewing team for its juicy, tropical flavors of passion fruit and citrus. This mix also features three signature Firestone Walker IPAs: **Mind Haze, Union Jack** and **Luponic Distortion**. **Availability:** January in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Seasonal SELECTIONS

Allagash Kurkuma

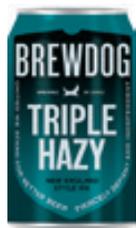
Turmeric, or “kurkuma,” adds a hint of spice to this tropically crisp, saison-style ale. Brewing with the whole root lends all of the subtle aspects of fresh

turmeric – its earthy notes and color – to Kurkuma’s dry and refreshing profile. **ABV:** 5.3%

Package: 16 oz. cans only
Availability: Now, in *limited quantities* in **Lancaster and Berks Counties**



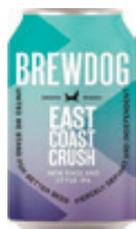
BrewDog Triple Hazy



Triple Hazy is awash with a melee of soft, ripe flavors spanning from peach to mango to apricot. Beneath the onslaught of juicy hops is a low background bitterness that’s complemented by flashes of light resin and glimmering hints of pine, all culminating



in a 10% chorus that’s both full-bodied and super smooth. **ABV:** 10% **Packages:** 12 oz. cans and draught
Availability: Now! in **Lancaster, Berks, Lehigh and Northampton Counties**



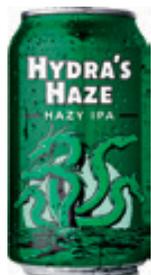
BrewDog East Coast Crush

Hazy and crisp as a Vermont morning with notes of pineapple, mango and a touch of zesty lime, East Coast Crush is unfiltered, smooth and sessionable. **ABV:** 4.8%

Packages: 12 oz. cans and draught

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

Heavy Seas Hydra’s Haze



One of Heavy Seas’ haziest beers yet, Hydra’s Haze is a monster of a beer. Brewed with a ridiculous amount of Citra and Galaxy hops, this beer isn’t shy about its juiciness. From its dank aroma to its powerful citrus finish, Hydra’s Haze packs an intense hop experience. **ABV:** 6%
Package: 12 oz. cans and possible draught
Availability: Now! in **Berks, Lehigh and Northampton Counties**

Flying Fish Salt and Sea Variety



This 15-pack variety has 3 variations of Flying Fish’s popular Salt and Sea: original **Strawberry and Lime, Mango and Pineapple**

& Blackberry and Kiwi. Availability: February in **Lancaster, Lehigh and Northampton Counties**

Flying Fish Mango Kayak

There’s a freedom in pursuing what you love, and even life’s little moments call for celebration. Mango Kayak is brewed as a tribute to those small wins, combining a refreshing hazy pale ale with the sweetness of mango. Seize your day! **ABV:** 5.2%



Package: 12 oz. cans only
Availability: February in **Lancaster, Lehigh and Northampton Counties**



Lagunitas StereoHop Volume #1



Lagunitas’ StereoHop Series channels their 25+ year hop love affair into a spotlight on two special varietals at a time. This first volume shows what happens when New Zealand’s citrus/mango-y specialty, Nelson Sauvin, and one of Yakima’s heavy hitters, Mosaic, get together. **ABV:** 7.2% **Package:** 12 oz. bottles only
Availability: Now! in **Lehigh and Northampton Counties**



Shiner Strawberry Blonde

Shiner, TX is known for beer. Poteet, TX is known for strawberries. This winter, the best of both worlds comes together in one tasty beer. Brewed with juicy, homegrown strawberries from the strawberry capital of Texas, and a mix of pale and wheat malts for a crisp finish, Shiner Strawberry Blonde is ripe for the drinking.

ABV: 4.3% **Package:** 12 oz. bottles only
Availability: Now! in **Lancaster, Berks, Lehigh and Northampton Counties**



Seasonal SELECTIONS

Cape May Two Versions of Me



A highly-awaited collaboration from two South Jersey breweries, both well-known for their individual takes on West Coast IPAs, this clear, slightly bitter and highly aromatic offering is one more name on the slate. Brewed with hyper-fresh and hand-selected Simcoe, Amarillo and Chinook hops, Two Versions of Me is bursting with notes of pine, resin and zesty grapefruit. One from Tonewood, one from Cape May, no one is too busy to try both versions



of this beer. **ABV:** 7.5% **Package:** 16 oz. cans only **Availability:** January in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Cape May Key Lime Corrosion



Cape May took their revered sour IPA, Corrosion, already bursting with Citra and Centennial, and turned it up a notch with a hefty dose of key lime juice and Motueka hops. Corrosion's bright and citrusy notes of orange and lemon are ramped up with intense lime aromas intensifying the tangy and vibrant finish, with puckering tartness and vibrant hops hanging in the balance. **ABV:** 6.5%



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



Cape May Snag & Drop

Dank and resinous, Snag & Drop is a lupulin-laden beast. With hints of pine and orange citrus in the background, this alluring Triple IPA is

packed to the gills with some of the stickiest and most pungent hops. Snag & Drop is waiting to lure you in and snag you like a trophy fish. **ABV:** 10% **Package:** 16 oz. cans only **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Cape May Craft Hard Seltzer Variety Pack

Cape May Brewing Company's Hard Seltzers are a new style of refreshment: cold-fermented with all-natural cane sugar, gluten-free and infused with fresh fruit juices. Clocking in under 100 calories per can and only 4.5% ABV, whether you love



Grapefruit, Black Cherry, Mango or **Watermelon**, this variety packs a ton of flavor. **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Sea Chest

A New England IPA brewed with Golden Promise, honey malt, flaked rye, flaked oats and flaked wheat, Sea Chest is copiously dry-hopped with Cashmere, Motueka and a newly-named, previously-experimental, thoroughly enjoyable varietal of hop named Sultana. **ABV:** 7.4% **Package:** 16 oz. cans only **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Great Lakes Conway's Irish Ale



Named for Pa Conway, grandfather of Great Lakes co-owners and a police officer who'd likely hold that an Irish ale with full-bodied caramel malt flavors is just the ticket, this Irish ale is stationed at the intersection of sweet and toasty, where biscuit and caramel malt flavors always have the right-of-way. **ABV:** 6.3% **Packages:** 12 oz. bottles, 12 oz. cans and possible draught **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Great Lakes Bierwolf Dunkelweizen

Cold brew coffee, chocolate and orange peel creep deep into the heart of this German-style dunkelweizen, transforming a once traditional brew into a hauntingly decadent hybrid. **ABV:** 6.6% **Package:** 16 oz. cans only **Availability:** Now, in **limited quantities** in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Great Lakes Mexican Lager with Lime



This Mexican-style lager is brewed with real lime peel and purée as well as flaked corn for a crisp and refreshing getaway. **ABV:** 5.4% **Package:** 12 oz. cans only **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Seasonal SELECTIONS

Peak Super Fresh



Super Fresh is a doubled-up version of Peak's year-round, hoppy American pilsner, Fresh Cut. It's dry-hopped with organic Chinook, Citra and El Dorado hops for a big, juicy, citrus character that jumps out on top of the lighter pilsner body. This limited release should be enjoyed as fresh as possible. **ABV:** 7.6% **Package:** 16 oz. cans only **Availability:** Now! in **Lancaster, Berks, Lehigh and Northampton Counties**



Peak Spring IPA

The sun will be shining, the trees will be budding and the hops will be bursting when you crack open a can of this New England-style Spring IPA. Bright, citrusy and dripping with hop juice, this session IPA sings with notes of tangerine from a blend of Calypso and Citra hops. **ABV:** 4.7% **Package:** 12 oz. cans only **Availability:** January in **Lancaster, Berks, Lehigh and Northampton Counties**

Saranac The Irish Roots Pack

As luck would have it, Saranac's Irish Roots 2/12 variety pack is back, featuring a new mix with three new brews! Included in this year's variety are: *new Always Hazy Peach IPA*, *new Irish Golden Pils*, *new Irish Coffee Cream* and *Irish Red*. **Availability:** Now! in **Lancaster and Berks Counties**



Saranac Always Hazy Peach IPA

This soft, hazy, juicy IPA is brewed with peaches and dry-hopped with Citra, Mosaic and Centennial hops, providing a mix of juicy peach and tropical hoppiness that is sure to brighten up anyone's day.

ABV: 6% **Package:** 12 oz. bottles only **Availability:** Now! in **Lancaster and Berks Counties**



Saranac S'more Porter

Inspired by the campfire treat, this porter combines the best of both worlds: S'mores and beer. With the flavors of chocolate, marshmallow and graham cracker, this beer is brewed with a blend of caramel biscuit, brown & roasted malts and aged with chocolate & vanilla. It's so good, you'll be begging for S'more! **ABV:** 6.2% **Package:** 12 oz. bottles only **Availability:** Now! in **Lancaster and Berks Counties**



Harpoon The Long Thaw

This refreshingly citrusy hazy IPA has a subtle spice from orange peel and coriander. This season is fickle – whether it's sunny or snowing, enjoy The Long Thaw. **ABV:** 6.2% **Package:** 12 oz. cans only **Availability:** Now! in **Berks County**



Harpoon Season Pass

NEW VARIETY PACK! Season Pass is a lift ticket to a full season of refreshment. From the slopes to the lodge or some simple backyard sledding, this hop-forward can variety will help pass the time through the year's coldest and most temperamental months. Included in this seasonal mix are: **Harpoon IPA, The Long Thaw, Rec. League and Big League.** **Availability:** Now! in **Berks County**



UFO Guava Lamp IPA

NEW! This new, seasonal hazy IPA will illuminate taste buds. Guava Lamp blends the fruit-forward profiles of Mandarin Bavaria and Mosaic hops with Guava purée for a full palate of tropical citrus aroma and flavor, all in a beer with UFO's trademark approachability. **ABV:** 5.8% **Package:** 12 oz. cans only **Availability:** Now! in **Berks County**



UFO Jet Pack

UFO, we have lift off! Winter celebrations will be made even better with this mix pack of adventurous year-around and seasonal offerings. Included in this seasonal 2/12 can variety are: **UFO White, Light Force, Boarding Pass**, and the new seasonal **Guava Lamp IPA.** **Availability:** Now! in **Berks County**



SWEET on SOURS

Sours, one of the fastest-growing beer segments in America, provide powerful refreshment and layers of complexity, appealing to all sorts of consumers, from craft beer fanatics to wine enthusiasts, kombucha lovers and even BFY buffs. These thirst-quenching, palate-pleasing brews are easy to drink, often have modest ABVs & fairly low calorie content and they taste damn good! However, brewing these unique beers is a complex and arduous task, which can be expensive and time consuming. They're created by intentionally exposing the brew to wild yeast and/or bacteria strains to create the sour taste (think yogurt). This makes things tricky for brewers, as sours typically can't be made in the same space as other beers, requiring breweries to expand their existing space or create an entirely new one. But sours give brewers the chance to showcase their creativity and push the boundaries of beer... and consumers are here for it. Whether modern or brewed for centuries, these versatile beers are in demand and worthy of your attention.

Dogfish Head SeaQuench Ale

Dogfish Head, a player in the sour category since the debut of Festina Pêche in 2007, released SeaQuench Ale in 2016, which seemingly catapulted sours to the top of the charts in recent years. A year of R&D went into DFH's session sour mash-up of crisp Kölsch, salty gose and tart Berliner weiss, brewed in sequence with black



limes, sour lime juice and sea salt. SeaQuench is a top-selling sour, with a 55% share of craft domestic specialty sours YTD*. "It's a sour style, but it also has the DNA of a mineral Pinot Gris, the DNA of a Margarita and it's designed to pair with seafood," Sam Calagione told Craft Business Daily. "And being low-cal and brewed with salt, it plays in the BFY space." Clocking in at just 4.9% ABV, this citrusy-tart union has captured the attention and hearts of beer, wine and margarita drinkers alike.

Flying Fish Salt and Sea

Brewed just a hop and a skip away from the Jersey shore, Flying Fish's Salt and Sea was brewed with a heavy dose of nostalgia. Inspired by evenings on the boardwalk, this session sour evokes hints of saltwater taffy with aromas of strawberry and lime. It's light, ultra-



refreshing and crushable at 4.3% ABV. And for those that can't get enough, the Flying Fish Salt and Sea Variety Pack will be back again for the spring and summer seasons. This special variety pack features the original Strawberry and Lime, as well as two other flavorful combinations: Mango and Pineapple & Blackberry and Kiwi.

Petrus Aged Pale Ale



Anything but an average beer, Petrus Aged Pale Ale is a true sour with roots that date back ages. Brewed in Belgium according to the finest brewing tradition and aged in oak barrels for two years, Petrus Aged Pale is bronze in color, rather than the burgundy color more common in the breweries of West Flanders. At 7.3% ABV, Petrus Aged Pale is rather sour with a bite like the best brut champagnes. Michael Jackson, a.k.a. The Beer Hunter, chose the name in the late 1990s – and he was the first to sell it. Still the reference point for sour beers in the US today, Petrus Aged Pale has won multiple gold medals in beer competitions worldwide. Intriguing and impossible to copy, only the master brewer fully grasps the complex brewing process. A 5 out of 5 on the sour scale, this one should be enjoyed sip by sip.

Peak Sweet Tarts Ales



Available seasonally throughout the year in flavors including Maine Blueberry and Cape Cod Cranberry, Peak Sweet Tarts Ales marry crisp, fruity goodness with a touch of sour that is entirely refreshing. With a sessionable 4.6% ABV, a rosé-like effervescence and a tartness that teases your taste buds, these sours hit you with the right amount of flavor in a perfectly light body. They're made with locally sourced ingredients and, like all of Peak's beers, are certified organic!

Little Grove By Allagash



Though not necessarily categorized as sour beers, Little Grove by Allagash sparkling session ales are the perfect balance of light, tart and bright. Only 100 calories, low in alcohol and made with real fruit, the newest addition to the brewery's year-

round lineup is something totally different. Available in Peach & Kombucha (3.6% ABV) and Blackcurrant (3.8% ABV) flavors, these effervescent ales appeal to a wide variety of drinkers including those who enjoy BFY craft beers, rosé, seltzer and cider. Allagash founder, Rob Tod says, "We've been loving [Little Grove's] blend of balanced fruit notes and subtle tartness, and we think that both existing fans and those just getting into craft beer are going to love them too."

Rodenbach Classic



Brewed by one of the most respected breweries in the world, this authentic Flemish red-brown sour ale is the recipient of over 15 world-class awards dating back to 1894. Rodenbach Classic is a blend of 3/4 young beer and 1/4 matured beer, aged for two years in oak casks, giving it a soft, sour taste and fruity complexity. With caramelized roasted malt, tart fruit notes with subtle oak undertones and a refreshingly crisp finish, Rodenbach Classic is easy to drink and super refreshing on its own, but it makes a perfect pairing for spicy cuisine. Highly approachable at 5.2% ABV, this sour beer is made with uncompromised quality for an exceptional beer drinking experience.

Programs



Earn Your Crown with Corona Premier and Corona Hard Seltzer

Corona is starting the year strong with an all-new Corona Premier and Corona Hard Seltzer New Year program. By partnering with cutting-edge brands in the betterment category, like Echelon and House Plant Box, Corona will motivate consumers to “Earn Your Crown” and make it their best year yet. The program will be supported with digital and social media, on- and off-premise POS and a national consumer sweepstakes. In addition, a local sweepstakes will be available, giving away Echelon equipment and class memberships.



Corona Premier Sponsors 2021 U.S. Open

Corona Premier is back for year three of its golf-centric thematic retail program! This year, the brand is partnering with Rickie Fowler to drive excitement around the golf season. Through a continued partnership with the USGA, Corona Premier will give consumers the opportunity to win tickets to the 2021 U.S. Open tournament or to instantly win some of the latest and greatest in golf tech. The program will be supported by an all new POS bundle featuring Torrey Pines, digital and social media, TV media during major golf tournaments & sports properties and a continued partnership with TravisMathew.



Find Your Bracket Beach with Corona

Corona and Kenny Smith are coming back to the Corona Hotline to help consumers Find their Bracket Beach during the March basketball season. Kenny will be operating the hotline all tournament long, helping consumers get ready for the action by partnering with Fanatics, the global leader of licensed sports merchandise. When consumers call the hotline, they can instantly win Fanatics FANCASH, allowing them to purchase official NCAA and NBA apparel or licensed memorabilia and collectibles. The program is supported by POS, a dedicated TV spot for March basketball and a robust media plan, including TV impressions in almost every round of the tournament. Make your picks and find your bracket beach with Corona!

THE PHILA CERVEZA



Corona is Back as the 76ers' Cerveza

After an extended 2019/2020 season, the 76ers are back with a new head coach. Corona is partnering with the team for the fourth year in a row as the official partner of the Philadelphia 76ers. The brand will support the team throughout Philadelphia and the surrounding area with POS, consumer programming and media support.

Programs



Belt the Next Champ with Modelo and UFC

Casa Modelo is partnering with the UFC for the fourth year in a row. Building Modelo's equity as the Official Beer of the UFC, the brand is giving fans unprecedented access with the chance to join Dana White in the Octagon to belt the next champion. Additional marketing support will include a UFC homepage takeover and digital banners, social support across both Modelo and UFC handles, TV media, and new on- and off-premise POS.



Pacifico Returns as the Official Beer of the U.S. Ski & Snowboard Team

The independent spirit embodied by the surfers who first discovered Pacifico is carried on by the brand and drinkers today – those looking to unleash the independent spirit within them. This distinctive positioning and lifestyle naturally extend to skiing and snowboarding, and sponsorships of the U.S. Ski & Snowboard team. The U.S. Ski & Snowboard team is made up of athletes that are independent spirits and pioneers, excelling every single day in their sport. Though many of the events are not allowing spectators, Pacifico will receive national television coverage through on-course signage and media buys. Additionally, Pacifico has partnered with ski and snowboard athlete ambassadors Jamie Anderson, Brita Sigourney, Tom Wallish and Kyle Mack to further build the brand's credibility in the action sports space. The sponsorship will also be supported with paid social media and retail templates and POS featuring the ambassadors.

Augment Your Reality with Corona Hard Seltzer

In January and February, Corona Hard Seltzer will offer an augmented reality experience for consumers to engage with the brand and access recipe content. In stores, consumers will be directed to scan a QR code on POS to unlock recipe content and enter to win a Corona Hard Seltzer branded hammock. At home, consumers will be served geotargeted social media to prompt them to open the experience. They will be able to look at each product in a tropical AR setting as well as view recipes for each flavor. From the at-home experience, consumers can also click to add all ingredients to their shopping cart via Basketful. In addition to in-store POS and social media, large and small format display pieces will be available.



Soccer Anytime with Heineken

Whether its connecting with fans via the MLS, UCL or Euro sponsorships, Heineken is the only beer served in as many countries as the beautiful game is played and the brand chooses to support its fans because of the passion, excitement and commitment they show to soccer every day. Whether you're a fan of the foreign leagues or your allegiance is to Philly Union, in 2021, Heineken will remove barriers between fans and their passions with Soccer Anytime.



Heineken 0.0: The Unofficial Beer of Resolutions

In 2021 Heineken 0.0 will amplify its position as the drink of choice for those who still want a refreshing beer but want to avoid the alcohol. In addition to being the unofficial beer of resolutions, Heineken 0.0 will also support consumers in their journey to stay dry by partnering with a "better-for-you" company and providing resolution-oriented health and wellness giveaways.

Programs



Guinness Rugby

Guinness is again the official beer sponsor of the Six Nations Rugby for 2021! Impactful POS will draw fans & spectators to this event over six weeks. Features and activation will drive excitement and sales.



Celebrate St. Pat's with Zero Sugar

Consumers can enjoy Saint Patrick's Day with 0 sweeteners, 0 sugar and only 90 calories when they celebrate with Smirnoff Hard Seltzer. Accounts can utilize the Smirnoff Seltzer St. Patrick's Day POS to engage with seltzer consumers and allow them to ensure their SPD is low calorie and full of flavor.

Shiner Bock Wins Gold at European Beer Star

At the European Beer Star 2020 competition this November, an international panel of brewing experts honored the Spoetzl Brewery by awarding the brewery's iconic Shiner Bock a gold medal in the Session Beer category.



"We are very proud of our flagship Shiner Bock, so to receive this gold medal for it from one of the largest and most competitive beer competitions in the world is incredibly gratifying," said Shiner Brewmaster, Jimmy Mauric. "Winning gold in the Session Beer category is a testament to just how well Shiner Bock balances its rich flavor with being refreshing and easy-drinking."

More than 2,000 beers from over 40 different countries competed at the European Beer Star as a 72-member panel of master brewers, beer sommeliers and beer connoisseurs from around the world took part in a two-and-a-half-day blind tasting.

This gold medal marks the second European Beer Star gold medal win for Shiner Bock and it is the 19th major award overall in international competition for Shiner Bock since the year 2000.



Will You Accept this Rosé?

Smirnoff Rosé Seltzer will leverage a mix of events and social media extensions to drive consumer conversation, while bringing *The Bachelor* experience to stores to increase product footprint and drive demand. Consumers are urged to tune in to the new season of *The Bachelor* with their favorite Smirnoff Seltzer.

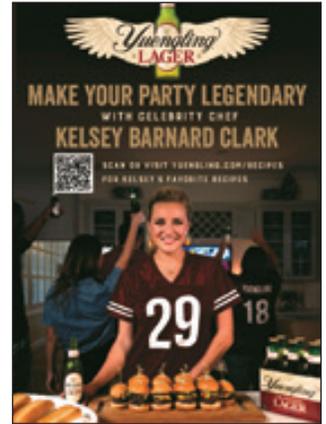
Programs

Yuengling Hoops with Draft Kings

In 2021, Yuengling will be the exclusive sponsor of Draft Kings official NCAA Tournament Bracket Challenge. Users will have the opportunity to make their picks at the start of the tournament and compete for \$50K in cash prizes!

Why this partnership works:

- 60% of Draft Kings' users are in Yuengling's footprint
- LDA consumers make up nearly 98% of Draft Kings' audience
- 92% of Draft Kings' users drink alcohol
- 1 in 5 adults bet on the NCAA tournament
- 18 million people bet almost \$4 billion on March Hoops



Also part of the Yuengling Hoops program, Yuengling Celebrity Chef Kelsey Barnard Clark will connect with shoppers in grocery with recipes that offer solutions for Hoops party hosting.



To round out this robust program, Yuengling is offering \$4.00 back when consumers purchase two 12-packs or four 6-packs of Lager, Light Lager, Golden Pilsner or Black & Tan, or \$2.00 off one 12-pack or two 6-packs through a QR code scan or by visiting saveonyuengling.com from a mobile device.

New Year's Resolutions with Yuengling & Soccer Star Rose Lavelle



More than 70% of New Year's resolutions focus on health and fitness goals. FLIGHT's active consumer target focuses on New Year's Resolutions, and there's no better inspiration than soccer star Rose Lavelle, who's just months away from raising her game in the Summer Games. This New

Year's, consumers can raise their own game and win a home gym from FLIGHT by Yuengling!

Yuengling is also offering \$4.00 back when consumers purchase two 12-packs or four 6-packs of FLIGHT or \$2.00 off one 12-pack or two 6-packs through a QR code scan or by visiting saveonyuengling.com from a mobile device.



Programs



New Year New Skill with White Claw

This winter, White Claw is giving consumers the chance to win a Masterclass membership to learn a new skill this year! Masterclass is the leading portal for online classes led by the best instructors in the world. Tony Hawk teaches skateboarding, while Serena Williams teaches tennis! Consumers can choose between learning about fitness, music, cooking, etc. Between January 1 and March 31, consumers can enter to win one of 500 gift cards to use towards learning a new skill on one of the most popular virtual streaming platforms.



White Claw Latin Billboard Music Awards

White Claw is giving away two highly coveted tickets to the Latin Billboard Music Awards, the #1 Spanish language program, through a text-to-win sweepstakes this winter!



Be Refreshingly Different with Narragansett Rhode Island Hard Tea

Because we're in a pandemic and it's a little hard to buck the daily routine of waking up, staring at a screen and wondering when you can stop worrying about toilet paper hoarding, Narragansett Rhode Island Hard Tea wants to help get consumers' blood moving again by offering them something to look forward to. While Narragansett can't necessarily solve the world's problems, they can offer something Refreshingly Different by giving away a skydiving package for two! What's more socially distanced than being 10,000 feet away from the next person? Not much.

Narragansett wants to know how consumers are making the pandemic Refreshingly Different, so they're asking fans to post their Refreshingly Different photos with Rhode Island Hard Tea on Instagram and Twitter using the hashtag #RefreshinglyDifferent to be entered to win. A winner will be selected at random at the end of March... because who the hell wants to skydive in the middle of winter?



MXD is the 3rd largest 16 oz. singles brand and is growing faster than the top two brands in dollars and velocity, with only an average of 2.1 items/shelf. However, when all four flavors are on shelf, the average velocity per SKU moves 30% faster. These cocktails with character grab consumers' attention!

MXD is kicking off the New Year with a mystery! Between January 1 and March 31 consumers will have the chance to win a mystery prize including smart TVs, headphones, speakers and unique MXD pool floats.



Go HARDER at Home

Mike's HARDER continues to be a driving force in the market as the #1 FMB singles brand and growing +12% in dollar sales. Dedicate shelf space to the singles consumers want, by focusing on HARDER.

HARDER consumers love movies, and what better way to survive the winter than enjoying the newest movies from the comfort of your home. Between January 1 and March 31, consumers have the chance to win over 3,500 of the latest movie releases from FandangoNOW!

Programs



Narragansett Del's Shandy Endless Summer Surf Giveaway

Through February, Narragansett is running an endless summer promotion that offers consumers a chance to win a custom Soundings Surf Co. surfboard and a Hyperflex winter wetsuit! All they need to do to enter is text ENDLESSELS to 22828.



Hit the Slopes with 'Gansett

Narragansett has teamed up with Parlor Custom Skis to develop a one-of-a-kind, handcrafted 'Gansett snowboard that consumers can enter to win via text through February.

Hi-Neighbor!

The **FRESH CATCH OF THE MONTH**
Sustainable Seafood Giveaway!

Enter to win fresh sustainable seafood delivered to your door every month for a year!

Post a photo of your Fresh Catch can on Facebook, Instagram, or Twitter with **#FRESHCATCH** for your chance to win!

Visit gansett.com for full details and contest rules

Gansett.com [f /Narragansettbeer](https://www.facebook.com/Narragansettbeer) [@Gansettbeer](https://www.instagram.com/Gansettbeer) [/Gansettbeer](https://www.twitter.com/Gansettbeer)

MUST BE 21 OR OLDER TO ENJOY. PLEASE DRINK RESPONSIBLY.

This winter, Narragansett is offering consumers the chance to win fresh, sustainable seafood delivered to their door! To enter, consumers will post a photo of their Narragansett Fresh Catch can on Facebook, Instagram or Twitter using the hashtag #FRESHCATCH. A random runner-up winner will be chosen every month (through the end of March) to receive a single month's delivery of sustainable seafood. And one grand prize winner will receive monthly deliveries of sustainable seafood every month for an entire year!

Programs



Get Ready for Some Big Game Flavor with Truly

This January, Truly will score a championship victory as drinkers celebrate with an all-star lineup headlined by the rookie sensation, Truly Iced Tea! Thematic POS will leverage Truly displays, driving awareness and pull during a key selling period.



Full Court Flavor with Truly

Are you ready for the most exciting month in sports? Truly is ready for the mania with the ultimate triple threat: The MVP Lemonade, Core Variety Packs and Truly Iced Tea, this year's Rookie sensation. This lineup is supported by thematic POS that is sure to draw attention and drive sales. Get your brackets set, Full Court Flavor is here.



Truly Brings the Flavor to Spring Break

Kickoff spring break or get an early start to summer with Truly! Whether traveling or celebrating at home, Truly will help spring breakers Bring the Flavor all month long. LDA-focused activation tools will be sure to spark excitement and highlight Truly as the go-to seltzer for their spring break festivities.



Brackets and Beers is a SAM DUNK!

March Madness returns in 2021 for what will be the biggest sports-media event of the spring. Beer sales increase 20%* during March Madness and Samuel Adams is showing up big as the Official Beer of the Big East. A comprehensive program includes thematic basketball POS including digital pop-a-shots, new wearables and gamified coasters & table tents in addition to high visibility media investments featuring Your Cousin From Boston on TV and digital.

*WalletHub March Madness Stats & Facts, 3/13/19



Check out George Latella's latest Retail Edge blog post, "Insecurity, Transition and Recovery," at [Origlio.com/blog](https://origlio.com/blog).

George Latella teaches Food Marketing at Saint Joseph's University in Philadelphia. Food Marketing, which is the largest major at St. Joe's, recently celebrated its 58th 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.

Not Your Father's NA

Millennials are embracing a new generation of non-alc beer. Will their parents follow suit?

“Now You Can” announces a series of recent ads from Heineken, which extol the virtues of Heineken’s non-alc lager, Heineken 0.0. In the ads, Heineken has flipped the script on NA, showing young, fun-loving people enjoying 0.0 while waterskiing, at work and in leather jackets at a biker bar, looking effortlessly cool. The message is clear: Millennials love NA.

Admittedly, non-alc is still a small segment whether millennials love it or not, at about 1 million barrels in 2019 and 2% of the beer market. But as we pointed out in our summer issue, that’s about where hard seltzer was three years ago, and now it’s the biggest thing in beer.

And since NA is 0.5% ABV or lower and low in calories, there’s only one thing keeping it from becoming the next BFY beer phenomenon: Outdated perceptions. NA beer still conjures memories of near-tasteless or overly sweet NA lagers, the choice of a parent who couldn’t partake or was looking to cut calories. Not exactly a draw for flavor-loving millennials, or any generation.

Recent brewing innovations mean that this antiquated image of NA is getting a refresh. After 15 years of extensive research and testing, Heineken developed the proprietary process that produced Heineken 0.0. With a taste just like the real thing, Heineken 0.0 has defied industry expectations, with its US performance driving growth for the Dutch brewery.

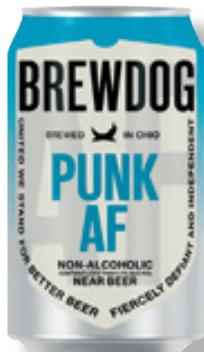
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There’s only one thing keeping NAs from becoming the next BFY beer phenomenon: Outdated perceptions.
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The success of Heineken 0.0 made space in the beer market for NA and now, there has been a seismic shift in the non-alc beer segment. Iconic breweries from across the US are staking their claim on NA beer and expanding their BFY offerings with unique takes on the category. **Lagunitas** has added **IPNA** to their portfolio, a take on their flagship IPA that helps fulfill their mission to “have an IPA for everyone, everywhere, at every time.” **BrewDog** launched two non-alc options in our market, **Hazy AF** and **Punk AF**, rebellious and alcohol-free. And Boston Beer is brewing up two contenders due out in early 2021: **Sam Adams Just The Haze**, which Jim Koch reckons will rival any hazy on the market, and **Dogfish’s** fruited wheat beer **Lemon Quest**, SeaQuench’s “sober sequel.”

Though customers’ preconceived notions about NA can be hard to shake, the breweries leading the charge with new NA beers are brands consumers trust, brands who built their names on flavor, quality ingredients and their brewing process. There’s no denying that this new generation of non-alsc deserves space in their fridges.

What You Need to Know About Non-Alcs

- NA beer is projected to grow an impressive 32.5% in 2020, after an incredible surge of over 70% growth in 2019.
- Heineken 0.0 alone is set to reach 2 million cases sold in 2020.
- The majority of volume from new NA offerings is expected to come from consumers who enjoy alcohol, but are adding non-alc beers to their repertoire.
- Sam Adams’ Just The Haze rated higher with consumers in double blind taste tests than other leading hazy IPAs, with a 95% confidence level.





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HAPPY
ST. PATRICK'S DAY
MARCH 17, 2021



**Guinness is the
St. Patrick's Day Tradition**

St. Patrick's Day 2021 will be meaningful. People will want to double down on what they missed in 2020. Traditions survive because we don't let them die. We will celebrate bigger than ever and make new traditions in 2021. Guinness is *the* St. Patrick's Day tradition. The brand has been integral to celebrations for over 200 years and will be for 9,000 more. We all faced the challenges of 2020 and promised that we would march and toast again – this is our time!

GOOD
TIMES
AWAIT



**Guinness Ultimate
Home Bar Giveaway**

This January through March, Guinness is giving consumers the chance to win the ultimate Guinness home bar via a text-to-win promotion. One grand prize winner will receive their very own authentic Irish, at-home bar including: a Guinness-branded bar, two bar stools, a dart board, neon sign, clock, mirror, glassware, t-shirt, hats & beads for 15 friends, toucan bar statue, two canvas art pieces, bar mat, bar towel, bottle openers, coasters, ice bucket, 52-inch TV, wireless speakers and 10 cases of Guinness! 25 secondary winners will receive a St. Patrick's Day party pack which includes: St. Pat's t-shirts, beads, pennants, balloons and hats.