

Winter 2022 | V.117

ORIGLIO BEVERAGE

Heady Times

GUINNESS ST. PATRICK'S DAY



Delivering Excellence Seasonals Rethinking Retail New Products Programs

ALLGASH BREWING COMPANY | WINTER SELECTIONS | IS THERE STILL ROOM FOR BIG BEERS?

Letter to *THE TRADE*



I CAN'T REMEMBER THE LAST TIME I WAS THIS excited to celebrate St. Patrick's Day. For those of us in the alcoholic beverage & hospitality industries, the cancellation of St. Pat's in the U.S. nearly two years ago made it abundantly clear that whatever was happening "over there" in Asia and Europe, was going to happen here...

To a lesser extent, it still is.

But we have learned how to cope in a difficult, ever-changing business environment. The consumer has rapidly adapted to wearing masks and using e-commerce. And the most successful beverage manufacturers are finetuning existing portfolios while churning out novel products.

I wish you a healthy and successful 2022. And as ever, I am grateful to be your partner in the beverage business.

That's why this edition's cover story features Nuno Teles, president of Diageo, importer of Guinness – the world's most iconic stout. In preparation for this St. Patrick's Day, Teles wants you to look beyond Guinness and discover cutting-edge brands like Lone River Ranch Water. Brands like Guinness, Smirnoff Poco Pico and Lone River aren't more "me-too" SKUs. These products will deliver more sales per SKU.

Speaking of more sales, I urge you to pay particular attention to the brands that go Beyond Beer. Lagunitas and Sierra Nevada are betting big on hard teas, while Boston Beer is bringing an entirely new type of beverage to our country by way of Finland – Bevy Long Drink.

This is just a quick rundown of what's inside this Winter 2022 edition of Heady Times. It's our way of helping you select products that will delight your customers and enhance your bottom line.

I wish you a healthy and successful 2022. And as ever, I am grateful to be your partner in the beverage business.

Sincerely,

Dominic Origlio
President

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Web ordering is now available to all Origlio Beverage customers.

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

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



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

Delivering THE TASTE OF EXCELLENCE

Origlio People Get The Job Done

Kathy Hall

Purchasing Agent

How long have you been with Origlio? 16 years.

What positions have you held within the company? I started as an Account Specialist before moving into sales where I was a rep in Bucks County. I then worked in corporate communications before moving to the purchasing department.

What does your current job entail? I forecast current sales trends, purchase inbound products for Origlio Philadelphia and Reading, collaborate with brand managers to capture current market demands and communicate order issues or changes with sales. I also work with our warehouse team to communicate potential inbound changes and identify inventory or code date issues.

What do you like most about your position? It's fast-paced, which I like, but without a doubt my favorite part is the people. You know you're lucky when you want to have a beer with your co-workers at the end of the day.

What is the most challenging part of your job? Keeping up with the rapid change of rate of sale for hundreds of SKUs. In a perfect world, we would never run out of product, and we would never have product run out of code. Finding the balance is like hitting the bullseye on a moving target.

What does it take to be a top-notch Purchasing Agent? You need to control what can be controlled, stay focused and organized, have the willingness to learn from your mistakes, offer transparency across departments and be willing to hustle.

What do you like to do when you're not working? My free time is consumed with my kids' activities. But whenever possible, my husband and I love to enjoy a beer together while binge-watching Netflix.

Speaking of your husband, he is a brewer at Yards. There must be a lot of beer industry talk in your house! Since we have two young kids, our conversations typically consist of I Spy or the animal game. But we do have a unique industry perspective, with Matt in the production end and me

Cam Rovar

Order Picker

How long have you been with Origlio Beverage? 2½ years.

What does it take to be a top-notch Order Picker? You need to be focused on your work goals without slacking off. I do the best that I can each time I arrive for work, without giving too much attention to things that I cannot control.

What do you like to do when you're not working? During my free time, I like to jog outdoors, go fishing in either fresh or salt water and if I have the time and resources, I love to travel.

If you had your own talk show, who would your first three guests be, past or present? I'd love to interview Morgan Freeman. He seems down to earth and approachable, but also wise. I think he could share some great advice, as well as life experiences, with me and my audience. The other two guests I'd be interested in speaking to are Nick Foles and Bill Gates.

What are three things on your bucket list? A bucket list for me entails achieving my life goals. My top three would be getting rich, becoming wealthy and having an abundance of resources... get it?!

Do you have any favorite winter activities? If so, what are they? I really appreciate a good snowball fight! If I'm avoiding the winter weather, I'm in the house watching an NFL game.



in the wholesale end. When the pandemic first hit, I was ordering double/triple quantities to keep up with sudden increase in demand. He would say, "You know that order won't be filled. Breweries don't have excess liquid sitting in tanks, the material or the manpower to package and ship double what you needed two weeks ago." Unfortunately, he was right, but my job was to keep trying.

If you had your own talk show, who would your first three guests be, past or present? Steve Carell, Jim Curtain (the Head Coach of the Philadelphia Union) and Tom Petty.

What are three things on your bucket list? A personal tour of the new Yards brewery (haha), traveling the country with my family and retiring young enough to enjoy my health, family and friends.

Do you have any favorite winter activities? I enjoy sledding/tubing with my kids. My husband loves to snowboard, so maybe one day we'll get out together as a family and get a lesson.

If you could be anywhere, drinking any beer... Allagash White in front of any body of water.



What three emojis do you use the most?



If you could be anywhere, drinking any beer... I don't drink alcohol, but I'd be crushing a Red Bull Energy Drink at a Philadelphia Eagles game inside Lincoln Financial Field.

St. Pat's is Back!

Balancing unparalleled devotion to the “Perfect Pint” with an innovation pipeline creating products craved by consumers of all cultures, here’s why this St. Patrick’s Day, now more than ever, GUINNESS IS GOOD FOR YOU AND YOUR BUSINESS.

For many people, a pint of Guinness on St. Patrick’s Day is the nectar of the gods. But Diageo Beer Company – importers of the legendary stout – offers other great-tasting beverages diverse customers want the rest of the year. How do we know? Sales are up.



Nuno Teles, President of Diageo Beer Company, successfully steered DBC through the pandemic with a steady hand. Over the last two years the company has increased sales by about 37%.

For the last two years, COVID-19 has effectively quarantined the freewheeling-fun that gives anyone with a pulse, who is LDA, an excuse to have a damn good time. And while for many, just drinking a pint of Guinness is a celebration, there are others who prefer different drinks.

Diageo Beer Company (DBC) has been dialed in to that fact for quite some time now. With a portfolio of innovative products rooted in consumer preference, DBC President Nuno Teles wants retailers to put their trust in his company because its beers – beginning with Ireland’s iconic Guinness – hard seltzers, RTDs

and, very soon, non-alcoholic beverages, deliver more sales per SKU, not just more me-too SKUs.

And that’s not an empty sales pitch.

The company has posted six consecutive quarters of share growth as of late 2021. Heady Times compared DBC sales by category to the rest of the industry. Over the last two years the company grew 21% vs. total beer’s 7% due in part to the success of Guinness Nitro Cold Brew – the second largest import innovation of the year. In the FMB category Smirnoff Ice has grown 45% over the last 2 years while the rest of the industry is at 23%. And the fastest growing single-serve higher ABV is... Smirnoff Smash.

More on DBC’s success stories later, including **Lone River Ranch Water**, the hard seltzer that might be beer’s answer to the agave craze. (That’s what tequila is made from). Now it’s time to celebrate because...

St. Patrick’s Day is Back!

“St. Patrick’s Day 2022 marks two years since the world was first impacted by COVID-19, but we are ready ‘to march again,’” announced a joyful Nuno Teles. “This year, Guinness hopes to bring back that feeling of Irish joy and revelry that unites us in having an epic good time. Beginning in February, we are launching a new campaign called **‘Good Things are in Our Grasp’** and it’s supported with a hefty media spend, 20% greater than last year’s allocation.” (Please turn to page 29 for program details.) This well-financed campaign will blanket all media outlets and is sure to capitalize on everyone’s pent-up desire to celebrate with family and friends.



In only 24 months Guinness Gives Back has donated nearly \$2 million to U.S. charities via sales of its limited-edition cans.

Of course, March is historically a big month for Guinness, so what better time to tease the launch of a new product? The much-anticipated, non-alc **Guinness 0 Non Alcoholic Draught** should be hitting the market in the second half of the year. With the great taste of Guinness, this delicious liquid is expected to bring even more customers and occasions to the beer category. **Research shows that nearly 50% of consumers are open to trying a non-alc beer with the heritage that Guinness can deliver. And at only 71 calories per can, Guinness 0 is the kind of better-for-you beverage consumers want.** Guinness 0 provides a perfect segue into a discussion of DBC’s winning strategy: one that listens and then delivers what diverse groups of consumers want to drink, time and time again.

Classic Brands, Bold Innovation and DBC’s Consumer-inspired Portfolio

Industry veteran Teles never strays from his dedication to brewing world-class beers, particularly those made at the Guinness Open Gate Brewery in Maryland like **El Dorado, Guinness Chocolate Mint Stout** and **Guinness Salt & Lime**. Teles honors the Guinness tradition while looking ahead to the future and what various groups of American consumers will want to drink. He explains:

“We believe our industry is at a critical moment, one where we must listen to consumers more than ever. They are telling us that they want an assortment of convenient, different-flavored products...



Flavors like Spicy Margarita & Mango Chili and a partnership with Colombian singer Karol G give Smirnoff Seltzer's Poco Pico Variety Pack tons of authenticity.

some might not even contain alcohol... some will be reminiscent of a spirits-based cocktail. I have made it our mission to be the most progressive, consumer-inspired beer & convenience company in America. In the years to come, we look to drive innovation with bold, disruptive flavors that target a multicultural consumer.”

Building on the success of **Smirnoff Ice Pink Lemonade**, DBC will launch several new “**Neon Lemonade**” packs in 2022, including a **Smirnoff Ice Neon Lemonade Variety Pack** and a **Smirnoff Seltzer Neon Lemonade Variety Pack**. Nationally, Smirnoff will also launch **Smirnoff Ice Spicy Tamarind**, a surprisingly spicy FMB that goes together with another new product: **Smirnoff Seltzer Poco Pico Variety Pack**. Inspired by Latin flavors and repped by Colombian singer Karol G, the Poco Pico seltzers are the perfect balance of spicy and sweet, bringing a welcome kick to the hard seltzer category.

To reinforce what makes these brands resonate with consumers, **Smirnoff Seltzers and Smirnoff Ice packaging will be redesigned and then relaunched with the brand’s biggest marketing spend ever. Expect the design to deliver on color... and fun... and STAND OUT in the cooler.**

Another stand out for DBC is **Lone River Ranch Water**. In 2022, retailers are expected to devote more shelf space to RTD cocktails as more and more consumers gravitate to products with flavors reminiscent of those served over the bar. This agave hard seltzer is ranked number five nationally based on rate of sale, which is a strong indicator of future growth potential. As of November 2021, the brand growing organically had surpassed 1% share of the crowded total seltzer category.

Authenticity has been key to Lone River’s success. While remaining true to its West Texas roots, there are still opportunities for flavor innovation. Keep your eyes peeled for the brand’s take on another famous, agave-based, Texas favorite, the margarita. **Lone River Ranch Rita** will be a higher ABV, fuller-flavor agave beverage that’s deliciously light and premium brewed with real lime juice and organic agave nectar.

Heady Times asked Teles if he thought a product like Lone River would sell in the colder months, he responded, “Not to worry!”

“In markets like Montana, we’re seeing healthy consumer pull for Lone River [this winter]. We certainly believe Lone River has a role to play in the colder months when outdoor activities range from hockey to hunting.

Why not enjoy a Lone River? But right now, I’m counting down the days to March 17th. I may prefer a perfect pint of Guinness for my St. Patrick’s Day Celebration, but new traditions are created all the time. And Diageo Beer Company wants everyone to celebrate – responsibly – with the beverages we have made with for them.”

Sláinte!



“We look to drive innovation with bold, disruptive flavors that target a multicultural consumer.”

– DBC President Nuno Teles



Game Time is Guinness Time

Though St. Patrick’s Day is a huge focus for Guinness in the early months of the year, the brand is also going big with sports programming this spring. Guinness will remind customers that **Game Time is Guinness Time** with an increased media spend for football in January and February and basketball in March and April. In particular, the brand will highlight their partnership with Notre Dame’s Fighting Irish and the legendary Joe Montana to capitalize on consumer football occasions. Seasonal POS, football and basketball tools and a new ad featuring Montana will help engage with customers and keep the Guinness flowing all winter and spring long!

A New *HARD* TEA

Lagunitas Introduces Disorderly TeaHouse

The IPA powerhouse announced an unexpected and intriguing entrance to the hard tea segment.

This summer, industry trade news outlets got the scoop on Lagunitas' major innovation play for 2022 – and it wasn't a new IPA. Instead, the "deliciously hoppy brewery" unveiled plans to enter the hard sparkling tea segment with **Disorderly TeaHouse**. While at first glance this spiked and sparkling guayusa tea might seem like a departure, Lagunitas has been at the forefront of innovation for years.

"Lagunitas has never cut corners or brewed anything the easy way," says Joshua T. Peacock, Lagunitas' distribution business manager for our region. "This new innovation combines our passion for brewing with an opportunity to dip our toes into a growing segment." Peacock pointed out that tea flavors are growing at an astronomical rate of 50%, which is 8 times faster than beer.

But what is Disorderly TeaHouse exactly? "DTH, as the kids call it, is a brewed sparkling hard tea made by Lagunitas' master brewers. We use premium fresh guayusa [gwai-YOO-suh] tea leaves, sourced from indigenous Ecuadorian farmers for a 100% natural, 100% hand-selected, 100% hand-harvested tea."

The result is a smooth, slightly sweet tea with no bitterness. The new sparkling hard tea will be introduced in two distinct flavors: **Yuzu Lemon Squeeze** and **Mixed Up Berries**. Mixed Up Berries is described as a punch of crisp, tart, berry gusto, while the Yuzu Lemon Squeeze is splashed with aromatic, tart yuzu citrus love. **Both clock in at 100 calories, are gluten-free and have no artificial flavors or sweeteners.**

With the Petaluma, California brewery investing \$4 million in digital media, e-commerce activation and sampling, it's safe to say that Disorderly TeaHouse is Lagunitas' big bet for 2022. So why is the brewery going all in on hard tea? "Craft consumers are also tea consumers," says Peacock. "77% of high-end craft beer drinkers



Tea West marks the arrival of a new lifestyle brand for Sierra Nevada – perfect for beach, barbecue and backyard occasions.

Sierra is Ready to Make a Hard Tea Splash with Tea West

Lest they let fellow California craft brewery Lagunitas have all the fun, Sierra Nevada has announced plans to launch a hard tea of their own: **Tea West**.

Rolling out in three flavors, **Lemon the Dream, Black Rad-Berry & Just Peachy**, Tea West is an upscale lifestyle brand meant for beach, barbecue and backyard occasions.

At 5% ABV, 100 calories, 3 carbs and 0g sugar, Tea West will launch in eight states this spring (plans to launch in PA are still in the planning stages).



Disorderly TeaHouse, Lagunitas' newest innovation, clocks in at 100 calories, 2g carbs and 0g sugar and comes in two distinct flavors.

also purchase ready-to-drink teas. Conversely, 30% of hard tea drinkers also purchase high-end craft – so the trade up opportunity is there."

The new brand gets its name from the infamous 2005 incident in which the brewery was served a citation for keeping a "disorderly house" by the California Department of Alcoholic Beverage Control. Local agents were given a tip that staff members were selling cannabis out of the brewery, only to find that they were, in fact, giving it away. In years since, the story has become something of a badge of honor for this mischievous brewery, and it's now immortalized with this new innovation.

Peacock sees Disorderly TeaHouse as a major player. "On or off [premise], hard tea is a mover – especially in the Philadelphia market! Here's looking at you, Parkwood!"

Bookshelf

The Brewing Cloud by RJ Willow

Author RJ Willow's collection of weird and whacky short stories center on a floating city and a hidden brewery.

Over the years, our Bookshelf column has featured a wide array of beer books covering nearly all topics in the industry, from deep dives into the history of libations and the desire for ancient civilizations to imbibe, to the story of a U.S. Senator charting his path from brewpub entrepreneur to a life in politics. However, if any were to accuse Heady Times of a blind spot in our coverage, it might be the lack of reviews of the elusive *fictional* beer book.

That's why we were so happy to be made aware of RJ Willow's book of short stories, *The Brewing Cloud*. Willow, an independent author based in Oxford, England, has written a charming collection of short stories all centering on a fantastical floating city where all inhabitants are involved, in one way or another, in beer and brewing.

The whimsical tales follow an eclectic group of characters, from a hop farmer who finds a beer bottle that grants good luck, to a barley and hop plant who discuss the nature of love. An easy and delightful read (when, of course, paired with your favorite beer), the comical vignettes and stories weave together, each uncovering new and mischievous adventures.

By placing his collection of short stories firmly in the genre of fantasy, Willow is able to highlight, poke fun at and oftentimes subvert some of the classic craft beer tropes in

wildly amusing ways. In *True Love*, a young man named Jonah spends the afternoon inside The Crow's Nest, a neighborhood bar with "twenty-four taps of liquid gold; the rarest bottles bought and sold."

He has his sights set on a bottle of *emily*, which sits high on a shelf. The chocolate and orange blossom stout was brewed by the mysterious Dr. Wunder (a recurring character throughout the collection of stories) to commemorate the birth of his only daughter. It also happens to be the rarest bottle of beer in existence.

Willow's depiction of Jonah's (perhaps unhealthy) obsession with obtaining this extraordinary beer will likely be familiar to any craft beer geek who has gone to the ends of the earth to try that hyped-up brew that seems perpetually out of reach.

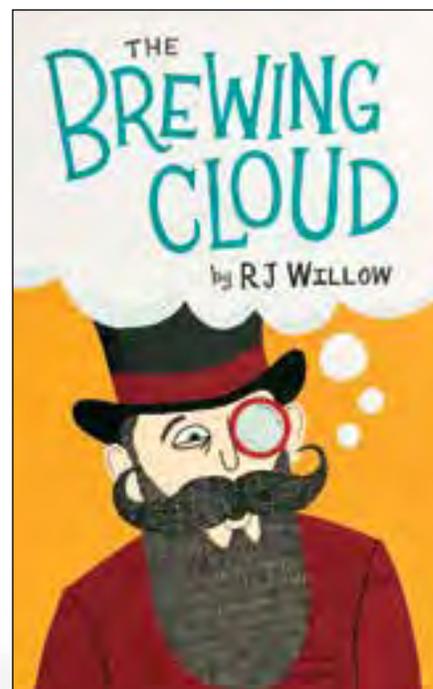
Another tale surrounding a mysterious beer is *The Skeleton*, which follows a young woman who, when digging a trench to plant hops on her 100-acre farm, finds the remains of a creature (possibly alien?) clutching a glowing green bottle. Soon, the farmer learns that her puzzling beer bottle may possess magic powers – but a tragic end might just be in store for those who try to wield it.

And the story *Vampire Brewing* finds Meghan Campbell, the proprietor of the titular brewery, considering a tempting offer from a mysterious,

hooded figure at her bar proposing to buy her business. An allegory for small, independent breweries who sell off their business to larger corporations, no doubt.

Willow's stories toe the line of whimsical entertainment and sharp examinations of the current state of the beer industry. And at just 124 pages, the collection of short stories can be enjoyed in one sitting at your local corner bar.

Fans of *The Brewing Cloud* will be happy to know it represents the first installment in an anthology of stories Willow is calling the Arcane Substances Trilogy.



Blue Moon Rising

The #1 craft brand is building on years of success with big plans for 2022.

Blue Moon is a fixture of the beer scene, a mainstay of draught lists in a wide variety of bars and restaurants. Led by flagship Belgian White, the brand family has secured its place in the glasses — and hearts — of its loyal fans.

The last few years have seen plenty of success for the brewery, even amid a global pandemic. As of press time, **Blue Moon remains the #1 craft brand in volume and dollar sales YTD, with their flagship Belgian White fueled by the recovery of the on-premise. The brand has recovered over 80% of 2019 volume** as consumers reconnect with a beer perfect for happy hours and meals with family and friends.

But even for a strong and beloved brand like **Blue Moon**, the old adage still applies: evolve or die. Blue Moon has chosen the former, developing a formula that keeps their award-winning brews on consumers' minds and regularly takes the brand to new heights. It all revolves around reminding their fans what makes Blue Moon so special while continuing to bring new drinkers into the fold.



Blue Moon Belgian White will see a marketing boost in 2022 with the debut of a new campaign dubbed "Made Brighter" that will remind drinkers that Blue Moon is "one of a kind."

A Beer for Every Occasion

A big part of Blue Moon's success is due to thoughtfully introducing new brands for different occasions. **Blue Moon LightSky Citrus Wheat** debuted at the beginning of 2020 as a 95-calorie sister beer to Belgian White, aimed at a more casual daytime occasion. Despite the now-obvious hazards of launching a brand at the beginning of a global pandemic, **LightSky defied expectations and was the #1 new beer launch of 2020.**

Things have only gotten better for the brand in 2021 – **LightSky posted double-digit growth throughout the year, was the #1 light craft beer**

in dollar sales and was a top 10 beer brand in the off-premise, moving up six spots from 2020. And as much as 96% of that growth has been incremental to Belgian White, according to data from Molson Coors.

Then there's Blue Moon's newest offering, **Moon Haze**, which was launched last fall. The hazy pale ale is already an award-winning beer – Moon Haze won a gold medal for the best juicy/hazy pale ale at the Great American Beer Festival in 2020, beating out 136 competitors.

"With Moon Haze, the experience starts before you take a sip – you drink in the color change from hazy golden to orange with your eyes and smell the citrusy and hoppy aroma," says John Legnard, Brewmaster at Blue Moon Brewing Company. "It surprises and delights because it's got all of the fruitiness and creaminess of a Belgian White, but with this unexpected bite and clean finish."

Moon Haze was developed to fit a "relax and unwind" occasion, as a reward at the end of a long day. Initial signs indicate that approach speaks to consumers; **in the earliest national data available for the brand after launch, Moon Haze had already become Blue Moon's fourth largest brand over the four-week period.** The folks at Blue Moon believe that Moon Haze sales will also be largely incremental to Belgian White, as the product has so far skewed toward off-premise sales. That said, the brewery is always open to new opportunities for innovation and have said

they'll consider adding kegs of the award-winning pale ale down the road.

"We have a lot to offer for every different occasion, whether it's having a Belgian White at happy hour, a sessionable LightSky during the day or unwinding with Moon Haze," says Legnard. **"People need to realize there's more than just one flavor of Blue Moon out there."**

What's on the Horizon?

Blue Moon always wants to be sure that any new products they introduce are true to the brewery's roots and what they stand for.

Anything new must be

approachable, easy-drinking and should feature the orange notes that the brand is famous

for. It's a strategy they'll continue to employ in 2022 with the launch of a new LightSky: **LightSky Tropical Wheat.** An easy drinking light beer brewed with a hint of real pineapple and orange peel, Tropical Wheat is slated to arrive in February in 12-pack slim cans and will clock in at 95 calories.

"With flavored craft beer growing five times the rate of regular craft beer, we hope to give drinkers the variety they're looking for," said Sophia Lal, Senior Manager of Innovation for Molson Coors, who notes that tropical is a growing flavor trend across all categories, including beer. With LightSky Citrus Wheat already appealing to drinkers aged 25-39 across gender lines, the addition of Tropical Wheat to the Blue Moon portfolio will no doubt expand the brand's reach even further in that demographic, and possibly beyond it.

On the hopper side of things, some fans have wondered if Blue Moon would ever consider releasing an IPA. Sorry to all you hop-heads out there, but the brewery has no plans for that yet – but they're open to the idea.

"If we can create an IPA that fits a lot of the DNA of what Blue Moon stands for, then I think it's definitely something that we would explore," Joy Ghosh, VP of Above Premium Beer at Molson Coors, told Craft Business Daily in August.



LightSky Tropical Wheat will debut in February, bringing the taste of pineapple to the existing LightSky line.

Feature

In addition to new products, Blue Moon is showing love to their existing portfolio by beefing up their marketing plans in 2022. Flagship Belgian White will be featured in a new ad campaign dubbed “Made Brighter.” The campaign will debut in March and aims to “remind drinkers that as other craft beers come and go... Blue Moon is one of a kind.” The campaign will run nationally on TV, digital and out-of-home.

LightSky will see an investment in the ongoing “Savor Every Sip” campaign, which rolled out in late 2021. The campaign has already proven its value, with awareness of the brand increasing 10 points among 21–34-year-olds over the first two months that it aired. In 2022, Blue Moon is taking things to the next level with a bigger spend in the summer and partnerships with media outlets like Thrillist and Vice. LightSky will also see tweaks to its packaging in the new year, featuring more impactful Blue Moon branding, including more color and more nutritional and flavor cues.

The Power of the Moon



Blue Moon's new hazy pale ale, Moon Haze, bested 136 competitors to win gold in the juicy/hazy pale ale category at the 2020 Great American Beer Festival.

So, how can you make a powerhouse like the Blue Moon brand work for you in 2022? It's pretty simple: keep the family together. Stores that offer both Belgian White and LightSky have seen a 2 to 2.4 times the lift in recent months, a trend that's likely to continue with the thoughtful addition of new

products like Moon Haze and LightSky Tropical Wheat. To capitalize on this trend, Blue Moon will be taking a family of brands approach with some of their marketing materials going forward, including displays, shopper media and even local media.

Blue Moon's strategy of drawing in new consumers with innovations that fit different occasions is working. **Consumers are finding their match in beers like LightSky and Moon Haze, and as the on-premise resurges, more and more are taking a second look at Belgian White, for the first time, or just the first time in a long time.** Whether or not a Blue Moon IPA is on the horizon remains to be seen, but one thing's for sure: Blue Moon has laid the groundwork for a 2022 that'll be out of this world.

NEW from Molson Coors: Topo Chico Hard Seltzer

The Blue Moon family isn't the only brand receiving Molson Coors' love and attention these days. The brewer's newest hard seltzer, Topo Chico Hard Seltzer, is set to go national in early 2022. Here's what you need to know about the brand that's taking the seltzer world by storm.

What is it?

Topo Chico Hard Seltzer is a new hard seltzer inspired by the legendary taste of Topo Chico Mineral Water. Topo Chico Hard Seltzer is gluten-free and contains only 100 calories, 2g of sugar and 4.7% alcohol by volume per 12 oz. can. This new hard seltzer brings a unique twist to classic flavors, including **Tangy Lemon Lime, Tropical Mango, Strawberry Guava** and **Exotic Pineapple**.

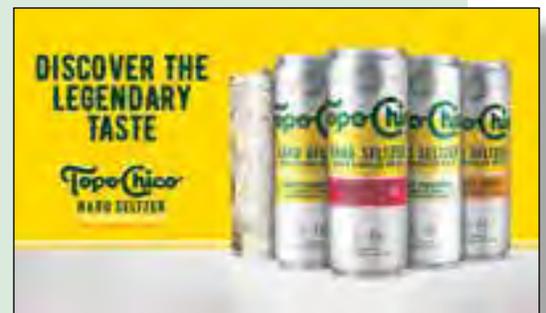
Who does it appeal to?

Simple answer: Everyone! Topo Chico Hard Seltzer aims to become the #3 player in the seltzer market, and they believe they have the broad appeal needed to achieve that goal. Topo Chico Mineral Water is a well-known and beloved brand with a strong following across demographics in many markets across the country.

Topo Chico also aims to become the #1 seltzer with Latino drinkers. They're already well on their way to achieving that goal – nearly half of total Topo Chico Hard Seltzer drinkers (43%) identify as Latino.

Why does it deserve your attention?

Unlike most hard seltzers, Topo Chico is already a big name in non-alc seltzer. The original Topo Chico has been sourced and bottled in Monterrey, Mexico since 1895, and is the favored soda water of bartenders across the U.S. And Topo Chico Hard Seltzer has already seen incredible results in test markets, both in its home region of the Southwest and in metropolitan areas like Chicago, Atlanta and Washington D.C.



Along with the brand's already strong name recognition, Topo Chico's national launch will be supported by a full marketing plan that includes national TV, digital video, out of home and social media advertising in both English and Spanish.



Naomi Neville of Allagash Brewing Co.

Allagash Sales Director Naomi Neville fast-tracked the brewery's three-year plan to focus on off-premise sales in just 12 months.

Prior to the pandemic, Portland, Maine's Allagash Brewing was something of an on-premise powerhouse. For a quarter of a century, Allagash White has been hailed as the quintessential American wheat beer and could be found on tap at any beer bar worth its salt. Of course, that all changed in the spring of 2020, when founder Rob Tod and the rest of the team had to completely pivot their focus to the off-premise.

With nearly two years since the shift, Allagash can safely say they've weathered the storm and seen immense success – so much so that they were named Brewery of the Year at the most recent Great American Beer Festival.

Heady Times sat down with Naomi Neville, Tod's right-hand woman, to find out how they were able to shift so quickly from an on-premise led brewery to the more diverse Allagash we know today.

Heady Times (HT): Before COVID, Allagash saw most of its growth in the on-premise. In a recent national sales meeting, Rob Tod mentioned that the Allagash team was able to complete a three-year plan in just one year and the brewery is now a much bigger player in the off-premise. Can you take us through that quick pivot? How you were able to execute it so quickly?

Naomi Neville (NN): Pre-pandemic, we had built a [long-term] plan to bring our beer to more consumers for more occasions in the off-premise. When the pandemic hit, we had to fast-track that plan. So, we invested in packaging equipment – the biggest and most pertinent investment was a high-speed canning line. We innovated and developed new product lines and dedicated ourselves to avoiding layoffs and furloughs for our sales team and refocused them in the off-premise.

Really it came down to people. Because the plans were in place, and we had the people to deliver them, it primarily came down to sending everyone off and running to get the work done. Not that executing those plans on such a short timeline was easy, but we gave ourselves the best shot at success because everyone was ready to go. We also have to give a big shoutout to our wholesalers who were able to pivot and work with us to seamlessly turn all of those plans into reality.

HT: Prior to the pandemic, your sales were close to 70/30, draught to package. That number now sits closer to 50/50 in just 18 months' time. What changes were made for this to happen?

NN: Honestly, we [now] see Allagash fitting everywhere in the off-premise. We currently offer an Allagash White can package to suit everyone; from 12 oz. 12-packs to single-serve 19.2 oz. cans, for a grab-and-go option. Also, our 12 oz. bottles – which for a long time



Allagash Sales Director Naomi Neville led the brewery's successful transition to an equal 50/50 draught to package distribution split over the past 18 months.

had been in a 4-pack – are now in a more popular 6-pack format. These new package types and sizes have opened up all sorts of new avenues for business and growth that we didn't think possible, prior to the pandemic.

HT: How has Allagash adjusted their approach to over-the-bar business?

NN: "Over the bar" doesn't just mean draught these days. We now have an Allagash White package for every occasion. Cans have been great for beer gardens and accounts offering a "to-go" option – in addition to our 19.2 oz. can for venues.

HT: What can retailers expect from Allagash in 2022?

Brewer *HIGHLIGHT*

NN: Fresh and always in-stock **Allagash White!** It's what retailers have come to expect from us, and we have no plans to deviate. We'll also have our core brands – **Tripel**, **Curieux** and **North Sky** – and we'll continue to offer new innovations and wild beers on draught. We haven't stopped innovating during the pandemic!

HT: **Speaking of innovation, there were a number of new beers teased at your recent national meeting, including Allagash's first national IPA, a summer seasonal and a blonde ale. Can you give us a peek into Allagash's newest innovations?**

NN: For sure! The three beers you named are absolutely ones we're excited about. All three came from our pilot system. In the spring, we'll release 4-packs of 16 oz. cans of **Swiftly**, an amber IPA that's generously hopped for lush, citrusy and resinous hop aromas. In late spring, we're excited to release 12-packs of 12 oz. cans of **Seconds to Summer**, a lager that's brewed with traditional hops from the Czech Republic and fermented with Belgian yeast for a crisp, refreshingly hoppy flavor. And semi-concurrently, in mid-June, we'll be releasing 4-packs of 16 oz. cans of **Floating Holiday**, a blonde ale brewed with lemon peel and a pinch of sea salt.

And to cap off the year, we're welcoming a brand-new bottled beer called **Day's End**, inspired by a cocktail known as the "boulevardier." We brew it with Lambrusco grape must, angelica root and orange peel before aging it in bourbon barrels for two months, resulting in balanced notes of vanilla, red wine, oak and caramel. 4-packs of 12 oz. bottles will be available in mid-September.

HT: What else does Allagash have planned for 2022?

NN: We first want to mention the unprecedented support that we're giving to three of our year-round brands – **Allagash White**, **River Trip** and **North Sky** – in the form of national campaigns. We've developed custom, multi-platform marketing campaigns for each beer, all designed to support our core beers in a bigger way than ever before.

And as a B Corp, we're constantly pushing ourselves to better support our employees, customers, community and the environment. And actually, by the end of this year, we'll check off a big success in reaching the use of one million pounds of Maine-grown grain, per year!

Allagash Core Programming for 2022

Allagash's core lineup is holding strong with Allagash White, River Trip and North Sky returning in 2022. Here's what to expect from Allagash for their year-round brands this year.

River Trip in Style

Coming off an upcoming rebrand (which will highlight River Trip as a pale ale) Allagash will unveil its "River Trip in Style" campaign this May. An outdoor-oriented program that will last through June.

Very Kind of You to Share

Allagash White's new "Very Kind of You to Share" campaign is aiming to net over 8 million impressions during the summer months. The good-humored program encourages White fans to share Maine's most famous wheat beer among friends.

Cozy Up with North Sky

Rounding out Allagash's core programming, "Cozy Up with North Sky" continues the brand's outdoor focus, while highlighting their new stout. "Like a clear night lit by stars, this silky Belgian-inspired stout balances light notes of fruit and sweetness with roasty malt." Look for the North Sky support from October through November.



Get to Know Peter Giannopoulos of Sly Fox Brewing Co.

Sly Fox's former Director of Sales leads the brewery into a new year with a new position.

SLY FOX BREWING CO. HAS BEEN A PART OF PETER GIANNOPOULOS' family since he was just six years old. Having worked his way up from a Forklift Trainer to one of the youngest Sales Directors in Pennsylvania's craft beer scene, Giannopoulos knows this industry inside and out. We caught up with this jack of all trades to learn more about his career and what this beloved local brewery has in the pipeline for 2022.

Heady Times (HT): Have you been a part of the family business since you were old enough to work?

Peter Giannopoulos (PG): My family first opened the Sly Fox Brewhouse & Eatery right around my 6th birthday, so I've grown up around the business my whole life. However, funny enough, my first official job in "craft beer" was as an operations intern at Origlio! I had different jobs growing up and wanted to gain other experiences, but I always knew I'd come to work for the brewery. I worked at a hardware store and a golf course in high school and college. After college, I worked for Wegmans at their distribution center in Pottsville. I knew once I came to the brewery I'd be doing that for life, so I wasn't in a terrible rush when I was younger.

HT: Other than being able to see your family frequently, what do you like most about working for the brewery?

PG: We're a very collaborative company. Every single employee has an impact on the business. We value our people taking initiative, developing new ideas or methods and making them a reality. It's really gratifying to see the ideas come to fruition. I also love our ties to the community and our philanthropic efforts. We recently hosted a successful benefit concert for the Hurricane Ida flood victims in Mont Clare and Port Providence that raised over \$30,000! And of course... I truly love our beer!

HT: You've held a number of positions at Sly Fox, what are they and do you have any memorable stories you could share?

PG: I started as the Assistant Operations Manager in 2014, while also taking on other jobs like Forklift Trainer and Event Planner. I have a funny story from that time. The night before our first Goat Race in Pottstown in 2015, I was working so late that I decided to sleep under my desk instead of going home. That's when I found out the hard way that we have motion sensors in the building! Cops showed up and everything – it was great. A few years later, I flipped over to the sales side, first as the Sales Rep for Philadelphia and then eventually Director of Sales. And now I'm transitioning again to President of Brewery Operations.

HT: Congrats! How did the transition come about and what are your new responsibilities?

PG: During this past year with the challenges the pandemic has presented, there became a need for more support for the inside operation at the brewery. As a team, we agreed that this is where I would be most helpful to the company. I'm excited to take my experiences in both operations and sales to guide and support our staff through this



Peter Giannopoulos worked his way up from forklift trainer to one of the youngest Sales Directors for a craft brewery in the state.

ever-changing environment and further drive Sly Fox's success.

HT: As 2021 comes to a close, and we get ready for 2022, what can we look forward to from Sly Fox?

PG: We're actually bringing back some of our classics in 16 oz. cans. **Odyssey Imperial IPA** is making its return after a few years' hiatus, and we're bringing back our **Black Lager** in January, which went over very well in 2020. **We'll also be releasing a new beer with Alex's Lemonade Stand Foundation this spring** and we'll be introducing new cartons for 6-packs and 4-packs that will elevate how our beer merchandises in the retail space.

HT: And finally, with Sly Fox being such a cornerstone of Philly craft beer culture, what do you think makes this city such a special place to brew and sell beer?

PG: Philadelphia is such an amazing beer city and community. We feel fortunate that Philly is our home market and that we've been around long enough to see its rise to become "America's Best Beer Drinking City." The local bar managers and distributor owners really appreciate quality over all else and they're also fiercely loyal. The relationships we have here run deep and we're very thankful to have so many great partners to work (and enjoy beers) with!

ON THE FIRST FRIGID TUESDAY OF NOVEMBER, GRAPHIC DESIGNER Meredith Puida and Managing Designer Mike Kuchar flip the lights on inside Origlio's graphics department at 7 am sharp, while most of the office is still slowly coming to life. The early start time is standard for the graphics team, who will spend the rest of the day processing, designing and printing graphics and signs for accounts in the nine counties Origlio services.

But the first and primary order of business on this frosty morning is a rush order from Origlio's senior management – a host of new signs for the Philadelphia warehouse. Sitting at their stations and powering up their computers, Kuchar and Puida quickly set to work.

"The cycle is constant," says Graphics Department Lead, Loren Leggerie. "Requests filter in all day long. Mike, Meredith and I are processing requests and designing signs for accounts as they come through, while Production Assistant Keira [Landis] and Sign Shop Assistant at Origlio Reading, Jen [Powell] are producing the materials." While all designs for both Philly and Reading are digitally created in-house at the Philadelphia office, Powell handles the entire process of physically printing all Reading graphics herself. "She's a one-woman machine out there," says Leggerie. "We wouldn't be able to do this without her."

The machines are up and running by the time Leggerie arrives Tuesday morning. "I like the late shift," she says as she boots up her own computer. "It's pretty normal for me to be here until 6 pm or later. I like to close things up at the end of the day, make sure all the machines are shut down and everything is cleaned up."

With a new picking system in place in the warehouse, the graphics team is tasked with creating signage that will help the operations team seamlessly transition to the new procedures. "One-way signs for forklift drivers, do not enter signage – we're always producing new floor signs and banners for the warehouse so that everyone is able to do their job safely and efficiently," says Leggerie.

Prior to the pandemic, the graphics department was something of a hub in Origlio's warehouse with a revolving door of Sales Reps dropping off requests and picking up signage throughout the day. Of course, much like the rest of the beer industry, the jolt of the pandemic hit the graphics department hard. "After the start of COVID, Mike and I had to rebuild the department from square one," remembers Leggerie. "It was just the two of us in here running around and doing everything ourselves – designing, processing, production. And of course, the 6-foot distance made things even harder."

But the challenge also presented the graphics team with an opportunity. "We used the shift as a chance to rebuild," says Leggerie. "We rearranged the room to make it work with the new protocols, reorganized our libraries and labeled everything from top to bottom." 18 months later, the department is better than ever. "The volume is there again, but now things are much more streamlined," says Leggerie. "Before, it might have taken 3-5 minutes to design a sign, now we can do it in a minute or less. That might not sound like much of a difference, but when you're processing a hundred different designs throughout the day, the time saved is huge."

With the warehouse signs nearing completion, Kuchar gathers his jacket and camera to head over to Origlio's new satellite warehouse to take photos for our new website launch (more details to come). Leggerie and Puida start catching up on sign requests as Landis prints a huge Corona "La Vida Mas Fina" sign featuring Snoop Dogg lounging on the beach with a cold beer in hand. The new, state-of-the-art machine she works over is a point of pride in the graphics department. "When I started in



Production Assistant Keira Landis prepares a new design to be printed.



Landis loads chloroplast into the EFI Pro 16, a state-of-the-art printer which allows the graphics dept to process 30-50 sign requests a day.



Origlio's Graphics Department team (left to right) Keira Landis, Michael Kuchar, Loren Leggerie, Meredith Puida and Jennifer Powell (insert)

this department 13 years ago, we were spending 20 hours a week having someone just stand here and run sleeves of paper through our laminator," says Leggerie. "Now, with this new EFI Pro16 we're processing between 30-50 daily requests with a turnaround time of just one to three days."

In fact, as they break for lunch, the team finds they are ahead of schedule for the day, despite the rush order for warehouse signs. With the help of new technology and an efficient, dedicated team, being ahead of schedule is quickly becoming the norm for the Origlio graphics team.

CONGRATULATIONS TO OUR WAREHOUSE WARRIORS

October and November Warehouse Warriors have displayed outstanding efforts, attitude and excellence.

Angel Gerena and Rashad Saddler (Philadelphia)

Kurt Roberts and Maralon Nelson (Reading)

Thank you for your hard work and display of excellence.

Why You Should *BE SELLING*...

Bevy Long Drink Brings Finnish Happiness to the States

Did you know Finland is the happiest country in the world? But what exactly makes the Finns so joyful? Maybe it's their pristine forests and crystal-clear lakes. Maybe it's the 23 hours of daylight they get in the summer. Or maybe, just maybe, it's their best-kept secret: the Long Drink.

The Long Drink – or lonkero, as it's known in Finland – was first created when the Finnish government commissioned a cocktail for guests attending the 1952 Summer Olympics. The country was preparing for many visitors, and they needed a drink that could be easily served in crowded bars and restaurants. A simple cocktail of gin, grapefruit soda and tonic was concocted, and the Long Drink, the national cocktail of Finland, was born.

Now, through innovation like only they can do, Boston Beer brought this sparkling refresher to drinkers in the U.S. under the name Bevy Long Drink, and it's already making waves.

Bevy's new sparkling citrus refresher is made from a delicious and easy-drinking blend of citrus flavors and wild juniper berries, for an exceptionally thirst-quenching beverage that's perfect for any occasion. Bevy Long Drink's initial styles are sweet, tart, refreshingly packed with flavor and 5.8% ABV.

"Drinkers are searching for the ultimate in refreshment, but also don't want to sacrifice taste. That's where Bevy Long Drink comes in," said Lesya Lysyj, Chief Marketing Officer for Boston Beer. **"It's cocktail-inspired, easy to drink and full-flavored, yet highly refreshing. It's unlike any beer or pre-mixed cocktail out there."**

While inspired by the traditional cocktail, **Bevy will be the first Long Drink-inspired beverage available in the U.S. that's made without spirits. Bevy Long Drink is made with an original malt base containing natural flavors and wild juniper berries.**

"The Long Drink cocktail is Finland's best-kept secret, but it's typically made with gin," said Lysyj. "Bevy Long Drink is our signature spin on this classic. **We developed a cocktail-inspired recipe, with all the citrus flavors and wild juniper berries, and made it ready-to-drink from a can.** You get all the refreshing citrus flavor without the gin. But the best part is, you don't have to fly to Finland. You can just pick up a 6-pack at the store."

As a new beverage and first of its kind to this market, Bevy will have abundant resources to educate consumers and support the launch. "A cool part of the point of sale is that there will be a QR code on all the paper POS that consumers can scan and be given information on what Bevy is and what long drink is. Education is important when it comes to a new style," explains Pat Yanni, District Manager for Boston Beer. "Nationally, Bevy will see a \$10 million investment in 2022 with a digital-first strategy, including paid social, dedicated PR and an NHL sponsorship."

"[Bevy is] cocktail-inspired, easy to drink and full-flavored, yet highly refreshing. It's unlike any beer or pre-mixed cocktail out there."

– Lesya Lysyj, Chief Marketing Officer for Boston Beer



Bevy Long Drink is a refreshing, new take on the classic Long Drink cocktail, which was first crafted in Finland in 1952.

Why Bevy?

- The beer landscape is changing. Younger shoppers consider the beyond beer category first and are looking for new varieties and flavors.
- The beyond beer category is expected to grow to 22% of beer sales in the next year (from 7% in 2017).
- Cocktail-inspired FMBs are growing faster (+27% in dollars) than full-flavored traditional FMBs (+4% in dollars).
- Bevy has all the attractive attributes of the beyond beer category – sparkling, full-flavored and cocktail-inspired.
- Available in two flavors (Sparkling Citrus Refresher & Sparkling Berry Refresher), Bevy is a modern evolution of the FMB with top-scoring packaging and taste.



Available in Citrus and Berry flavors, these sparkling refreshers are perfect for any occasion.

Local Artists Craft Dock Street's Stunning Labels

Creative Collaborations Make Dock Street's Brews Uniquely Philadelphian.

"We're all about local," explains Dock Street's Events and Marketing Manager, Renata Certo-Ware. As Philadelphia's first craft brewery, Dock Street has made it their mission to be an integral part of their neighborhood since day one, so much so that they've even brewed a beer using local yeast from the air outside their location at 50th and Baltimore. But the creativity doesn't stop there; the brewery is actively involved in supporting local artists, most visibly through their beer labels.

In a city full of inspiration and innovation, the search for creative collaborators is not a difficult one. Renata continues, "We find a lot of our artists through Instagram – either artists that we follow or by putting a call out for artists interested in label design. Luckily, it's never been too hard to find someone talented, both because Dock Street is so entrenched in the art and music scenes, and also because Philly is so full of amazing makers and creatives!"

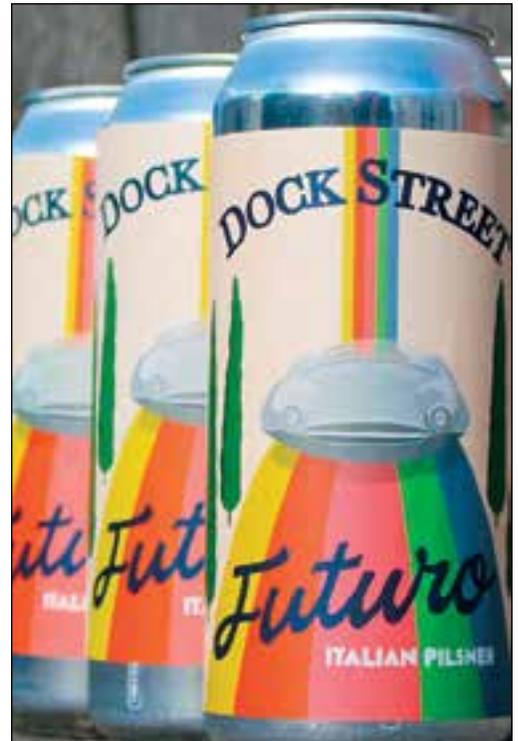
Dock Street works with a handful of local artists, some of which have created multiple labels for the brewery. Sarah Russell (@SarahPollyanna on Instagram), for example, designed the labels for **Summer Haze** and **Winter Haze** among others, and E. Ockimey (@OckTheWizard) designed **Bubbly Wit**, **50K IPA** and **100K DIPA**. The Dock Street team is always looking to work with new artists as well. Julie Ann St. John (@julieannstjohn) recently designed **Futuro**, one of their newest brews.

So, what does the process entail? After an artist is chosen, the designing begins. "We usually give them a prompt," says Certo-Ware. "For example, for **Dock Street Bubbly Wit**, which is a wheat beer brewed with champagne yeast, we asked the artist, Ockimey, to use a champagne glass to drive home the point that the beer profile is heavily driven by the unique yeast. From there, he put his own spin on the design and did a fantastic job, adding big swoops of gold and purple behind the glass to really make it look effervescent."

As dedicated members and supporters of the Philadelphia community, the folks at Dock Street stay committed to being advocates for local artists. "In our two neighborhoods, West Philly and South Philly, we are literally steeped in creativity – painters, muralists, ceramicists, actors, musicians – and we want to give back to our neighbors and neighborhoods and keep recycling that creativity. **We also specifically choose to work almost exclusively with womxn and people of color. It's a way of helping not only use our platform to pull others up, but it quite literally puts womxn and POC artists right at eye level on grocery store shelves and in people's refrigerators.**"



The label for Dock Street Winter Haze, designed by Sarah Russell (@SarahPollyanna) features the famous steps of the Philadelphia Museum of Art.



One of Dock Street's newest beers, Futuro is an Italian-style pilsner with a label created by local artist Julie Ann St. John (@julieannstjohn).

"In our two neighborhoods, West Philly and South Philly, we are literally steeped in creativity – painters, muralists, ceramicists, actors, musicians – and we want to give back to our neighbors and neighborhoods and keep recycling that creativity."

– Renata Certo-Ware of Dock Street

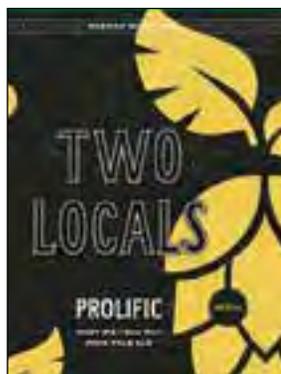
New BREWERY

Two Locals Brewing Co.



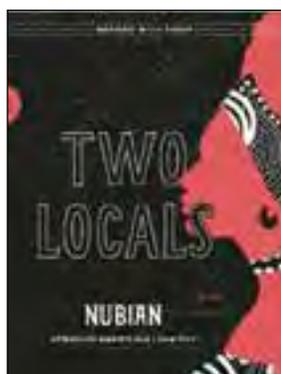
Two Locals is owned by brothers Richard and Mengistu, who were raised in Philadelphia. Mengistu was born in Liberia and came to this city when he was seven years old. Richard was born and raised in Philadelphia. In December of 2016, Richard purchased a one-gallon homebrew kit from

Northern Brewer. After a couple brews, the brothers started brewing together in Mengistu's backyard and then Richard's kitchen. They slowly began to bring their beers to various events to share with friends and family. It wasn't long until they started to do pop-up sampling events around the city to share their beers with others. This gave them the practice and critique they needed to perfect their craft. The more they got into the brewing industry, the more they realized the lack of Black brewers and Black-owned breweries. It is their mission to bring the first Black-owned brewery to Philadelphia and show the community the opportunities available in the brewing industry.



Two Locals Prolific

This hazy IPA is brewed with a prolific amount of oats and wheat, whirlpooled with a prolific amount of Simcoe and then double dry-hopped with even more Simcoe and Mosaic. This beer has big notes of mango nectar, guava and pineapple. **ABV:** 6.4% **Packages:** 16 oz. cans and draught **Availability:** Now, year-round



Two Locals Nubian

Brewed with a complex malt base, this brown ale has a beautiful brown complexion with aromas and flavors of fresh baked bread, roasted nuts and medium roasted

coffee with a light touch of sweetness in the finish.

ABV: 5.7% **Packages:** 16 oz. cans and draught

Availability: Now, year-round

New PRODUCTS

Topo Chico Hard Seltzer

Meet the only hard seltzer inspired by the legendary Topo Chico Mineral Water, with added minerals for taste. Topo Chico Hard Seltzer is gluten-free and contains only 100 calories and 2g of sugar. With **Tangy Lemon Lime, Tropical Mango, Strawberry Guava** and **Exotic Pineapple**, Topo Chico Hard Seltzer puts a unique twist on classic flavors. **ABV:** 4.7%. **Packages:** 12 oz. can variety pack, 24 oz. Tangy Lemon Lime and Strawberry Guava cans and 16 oz. Tangy Lemon Lime cans **Availability:** Year-round, beginning in January



Blue Moon LightSky Tropical Wheat

Introducing the newest addition to the Blue Moon lineup: LightSky Tropical Wheat. This easy-drinking light wheat beer is brewed with a hint of pineapple and orange peel for exceptional taste at only 95 calories. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in February



Corona Hard Seltzer Seltzerita

Corona Hard Seltzer Seltzerita brings true hard seltzer innovation, with the bold flavors of a margarita balanced by the lightness of a sparkling seltzer. With a splash of real Mexican lime juice and sweetened with real agave and cane sugar, this hard seltzer was inspired by authentic margarita flavors. Corona Hard Seltzer Seltzerita will launch in a 12-pack 12 oz. can variety pack that includes bright, bold offerings including: **Classic Lime, Mango, Peach** and **Strawberry**, with Classic Lime also available in 24 oz. cans. **ABV:** 6% **Availability:** Year-round, beginning in January



Modelo Chelada Naranja Picoso

Modelo Chelada is replacing Tamarindo Picante with a new michelada-style beer flavor that brings to life the vibrant and authentic flavors of Mexico. Brewed with refreshing flavors of orange and a dash of chili pepper, Naranja Picoso delivers a perfect balance of fresh fruit flavor and a hint of spice. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in March



New PRODUCTS

Samuel Adams Wicked IPA Party Pack

The Wicked IPA Party Pack encourages drinkers to try all four of Samuel Adams' Wicked beers and share the fun with their friends. This new 2/12 can variety pack includes: **Wicked Hazy**, a juicy, hazy New England IPA; **Wicked Easy**, a light and hazy session IPA; **Wicked Double**, a hazy, juicy double NEIPA and variety pack exclusive **Wicked Tropical IPA**, a juicy, smooth, hop tsunami of piña colada and pineapple with a pillowy mouthfeel and lingering sweet finish. This pack is sure to be a crowd pleaser! **Availability:** Year-round, beginning in January



Bevy Long Drink Variety Pack

Bevy Long Drink, inspired by the national cocktail of Finland, is now available in a 2/12 can variety pack!



Bevy blends natural flavors with wild juniper berries for a refreshing take on a classic favorite. Sweet, tart and packed with flavor, the Bevy Variety Pack includes: **Berry**, **Citrus**, **Orange** and **Lemon-Lime** Hard Citrus Refreshers. **Availability:** Year-round, beginning in January

Truly Margarita Style Mix Pack

New Truly Margarita Style Hard Seltzer is a unique mix of refreshing hard seltzer and zesty margarita flavors at 5.3%



ABV, with real ingredients like lime juice, agave and sea salt. The 2/12 slim can variety includes: **Mango Chili**, **Classic Lime**, **Strawberry Hibiscus** and **Watermelon Cucumber**. **Availability:** Year-round, beginning in January

Angry Orchard Tropical Hard Fruit Cider

An adventure in a can, Angry Orchard Tropical Hard Fruit Cider combines juicy pineapple, tropical mandarin oranges and passionfruit with notes from Angry Orchard OG flavor Crisp Apple for the perfect summer-y sip. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March



White Claw Surf

Introducing White Claw Surf! White Claw's unique patented Brewpure process and 18 months of flavor research have preserved all the typical "better-for-you" White Claw credentials, as well as delivering incredible liquids. White Claw Surf contains only natural flavors, has only 100 calories, 5% ABV, 2g carbs, no artificial colors and no stevia aftertaste. White Claw Surf delivers an elevated approach to more complex flavor combinations. Included in the 2/12 variety pack are: **Citrus Yuzu Smash**, **Tropical Pomelo Smash**, **Wildberry Acai Smash** and **Watermelon Lime Smash**. **Availability:** Year-round, beginning in March



Mike's Hard Freeze

Mike's Hard Freeze is a new flavor platform and a new drinking experience, distinct and highly incremental. Mike's Hard Freeze is a collection of indulgent flavors inspired by nostalgic classics that will remind consumers of simpler, happier times and evoke carefree, nostalgic memories. Mike's Hard Freeze is a convenient way to enjoy these classics right from the fridge. In Canada, Mike's Hard Freeze proved to be the most successful innovation since



Mike's launched there in 1996. In just one year, Freeze tripled the size of the Mike's business. Mike's Hard Freeze is 5% ABV with the same calories as Mike's and comes in four "bursting with flavor" iconic favorites: **Blue Freeze** (blue raspberry), **Red Freeze** (cherry), **Pink Freeze** (pink lemonade) and **White Freeze** (creamsicle). The liquid is vibrant in color with a taste reminiscent of Mike's version of your favorite melted slushie – super refreshing and sessionable with a very clean finish. **Packages:** 2/12 variety pack and 23.5 oz. cans of Red Freeze and Blue Freeze **Availability:** Year-round, beginning in March



Mike's HARDER Half & Half

While HARDER Half & Half is the perfect combination of tea and lemonade, it's also the perfect combination of the two fastest growing sub-segments in FMB: Tea and high ABV. **ABV:** 8% **Packages:** 16 and 23.5 oz. cans **Availability:** Year-round, beginning in March



New PRODUCTS

Lagunitas Disorderly TeaHouse



Lagunitas doesn't brew ordinary. And their new spiked & sparkling teas brewed with guayusa tea leaves and hints of fruit prove just that. Guayusa

is an Amazonian herb traditionally consumed as a tea. Lagunitas' guayusa is 100% natural, 100% hand-selected and 100% hand-harvested by Indigenous families from Ecuador. Available in Mixed-Up Berries and Yuzu Lemon Squeeze flavors, these new premium teas bring a twist to classic tea flavors.

Lagunitas Disorderly TeaHouse Mixed-Up Berries Spiked & Sparkling Guayusa Tea



Mixed-Up Berries Spiked & Sparkling Guayusa Tea is charged with a minor infraction of sweet raspberry and blackberry fruitiness – all on the grounds of crisp, tart, herbal

earthiness. **ABV:** 5% **Packages:** 12 and 19.2 oz. cans **Availability:** Year-round, beginning in January

Lagunitas Disorderly TeaHouse Yuzu Lemon Squeeze Spiked & Sparkling Guayusa Tea



Yuzu Lemon Squeeze Spiked & Sparkling Guayusa Tea puts a way-more-refreshing spin on the classic iced-tea-with-lemon combo – with a whisp of aromatic, tart Yuzu lemon flavor. **ABV:** 5% **Packages:** 12 and 19.2 oz. cans **Availability:** Year-round, beginning in January

Lagunitas VarietI-PACK



Lagunitas' new 2/12 can variety pack is filled with four Lagunitas beers that make up 8% of total IPA sales in the U.S.! No other brand family can offer that IPA brand power in a single variety pack. Included in the mix are:

IPA, Hazy Wonder, A Little Sumpin' Sumpin' Ale and DayTime. **Availability:** Year-round, beginning in January

Sierra Nevada Sunny Little Thing

Bask in the Sunny Little Thing. This wheat ale is made with citrus for a radiant flavor that's bold yet easygoing, and balanced by a soft, smooth finish. **ABV:** 5.2%

Packages: 12 oz. cans and draught **Availability:** Year-round. Draught will be available in January, cans to follow in March



Sierra Nevada Little Things Party Pack

The Little Things are the most fun, approachable and inclusive beers in craft – whoever the person, whatever the occasion, whatever your mood, this lineup has the thing for you. What's Your Thing? Four unique styles of Sierra Nevada's Little Things

family of beers make up their newest variety pack. Included in the mix are: **Wild Little Thing**, **new Sunny Little Thing**, **Hazy Little Thing** and **Big Little Thing**.

Availability: Year-round, beginning in January



Great Lakes TropiCoastal Tropical IPA

Make a splash landing into paradise and discover a golden oasis of tropical fruit notes. TropiCoastal is a hoppy hideaway of refreshment, bursting with ripe tropical fruit flavors that you'll want to escape to again and again. **ABV:** 6% **Packages:** 12 and 16 oz. cans and **limited** draught

Availability: Year-round, beginning in January



21st Amendment Brew Free! or Die Hazy IPA

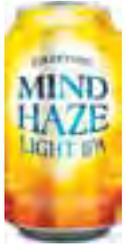
21st Amendment's new hazy IPA has a lush, creamy texture with stone fruit and tropical hop flavors and aromas. **ABV:** 6.5%

Packages: 12 oz. cans and draught **Availability:** Year-round, beginning in March



New PRODUCTS

Firestone Walker Mind Haze Light IPA



All of the haze with half the calories – this is Mind Haze Light, a flavor-packed, 100 calorie, hazy IPA that lets your mind wander anytime, anywhere.

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

Availability: Year-round, beginning in February

Firestone Walker Hopnosis IPA



Hopnosis is an innovative IPA brewed with coveted Cryo Hop pellets, the most innovative, in-demand hops available. They are made by collecting the concentrated lupulin from whole-leaf hops, which contain all of the resins for bitterness and aromatic oils. Cryo Hops are designed to provide intense hop flavor and aroma, enabling Firestone Walker to efficiently produce a

highly delicious and more sustainable beer. Hopnosis is double dry-hopped with varieties from the U.S. and New Zealand, creating an explosion of tropical fruit flavors including mango, passionfruit, white grape and lychee. **ABV:** 6.7% **Package:** 12 oz. cans only
Availability: Year-round, beginning in February

Firestone Walker Mind Haze Tropical Hazy Mixed Pack

This 2/12 can mixed pack is a psychedelic trifecta of tropical flavors from the minds behind Mind Haze. Available exclusively in this variety pack are: **Mind Haze Tiki Smash IPA**, an exotic mix of hop flavors with a dash of fresh toasted coconut; **Mind Haze Hopical Crush IPA**, a double dry-hopped explosion of tropical Mai Tai inspired flavors, including pineapple & orange and

Mind Haze Citrus Cyclone IPA, a head-spinning taste of all the citrus flavors under the sun, finished with a kiss of real tangerine.

Availability: Year-round, beginning in March



New PACKAGES

Coors Pure Gets a New Look

The first USDA-certified organic brew from Coors will be flowing strong in 2022 with an all-new refreshed look.

Inside each new can and pack, drinkers will find the same 0g sugar and 92 calories they've come to love. **Availability:** Year-round, beginning in February



Heineken Original, Heineken 0.0 and Amstel Light Slim Cans

This spring, Heineken Original and Amstel Light will all be available in fresh, newly designed slim cans! Heineken 0.0 slim cans will follow this summer. These slim cans are exciting and modern, which will attract new buyers and create opportunities

to increase household penetration. Slim cans will replace the current 12 oz. regular cans in all package configurations. **Availability:** Heineken Original and Amstel slim cans will be available year-round, beginning in March. Heineken 0.0 cans to follow this summer.



Yuengling Lager 16 oz. Can 12-packs

Yuengling is excited to offer Traditional Lager in 16 oz. can 12-packs. This pack size boasts the fastest growth in dollar sales in the mainstream segment and offers retailers a higher ring than standard 12-packs.

Availability: Year-round, beginning in February



Arrogant Bastard Ale 16 oz. Cans



After a brief, supply-chain-dictated stint in puny 12 oz. bottles that could barely contain the overbearing arrogance within, Arrogant Bastard Ale makes its triumphant return to the much more substantial and worthy vessel of 16 oz. 6-pack cans. **Availability:** Year-round, beginning in January

New PACKAGES

Corona Premier 24-pack Cans

With only 2.6g carbs and 90 calories, Corona Premier is expertly crafted, providing a distinctive yet exceptionally light, smooth taste. Corona is expanding its offerings of Corona Premier 12 oz. cans to 24-packs. This will allow consumers the opportunity to stock up, while driving more cases to the floor. Corona Premier continues to tap into the growth of the premium light category by increasing its media investment with continued focus on golf and the betterment category.

Availability: Year-round, beginning in January



Corona Slim Cans



Corona is excited to announce the national transition of all 12 oz. can packages from standard to slim cans. The slim can format will reinforce the Corona equities of refreshing, premium and modern, while improving the ability to merchandise with other core Corona family can packages. The transition to slim cans will also eliminate the use

of single-use plastic rings on the Corona Extra 6-pack can, aligning with the brand's mission to reduce 1 million pounds of plastic across the business by 2025.

Availability: Year-round, beginning in January

A Refreshed Corona Hard Seltzer Portfolio



Corona Hard Seltzer is restaging its variety packs to bring consumer-preferred thematic offerings to market, featuring bolder graphics and newly developed flavors with high consumer appeal. The new **Tropical Mix Pack** and **Berry Mix Pack** will better differentiate from the category, stand out on shelf, appeal to consumer tastes and drive consistency across the Corona alternative beverage alcohol portfolio.



The Tropical Mix Pack includes: **Citrus Lime, Pineapple Picante, Watermelon Lime** and **Mandarin Starfruit**.

The Berry Mix Pack includes: **Blackberry Lime, Raspberry, Blueberry Acai** and **Strawberry Kiwi**.

Availability: Year-round, beginning in March

Corona Refresca Packaging Refresh

Corona Refresca, the flavorful, tropical cocktail from Corona, is refreshing its visual identity. This includes adding the all-new **Pineapple Lime** flavor to its variety pack lineup and evolving its communication and advertising plans to better connect with the multicultural consumer. Included in the packaging refresh are the 2/12 variety packs and 24 oz. Refresca Mas Mango Citrus single serve. New vibrant packaging brings the flavorful life to consumers, encouraging them to let loose and enjoy the moment.

Availability: Year-round, beginning in March



Modelo Chelada Limón Y Sal 12-pack Cans

Modelo is bringing a Chelada favorite to an all-new package. Modelo Chelada Limón Y Sal 12 oz. 12-pack cans will be the brand's first multi-pack offering, driving incremental brand growth through new drinking occasions.

This michelada-style beer is made with refreshing flavors of lime, salt and chili peppers. **Availability:** Year-round, beginning in January



A New Look for Twisted Tea Light

Twisted Tea Light, a refreshingly smooth hard iced tea made with real brewed tea and a twist of lemon, now has an updated design. The refreshed look calls out Twisted Tea Light's sugar and calorie count to make it easy for current Twisted Tea drinkers to shop the portfolio while also welcoming new drinkers looking for a lighter take on Twisted Tea with the same great taste. Deliciously refreshing, just like Twisted Tea Original, Twisted Tea Light lives up to its name at just 4% ABV, 110 calories and 6 grams of sugar! **Packages:** 12 oz. bottles, 12 and 24 oz. cans **Availability:** Year-round, beginning in January



New PACKAGES

White Claw Variety Packs Design Refresh



White Claw Variety Packs are getting a new look! The changes include...

- A larger color band across the top which clearly communicates “Variety Pack” – consumers love variety.
- The center of the pack has been rearranged to prioritize the White Claw logo on the left followed by their flavor lineup. When consumers are shopping in hard seltzer they prioritize brand, then flavor.
- The names have been shortened to Variety Pack No. 1, No. 2 and No. 3, removing “Flavor Collection” to streamline the communication further.

With these improvements, consumers can find their White Claw Variety

Packs more easily and the packs stand out more distinctly from the competition. **Availability:** Year-round, beginning in February

White Claw Variety Pack No. 2 Flavor Swap



Along with the design refresh across the portfolio, there will also be a flavor swap in White Claw Variety Pack No. 2, **replacing Mango with Passion Fruit!** Variety Pack No. 2 is a star as the #2 SKU in hard seltzer and this

new flavor tested incredibly well with consumers. Not to worry, Mango will still be available in Variety Pack No. 3. **Availability:** Year-round, beginning in February

White Claw 19.2 oz. Watermelon and Strawberry and 16 oz. Watermelon Cans



Driven by White Claw, hard seltzer singles continue to expand, growing eight times faster than beer single serves in



convenience. White Claw’s three existing 19.2 oz. SKUs are the top three hard seltzer SKUs in convenience, in both volume and velocity. This spring, two more of White Claw’s most popular flavors – **Watermelon** and **Strawberry** – are being added to the 19.2 oz. can lineup to continue reaching more hard seltzer consumers in convenience. Building out their on-premise offerings, their powerhouse flavor White Claw **Watermelon** will be available in 16 oz. single serves as well. **Availability:** Year-round, beginning in March

Mike’s Hard Lemonade Seltzer Variety Pack Redesign

While Mike’s Hard Lemonade Seltzer’s black packaging was well received, the pack is being refreshed to better pop and increase standout on shelf and display. The new design is brighter and more eye-catching, with more prominent callouts that the product is 100 calories, 1g carbs and gluten-free. The messaging is more streamlined to increase legibility, while the packaging maintains and highlights the seltzer’s signature black cans to ensure differentiation from the core Mike’s brand.

Availability: Year-round, beginning in February



Mike’s Hard Lemonade Seltzer Lemon & Strawberry 23.5 oz. Cans

To continue the growth trajectory and help drive trial, Mike’s is launching their **Lemon** and **Strawberry** Hard Lemonade Seltzer flavors in 23.5 oz. single serves. **Availability:** Year-round, beginning in March



Cape May IPA 12-packs and 19.2 oz. Cans



The American IPA named for America’s oldest seaside resort, Cape May IPA is loaded with floral and citrus notes – lightly bitter with a zesty finish. This West Coast-style IPA brewed in the heart of the East Coast is now available in 12 oz. 12-pack cans and 19.2 oz. cans. **Availability:** Year-round, beginning in January



21st Amendment Brew Free! or Die IPA Rebrand



Brew Free! or Die IPA has a new look and formula! 21st Amendment's original IPA and flagship that launched in 2006 was due for an overhaul. As drinkers and

styles continue to evolve, so must Brew Free! or Die IPA. Not only has the design color been changed from bronze to green, more vivid and contrasting elements have been added and the recipe of this West Coast IPA has been reimagined. The bitterness of this beer has been reduced and new hop varieties have been introduced that push the classic citrus and piney flavors and aromas. The new, bright design will make it more visible on shelves at retail, while the new recipe is more approachable for modern palates. This reimagined classic holds true to its original characteristics with a modernized malt and hop flare. **Availability:** Year-round, beginning in January

21st Amendment Hop Variety Pack Package Refresh



With new eye-catching packaging that calls out the style and ABV of each beer included, 21st Amendment's year-round variety pack will be more visible at retail in the crowded variety pack segment. The Hop Variety Pack includes: **Brew Free! or Die**

IPA, Blah Blah Blah, Brew Free! or Die Tropical IPA and variety pack exclusive **Down to Earth**. The refreshed variety pack will be a great sampling opportunity for the newly reimagined Brew Free! or Die IPA as well as the exclusive addition Down to Earth. **Availability:** Year-round, beginning in January

Hank's Caribbean Recipe Ginger Beer 4-packs

Now available in 6/4-packs, Hank's Caribbean Recipe Ginger Beer is based on a custom blend of the highest quality international gingers, other natural flavorings and just the right amount of carbonation to make it "pop" in mixed drinks or straight up. And as you've come to expect from Hank's, it's also gently sweetened with the best 100% cane sugar. Consumers love the deep ginger flavor, nice bite and just the right amount of distinctive spice that it delivers to Moscow Mules, Dark 'n Stormies or as a premium pairing with other spirits. **Availability:** Now, year-round



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 does all they can to get as much product as possible. In addition, this publication is compiled months prior to the decision made by the brewery to allocate their products to the wholesaler. Variations in production for some of these limited release offerings will fluctuate, resulting in lower quantities than anticipated.**

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

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

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

Made in PA

Sly Fox Grisette



Grisette is a delightful Belgian-style wheat ale with a storied history dating back to Belgian workers quenching their thirst after a laborious day in the mines. The beer strikes a uniquely refreshing balance between funky saison and fruity hefeweizen. Medal-winning Grisette is now a perennial favorite that won't soon be forgotten.

ABV: 5.6% **Packages:** 12 oz. cans and draught
Availability: February

Sly Fox Seamus' Irish Red Ale

This red ale is brewed seasonally in honor of St. Patrick's Day. Pale and British crystal malts combine with Centennial and East Kent

Golding hops to create a nicely balanced session beer with a delightful hop finish. **ABV:** 5.5%
Package: Draught only
Availability: February



Seasonal SELECTIONS Made in PA

Dock Street Prince Myshkin



This Russian Imperial stout pours a deep, opaque, midnight-black color, with a dense, milk chocolate-colored head. It's brewed with a large percentage of roasted and chocolate malts for depth and complexity. The flavors of this beer are reminiscent of dark fruits, chocolate and sandalwood, making Prince Myshkin perfect for dessert or a dangerously smooth nightcap. But who's Prince Myshkin? He's the idiot savant from Dostoyevsky's novel, *The Idiot*, who the Russian writer described as "entirely positive... with an absolutely beautiful nature." **ABV:** 9.8% **Packages:** 16 oz. cans and **limited** draught **Availability:** January



Dock Street King Juice

Dock Street's making it reign with this hazy, sticky, double dry-hopped, silky smooth and perfectly balanced DIPA. Brewed with oats & wheat and chock-full of Mosaic, Citra and Centennial, this beer has strong flavors and aromas of dried apricots, nectarine and stone fruit. There are lots of big, juicy DIPAs, but there can only be one King Juice. **ABV:** 8.5% **Packages:** 16 oz. cans and **limited** draught **Availability:** January



Dock Street Citrahood

This deliciously citrusy New England-style IPA is brewed with tangerine purée. It's a beer that celebrates sisterhood and womxn of all sizes, shapes, backgrounds, beliefs, gender identities and expressions from a women-owned brewery. A simple grain bill of barley and oats is hopped in the kettle exclusively with Citra, then fermented with Dock Street's house hazy strain along with a few hundred pounds of tangerine purée. It's dry-hopped with predominantly Citra, propped up with a touch of Wilamette and Amarillo. First brewed for International Women's Day in 2020, Dock Street continues to brew this beer throughout the year because of customer appreciation and demand. **ABV:** 7% **Packages:** 16 oz. cans and **limited** draught **Availability:** January



Dock Street Bean2Bean

Intense aromas of espresso and dark chocolate precede this rich, elegant stout. Medium-bodied with a pleasant sweetness, this beer is conditioned atop pounds and pounds of coffee beans from local coffee masters Bean2Bean. **ABV:** 6.5% **Packages:** 16 oz. cans and **limited** draught **Availability:** December

Dock Street Futuro



This Italian-style pilsner is a nod to Dock Street's founder, an Italian immigrant. A grist of German pilsner malt is carefully decocted to develop a delicate and crisp malt base, onto which an assertive noble hop profile is built with frequent kettle additions of Hallertau Tradition, Hallertau Blanc and Styrian Aurora. It's dry-hopped post-fermentation with Blanc and Aurora, then lagered extensively. With a dynamic flavor and aroma of herbal nobility, soft melon and blooming wildflowers, Futuro is unfiltered and unpasteurized, served in the Keller-style. **ABV:** 4.8% **Packages:** 16 oz. cans and **limited** draught **Availability:** January



Weyerbacher Insanity

Insanity is made by aging Weyerbacher's Blithering Idiot Barleywine Ale in whiskey barrels. The barrel-aging process imparts an additional level of complexity to an already intense malt profile by adding a combination of vanilla, oak and whiskey notes. **ABV:** 11.1% **Package:** 12 oz. bottles only **Availability:** January

Weyerbacher Wit

Made with coriander, orange peel, grains of paradise and star anise, this crisp and hazy Belgian-style wit has a slightly spicy aroma. A refreshingly crisp wheat ale that finishes with just a hint of tartness, Wit is ready to be enjoyed throughout the warm weather months. **ABV:** 4.6% **Package:** 12 oz. bottles only **Availability:** March



Seasonal SELECTIONS

Made in PA

Evil Genius I'll Have What She's Having

NOW AVAILABLE IN CANS!

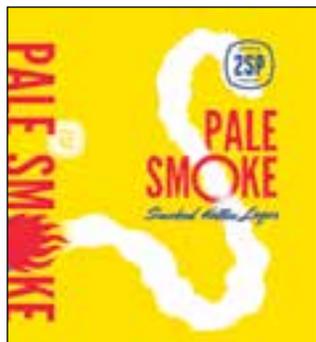
This chocolate hazelnut Imperial stout is so rich and decadent, you'll want to spread it on toast. Evil Genius' winter seasonal is infused with natural chocolate and hazelnut flavors. Rich, dark and full-bodied without being sticky-sweet, this beer is smooth. Like, so smooth. Rob-Thomas-and-Carlos-Santana-on-an-ice-luge-smooth. **ABV:** 9.4% **Package:** 12 oz. cans only **Availability:** February



2SP Voluptuous Fuzz



This American wheat ale is made with huge helpings of peach and apricot. It's spritzzy and mildly tart with flavors of ripe peach coming in strong. Also added is sheep sorrel, which shines through with a burst of lemon flavor. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** March



2SP Pale Smoke

This golden smoked helles lager is balanced oh so well with the straw and crisp flavors of a helles. A faint campfire smoke flavor is present, but not overwhelming. A crushable

smoked beer? Hell yeah. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** March

Seasonal SELECTIONS

Mike's Hard Lemonade Blood Orange

In the nose, you'll notice the delicious, fresh blood orange aroma with a hint of citrus. Now taste the perfectly ripe blood orange flavor. There's an ideal balance of tartness and sweetness that makes Mike's Hard Lemonade Blood Orange extremely drinkable. The clean finish makes every sip incredibly refreshing. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** January



Sierra Nevada Powder Day IPA

Sierra started dry-hopping, and it snowballed into a full-on Powder Day. To achieve the massive hop aromas their brewers imagined, they loaded their fermentation tanks with lupulin powder, the tiny pods of pure aroma and flavor hidden inside the hop cones. Piled high with notes of citrus, tropical fruit and melon, this seasonal IPA invites drinkers waist-deep into a Powder Day, any day. **ABV:** 7.7% **Packages:** 12 oz. cans and draught **Availability:** January



Shiner Strawberry Blonde

Shiner Strawberry Blonde is back! 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:** January



Firestone Walker Parabola 2022

The next annual edition of Firestone Walker's iconic Imperial stout is aged for the first time in 12-year-old bourbon barrels to deepen and enrich the classic Parabola experience. **ABV:** 14.1% **Package:** 12 oz. bottles and draught **Availability:** February



Seasonal SELECTIONS

Samuel Adams Gameday Beers Variety Pack

The perfect starting lineup for your big game includes: **Boston Lager**, a bold, rich and complex lager; **Cold Snap**, an unfiltered white ale with an exotic blend of ten fruits, spices and florals; **Alpine Lager**, a hazy, golden and bright unfiltered lager and a new variety pack exclusive **Golden G.O.A.T.**, a refreshing lager complemented by herbal, citrus and mild noble spicy hop aromas. This football and basketball-themed 2/12 bottle variety pack is the winning pick for the Big Game and March hoops, and will wet every whistle in between. **Availability:** January



Samuel Adams Cold Snap



Ohhhhh snap, it's back! At this time of year, there's nothing like this unfiltered white ale with its exotic blend of ten fruits, spices and florals. Bright orange notes and a touch of vanilla add smooth, subtle sweetness, creating a refreshing flavor that signals spring is on its way. **ABV:** 5.3%

Packages: 12 oz. bottles, 12 oz. cans and draught (also in the Sam Adams Gameday Beers VP) **Availability:** January

Samuel Adams Alpine Lager



Hazy, golden and bright, this unfiltered lager is a breath of fresh air. The crisp maltiness and lively citrus notes transport you to brisk, sunny days in the mountains. **ABV:** 5.5% **Packages:** 12 oz. bottles and 12 oz. cans (also in the Sam Adams Gameday Beers VP) **Availability:** January

Dogfish Head Where The Wild Hops Are



Where The Wild Hops Are is a rustic, unfiltered IPA brewed with four wild-derived hop varieties and blended with a touch of barrel-aged wild ale that's been aged for three years in French oak barrels. The first beer to come out of Dogfish Head's 2022 Off-Centered Art Series, Where The Wild Hops Are boasts complex, juicy and slightly tart fruit flavors with aromas of citrus, dank tropical fruit, peach and oak. **ABV:** 6.5% **Package:** 12 oz. bottles only **Availability:** January



Dogfish Head (Spring) Variety 12-Pack



Dogfish Head's spring 2/12-pack can variety features an off-centered lineup of fan-favorite, refreshing ales including: **60 Minute IPA**, a continually hopped IPA brewed with a boatload of intense Northwest hops; **SeaQuench Ale**, a session sour mash-up of a crisp Kölsch, a salty Gose and a tart Berliner Weisse brewed in sequence with black limes, sour lime juice and sea salt; **Namaste**, a Belgian-style white ale brewed with dried orange slices, fresh-cut lemongrass, peppercorns & a bit of coriander and variety pack exclusive **Festina Peche**, a refreshing neo-Berliner Weisse brewed with truckloads of real peaches that are added during fermentation. **Availability:** February

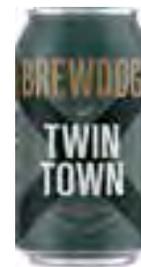


BrewDog Twin Town



Rich, creamy and roasted, Twin Town is infused with notes of marshmallow and packed full of cocoa flavor. **ABV:** 6%

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



BrewDog Shiny Flying Elephant



Part of BrewDog's range of super exclusive, small-batch brews called NanoDog, Shiny Flying Elephant New Zealand-style IPA touches down with a case full of Citra, Galaxy and Enigma hops. This beer is a one-way taste ticket to the South Pacific. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** January



BrewDog Hazy Jane Peach

Hazy Jane travels down south and packs in a whole truckload of peaches. Brewed with oats, wheat and lactose, this New England-style peach IPA is left unfiltered for a hazy finish and full body. **ABV:** 7.2% **Package:** 12 oz. cans only **Availability:** February



Seasonal SELECTIONS

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% **Package:** 12 oz. cans only
Availability: February



Cape May Devil's Reach

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

Cape May Tan Limes

NOW IN 12-PACK CANS!

Tan Limes is Cape May's Mexican-style lager brewed with a touch of locally sourced sea salt and a hint of Persian lime juice. Fresh and zesty, Tan Limes would be perfectly at home at a local cantina and is best paired with street tacos, brilliant sunshine and close friends. **ABV:** 4.5% **Packages:** 12 oz. cans and draught
Availability: March



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: January



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 previously experimental, thoroughly enjoyable varietal of hop named Sultana.

ABV: 7.4% **Package:** 16 oz. cans only
Availability: March

Stone Sublimely Self-Righteous Black IPA

Stone's special release beers in 2022 will celebrate the brewery's legacy of amazing past beers as voted by fans on social media. Naturally, Stone Sublimely Self-Righteous Black IPA made the cut – it's always been the most requested "bring it back!" beer by far. Dank, piney and intense with aromas of black currant, citrus and resin, but be forewarned, this is a limited re-release. Enjoy now. Jones later. Remind yourself it's better than none at all. **ABV:** 8.7% **Packages:** 12 oz. cans and draught
Availability: January



Stone/Baird/Ishii Japanese Green Tea IPA

Whole leaf green tea adds a gentle accent to the blend of northern and southern hemisphere hops in this recipe, and Stone fans have been asking (some demanding) for its bright herbaceousness to make a return for years. **ABV:** 10.1%
Packages: 12 oz. cans and draught
Availability: March



Stone IPA Variety Pack

Consider this 2/12 can variety pack a greatest hits compilation of Stone's chart-topping creations. Inside you'll find the brewery's four most popular (and tasty) IPAs – the iconic **Stone IPA**, citrus-forward & gluten-reduced **Delicious IPA**, big & juicy **Fear.Movie.Lions Hazy Double IPA** and pithy & crisp **Tangerine Express Hazy IPA**.
Availability: January



NEW VARIETY PACK!

Seasonal SELECTIONS

Heavy Seas Impending Doom Hazy Double IPA



Impending Doom is an ongoing series of captivating, bold IPAs inspired by Heavy Seas' undying sense of exploration and their never-ending quest to brew the most flavorful and well-balanced IPAs on land or sea. For the first installment in the series, they've crafted a massively fruity and juicy, hazy IPA. Brewed with copious

amounts of Lotus, Cashmere, Galaxy, Enigma and Citra hops, Impending Doom 1 is a most formidable juice bomb with an exhilarating tropical aroma. **ABV:** 9.5% **Packages:** 12 oz. cans and draught **Availability:** March



21st Amendment Hell or High Pomegranate

Lady Liberty stands tall and regal, welcoming the brisk sting of winter and its traditions, reflected in what we eat, drink and enjoy. A refreshing beer brewed with real pomegranate juice for fruity and slightly tart notes that meld with soft malt and biscuit flavors, Hell or High Pomegranate is perfect for a bracing winter day. **ABV:** 4.9% **Package:** 12 oz. cans only **Availability:** December



Abita Mardi Gras Bock

Mardi Gras Bock is brewed with pale, pilsner & caramel malts and German Perle hops. Similar to a German Maibock with a rich malt flavor and full body, Mardi Gras Bock brings the fun of Carnival season to you, wherever you are. **ABV:** 6.5% **Packages:** 12 oz. bottles and draught **Availability:** December



Great Lakes Conway's Irish Ale

Conway's Irish Ale is 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 beer 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 **limited** draught **Availability:** January



Great Lakes Lake Erie Monster Imperial IPA

Issue a small craft advisory: this South Bay Bessie-inspired brew launches an intense hop attack amid torrid tropical fruit flavors. Face your fears with this full-bodied hop behemoth. **ABV:** 9.5%

Packages: 16 oz. cans and **limited** draught **Availability:** January



Great Lakes Chillwave Imperial IPA

Glide across waves of tropical Mosaic hops and sweet honey malt. Inspired by the North Coast's dedicated (and sometimes chilly) surf community, this fully stoked Imperial IPA will melt the ice in your beard and never lose its balance. **ABV:** 9%

Packages: 16 oz. cans and **limited** draught **Availability:** March



Great Lakes Lemon Hefeweizen

Fresh and zesty as boardwalk lemonade, with a clean, effervescent body that travels light, Lemon Hefeweizen will make you want to squeeze into your snazziest swimwear and float away with this frothy, zesty cooler companion brewed with enough lemon purée to last a long weekend. **ABV:** 5.1%

Packages: 12 oz. cans and **limited** draught **Availability:** March





The Bets Are Off, The Chill is On with Coors Light

This March, Coors Light's mountain-cold refreshment and DraftKings are raising the stakes during each round of the March hoops tourney. All fans have to do is make their bracket predictions for the chance to win their share of daily \$3,000 payouts – and then Chill with Coors Light features and the chance to take home limited-edition merch and giveaways all month.



It might be hard to come across a pot of gold this St. Patrick's Day, but spending it with the mountain-cold refreshment of Coors Light means you'll *definitely* find a pint o' cold! Posters, window decals and other POS will let bargoers know they can stay refreshed with Coors Light specials in recyclable St. Pat's-themed aluminum cups all day long!

Programs



Sierra Nevada Wants to Know: What's Your Thing?

Consumers expect new styles and flavors, and The Little Things have a competitive advantage in variety. The What's Your Thing? program leans into the Little Things brand positioning: fun, approachable and inclusive with the launch of a party pack with something for everybody. To support this launch, Sierra will provide eye-catching POS, national media and social campaigns, a fun PR splash, field marketing activations and a gamified consumer promotion.

Try January is here, and there's nothing dry about it.

Try going alcohol-free this month for a chance to win a trip full of new experiences in Hawaii.

SCAN
The QR Code
or text TRYJANUARY
to 12345

For chance to
WIN
An all-inclusive trip to
Hawaii for you and 3 friends.

Heineken
0.0.
ALCOHOL FREE

There's Nothing "Dry" About Heineken 0.0

For consumers going "dry" this January, Heineken 0.0 is the perfect option! Now through January 31st, Heineken 0.0 is offering fans a chance to win a trip to Hawaii full of legendary experiences. Consumers will simply scan the QR code on themed POS or text "TryJanuary" to 12345 for a chance to win an all-inclusive trip to Hawaii for themselves and three friends!

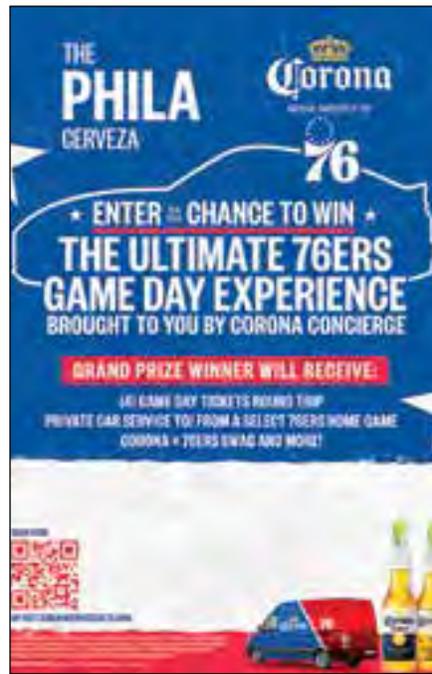
Heineken®

Programs



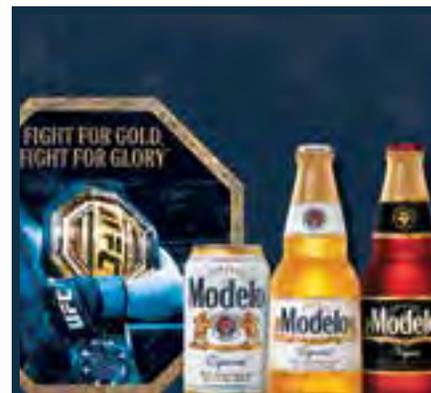
Retreat Yourself with Corona

Corona is starting the year off right with the Refreshment Retreat, built by Corona Premier and Corona Hard Seltzer. Corona will motivate consumers to make it their best year yet by partnering with cutting-edge brands in the betterment category, like Echelon equipment and Vuori Clothing. The program will be supported with digital and social media, on and off-premise POS and a national consumer sweepstakes.



Corona Concierge 76

In partnership with the 76ers, Corona is kicking off the “Corona Concierge 76,” touching local consumers and 76ers fans by enhancing their hospitality experience on game day. The concierge service program will include a custom Corona and 76ers branded vehicle for complimentary fan transportation, along with tickets and a VIP game experience. A full set of graphic templates will be available to activate at retail, offering one lucky consumer the chance to experience “Corona Concierge 76” when the 76ers take on the Bucks on March 29th at Wells Fargo Center.



Fight For Gold with Modelo

As an official beer of UFC, Modelo is giving fans unprecedented access with their biggest sponsorship investment to date. Fans can enter free contests on DraftKings to compete for a chance to win the “Modelo Golden Ticket.” Prizing will include floor seats and travel to all of 2022’s biggest PPV fights. In addition to year-round linear TV support, Modelo will be featured on mat signage, billboards, fight clock wraps and “Fighting Spirit Stats,” further connecting Modelo and UFC within all fight broadcasts.



Corona: For Fans of The Fine Life

Snoop Dogg’s pulling up a seat at La Playa Bar – Corona’s all-new beachside home for sports and fans of the fine life. Corona will pick up tourney tabs for hundreds of winners throughout the excitement of March hoops, who will then be paid out through Venmo. To enter, consumers can scan a QR code to be directed to the Tourney Tab website via CoronaUSA.com. The brand will continue to leverage its ESPN partnership across TV, radio, digital and print – adding an all-new dedicated TV spot for March basketball. Eye-catching, Snoop-inspired basketball-themed POS and displays will drive excitement at retail, including the return of the Snoop bobblehead.

Programs



**GAME TIME
GUINNESS TIME**

January and February are huge football months, and Guinness is investing 15% more in media during this year's football season vs. last year. Leverage the Guinness football and Notre Dame tools to capitalize on consumer football occasions. Scan this QR code to check out the new Guinness football ad with Joe Montana.



**GAME TIME.
GUINNESS TIME.**

**GOOD THINGS ARE
IN OUR GRASP**

Keep the momentum going strong after St. Pat's right into April! The tournament kicks off on St. Patrick's Day and Guinness has you covered with specials, Guinness basketball tools and bracketology banners to drive sales during the 2022 tournament!

KEY DATES

Selection Sunday: March 13

First Four: March 15-16

First Round: March 17

Sweet 16/Elite 8: March 24-27

Final Four: April 2-4



Stay Wild Meets Built Wild

From January 1 through September 6, 2022, Moosehead Lager will be giving consumers the opportunity to win a new Ford Bronco! Consumers who visit Moosehead displays will scan the QR code on themed POS to enter-to-win the most desired SUV on the market.

The entry site features an instant win game where consumers simply choose and click how they "Stay Wild" to possibly win "Stay Wild" gear including snowboards and ski goggles. Each time consumers play the instant win game they are registered to win the Ford Bronco.

In addition, the Moosehead "Stay Wild" sampling team will be visiting retailers throughout the area in 2022 to sample award-winning Moosehead Lager and engage with consumers to get them excited about the program.

Contact your Origlio sales representative to learn more about this exciting program and watch your profits "Go Wild" in 2022!



2022 Will Be the Biggest St. Patrick's Day Yet!

Go early, go big! Thursday, March 17th will kick off a huge weekend of celebrations. Leverage Guinness features, specials and activation to drive sales as consumers return to traditions like St. Patrick's Day. Consumers will be looking for authentic Irish beers to celebrate. Be ready with large displays of Guinness Draught Stout, Guinness Nitro Cold Brew, Harp Lager and Smithwick's Red Ale!

Programs



Ring in the New Year with White Claw

White Claw is giving away a mystery trip to kick off 2022! One lucky winner and three of their friends will get the chance to drop everything and go to a surprise location. Consumers can enter to win from January 22nd through February 28th by scanning the QR code on themed POS.

Celebrate St. Patrick's Day with Magners Irish Cider

Magners is the largest and fastest-growing import cider and on average, Magners' retail volume nearly doubles in the weeks surrounding St. Patrick's Day. Historically, Magners' off-premise dollar velocity increases by more than 25% during the month of March. Avoid out of stocks and maximize your profits by ordering additional Magners Irish Cider this St. Patrick's Day season!



Win a Trip to SXSW with White Claw

A perfect partnership, both White Claw and SXSW (South by Southwest film/media and music festival) are at the forefront of innovation in their respective fields. This partnership connects White Claw to consumers via SXSW's feature of innovation, music and culture. This winter, fans will have the chance to win a trip for two to the 2023 SXSW Festival in Austin, Texas via QR code scan on themed POS.



Win a Trip to the College Basketball Championship with Mike's Hard Lemonade Seltzer

The Mike's Hard Lemonade Seltzer shopper is 62% more likely to enjoy college basketball and 74% more likely to enjoy the experience live than are beer drinkers. So Mike's Hard Lemonade Seltzer is giving consumers a chance to win a trip for four to the 2023 College Basketball Championship in Houston, TX in April 2023 via QR code scan.



Celebrate Mardi Gras with Mike's HARDER

HARDER drinkers love a bold celebration and Mardi Gras is known as the pinnacle of the Carnival season. So this winter, Mike's HARDER is offering consumers a chance to win a trip to Mardi Gras in New Orleans in 2023 and a helicopter tour over the year's biggest party! To enter, consumers will scan a QR code on themed POS from February 1st through March 2nd.

Programs



Enjoy an Irish Neighbor This St. Patrick's Day

This St. Patrick's Day, Narragansett wants consumers to enjoy an Irish Neighbor: half Narragansett Lager, half stout. In the off-premise, display Narragansett next to Irish stouts and Narragansett's Irish Neighbor POS to encourage purchase. In the on-premise, offer your customers an Irish Neighbor! While the Irish Neighbor is fairly simple on paper, it's the technique that will take some practice or else the two beers will mix and not layer:

1. Fill a pint glass halfway with Narragansett Lager
2. Top with a nitro stout from either tap or can
3. Wait for the stout to settle on the top
4. Bottoms up!

As nitrogen is lighter than CO₂, the stout with the nitrogen will float on top. The trick is to pour the stout over the back of a spoon so it doesn't fall to the bottom of the glass and mix directly with the Narragansett Lager.

Available POS and social media will let consumers know to enjoy an Irish Neighbor this St. Patrick's Day, whether celebrating at home or at their favorite bar.

CELEBRATE CHOWDER DAY
WITH THE OFFICIAL BEER OF THE CLAM!
\$5 OFF SEAFOOD PURCHASE WITH PURCHASE OF 'GANSETT LAGER OR SEAFOOD.

MADE ON HONOR
THE FAMOUS Narragansett SINCE 1890
Hi-Neighbor!
THE FAMOUS Narragansett SINCE 1890 LAGER
SCAN CODE FOR REBATE

VISIT WWW.GANSETT.COM FOR CLAM CHOWDER AND OTHER SEAFOOD RECIPES.

MUST BE 21 OR OLDER TO ENJOY. PLEASE DRINK RESPONSIBLY.
Gansett.com [/Narragansettbeer](https://www.facebook.com/Narragansettbeer) [@Gansettbeer](https://www.instagram.com/Gansettbeer) [/Gansettbeer](https://www.youtube.com/channel/UCGansettbeer)

Celebrate National Chowder Day with Narragansett

February 25th is National Chowder Day and Narragansett wants consumers to celebrate with the Official Beer of the Clam: 'Gansett Lager! So, they're offering consumers who are shopping in grocery \$5.00 off their seafood purchase when they buy 'Gansett (or without where no purchase is necessary) by simply scanning the QR code on themed POS. The rebate is valid from February 1st through March 31st.

Programs



OUR ORIGINAL BIER
PERFECTED FOR TODAY'S FLAVOR SEEKERS

Paulaner Salvator Search Party Sweepstakes

Celebrate winter with the very first authentic doppelbock beer, Paulaner Salvator. This January and February consumers can follow @PaulanerUSA on Instagram and find the Salvator Search Party posts. Through a series of Instagram posts, consumers will be asked to find Brother Barnabus in the photo and comment where he is. Winners will be chosen weekly and will receive Salvator prizes!

WINNERS WILL BE CHOSEN BY RANDOM DRAWING AND THE PAULANER BREWERY. ONLY ONE WINNER PER PERSON. PAULANER IS A TRADEMARK OF THE PAULANER BREWERY. THIS IS NOT A REAL SWEEPSTAKES. SWEEPSTAKES END 2/28/22. PAULANER IS NOT RESPONSIBLE FOR ANY DAMAGES OR LOSSES. PAULANER IS NOT RESPONSIBLE FOR ANY DAMAGES OR LOSSES. PAULANER IS NOT RESPONSIBLE FOR ANY DAMAGES OR LOSSES.



CELEBRATE CHINESE NEW YEAR

Tsingtao Chinese New Year Sweepstakes

Chinese New Year, the biggest and most important Chinese holiday of all, is here! 2022 is the Year of The Tiger and is destined to be a celebration to remember. Consumers can follow @Tsingtao_USA for a chance to win New Year's money! From January 1st through February 28th, consumers can visit TsingtaoZodiac.com to find out how prosperous their year will be. And, from this website, they'll have the chance to enter the Chinese New Year sweepstakes for a cash prize!



Spring Was Made for Strawberry Sparkletini by Verdi

It may be freezing outside now, but spring is right around the corner, and nothing is better than a refreshing Verdi Sparkletini when the weather warms. Strawberry Sparkletini by Verdi is light, fresh and made with real strawberries! This delicious flavor is a very versatile Spumante that is an excellent addition to many other cocktail ingredients, including vodka (either plain or flavored). On-premise, delight your customers with a...

Strawberry Sparkle

3 1/2 oz. Strawberry Sparkletini by Verdi

1/2 oz. real strawberry purée

1/4 cup crushed ice

Serve in a champagne flute & garnish with a strawberry.



Check out George Latella's latest Retail Edge blog post, "Category Management Post Covid: Do You Really Know What Drives Your Business?" at Origlio.com under the Brew News tab.

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

Rethinking RETAIL

Is There Still Room for Big Beers?

Low ABV might be making headlines, but higher alcohol beers still delight and impress.

For those of us who lived through the craft beer revolution, it may be odd to see today's drinkers – especially the crafty ones – skewing more towards lower calorie, lower alcohol beers. Back in the day, **the darlings of the American craft scene were brews like barleywines, tripels and quads**, either imported from Europe or brewed right here in the U.S. with an American twist. **These beers, boasting ABVs in the double-digits and complex flavor profiles to match, helped establish beer as a real contender in the realm of cuisine and food pairings.**

But over the years, our tastes have changed a bit, with more emphasis placed on characteristics like lower calories and sessionability. Lower ABV

beers fit into the wellness-centric lifestyle of many consumers, who want to enjoy a beer or two on a weeknight without worrying about how their heads – or waistlines – will be impacted in the morning.

That doesn't mean that there's no room for big beers in the modern consumer's glass, though, especially when nights are long and snow is falling. **While lower ABV beers hit the spot when the weather is warm, there's nothing like savoring a malty beast of beer on a cold winter's night**, whether you're cozied up on the couch or out on the town with friends.

Speaking of going out, **don't overlook the impact of presentation – nothing draws**

a customer's eye like a beer bottled with cork and cage, an honor generally reserved for finely crafted big beers. The premium packaging perfectly communicates to your customers that this is a beverage to be sipped and appreciated. Whether on the shelf or opened tableside with panache, these beers are sure to impress.

So, is there still room for big beers? Of course! **Though consumers are choosing lower ABV beers on more occasions these days, what they're really looking for is moderation. It's all about balance, and that means occasionally indulging their beer tooth with a finely crafted, big-bodied brew.** We'll raise a toast to that!

Brawny Brews Sure to Satisfy

No matter the occasion this winter, these are the best beers for...



Enjoying with a hearty beef stew: Kasteel Nitro Quad (11% ABV)

Imported from Belgium, this gastronomic beer has a complex character and subtle notes of port. Delicate hop bitters in the finish follow hints of roasted and caramelized malt, a perfect pairing with the rich, complex flavors of a classic beef stew.



Savoring with dessert: Allagash Curieux (11% ABV)

This intriguing beer is made by aging Allagash Tripel in bourbon barrels for seven weeks. The aged beer is then blended back with a portion of fresh Tripel. The resulting rich, golden ale features smooth notes of coconut, vanilla and a hint of bourbon, perfect for pairing with creamy, decadent desserts like crème brûlée.



Warming up after shoveling: Weyerbacher Blithering Idiot (11% ABV)

A deep-copper ale with intense malty notes of date and fig, Blithering Idiot is Weyerbacher's classic barleywine with a warm and fruity finish that begs for the next sip. Brewed in the British tradition of balanced, hearty ales, this beer can be dressed up or down, enjoyed from a snifter or drunk straight from the bottle. Either way, it will warm you from the inside out.



Going big for Valentine's Day: Chimay Cent Cinqante (10% ABV)

Originally brewed in 2012 in honor of the 150th anniversary of Chimay, Cent Cinqante (a.k.a. green bottle) offers a beautiful taste of Belgian tradition. This strong, sophisticated and refreshing blonde ale displays a balanced flavor and a floral fragrance, combined with hints of dried fruit and spices for the perfect date night brew.



The wine drinker: Sierra Nevada Bigfoot (9.6% ABV)

First introduced in the winter of 1982, Bigfoot is a cult classic brewed in a barleywine style. This strong, robust, bruiser of a beer has the refined intensity of a wine and is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle.



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Raise The Bar on Your Resolution with FLIGHT by Yuengling



In January and February, FLIGHT, the next generation of light beer, is helping beer drinkers keep their New Year's resolutions. Not only is FLIGHT the perfect beer to stay on track with New Year's resolutions – deliciously refreshing with only 95 calories and 2.6g of carbs – FLIGHT is now offering consumers a chance to win a Peloton! In-store FLIGHT displays will

feature the sweepstakes, while other support for the program includes yoga mats, Hydro Flask bottles and Grizzly coolers. Time to Raise the Bar on your resolution!



Yuengling Hoops with DraftKings

This March and April, Yuengling is teaming up with DraftKings again for a bigger-than-ever, free-to-enter hoops contests. Fans can fill out their brackets and play weekly pick 'em games all season long for a chance to win up to \$100k! And, consumers can make plans to meet their friends at their favorite bar for the big games and drink Lager in Yuengling's new aluminum DraftKings cups! Consumers can also look for SNAPCODES on themed POS at bars and restaurants to unlock cool hoops interactive lenses!

