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ORIGLIO BEVERAGE – READING

Heady Times



**SINGLE
SERVES**
ACE THE COMPETITION

Delivering Excellence Seasonals Rethinking Retail New Products Programs

TWO LOCALS BREWING CO. | SPRING SELECTIONS | MAXIMIZE PROFITS WITH SPACE OPTIMIZATION

Letter to *THE TRADE*



Jeff Williamson and I Agree...

Single-serves are THE Indispensable Package

Last week, for the first time in two years, I walked through the halls of my Philadelphia office *without wearing a mask*. Even for a serious guy like me, it was an uplifting experience... I might actually have been smiling.

Without the mask it was easier to strike up conversations in the hallway. And knowing that I had to start writing for Heady Times, I began canvassing my managers for topics they wanted me to discuss. At some point during each exchange someone said,

"Hey Dom, since the cover story is all about single-serves and how important & profitable they are, yadda yadda yadda... could you talk about why independent Pennsylvania retailers – *even those who don't think of themselves as convenience stores* – should sell cold, single-serve products?"

That's a good point. Heady Times is read by retailers in five different states. Liquor laws vary by jurisdiction, so the magazine is "customized" by local distributors. Selling cold singles might be old hat in Arizona, but in PA, change comes slowly. And historically, we haven't been a chain-driven state, so most retailers don't have macro data painting the big picture for them. But that's where my company comes in.

Jed Powell, Origlio's Director of Off-Premise Chain who works out of our Reading operation, knows that more retailers in the western part of our territory are selling single-serves, but fewer accounts in the east do. Furthermore, the number of stores planning to sell single-serves out west in the near future will grow exponentially based on the number of applications that have been filed. Obviously, it's a trend that's gaining momentum fast. If you haven't already, Jed and the rest of my team think that it's one you should embrace, if only to keep up with the competition.

But if you're going to change your business model and invest in some refrigeration, you probably want to hear from someone who "walks the walk." Origlio's Director of Off-Premise Sales Adrian Archer and Off-Premise District Manager Linda Ashbee recommended I check in with Jeff Williamson of Waywood Beverage in Kennett Square. Like me, Jeff grew up in the beer business. His uncle, Michael Spaziani, founded Waywood in 1961, and Jeff began working there full-time straight out of college and never left. Not too long ago he did a complete reset of his seven-door

cooler. According to him, it's definitely a science – something you have to think about, but it's worth the effort because the packages are very profitable, and it ups foot traffic. Now more than ever, Jeff believes that single-serves are **INDISPENSIBLE**. And he knows what he's talking about.

"Because we are a tavern-serving D, we saw what was selling in the bars," he told me. "In 2017 when it became legal, we jumped on the opportunity right away and it has just exploded. We put the cooler in the front of the store to the customers' immediate right. You can't miss it. There's no hunting around. Then I make sure I have the right products arranged in a way that makes it a no-brainer to find what you are looking for. It has to have the right flow. At first, it was mostly males buying from the cooler, but that's changed. Our customer base is very diverse now. I guess some of that has to do with variety (seltzers, RTDs & the like) plus all the cool flavors."

I asked Jeff a couple of questions. Was he concerned people would stop buying cases? How do you make shopping for single-serves easy?

"People still buy cases. And making it easy for the customer to find what they want is my job. It's what the experts call shoppable. Wherever I go, I study the cold box. I research and buy on behalf of my customers for a living. You have to engage your customer and be willing to make changes. I listen with my ears, but I watch what they buy. It's a continuous visual audit. A single-serve that sells well is a profit center. A dud isn't just a waste of space, it costs you money."

Last year, consumers purchased 2.8 billion individual units of single-serves nationally. In Pennsylvania, 78% of those consumers bought two or more "cold ones" between the hours of 3 PM and 10 PM. National chains and grocery stores understood long ago that they could steal profitable grab & go sales from the competition, increase foot traffic and create more occasions for trade ups by offering customers a shoppable assortment of the products they want the most.

Are you ready to make the most of this indispensable package?

That's where Origlio sales reps come in. Your rep has the information (i.e. best-sellers by county, etc.) and the training needed to create the shelf set that's perfect for your business. After all, as I always say, it's our pleasure to be your "indispensable" partner in this business.

Sincerely,



Dominic Origlio
President

Delivering THE TASTE OF EXCELLENCE

Origlio People Get The Job Done

Michael Smith

Account Specialist

How long have you been with Origlio? Six years.

What does your job entail? I talk to customers and place their orders. I also collect checks from the drivers and settle their runs when they return to the office.

What do you like most about your position? I enjoy building relationships with customers and finding creative ways to fix problems.

What is the most challenging part of your job? The most challenging part is also what I enjoy the most – finding ways to help a customer when they have an issue.

What does it take to be a top-notch Account Specialist? Having the willingness to help a customer with anything they need, while keeping a good attitude.

What do you like to do when you're not working? I enjoy fishing and karate.

If you had your own talk show, who would your first three guests be, past or present? JFK, Mel Gibson and Ryan Gosling.

Spencer Kenway

On-Premise Sales Rep

How long have you been with Origlio? Two years.

What does your job entail? I service on-premise accounts in Lancaster County.

What do you like most about your position? I really enjoy educating buyers and accounts on the liquid they're purchasing... everything from the difference in brewing process to history of certain brands. It really lets the customer have fun with the beer we sell.

What is the most challenging part of your job? I would have to say the most challenging part is keeping up with the ever-changing rotation of new brands coming into the market.

What does it take to be a top-notch On-Premise Sales Rep? My personal opinion is that it takes a lot of patience. I've learned what helps me is to plant seeds and let them grow – continue visiting accounts regularly to maintain relationships and eventually the sales will follow.

What do you like to do when you're not working? My wife, daughter and I enjoy going on local weekend trips. We like finding hidden gems that have great atmospheres.

If you had your own talk show, who would your first three guests be, past or present? Robin Williams, Drew Brees and John Wayne.



What are three things on your bucket list? Flying a paramotor, skydiving and meeting Stone Cold Steve Austin.

Do you have any favorite warm weather activities? I like to get my bicycle out and take it for a ride.

If you could be anywhere, drinking any beer...? I would be in my favorite place, Sea Isle City, with a Sam Adams Boston Lager.



What are a few things on your bucket list? Going to the Kentucky Derby and paying off my mortgage.

Do you have any favorite warm weather activities? My family and I go on a lot of road trips. We roll the windows down, put some good music on and drive until we get lost.

If you could be anywhere, drinking any beer...? I'd probably be at an island resort, drinking a Dogfish Head 60 Minute IPA.

Single-Serves Ace the Competition

By “serving up” your best assortment of single-serve beverages, your bottom-line wins game, set & match.

After years of declining sales, Americans have rediscovered single-serve beverages, purchasing them everywhere they are sold **cold**. Perfect for on-the-go & away-from-home occasions, these profit-friendly packages check all the boxes for today's busy shoppers.

To characterize the business climate of the last two years as “challenging” is an understatement. But as upending as the pandemic was, it brought into clear focus how today's consumer shops and what they expect from a successful retail experience.

The COVID lockdown and our prolonged at-home experience changed us. In fact, Google Insights, a free data analysis service offered by the search engine, says that the pandemic “redefined how we work, shop and live.” For the consumer, it reset expectations more than anything else. From the safety of their sofas, consumers – some of whom had never entertained e-commerce before – saw products & flavors they may never have considered before right in the palm of their hands. Then, of course, there's the Amazon Prime effect that has stoked the flames of “I know what I want. And I want it NOW.”

The lessons learned from the pandemic, according to UK retail analyst Vera Hartmuth, are that consumers

are increasingly demanding convenience and instant gratification in their shopping experiences. They value the ability to buy quickly and easily. This is particularly true for millennial and Gen Z customers, who will not be loyal to retailers who do not cater to (or anticipate) their changing needs.

So, what's the important take-away for anyone selling beverage alcohol?

It doesn't matter how YOU define your business – distributor, restaurant, tavern, deli or bodega – unless convenience is a recognizable feature of your brand, you will lose customers to outlets offering a cold, well-curated assortment of easily shoppable single-serves.

Meanwhile on the supply side...

Brewers were also affected by the pandemic. The old adage – brands are built on-premise – no longer applied. As bars and restaurants were shuttered, millions of gallons of kegged beer languished in basements, eventually going out of code. Any manufacturer that was interested in sales outside of a tasting room had to shift its focus from draught to package, usually single-serve cans. And where was the best place to get noticed by consumers in a brick 'n mortar setting? Why, in the cold box... a.k.a. the “Centre Court” of Wimbledon-worthy, grand slam, pride-of-place competition.



“It all comes down to executing a plan with the flow, space allocation and assortment consumers want.”

– Leila Abdollahian,

Constellation’s Director of Off-Premise Sales

Beer Business Daily characterized this competition as both a “rush to the cold box” and a “rush to convenience.”

The loss of the on-premise wasn’t the only thing fueling the competition, though. An explosion of flavors in all categories and innovations (seltzers, ranch water, RTD cocktails, hop water, etc.) resulted in an even bigger explosion of SKUs, each one clamoring for eye-level real estate. It was the paradox of choice on steroids, causing confusion for retailers and consumers alike.

How to be the King of your Court

Of the top three money-making tennis champions who know how to handle the stress of Centre Court (Novak Djokovic, Rafael Nadal & Roger Federer), you want to be Swiss-born Federer. While Nadal and Djokovic succumb to their emotions, RF – that’s his brand name – is cool, studied, methodical and always **efficient**. Roger makes it look easy because he’s got a plan. To be the King of your

Court, you need a plan based upon retail science, one that makes the most of your finite resources. Only then can you hit the passing shots that are proven winners to dominate the competition.

Constellation’s Leila Abdollahian, Director of Off-Premise Sales in the company’s eastern territory, might not describe herself an expert on the science of easily shoppable, single-serve shelf sets, but she’s darn close. As was discussed previously in this article, the shopper has changed. Abdollahian says that shelf sets need to reflect those changes too. She has data proving that a shelf arranged to mimic how shoppers think when standing in front of the cooler provides the easy, quick and convenient experience they expect & demand. In other words, you’ll sell more.

“It all comes down to executing a plan with the flow, space allocation and assortment consumers want,” Abdollahian explains.

Lead with Single-Serve

- Since single-serve and multipack occasions rarely overlap (10% of the time a consumer buys a single-serve and multipack together), creating a single-serve destination enables easier shopping and maximizes sales.

Organize Singles by Price Point and Segment

- Sets the stage for 2 for \$ pricing (if you buy 2, you get a deal), which increases units per buyer and encourages incremental spend.
- Large brand presence results in a stronger visual reminder that boosts total brand sales by +10-30%.

Place the Most Incremental Brands at Eye-Level and Near the Handle

- Brands that move from hinge to handle position increased sales by 8%.

Organize Multipacks by Segment

- Move from high-end to low-end, with the most recognizable brands in vertical brand blocks.
- Place AABs (Alternative Adult Beverages) at the beginning of the multipack flow, and adjacent to AAB single-serves – keeping this segment out of the middle of multipack beer is key.

What % of shoppers already planned to shop for beer?

76%

What % of shoppers don’t know what brand they will purchase?

51%

What is the average shop time in c-stores?

31 secs

How many beer brands do shoppers consider?

2 to 3

Where is the ultimate shopper purchase decision made?

At the Shelf



RESULT: UP TO +4 to +6% CATEGORY DOLLAR SALES LIFT

The Plan

Step One: More SKUs don't mean more sales. It's time to DQ the underperformers.

Since 2015, the number of malt-based SKUs has grown by 48%, but has your shelf space doubled? Probably not. Is it possible that you're offering your customers too many choices, making it difficult for them to A. make a decision, and B. find what they want? Eliminate anything that is redundant in favor of a smaller, curated assortment of your market's best-sellers. IRI found that by cutting 20% of the SKUs stocked (mostly declining brands and redundant packages), sales actually increase by 5%.

Step Two: What makes a shelf set easily shoppable and why does it matter?

Your assortment of single-serves (the best-sellers in your market) need to be presented in a way that reflects the way the shopper thinks to simplify & quicken the decision making process. Organize the packages by price point and segment. Create strong visual cues by grouping brands to boost sales. These things matter because the average amount of time a shopper spends in front of a cooler is 31 seconds.

Step Three: Space allocation.

Allocate space based on future sales per product segment so the set satisfies the shoppers' needs moving forward. Favor the high-end, which is driving 100% of category growth.

First Prize... The small format consumer.

Small format consumers are to be prized because they are driving demand for high-end beer, flavors and high-alcohol products. Retailers can capitalize on this by becoming a destination for these products. Additionally, these consumers make 30% more shopping trips than the average beer buyer per year. Typically, they are slightly younger, more multicultural and are between the ages of 26 – 55.

The small format consumer is largely focused on immediate and occasion-based needs like satisfying a personal craving or feeling the need for relaxation. Over the pandemic, if this customer strayed from their usual purchase, it was to try a new flavor or brand, and we know that the variety of adult beverages available in the single-serve format grew exponentially.

A loyal customer is the prize that keeps on giving. They are looking to get in and get out efficiently from a place they trust that they know has what they're looking for. While they know that variety can be limited, they will return to stores that have the brands they recognize.

"You look at the best in the world, Roger Federer," says top coach Scott Parker. "You wouldn't know if he's two sets up or down. He is levelheaded. He knows what works and sticks with the process. That's the way you win 20 Grand Slam titles."

Check out our tips for setting up your cooler, trust the process & dominate the tournament... Game, Set and Match.



Kailing Chen and Rong Hui Wang of Mari's 6 Pac "N" Mor in Reading

On average,
Singles represent

24%

of Total Beer
Dollar Sales and

62%

of Total Beer Unit
Sales in C-Stores

Feature

No-Mix Margaritas for Cinco de Mayo

Shake things up this May with no muss, no fuss RTDs.

Combining the taste of the most popular cocktail in the U.S. with the ease and convenience of the RTD format, FMB margaritas are a no-brainer for your customers' Cinco de Mayo celebrations, whether they're partying on your patio or theirs.

Margarita-inspired FMBs have quickly become the next big thing in RTDs, from hard seltzer variations to fuller-flavored FMBs. **The original cocktail is simple, flavorful and refreshing, meaning it translates seamlessly into the FMB format, offering great taste and convenience at a great price point for the retailer.** Even better, FMB margaritas offer every channel a piece of the Cinco cocktail pie. In the on-premise, FMB margaritas keep your behind-the-bar operations streamlined, freeing up precious time for your bartenders and waitstaff when the Cinco rush hits. And in the off-premise, RTD margaritas are a quick and easy option for any occasion, whether in slushy form, single serves from the cold box or a variety pack that's perfect for a party.



Cayman Jack has seen growth year after year with **Cayman Jack Margarita**. The OG flavor is included in their first ever variety pack, launched last year.



The Truly Margarita Style Mix Pack adds to Truly's lineup of flavor-packed hard seltzers and features real ingredients like lime juice, agave and sea salt.

While the FMB margarita category has taken off recently, plenty of great brands have been putting in the work for years to make it what it is today. Cayman Jack has seen growth year after year with RTD cocktails like **Cayman Jack Margarita** and **Mojito**. They're the **#1 FMB cocktail brand** as well as the **#1 margarita brand in FMBs/RTDs**, no small feat in this growing category. Fuller flavor and higher ABV FMBs have also had a huge impact on the FMB margarita scene, with products like **Ten Ball Mango Margarita** (10% ABV), **TGI Fridays Margarita** (10% ABV) and **MXD Margarita** (12% ABV) making for the perfect addition to your slushy lineup, with great bang for your buck.

And there's a new wave of hard seltzer margaritas on the way. Truly Margarita burst onto the scene in a big way this year with a variety pack featuring **Mango Chili, Classic Lime, Strawberry Hibiscus** and **Watermelon Cucumber** margarita-style hard seltzers, as well as solid packs of **Classic Lime**. The latest range of Truly seltzers has already seen tremendous results, snagging over 5% market share of hard seltzer in just a month. Other big names in hard seltzer are following suit, with **Topo Chico Hard Seltzer** launching a margarita variety pack in April

featuring Topo Chico's mineral water and four flavors that play into the authenticity of the brand. Corona's hotly anticipated **Seltzerita** is slated to debut this spring, with a variety pack that includes authentic margarita flavors like **Classic Lime, Peach, Mango** and **Strawberry**, each with a splash of real Mexican lime juice. Smirnoff's new Poco Pico variety packs (both hard seltzer and Ice versions) will feature a **Spicy Margarita** flavor, and **Lone River Ranch Water Hard Seltzer** will launch **Lone River RanchRita** this April, a deliciously light-tasting margarita-style beverage made with real lime juice and organic agave nectar.

But is this a trend that will last through the summer? Experts say yes. A recent study showed that Gen Z overwhelmingly prefers FMBs to beer, from hard seltzers and hard teas to malt-based RTD cocktails. And when you add in that Gen Z's favorite spirit is tequila, RTDs that play on tequila and tequila-based cocktails are sure to continue to be a smash hit with younger LDA consumers.

Even More-garitas: The Newest Margarita-Style Hard Seltzers

Topo Chico Margarita Variety

A 12-pack variety of cans will be available in April and features Topo Chico's mineral water in each authentic flavor: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**.



Corona Seltzerita

The Corona **Seltzerita** variety pack features authentic margarita flavors like **Classic Lime, Peach, Mango** and **Strawberry**.



Smirnoff Seltzer Poco Pico Variety

The new Smirnoff Seltzer Poco Pico Variety Pack features four flavors with a kick, including **Spicy Margarita**.



Lone River RanchRita

Lone River RanchRita will deliver a fuller-bodied flavor profile similar to the taste of a classic margarita, while leveraging what consumers love about Lone River Ranch Water Hard Seltzer – its clean taste and high-quality ingredients.



Two Locals Brewing Company

The City of Brotherly Love's first Black-owned brewery partnered with Origlio Beverage with a specific mission in mind... to bring their tasty products to a wider audience. Their flagship offering – a flavorful, easy-drinking American brown ale named Nubian – is doing just that, and plenty more. Introducing the brothers who are Two Locals.

Proud Philadelphians Richard and Mengistu Koilor honed their brewing skills on a one-gallon homebrew kit before successfully launching the city's first Black-owned brewery back in 2021. Creating great beer is certainly job one, but the Koilors are equally devoted to bringing the craft beer experience to their community and introducing people of color to the many professional opportunities available in their chosen field. While sipping a pint of Two Locals Prolific IPA, Heady Times asked Mangistu about the brothers' passion for brewing and all the things that make Philly special to them.



HT: The name of your brewery has a special meaning. Tell us about it.

Mengistu Koilor (MK):

We grew up in Cedar Park and are of West African (Liberian) & West Indian (Jamaican) descent. Richard and I are passionate about our city and have a deep love for all things Philly. We are proud of our sports teams and historical landmarks.

These are some of the reasons we call ourselves Two Locals, as we are truly local to the city. The El, the Broad Street Line, the 52 & 64 bus lines and the 34 trolley were our modes of transportation growing up. We hung out on 59th Street, 69th Street and the Gallery (not the Galleria Mall). Philadelphia is very special to us, and our brewery represents all these things.



Brothers Richard Koilor (left) and Mengistu Koilor founded Two Locals, Philly's first Black-owned brewery, in 2016.

BrewerHIGHLIGHT

HT: As Philly's first Black-owned brewery, you have made history. How does that fit into the fabric of Two Locals?

MK: We grew up heavily influenced by our West African and West Indian cultures, as well as our deep Philly roots. All this provides us with something to add to beer culture, not just locally, but nationally. Craft beer is a culture that's mostly devoid of diversity in terms of influence. But craft beer consumers are diverse and should be even more diverse. That's where Two Locals comes in. We have a lot to offer and would like to help our community learn about beer and the opportunities that exist in this growing industry.

HT: What was it like launching a brewery in the middle of a pandemic?

MK: It's been a long journey that actually began in 2016 when Richard and I became home brewers. Many lessons were learned, but what has been great is the collaborative nature of the industry and the pointers we received to avoid certain potholes. Then partnering with Origlio has helped us get our products to market. A hurdle that exists even without a pandemic is access to capital. That is a real barrier to entry. The pandemic did take away bars and restaurants, which buy draught, so we had to pivot to cans. But I think [the industry] is starting to turn the corner so keg sales are coming back. Fingers crossed!

HT: Tell us about your flagship beers Nubian & Prolific. "Damn good beers" is one review we read on the internet.

MK: They were a staple in our homebrew rotation, so they are very special to us. Nubian won a homebrew contest years before we could get it to market. And Prolific has amazed everyone that's tried it. Many beer drinkers who don't like IPAs tend to enjoy Prolific, which is a good sign that it's a well-balanced beer for a wide array of palates. We have another beer in the works, too. Please stay tuned!

HT: Finally, are there any traditional foods you both grew up with that pair particularly well with Nubian and Prolific?

MK: Anything spicy goes well with the Prolific IPA, such as Liberian beans over rice or pepper soup. And anything smokey, like barbeque, pairs well with the Nubian.

PROLIFIC

This hazy IPA is brewed with a prolific amount of oats and wheat. Whirlpooled with a copious amount of Simcoe and then double dry-hopped with more Simcoe and Mosaic, this beer has big notes of mango nectar, guava and pineapple.



NUBIAN

The beer that marked the official first release from Two Locals Brewing, Nubian clocks in at 5.7% and was inspired by Mengistu and Richard's desire to expand the space for brown ales, an often overlooked beer style, in the craft market. 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.



Two Locals' flagship beers, Nubian Brown Ale and Prolific Hazy IPA, have garnered national attention.

Get To Know Wendy Domurat of Boston Beer Company

DO YOU REMEMBER *THE BOOK AND THE COOK*, THE LONG-running Philly food event where food-lovers, cookbook authors and brewing entrepreneurs mingled in a space where they used to film *American Bandstand*? Both are long gone, but Wendy Domurat, an icon in her own right, has a photograph of herself at the event with Dogfish Head Founder & co-worker Sam Calagione, circa 2008. Coincidentally, also visible in photo are the late beer legend Michael Jackson and Rob Tod of Allagash fame, who (we're happy to say) is still brewing some of Philadelphia's favorite beers.

A lot has changed since then. Dogfish Head merged with Boston Beer Company – officially her current employer, but for Wendy, much has remained the same. She can't imagine working in any other field because "it's full of the kindest, most collaborative and creative people in the world. The industry vibe is just fantastic."

Wendy Domurat became an integral part of the Mid-Atlantic beer scene the moment she began working for Skip Kunda, owner of King of Prussia's KUNDA Beverage. This is her story as told to Heady Times' staff writer Doug Williams.

"It started as a part-time gig. I was handing out samples of Saranac at a Michael Jackson event held at the Penn Museum. Skip Kunda came up to me and suggested I contact him for a job after college graduation. I made it my mission to learn as much about craft beer as I could, and I fell deeply in love with it. After four years with KUNDA, I moved to the supplier side and became Mid-Atlantic Regional Sales Manager for Dogfish Head. It was my pleasure to be known as the face of that brewery in our region. Now DFH and BBC have joined forces and what a blast it has been..."

I had the pleasure of selling Boston Beer products while working at KUNDA, so I am very familiar with them. It hardly feels like 'work' when you join another team that embraces collaboration and shares your values & vision! Dogfish Head always demanded quality and consistency, and there is no room for anything less now that the two companies are one.

And let's face it, success is in their DNA. BBC was up 14% in the Atlantic Division. If 2021 was an episode of *Sesame Street*, it would have been brought to you by the letter 'T' for **Truly & Twisted Tea.**"



Wendy Domurat and Sam Calagione mingled with food-lovers, authors and brewers at *The Book and The Cook* event at The Enterprise Center in 2008.

Wendy's thoughts on BBC's role in the non-alcohol segment:

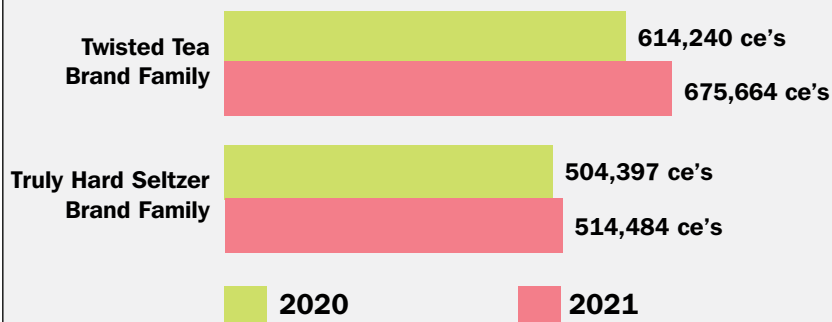
"There was a time prior to the introduction of Heineken 0.0 when bars offered the same one, maybe two, offerings because they had to have something for people who didn't want alcohol – for whatever reason. Honestly, I didn't understand why you needed anything beyond juice or soda. But it turns out that if you make a quality, tasty NA, (like Sam Adams Just The Haze or Dogfish Head Lemon Quest) even people who aren't necessarily looking for a non-alc will drink it. There will be more growth in the no- and low-ABV segment as more people explore 'better-for-you' options. Our introduction of **Bevy Long Drink** & **DFH Cocktails** are examples of the innovation you will see more of coming from BBC."

Brought to You by the Letter "T"

The growth of these tried and true "T" brands is poised to continue in 2022, with Truly's new Margarita Hard Seltzer line already capturing 5.3% of market share with limited distribution, as well as a recently announced \$5 million ad campaign for Twisted Tea in early 2022 – which is more than five times what they spent during the same period in 2021.

The Power of "T"

Twisted Tea and Truly Hard Seltzer continue to grow in our region



Origlio.com – New and Improved

Origlio's updated website offers resources and selling tools to help your business thrive.

FRESHLY STREAMLINED TO GIVE YOU all the tools and information you need to succeed, Origlio.com has been redesigned for time-strapped, beverage alcohol professionals who need to stay ahead of shifting trends and evolving consumer preferences.

On the homepage, you'll find a fresh, clean look that's easy to navigate and puts all the important information and tools at your fingertips. When discussing major changes to our site, we felt strongly that our retailer partners have come to rely on our thorough database of products, therefore our new website boasts even more detailed information of over 2,500 SKUs from 70 suppliers including product descriptions, availability, package type and so much more.

As ordering has shifted in recent years (remember faxing in weekly orders?) to an online experience, the new site makes it easy to start your web order by accessing the online ordering portal from any page. Not signed up for online ordering yet? No problem! Head to the "Retailers" page to sign up. Company holidays and invoice payment options are also just a click away.

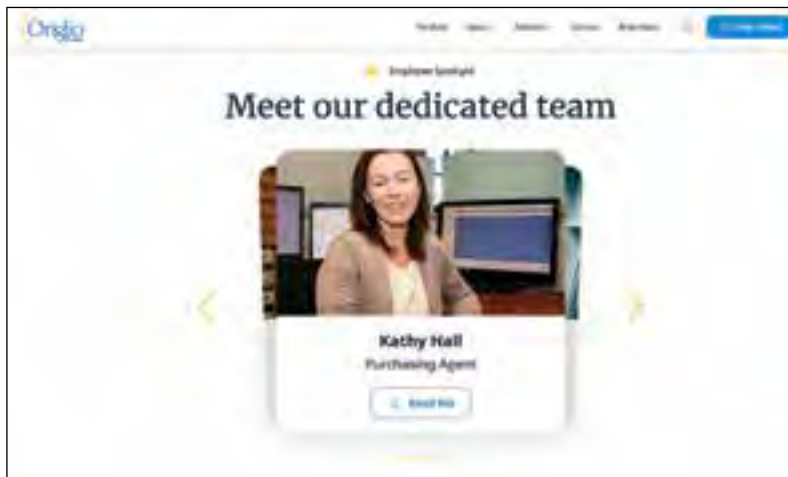
Our improved search function helps you find what you're looking for in an instant. You can also search for specific products by category – Domestic, Import, Craft, Non-alcoholic, Seltzer or even Specialty Imports. Looking for detailed information about a particular brewery? You're in luck. In addition to product information for each SKU, an overview of each of our supplier/brewery partners, as well as links to their websites, are front and center.

The new website also hosts information on Origlio's history, how the three-tier system works and how Origlio serves our community. Scroll down the home page to meet our dedicated team and check out the Brew News section for Heady Times coverage.

Head to Origlio.com today to see the new and improved website – and please reach out with any comments, suggestions or ideas on how we can improve the site.



The new home page puts all the information and tools you need right at your fingertips.



Scroll down the home page to learn more about Origlio's dedicated team.



Browse our portfolio for detailed information on more than 2,500 SKUs from Origlio's brewery/supplier partners.

Why You Should *BE SELLING...*

Verdi & Sparkletini

According to *Wine Intelligence*, a global leader in wine consumer research and insights, the growth in the sparkling category is coming from the under 45 consumer — mostly millennials and Gen-Z cohorts — looking for an authentic, affordable luxury to enhance their casual lifestyles. Like a pair of sexy sunglasses, these Italian imports are liquid luxuries that “accessorize” any occasion.

The winner of 23 Impact “Hot Brand” awards, Verdi has become one of the top ten sparkling beverage brands in the US. Riding the wave of champagne’s resurgence and consumer interest in drinking (and gifting) premium products, **sparkling wine sales grew in 2021 and they’re forecasted to increase yet again in 2022**. Data shared by Drizly confirms this trend. The share of sparkling wine sold on that platform continues to rise year over year. And the customers are more likely to be male rather than female.

Deliciously sparkling with natural fruity flavors, Verdi and Sparkletini technically aren’t wines since they are malt based, but that fact has little bearing on the brand’s cachet. Available in a variety of crowd-pleasing flavors that are delicious alone or as wonderful mixers, these imported beverages made with an Italian sensibility, add “ready-to-drink” ease to the preparation of cocktails like mimosas and sangria.

And not to be overlooked are the elegant packaging and Verdi’s resealable cork closure. The product already captures the look of a bottle of champagne, but consumers may order personalized labels in either silver or gold to further enhance its upscale look. The patented resealable cork, introduced in 2004, keeps the product fresh and bubbly for up to seven days.

This versatile, sparkling Italian beverage with a sessionable 5% ABV, is fun & favorable for sipping, gifting and celebrating la dolce vita.

Verdi – Casual Lifestyle done the Italian Way

Winner of 23 Impact “Hot Brand” awards

One of the top 10 sparkling beverage brands in the U.S.

Available in **Spumante, Peach, Watermelon, Strawberry** and **Raspberry** flavors

Resealable cork keeps the product fresh up to seven days

Customized labels make for perfect party favors

Made with natural fruit flavors

Sessionable 5% ABV

Wonderful as mixers or additions to cocktail recipes

Available in various bottle sizes to fit every occasion

The Sparkling Selection from Verdi & Sparkletini

Serve chilled to fully enjoy the balanced, clean, delightful taste.



Verdi Spumante

Deliciously sparkling and zesty, Spumante has a soft, fruity flavor.



Watermelon Sparkletini

Watermelon Sparkletini delivers true-to-fruit watermelon flavor with a refreshing, subtly sweet kick.



Strawberry Sparkletini

Strawberry Sparkletini is an excellent addition to many other cocktail ingredients, including vodka (either plain or flavored).



Raspberry Sparkletini

Raspberry Sparkletini is the #1 imported, flavored sparkling beverage in the U.S.



Peach Sparkletini

Perfect in a Peach Bellini, this delightfully effervescent beverage is light & refreshing.

New PRODUCTS

Sauza Agave Cocktails Variety Pack



Sauza has a rich history and has been a pioneer in tequila for more than 150 years, making them the right partner for Boston Beer Co. to bring an RTD tequila beverage to market. These are cocktail-inspired, premium malt beverages that weigh in at 8% ABV. They are not made with distilled spirits. The 12-pack slim can Sauza Agave Cocktails Variety includes: **Lime Crush, Tropical Twist, Strawberry Breeze** and **Black Cherry Smash**. **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**

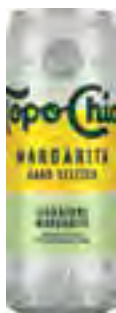
Topo Chico Margarita Hard Seltzer Variety Pack

Discover a new side of hard seltzer with Topo Chico Margarita Hard Seltzer! Each flavor comes in at 4.5% ABV and features Topo Chico's mineral water with the bite of premium tequila flavor and natural haze from lime juice. This 12-pack variety of cans contains four authentic flavors: **Signature Margarita, Strawberry Hibiscus, Tropical Pineapple** and **Prickly Pear**. **Availability:** Year-round, beginning in April in **Lancaster** and **Berks Counties**



Topo Chico Signature Margarita Hard Seltzer 24 oz. Cans

Welcome the newest member of the Topo Chico Hard Seltzer familia, Topo Chico Margarita Hard Seltzer! Signature Margarita's crisp, refreshing take on hard seltzer has all of Topo Chico's signature bubbles with premium tequila notes and a natural haze from fresh-squeezed lime juice – all perfectly balanced with a touch of agave sweetness and a hint of salt. **ABV: 4.5%**
Availability: Year-round, beginning in April in **Lancaster** and **Berks Counties**



Dos Equis Ranch Water Hard Seltzer

Dos Equis Ranch Water Hard Seltzer is inspired by the flavors of the classic West Texas drink: **Tequila, sparkling mineral water and lime**. Dos Equis Ranch Water Hard Seltzer is just **90 calories at a sessionable 4.5% ABV**. It's naturally flavored and delivers a light, balanced taste when regular refreshment won't cut it.

Dos Equis Ranch Water Hard Seltzer Variety Pack

Dos Equis is doubling down on flavor with the refreshing taste of their new Ranch Water Hard Seltzer. Consumers get even more of the tastes they love with the highly sought-after Dos Equis Ranch Water Hard Seltzer 2/12 can Variety Pack.



The wide range of unique flavors included in the mix are: **Classic Lime, Blood Orange, Mango** and **Spicy Grapefruit**. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Dos Equis Lime & Salt

Dos Equis Lime & Salt is Dos Equis Especial Lager with a refreshing touch of lime and salt. This exciting new beer brings the on-premise ritual of adding lime and salt to Dos Equis Lager into a can. The aroma is a nuanced blend of malts, spices and earth notes, with a touch of sweet lime and just a hint of salt for a refreshing finish. **ABV: 4.5%**
Package: 12 oz. cans only **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Dos Equis Lager Especial Variety Pack

This exciting, new variety pack from Dos Equis includes four Dos Equis flavored lagers, each with a refreshing hint of natural fruit flavor and a touch of lime and salt. Light and smooth at only 4.2% ABV, each Mexican-style lager has a crisp flavor with low bitterness and a medium body. Lime and salt are present, but not overpowering. Included in the mix are: **Dos Equis Lime & Salt, Watermelon, Pineapple** and **Cucumber**. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



New PRODUCTS

Labatt Blue Light Mixer Pack



Labatt Blue Light flavors are delivering more flavor to the beer category. Included in this variety pack are: **Grapefruit, Black Cherry, Watermelon and Lime.** The newly refreshed and modernized packaging will better align with super premium flavor segments.

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



Seagram's Escapes Cocktails Variety Pack

At only 100 calories, but with the delicious, authentic taste of modern cocktails, Seagram's Escapes Cocktails appeal to the socially active adults who

don't want life to get in the way of enjoying their success. This new variety pack delivers a mix of familiar and emerging cocktails: **Grapefruit Paloma, Lemon Collins, Strawberry Margarita and Pineapple Mule.** **Availability:** Year-round, beginning in March in **Lancaster and Berks Counties**

White Claw REFRSHR Lemonade Variety Pack



As the category leader, now is the right time for White Claw to define the taste benchmark for lemonade seltzer. This spring will see the launch of White Claw REFRSHR Lemonade in four refreshing, unique and exciting flavors, all just 100

calories, 1g carbs and gluten-free. The 12-pack can mix includes: **Limón with a hint of Calamansi** (a popular citrus fruit from Japan, noted for its sharp citrus taste with the sourness of lime and sweetness of orange); **Blackberry with a hint of red cherry, Blood Orange with a hint of black raspberry and Strawberry with a hint of kiwi.** **Availability:** Year-round, beginning in April in **Lancaster, Berks, Lehigh and Northampton Counties**

White Claw REFRSHR Iced Tea Variety Pack



White Claw REFRSHR Iced Tea is made with sustainably sourced, brewed tea certified by the Rainforest Alliance. It delivers real brewed tea refreshment at only 100 calories and 1g of sugar. Included in the 12-pack can variety are four fantastic, gluten-

free iced tea flavors: **Peach, Lemon, Strawberry and Mango.** **Availability:** Year-round, beginning in April in **Lancaster, Berks, Lehigh and Northampton Counties**

Cayman Jack Margarita Pack



Made with fruit juice and agave nectar, Cayman Jack malt based margaritas are now available in a 2/12-pack variety. The Cayman Jack Margarita Pack includes:

Margarita, Mango Margarita, Watermelon Margarita and Strawberry Margarita. **Availability:** Now, year-round in **Lancaster, Berks, Lehigh and Northampton Counties**

Cape May Longliner

Soft, crisp and balanced, Longliner is a lager that will keep you going all year long. Whether you're toiling away in the brewhouse, hitting land after a long two weeks at sea or kicking back on your day off, Longliner will be there for you.

ABV: 5% **Packages:** 12 oz. cans and draught

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



Guinness 0 Non Alcoholic Draught

Brewed at St. James's Gate in Dublin (the home of Guinness), each pint of Guinness 0 Non-Alcoholic Draught is packed with the same quality Irish malt and roasted barley as the Guinness Draught Stout you know and love. It's all the remarkably smooth and delicious taste without the alcohol!

ABV: 0.5% **Package:** 14.9 oz. cans only

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



Guinness Belgian Style Wit

Is there a better way to dispel the notion that all Guinness beer must be a dark color? Guinness Belgian Style Wit is the newest beer in a series inspired by the venerable Belgian brewing tradition.

This aromatic ale, made with malted and unmalted wheat, showcases Guinness yeast. Additions of coriander and orange peel add spice and citrus notes, which are the signature profile of a Belgian-style wit. Perfect for summer sipping, this beer is crisp and refreshing with low bitterness. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in April in **Lancaster and Berks Counties**



Check out the series of educational videos about Guinness Belgian Style Wit, featuring National Guinness Brewery Ambassador Ryan Wagner and Senior Brewer Sean Brennan.



New PRODUCTS

Smirnoff Ice Neon Lemonades Variety Pack



At 4.5% ABV, Smirnoff Ice Neon Lemonades are the perfect combo of sweet fruit flavor and tartness, packaged up in vibrant, hot Miami vibes. Smirnoff Ice is bringing a new take on the booming lemonade trend with this 12-pack slim can mix which

includes: **Smirnoff Ice Pink Lemonade**, wonderfully tart lemonade taste with hints of sweet raspberry and strawberry; **Peach Lemonade**, a refreshing balance of sweet peaches and tart lemons; **Pineapple Lemonade**, a combination of juicy pineapple and freshly squeezed lemon flavors and **Blue Raspberry Lemonade**, a refreshingly tart lemonade with a sweet blue raspberry finish. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Smirnoff Seltzer Neon Lemonades Variety Pack



Smirnoff Seltzer Neon Lemonades are perfectly sweet and tart, at just 4.5% ABV. By combining the vibes of Miami with the hottest flavors, Smirnoff Seltzer is bringing a new take on the booming lemonade trend. This 12-pack slim can mix includes: **Pink Lemonade**

Seltzer, wonderfully tart lemonade flavor with hints of sweet raspberry and strawberry; **Peach Lemonade Seltzer**, a refreshing balance of sweet peaches and tart lemons; **Pineapple Lemonade Seltzer**, a combination of juicy pineapple and freshly squeezed lemon flavors and **Blue Raspberry Lemonade Seltzer**, a refreshingly tart lemonade with a sweet blue raspberry finish. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Smirnoff SMASH Neon Lemonade



The perfect combo of sweet fruit flavor and tartness, packaged up in vibrant hot Miami vibes with an elevated ABV to get the party started, new Smirnoff SMASH Neon Lemonade is available in **Pink Lemonade** and **Peach**

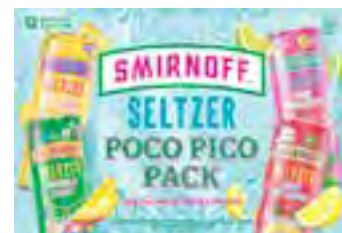
Lemonade flavors. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in April in **Lancaster** and **Berks Counties**

Smirnoff Ice Poco Pico Pack



The new Smirnoff Ice Poco Pico Pack includes a variety of Smirnoff Ice flavors with a spicy edge at a sessionable 4.5% ABV. The delicious flavors included in this 2/12 can variety are: **Spicy Tamarind**, a perfect balance of juicy tamarind and subtle spice with a refreshing lemon and lime finish; **Pineapple Jalapeño**, a blend of fresh, juicy pineapple and green jalapeño with a subtle, spicy kick; **Spicy Margarita**, a delicious margarita flavor with juicy bursts of lime and a hint of heat and **Mango Chili**, a refreshing, fruity, mango-flavored seltzer with a hint of chili for a delightfully spicy finish. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Smirnoff Seltzer Poco Pico Pack



The Smirnoff Seltzer 2/12 can Poco Pico Pack includes four new seltzer flavors with a spicy edge that brings a bit of fun that everyone can enjoy. At 4.5% ABV, the seltzers included in this mix are: **Spicy Tamarind**, a perfect balance of juicy tamarind and subtle spice with a refreshing lemon and lime finish; **Pineapple Jalapeño**, a blend of fresh, juicy pineapple and green jalapeño with a subtle, spicy kick; **Spicy Margarita**, a delicious margarita flavor with juicy bursts of lime and a hint of heat and **Mango Chili**, a refreshing, fruity, mango-flavored seltzer with a hint of chili for a delightfully spicy finish. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

Lone River RanchRita

Lone River RanchRita is a deliciously light-tasting, premium brewed, margarita-style beverage made with real lime juice and organic agave nectar steeped in far West Texas tradition. RanchRita leverages what consumers love about Lone River Ranch Water Hard Seltzer (clean taste, high quality ingredients) and delivers a fuller-bodied flavor profile that's closer to the taste of a classic Margarita – the #1 cocktail in America! **ABV:** 6% **Packages:** 12 and 23.5 oz. cans **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



New PRODUCTS

HOP WTR



HOP WTR is a non-alcoholic, sparkling water crafted with crisp, bold hops and mood-boosting ingredients. A proprietary blend of stress-busting hops, adaptogens (ashwagandha) and nootropics

(L-Theanine) makes each can burst with healthy benefits, while tasting crisp, light and satisfying. With no calories, carbs, sugar or gluten, HOP WTR is “The Healthy Way to Hops”. Born in sunny Southern California, HOP WTR is made with a brewer-approved blend of Citra, Amarillo, Mosaic and Azacca hops and is currently available in four delicious flavors: **Classic, Blood Orange, Mango and Lime**. HOP WTR is on a mission to redefine drinking culture as a healthy way to socialize, unwind and relax. Now, beer lovers, the sober-curious and non-drinkers alike don’t have to choose between having fun or missing out. Weekday, weeknight, whenever – crack open a HOP WTR.



Classic HOP WTR

Classic HOP WTR is packed with a bold blend of Citra, Amarillo, Mosaic and Azacca hops and delivers a citrusy, piney flavor reminiscent of your favorite IPA.

ABV: NA **Package:** 12 oz. cans only

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



Mango HOP WTR

Like a surf trip to Costa Rica in your mouth, Mango HOP WTR is a refreshing, tropical beverage featuring HOP WTR’s signature blend of hops. It’s bursting with all-natural, juicy, tropical mango flavor.

ABV: NA **Package:** 12 oz. cans only

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



Blood Orange HOP WTR

Infused with the bright, citrusy, all-natural flavor of Italian blood oranges, Blood Orange HOP WTR is a perfect pairing for HOP WTR’s brewer-approved hop blend.

ABV: NA **Package:** 12 oz. cans only

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

Lime HOP WTR

Lime HOP WTR is a take on a cold cerveza dunked with a fresh lime wedge, as bold hops meet the all-natural, tart, sunny flavor of Mexican limes. **ABV:** NA **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April in **Lancaster, Berks, Lehigh** and **Northampton Counties**



HOP WTR Mixed Pack

With the HOP WTR Mixed Pack, you get three cans each of the four delicious HOP WTR flavors: **Classic, Blood Orange, Mango** and **Lime**. All flavors have no alcohol, calories, carbs or sugar, and are infused with mood-boosting adaptogens and nootropics. With flavors this good, why choose just one? **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Woodchuck Brunch Box Variety Pack

Woodchuck has been crafting America’s original hard cider since 1991. Back then, they didn’t care that the world was drinking beer, because they had a passion for hard cider. So that’s what they made. Cider may be more popular now, but Woodchuck has stayed true to their roots, fermenting quality, innovative ciders with every batch. The new Brunch Box Variety Pack showcases four of these innovative ciders (perfect for brunch) in one convenient 12-pack of cans. The mix includes: **Bubbly Pearsecco** Bubbly Dry Cider, **Mimosa** Cider & OJ, **Paloma** Grapefruit Cocktail Inspired and **Bellini** Peach Cocktail Inspired. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



Jack Daniel's Country Cocktails Variety Pack

This new variety pack features Jack Daniel’s Country Cocktails most popular flavors: **Downhome Punch, Southern Peach, Watermelon Punch** and **Lynchburg Lemonade**. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



New PRODUCTS

Flying Fish Rebrand



In February 2022, the Flying Fish Brewing Company released a new look for its line of quality brews. Being in the craft beer business for 25 years, the NJ-based “OG” brewer has transcended fickle industry fads, consistently crafting quality, local beer worthy of the Flying

Fish name. The brand refresh will yield a new **Block Party** variety pack and three new brews: **Dually Double IPA**, **Crisp Ale** and **Citra Pale Ale**. You will find the result is a clean, no-nonsense, fun approach to brewing and marketing, just like the brewery and their people.

Flying Fish Dually Double IPA



Loaded with Citra, Strata, Azacca and Mosaic hops, mango and fresh orange lead the aromatic charge, and in every sip, you will savor peach and grapefruit flavors. This beer salutes all of us who work hard and the chariots that get us there, no matter how many tires they have! **ABV:** 8% **Package:** 12 oz. cans only

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

Flying Fish Block Party

The new Block Party variety pack includes Flying Fish staples **Hazy Bones** and **Salt & Sea**, along with new **Dually Double IPA**, **Crisp Ale** and **Citra Pale Ale**. **Availability:** Now, year-round in **Lancaster, Lehigh** and **Northampton Counties**



Anchor West Coast IPA



From San Francisco’s iconic Anchor Brewery comes their homage to the West Coast. This West Coast-style IPA is the culmination of over forty years of craft brewing knowledge. Bursting with bold hop notes, this beer is dry-hopped using techniques the brewery pioneered

in 1975! **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** Year-round, beginning in April in **Berks County**

Shiner TexHex IPA Series

In the treacherous heart of the Texas desert, a dark shaman roams the land. Known as “La Bruja”, her shadow wanders the moonlight gathering ingredients for her otherworldly creations. The first two brews in the ever-changing, ever-expanding TexHex IPA series are...

Shiner TexHex Bruja’s Brew

The flagship in Shiner’s TexHex IPA series is a West Coast-style IPA brewed with cactus water and Amarillo hops. A bright minerality is accompanied by tangerine,

pineapple, stone fruit and cactus blossom. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Shiner TexHex Desert Mirage

This hazy, full-bodied IPA is brewed with cactus water and has notes of apricot, mango and tangerine. With hints of black tea and resin, it’s complex and sure to impress any drinker. **ABV:** 8%

Package: 12 oz. cans only **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Shiner Sea Salt & Lime Now Available Year-Round

This sessionable brew made with real lime peel and artisanal sea salt for an authentic and refreshing flavor is now available all year long! Sea Salt & Lime is perfect for outdoor patios, indoor sofas or anywhere you want to sit back and relax. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New PACKAGES

Coors Light Summer Packaging



This summer, blue mountains are a sign it's about to get more Chill than ever. When limited-edition Coors Light summer cans and aluminum pints turn as cold as the Rockies, a blue

QR code is revealed to take drinkers on a journey to summer Chill where they'll find the chance to win Chill experiences such as tube rides, salsa lessons and more!

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

Blue Moon Baseball Packaging

Blue Moon Belgian-Style Wheat Ale was originally crafted at Coors Field's Sandlot in Denver, Colorado, and this season they're shouting from the stands that this unique taste could only be born in a ballpark. Fans can pick up baseball packaging featuring ballgame-themed "Made Brighter" illustrations and baseball stitching added to the iconic moon logo. Fans can also scan the diamond-shaped QR code on every pack to

learn more about Blue Moon's baseball roots and unlock new DraftKings challenges for the chance to win baseball prizes every day!

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



Miller Lite – The Original Red, White and Blue

The original light beer will be the centerpiece of every July 4th beer display this summer, thanks to the return of Miller Lite's iconic Americana packaging. Each striped and spangled secondary pack full of classic Miller Lite cans lets stores build impressive American flag displays – and lets shoppers bring home a little Americana of their own. **Packages:** 12, 16 and 24 oz. cans

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



Sol Summer Packaging

Sol's annual Street Artist Series continues in its third year with exclusive 12 oz. can packaging featuring artwork by international street artist Farid Rueda. Appearing in stores in time for Cinco de Mayo celebrations, the bright, eye-catching graphics featuring authentic Mexico-inspired illustrations make for great displays. And don't miss out on exclusive merch including limited-edition hats, bandanas and sunglasses. **Availability:** March in **Lancaster** and **Berks Counties**



Leinie's Summer Shandy Packaging

Spotting Leinie's Summer Shandy on shelves is the official sign that summer has unofficially begun, and this year they're helping shoppers get their first taste of summer even earlier! Updated Summer Shandy displays showcase the new lemon fresh packaging by inviting everyone to bring their own summer whenever they're ready.

Availability: Now! in **Lancaster** and **Berks Counties**



White Claw and Cayman Jack 19.2 oz. Cans Transition to 24 oz. Cans

Due to producers not being able to meet demand, this May, all White Claw and Cayman Jack 19.2 oz. cans will be transitioned to 24 oz. cans. The new 24 oz. cans will retain the same UPC as the 19.2 oz. cans they will replace. Across the industry, 24 oz. cans represent 78% of all single serve can sales and accounted for the largest dollar sales growth last year. This package change will resonate with the consumer and keep these brands in a premium position. **Availability:** Year-round, beginning in May in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New PACKAGES



FLIGHT by Yuengling 24 oz. Cans

Now available in 24 oz. cans, Yuengling's upscale light beer FLIGHT is designed to elevate the drinking experience for consumers who want more from their beer. Born from six generations of brewing expertise, FLIGHT by Yuengling is the Next Generation of Light Beer that will bring even better taste to the refreshment category, with only 2.6g carbs, 95 calories and 4.2% ABV.

Availability: Now, year-round in **Berks County**



Limited-Edition Yuengling Lager Phillies Cans

Yuengling Traditional Lager is back as the Official Lager of the Phillies! With that comes the return of the limited-edition 12 and 16 oz. Yuengling Lager Phillies cans. **Availability:** April

Limited-Edition Yuengling Flag Packs with Camo Cans



This spring, 12 and 24 oz. limited-edition Yuengling Traditional Lager flag packs, including camouflage cans, will support and build awareness for Team Red, White & Blue, an organization with a mission to enrich the lives of veterans. Consumers can also scan QR codes on the camo cans to watch Lee Brice's video, "More Beer", featuring Yuengling Lager! **Availability:** May in **Berks County**

PRESS Premium Alcohol Seltzer Duo Pack

The new PRESS Duo Variety 12-pack showcases PRESS' top two requested flavors – **Blackberry Hibiscus** and **Pineapple Basil** – bringing fresh innovation to the alcohol seltzer category. Rotating seasonally, the Duo Pack allows PRESS consumers to access their favorite flavors with convenience and ease. An updated package design and innovative easy-open



top functionality increases the level of sophistication and distinguishability of this package for an elevated experience. **Availability:** Now, year-round in **Berks, Lehigh** and **Northampton Counties**

Shiner Brewery Tour Variety Now in 12-Pack Cans

With this mix, Shiner brings their brewery to you! Available for the first time ever in cans, this 2/12 variety pack includes the perfect mix of the staples and exclusives that make the brewery a crowd favorite. Included in this variety are: **Shiner Bock, Light Blonde, Sea Salt & Lime, Ruby Redbird, Agua Fresca** and **Weisse N' Easy**. **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



A New Mix for the Heavy Seas TropiCannon Can Sampler

The TropiCannon variety pack will soon include three new, exciting flavors available exclusively in this 12-pack of cans. The new mix includes:

TropiCannon Citrus IPA, Strawberry Banana IPA, Melon IPA and **Piña Colada IPA**. **Availability:** Year-round, beginning in late May in **Berks, Lehigh** and **Northampton Counties**



A New Look for Firestone Walker Union Jack

Firestone Walker is introducing a brand-new look for their iconic West Coast IPA that's packed with intense flavors of grapefruit, tangerine and citrus balanced with a hint of malt sweetness. The new look was inspired by the brewery's 25th Anniversary last year and pays tribute to the original "Firestone hoop."

The new design allows for better brand blocking and customer recognition. **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Corona Light 24-Pack Slim Cans

With only 99 calories and 4.8g carbs, Corona Light is a pilsner-style lager for those seeking a uniquely crafted, flavorful and refreshing light beer taste. Corona is expanding its offerings of Corona Light 12 oz. slim cans to 24-packs to capture share of the 12 oz. can opportunity, coupled with premium light beer large format growth. **Availability:** Year-round, beginning in March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



SeasonalSELECTIONS Made in PA

When Demand Exceeds Supply

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

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

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

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

2SP Strawberry Switchblade



NEW! This new hefeweizen with big banana flavors is made with large helpings of fresh strawberry purée and hibiscus – a refreshing beer to cut through the summer heat. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April in Lancaster, Berks, Lehigh and Northampton Counties

2SP Eastwood IPA



This classic West Coast-style IPA is dank, sticky, strong, resinous and whatever other overused adjectives you want to use. Made with Columbus, Simcoe and Centennial, this IPA finishes at 6.8% ABV. **ABV:** 6.8% **Packages:** 16 oz. cans and draught **Availability:** April in Lancaster, Berks, Lehigh and Northampton Counties

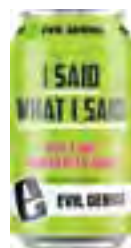
Evil Genius Imma Head Out



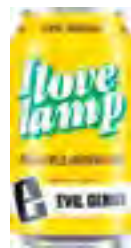
NEW! It's got the 'cots! When I say "fruit," what's the first thing you think of? Apricot! Of course! Everyone's favorite. And you, you lucky duck, are in the proximity of this hazy IPA with a sweet lil' dose of natural apricot flavor. Check you out.

ABV: 6% **Packages:** 12 oz. cans and draught **Availability:** March in Lancaster, Berks, Lehigh and Northampton Counties

Evil Genius I Said What I Said



NEW! Salt rims are for cans too. This light blonde ale has been fermented with a special hybrid sour yeast for the perfect level of acidic tartness and then dosed with natural margarita flavor. No blender required. **ABV:** 5% **Packages:** 12 oz. cans and *limited* draught **Availability:** April in Lancaster, Berks, Lehigh and Northampton Counties



Evil Genius I Love Lamp

This refreshing German hefeweizen got taken on a tropical vacation with the addition of natural pineapple flavor.

Does this go against the German beer purity law? Yep. Is that the way Evil Genius likes it? Also yep. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** April in Lancaster, Berks, Lehigh and Northampton Counties

Yards Heritage Surf IPA



Brewed in partnership with Heritage Surf Shops, this refreshing IPA drops in with waves of tropical fruit and citrus flavors.

ABV: 5.4% **Package:** 12 oz. cans only **Availability:** May in Lehigh and Northampton Counties

NOW IN 12 OZ. CANS!



Yards Philly Standard Lime

A new seasonal variation of Philly Standard, this ale is brewed with lime, making it refreshingly light, clean and easy-to-drink.

ABV: 4.5% **Package:** 12 oz. cans only **Availability:** May in Lehigh and Northampton Counties

Seasonal SELECTIONS Made in PA

Dock Street Barracuda



Take the bite out of summertime's oppressive stickiness with this tart, sessionable ale. Barracuda is brewed with raspberry and hibiscus to lend an alluring rose-colored hue along with delightful fruity and floral notes. But don't let the good looks fool you – this beer packs a punch like its toothy namesake. First, it's kettle-soured with lactobacillus cultures to develop a tart acidity, then fermented with Dock Street's house ale strain until it is crisp and dry. Perfect for a day out on the water, or inland, where the only barracudas are on throwback radio or in 16 oz. cans. **ABV:** 4% **Packages:** 16 oz. cans and draught **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Dock Street Fifty Thousand Dollar IPA

Have you ever held winning lottery ticket numbers in your hand, but decided to stop by your favorite neighborhood brewery for a beer first, and then had so much fun that you forgot to buy the ticket, and then the next day you found out that you would have won \$50K, but you're still a happy fellow because the brewery had live music, food and sunshine, and your friends were all there? This is just like that. Hopefully this beer at least makes you feel richer, Mr. P! Brewed with a blend of barley, oats and a touch of wheat, Fifty Thousand Dollar IPA is hopped with Simcoe and Citra, then heavily dry-hopped with Amarillo, Loral and Citra. Priceless. **ABV:** 6.6% **Packages:** 16 oz. cans and draught **Availability:** April in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Dock Street One Hundred Thousand Dollar IPA



This hazy, tropical DIPa is brewed with plenty of wheat and oats, hopped in the kettle with NZ Wakatu and Azacca, then dry-hopped heavily with juicy Azacca, a bit more limey Wakutu and tropically dank Idaho 7. Strong aromas of mango, pineapple and citrus are followed by a smooth, silky body and juicy hop flavors. Brewed as a follow-up to Fifty Thousand Dollar IPA and building on the lottery fortune that Dock Street's pal, Peter, may not have actually won, but definitely deserves. **ABV:** 8.2% **Packages:** 16 oz. cans and draught **Availability:** April in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Dock Street Summer Haze



This hazy, straw-hued, light-bodied pale ale is brewed with pilsner, Munich and flaked wheat, making for a silky-smooth body with a mildly sweet backbone. Hopped with all late-stage and dry additions of Citra, Cascade, Amarillo and Simcoe, Summer Haze is filled with aromas and flavors of bold citrus and tropical fruit. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Sly Fox Slugger



Take me out to the ballgame, take me out with the crowd... Slugger is a pilsner that's as crisp as the crack of a bat, yet flavorful enough to let you know it's no bush league beer. A rich malt bill contributes depth and notes of honey and biscuits, while a light addition of German Noble hops provides a pleasing bitterness that leaves you thirsting for more. Like most ballpark treats, Slugger pairs well with peanuts and Cracker Jacks. **ABV:** 5.2% **Packages:** 16 oz. cans and draught **Availability:** March in **Lancaster County**

NOW IN DRAUGHT!

Sly Fox Hop Dust Torture IPA



Abundant flavors of citrus and pine will collect on your tongue from the copious additions of Citra, Kohatu, Chinook and Idaho Gem hops jammed into this synapse-burning West Coast-style IPA. It's sure to be a hit in the tailgate lots this summer. **ABV:** 7% **Package:** 16 oz. cans only **Availability:** April in **Lancaster County**

NEW!

Sly Fox Alex's Raspberry Lemon Ale

Sly Fox is honored to partner with Alex's Lemonade Stand Foundation for Childhood Cancer for a fifth year, raising over \$31,000 since the partnership began! This summer, the brewery is excited to present a brand-new beer to help continue Alex's mission to find cures for all types of childhood cancer. Now with raspberry added into the mix alongside the signature lemon flavor, Alex's Raspberry Lemon Ale is a lively, refreshing and flavorful beer that's as delicious as it is charitable. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** May in **Lancaster County**

NEW!



Seasonal SELECTIONS



Samuel Adams Summer Ale

Golden, hazy and thirst-quenching, this American citrus wheat ale is synonymous with summer. A blend of orange, lime and lemon peel creates a refreshing citrus aroma. Grains of paradise accent the crisp wheat character with a subtle spice that finishes clean. Iconic as it is refreshing, Summer Ale is just right for any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** March in **Berks, Lehigh** and **Northampton Counties**



Samuel Adams Porch Rocker

Sweet, tangy and refreshing, this lemon radler was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Sam Adams' take on this style starts with a golden helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long. **ABV:** 4.5% **Packages:** 12 oz. bottles and

12 oz. cans **Availability:** March in **Berks, Lehigh** and **Northampton Counties**

Samuel Adams Summer Squeeze Variety Pack



This 12-pack bottle variety features four easy-drinking beers for spontaneous summer occasions. Seasonal favorites **Summer Ale** and **Porch Rocker** are joined by VP exclusives **Beach Session IPA** and new **Tropical Wheat Ale**.

Availability: March in **Berks, Lehigh** and **Northampton Counties**

NEW MIX!

Truly Hard Seltzer Poolside Variety Pack

Turn up the music and kick back with Truly's new limited-edition 12-pack slim can variety, inspired by Grammy winner Dua Lipa. This summer mix is chock-full of fun, cocktail-inspired seltzers including: **Strawberry Melon Fizz, Orange Peach Fizz, HIWI**

Mojito Style Seltzer and **Piña Colada Style Seltzer**. **Availability:** May in **Berks, Lehigh** and **Northampton Counties**



NEW VARIETY PACK!

Dogfish Head and Patagonia Provisions Kernza® Pils

Dogfish Head collaborated with their friends at Patagonia Provisions to make a beer with a revolutionary new grain: Kernza, a long-rooted perennial developed by The Land Institute. Besides the benefits to our ecosystem, Kernza adds a snappy crispness to this refreshing pilsner. Every sip you take helps them plant more Kernza, fight the climate crisis and brew more delicious beer. Drink up to draw down.



NEW!

ABV: 5% **Packages:** 12 oz. cans and draught

Availability: Late March in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Dogfish Head Mandarin & Mango Crush

Inspired by the classic Mid-Atlantic Crush cocktail, Mandarin & Mango Crush is a fruit beer brewed with a base of pilsner malt and fermented with loads of tart mandarin oranges and juicy Alphonso mangos. Refreshing and lightly sweet with a delightful, citrusy tartness and crisp, dry finish, it tastes like a sip of summer! Part of Dogfish Head's annual Off-Centered Art Series, Mandarin & Mango Crush features colorful label artwork by Max Mahn. **ABV:** 6% **Packages:** 12 oz. bottles and draught **Availability:** April in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NEW!



Dogfish Head 120 Minute IPA



Unfiltered and abundantly hoppy, 120 Minute IPA is the Holy Grail for hopheads! Making its return with all-new label artwork, this continually hopped Imperial IPA is brewed with a copious amount of high-alpha American hops throughout the boil and whirlpool, and then is dry-hopped with even more hops. Clocking in at 15-20% ABV, 120 Minute IPA's high ABV makes it an excellent candidate for aging.

ABV: 15-20% **Packages:** 12 oz. bottles and draught **Availability:** April in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Seasonal SELECTIONS

Angry Orchard Summer Party Pack



The perfect flavors for warm weather and good vibes, Angry Orchard's Summer Party Pack features four deliciously refreshing hard ciders fit for summertime sipping. The 2/12 mix (available in cans and bottles) includes: **Crisp Apple, Peach Mango, Strawberry** and **new Tropical Hard Fruit**

Cider. The perfect pack to pick up for any summer activity, Angry Orchard's Summer Party Pack offers a fruity flavor for everyone. **Availability:** March in **Berks, Lehigh** and **Northampton Counties**

NEW MIX!

Seagram's Escapes Italian Ice Variety Packs



The Italian ice offerings from Seagram's Escapes are back just in time for summer! Available in the bottle variety pack are: **Blue Raspberry, Cherry** and **Mango**. Available in the can variety pack are: **Blue Raspberry, Cherry** and **new Watermelon**. **Availability:** Now! in **Lancaster** and **Berks Counties**



Guinness Salt & Lime Ale



Salt & Lime Ale is inspired by the tradition of adding a lime wedge and a salted rim to a glass of beer. Key lime purée is added to the beer for a bit of tartness and a big lime flavor.

The refreshing saltiness

comes from the addition of Chesapeake Bay sea salt sourced from a small business in Virginia, Barrier Island Salt Company. This is a perfect beer for spring and summer, with a lovely lime aroma and flavor, hint of tartness and a refreshing bit of salt at the end. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** May in **Lancaster** and **Berks Counties**



Check out this video on Guinness Salt & Lime from the Open Gate Brewery featuring national Guinness Brewery Ambassador Ryan Wagner and Brewmaster Peter Wiens.

Mike's Hard Pineapple Passion Fruit



Sweet, juicy pineapple notes are perfectly balanced with tropical passion fruit in Mike's newest seasonal. With just the right balance of sweetness and tartness, every sip is extremely

refreshing and drinkable. **ABV:** 5%

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



NEW!



Cape May Hard Lemonade Boardwalk-Style



NEW!

Longing for that one-of-a-kind, boardwalk lemonade? You know, the one that is a balance of mouth-puckering tart and delectably sweet flavors that is

oh-so-refreshing. Look no further! Perfectly blended with all-natural cane sugar and lemon juice, Cape May Hard Lemonade will quench your thirst and bring back

fond memories of your time down the shore. **ABV:** 5%

Package: 12 oz. cans only **Availability:** Mid-April in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Firestone Walker IPA (Can) Mixed Pack with Blanc Noise

Firestone Walker has added a new, rotating beer to their 2/12 IPA can variety pack. The brewery turned up the volume on two of their favorite hops to create this "treasure beer," called **Blanc Noise** – a highly stylized hazy IPA. Germany's Hallertau Blanc hops stand out from the crowd with their signature notes of white wine, lemongrass and tropical fruit. New Zealand's Nelson Sauvin hops were also included, which share similar flavors that jive perfectly with Blanc. Blanc Noise joins **Mind Haze, Hopnosis** and **Union Jack**

in this 12-pack mix. **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



NEW MIX!

Seasonal SELECTIONS

Allagash Swiftly IPA



Hops grow swiftly at the start of spring. In this IPA, Allagash captures all of their lush, citrusy and resinous glory alongside a generous grain bill that gives this ale its amber

NEW!

hue. **ABV:** 6.5% **Packages:** 16 oz. cans and **limited** draught **Availability:** Mid-March in **Lancaster** and **Berks Counties**

Allagash Seconds to Summer

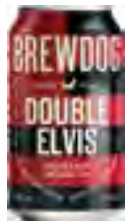


If the sun is out and your schedule is clear, this easy-drinking lager is for you. Seconds to Summer is brewed with traditional hops from the Czech Republic and fermented with Belgian yeast for a crisp, refreshingly hoppy

flavor. With this can in hand, summer is just a sip away. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Mid-April in **Lancaster** and **Berks Counties**

NEW!

BrewDog Double Elvis



NEW!

An Imperial reimagining of the juicy and beloved Elvis Juice, Double Elvis brings the same pine and grapefruit zest as its rock and roll brother, but with an extra kick on the ABV. **ABV:** 9% **Package:** 12 oz. cans only **Availability:** April in **Lancaster, Berks, Lehigh** and **Northampton Counties**



NEW!

BrewDog Hazy Jane Mango

New England decamps to the tropics for a juicy makeover that turns the exotic up to 11. This hazy IPA is brewed with a heavy load of mango flavors and left unfiltered for an opaque finish. **ABV:** 7.2% **Package:** 12 oz. cans only **Availability:** May in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Great Lakes Mexican Lager with Lime



This Mexican-style lager is brewed with real lime peel and purée as well as flaked corn for a crisp and refreshing getaway. **ABV:** 5.4%



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

Great Lakes Tidal Fury



Summon a mighty, swirling citrus storm with rolling waves of passion fruit. A tempest of tropical fruit aromas rushes from the cloudy depths in this Imperial hazy IPA brewed with an epic blast of Trident hops fit for a king. **ABV:** 8%



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

Great Lakes Crushworthy Collection

Ready to fall in love again and again? Great Lakes played matchmaker with their Lo-Cal Citrus Wheat, crafting four perfect real fruit pairings for drinkers to crush on. Included in this limited variety pack of low-calorie fruit/wheat beers are: **Crushworthy Citrus**, with a lightly filtered body and a sweet kiss of orange; **Crushworthy Grapefruit**, luscious, fresh grapefruit bursts through each lightly filtered sip of this sunny brew; **Crushworthy Lemon Lime**, this wheat ale flirts with the pucker of tangy lemon and keeps things zesty with a rush of sweet lime and **Crushworthy Watermelon**, an easy-drinking porch sipper that pairs big watermelon flavor with a crushable body for a sunny slice of refreshment. **Availability:** May in **Lancaster, Berks, Lehigh** and **Northampton Counties**

NEW VARIETY PACK!



SeasonalSELECTIONS

Heavy Seas Impending Doom #2 West Coast Style Double IPA

Impending Doom is an ongoing series of captivating, bold IPAs. Every variation of Impending Doom is a completely unique recipe from start to finish, pushing the boundaries of Heavy Seas' creativity and imagination. The second installment in the series is a highly hopped, dangerously dank double West Coast IPA. Notes of grapefruit, lemon and pine complement the strong malt backbone of this distinguished double. Brewed with Simcoe, Palisade and Cascade hops, Impending Doom 2 is as bold as it is balanced. **ABV:** 9.5%



Packages: 12 oz. bottles and draught **Availability:** May in **Berks, Lehigh** and **Northampton Counties**

Heavy Seas TropiCannon Pineapple IPA



Soon to be replaced in the TropiCannon Sampler, customers wanted Heavy Seas to bring this beer back! So, the brewery listened. TropiCannon Pineapple will be available this summer for a limited time! Perfectly sweet and

slightly tart, this IPA is exploding with rich pineapple flavor. The unexpectedly bold, tropical flavors of TropiCannon Pineapple will set you adrift in a tropical paradise.

ABV: 7.25% **Package:** 12 oz. cans only **Availability:** Late May in **Berks, Lehigh** and **Northampton Counties**

Lagunitas The Waldos' Special Ale



The dankest and hoppiest beer ever brewed by Lagunitas was made in honor of the origins of 420. This Triple IPA is herbaceous, botanical, resinous and dank... brewed for Treasure Hunters everywhere. **ABV:** 11.7%

Package: 12 oz. bottles only **Availability:** Late March in **Lehigh** and **Northampton Counties**

Lagunitas StereoHopic Volume 5



The fifth release in Lagunitas's StereoHopic series of experimental hop duets shows what happens when the berrytastical Strata mixes it up with the peachy, cherry-y, stone fruity orchard of Ekuanot. It's simply fruit cocktailian. **ABV:** 7.2%

Package: 12 oz. bottles only **Availability:** May in **Lehigh** and **Northampton Counties**

Narragansett Del's Shandy

Del's Shandy is a collaboration between the iconic Rhode Island beer and the region's favorite treat, Del's frozen lemonade. The two flavors are combined to create a most refreshing adult beverage. One sip leads to another. Taste and enjoy for yourself... it's refreshingly different!

ABV: 4.7% **Packages:** 12 and 16 oz. cans

Availability: Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Narragansett Del's Black Cherry Shandy

NEW!

A crisp and thirst-quenching combination of 'Gansett's award-winning Lager and natural black cherry flavor, this shandy has just the right balance of malty sweetness and cherry tartness to deliver an experience as refreshingly different as a Rhode Island sunset.

ABV: 4.7% **Package:** 16 oz. cans (and in the Del's Variety Pack) **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Narragansett Del's Variety Pack

Del's Variety Pack is being refreshed this year. New **Black Cherry Shandy** will replace **Mango Passionfruit Shandy** and join **Lemon Shandy** and **Watermelon Shandy** in the

2/12-pack (4 cans of each). **Availability:** March in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Shiner Hill Country Peach Wheat

When you take a traditional Bavarian wheat beer and add a healthy dose of Texas peaches, the result is Shiner Hill Country Peach Wheat. Ripe for the drinking, super juicy and fruit-forward with a lovely wheat backbone, it's sure to

quench anyone's thirst. **ABV:** 4.5% **Package:** Draught only **Availability:** May in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Programs

Coors Light and TravisMathew Signature Gear

Lifestyle golf brand TravisMathew has been soaring to new heights ever since it was founded in 2007, and now the brand that's been embraced by celebrities (Mark Wahlberg and Chris Pratt) and athletes (Matt Ryan, Jimmy Garoppolo and the world's #1 golfer Jon Rahm) has created a signature line of gear that's perfect for an afternoon on the links or grabbing some Chill in the clubhouse.



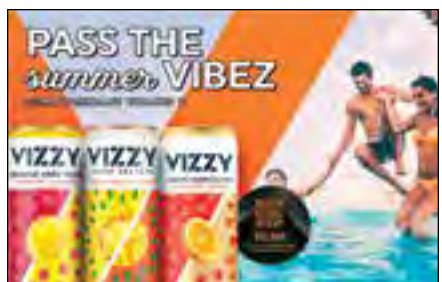
Keystone Light and Realtree Summer Camo Collection

Keystone Light and Realtree are teaming up to make sure nobody has to hunt for a cold one this summer. POS features a brand-new Realtree camo pattern created just for Keystone Light and shows shoppers the only way fans can get their hands on it. Scan codes on POS for the chance to instantly win a hat, cooler, fishing shirt and more gear featuring the exclusive pattern.



Blue Moon Makes Summer Brighter

No matter how people spend the summer, Blue Moon can make it brighter! Whether they are dancing at a festival, relaxing by the water or cheering at the ballpark, scanning Blue Moon POS will unlock a spin wheel for chances to instantly win prizes that make all three occasions even brighter! And, for the month of the solstice (6/21), everyone can celebrate even more with the chance to win \$621 in beer money!



Pass the Summer Vibe

This summer, Vizzy fans won't just be sharing the bold flavors of their favorite hard seltzer made with antioxidant vitamin C – they'll also be passing the Vizzy Vibe! When drinkers scan any Vizzy can, they'll unlock positive messages and have the chance to win cold, hard cash with every share.



Celebrate the Spirit of Cinco with Topo Chico Hard Seltzer

This Cinco, the Mexican flavors of Topo Chico Hard Seltzer will bring everyone authentic ways to celebrate one of Mexico's most storied traditions. Messaging featuring custom Papel Picado visuals will draw in shoppers, while scannable codes on every display will lead them to countless authentic recipes for all their Cinco hosting needs, thanks to the brand's newest partner, Chicory.



Summer as Italians Do

When shoppers pick up the crisp, refreshing taste of Peroni Nastro Azzurro, they'll unlock the secret to a truly Italian summer. When shoppers scan POS on displays, they'll sign up for alerts and reminders for authentically Italian ways to enjoy summer with prizes, offers and inspiration all season long – from local Italian eatery guides to \$10 towards craft mid-summer Peroni cocktails or even their own authentic Italian pizza oven!

Programs



Summer is the season that beer was made for. The original light beer, Miller Lite, is celebrating beer loud and proud all summer long. Anywhere consumers find Miller Lite, drinkers can scan POS to unlock exclusive offers for every summer holiday and chances to have Miller Lite pick up their tab!



Miller Lite Pride

Miller Lite knows a thing or two about originality, and this year they're helping everyone be proud of their authentic, original selves. Limited-edition LGBTQ+ visuals feature can designs inspired by the colors of progress and identity flags while raising awareness of Miller Lite's partnership with the Equality Federation.



Tastes Like Beer, Lemonade and Summertime

Nothing says summer like Leinie's Summer Shandy, and now shoppers can find even more summer fun everywhere they find the unofficial flavor of summer! Consumers can scan Summer Shandy POS for the chance to spend their summer, Leinie's style, with their own inflatable Leinie's lemon.



Great Round, Great Taste

Every round of golf and every round of beers can be served with great taste thanks to the 96 calories of the original light beer. Miller Lite is bringing the excitement of the links into every store with golf cart case stackers, dimensional golfer standees and putting green floor mats.



Miller Lite – Official Partner of the Phillies

Phillies fans welcome back Miller Lite as an official partner of the Philadelphia Phillies this season with a host of retail programming, including a self-liquidating offer for a Miller Lite Phillies "Homer Hat"! This offer will be complemented by a custom lineup of POS and merch created by local Philadelphia artist Paul Carpenter. Homer Hats and limited-edition Paul Carpenter "It's Miller Time" merch will be in limited supply, so take advantage of these great tools early in the season!



Tee Time Meets Lemonade

Arnold Palmer Spiked was inspired by the golf course, and this summer they're teaming up with Nation Golf Co. for a custom merch sweepstakes! Shoppers can scan refreshed golf displays featuring dimensional golf cart pack-outs for the chance to win exclusive Nation Golf Co. golf polos and classic high-crown twill snapback caps!



Corona is the Official Import Beer of Major League Baseball

This season, Corona refreshes American's pastime, bringing energy and optimism and inspiring fans to live every inning to the fullest. As an Official MLB partner, Corona will be able to feature MLB marks nationally, leveraging these marks across broadcast/TV, digital, social, radio, retail and print. Activated brands include Corona Extra, Corona Premier, Corona Hard Seltzer and Corona Refresca. Stay tuned for national retail programming kicking off later this year around the MLB All-Star Game and the postseason. More details to follow!



The Premier U.S. Open Experience

Corona Premier is back for year four of its partnership with the U.S. Open. This year, Corona Hard Seltzer will also be joining in on the fun! The 2022 tournament takes place at The Country Club in Brookline, Massachusetts from Thursday, June 13th through Sunday, June 16th. Corona is offering consumers a chance to win tickets to the tournament or experience the premier golf experience wherever they are with prizes from partners GolfNow and TravisMathew. Corona Premier is launching a robust multi-channel media campaign to recruit new drinkers and drive momentum for the brand. Highly targeted media placements include on-air presence during the PGA Championship and U.S. Open, as well as an on-site sponsorship of American Century Championship.



Fiesta Further with Pacifico

Pacifico believes Cinco de Mayo is more than just a day. It's being in the moment. It's getting together and raising your glass (or bottle) to the independent spirit in you. This year, Pacifico is celebrating in a big way and encouraging consumers to Fiesta Further with updated creative featuring bright, bold visuals from award-winning illustrator Daniel Diosdado. National TV launches in April, plus increased national digital support, resonating with millennial and LDA Gen Z consumers alike.

Programs



Win Big with Heineken and Philly Union

This soccer season, from mid-February through mid-September, Heineken and the Philly Union are offering soccer fans a chance to win tickets to an upcoming match. Consumers will either text-to-enter or scan the QR code on Heineken/Philly Union-branded POS and scratch off the Philly Union soccer ball image to see if they are an instant winner!



Heineken 2022 Soccer Prediction Challenge

This year, Heineken is partnering with DraftKings to add more excitement to match day. With a free-to-play prediction series timed around major soccer moments in 2022, the Heineken Soccer Prediction Challenge will give consumers the potential to win up to \$100K in cash prizes over 20 contests throughout season. From March 1st to December 31st, Heineken will ensure that consumers can get in on the action of key matches.



Win the Ultimate Heineken Experience

Now through end of the year, Heineken will reinforce to consumers that it is the perfect choice for those in search of uncompromised taste from an authentic brand. Through a simple QR code scan, consumers will participate in an interactive trivia experience where they will be educated on the quality credentials unique to the Heineken brewing process and they can test their knowledge. The first 100 consumers per month to answer four questions correctly will receive a \$7 cash payout for their next Heineken purchase. One lucky winner (and a guest) will win a trip to Amsterdam for the *Ultimate Heineken Experience*.



Heineken Slim Can Sweeps

Summer is the perfect time to cool off with a crisp, refreshing Heineken, and now, Heineken is sleeker than ever before in its newly packaged slim can. Consumers will snap a pic of their summer celebration occasion with Heineken, share on social with #Heinekenslimcan and be entered to win a custom Brûmate Hopsulator Slim. There will be weekly winners all summer long!



Celebrate Cinco with Dos Equis

Cinco de Mayo is a time of celebration, tasty food and chilled cervezas. Dos Equis is amplifying the good times by inviting consumers to make lasting memories at home or at their favorite Mexican restaurant. Because this Cinco, consumers who purchase Dos Equis are being rewarded with tiered prizes on the day of Cinco and beyond. They will simply scan the QR code, then upload to dosequis.com/cincomayo. Two winners will receive \$500 gift cards, while 25 winners will win custom Cinco gift boxes.

Programs



Win a Trip to the 2023 Kentucky Derby with White Claw

This April and May, consumers can scan a QR code on themed White Claw POS to enter-to-win a trip to the Kentucky Derby in 2023!



Win a Personal White Claw Water Craft

From May through July, White Claw is offering consumers the chance to win a personal water craft or exclusive White Claw Hard Seltzer water sports gear, simply by scanning a QR code on themed POS.



Win Tickets to Philly Union Home Matches

Truly Hard Seltzer and Angry Orchard Hard Cider are back as official partners of the Philadelphia Union, with Twisted Tea coming on as the official & exclusive hard tea and Dogfish Head coming on as an official local craft beer. Angry Orchard, Truly, Twisted Tea and Dogfish Head will be available for purchase at concession stands and premium areas throughout Subaru Park. Boston Beer will also be stationed on the plaza at Subaru Park this season, sampling new products and giving away prizes at select home matches.

In-market programming and retail campaigns will give consumers a chance to win tickets to home matches as well as a few suite nights throughout the season. Additionally, Boston Beer will run a campaign on the Union's social media channels that will offer fans the chance to win a spot at their VIP Tasting Experience to be held at Subaru Park this summer.

Programs



Sam Adams and Truly Are Back as Official Sponsors of the Big East

Samuel Adams and Truly Hard Seltzer are back as official partners of the Big East! Co-branded POS and local radio spots running on WMMR will drive awareness to the partnership and the brands.



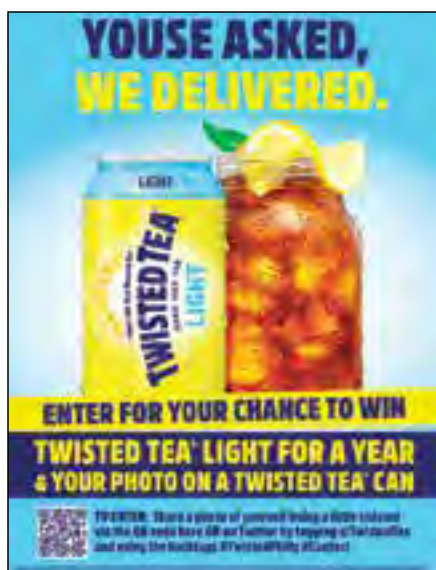
Dogfish Head Celebrates Earth Month

Aligning with the cultural moment of Earth Month, Dogfish Head's "Mother Nature, Let's Do This!" retail program is returning for a second year this April with an even more impactful approach, including eco-conscious brand collaborations, thoughtfully sourced and designed POS materials and a call-to-action that encourages drinkers to give back. On-premise, Dogfish Head will work to drive features of 60 Minute IPA and Hazy-O! by utilizing Earth Month POS and offering a special sweepstakes to consumers. Off-premise, the brand will focus on driving displays of its variety 12-packs alongside 12-packs of its core products: 60 Minute IPA, SeaQuench Ale, Slightly Mighty and Hazy-O!



Truly and Dogfish Head Sponsor the Broad Street Run

For the fourth year, Truly is the official hard seltzer of the Blue Cross Broad Street Run this May and for the third year, Dogfish Head is the official craft beer of the run! In-market sweepstakes and social campaigns will offer consumers the chance to win race entries beginning in March.



Twisted Tea Light Sweeps

This spring, Twisted Tea will return with their annual Eastern PA sweepstakes – and this year, grand prize winners will receive Twisted Tea Light for a year, as well as the possibility of seeing their picture on a Twisted Tea Light can! To enter, consumers will share a pic of themselves being a little twisted via QR code scan on themed POS or on Twitter by tagging @TwistedTea and using the hashtags #TwistedPhilly and #Contest. Look out for the sweepstakes running April through May, aligned with the re-launch of Twisted Tea Light. POS and display pieces will help drive awareness at retail.

Programs

Raise the Bar with Yuengling and Imagine Dragons

Yuengling and Imagine Dragons are teaming up to Raise the Bar this summer! The platinum-selling rock band will be featured on FLIGHT summer packs and materials including an epic summer-long sweepstakes for fans. Consumers will have a chance to win a VIP fly-away Imagine Dragons concert experience, plus daily instant-win prizes like Uber and DoorDash gift cards, FLIGHT swag and more!

In-store signage will guide shoppers to the specially marked Imagine Dragons 12-packs of FLIGHT cans where they will scan to enter-to-win. Fans can enjoy more Imagine Dragons with the limited-release cans inside the pack which feature a QR code linking to the hit band's latest music.

Bars and restaurants carrying FLIGHT by Yuengling will have signage, coasters and table tents available to them with a link to enter their own VIP experience sweeps just for the on-premise.

Raise the bar this summer with FLIGHT by Yuengling!



Cheers to the Stars & Stripes with Yuengling and Lee Brice

Yuengling is proud to be back with the Cheers to the Stars & Stripes program, celebrating the good times of summer, toasting to outdoor music & friends and helping to raise awareness for their partner Team Red, White & Blue.

Lee Brice is partnering with Yuengling again this summer and fans will have a chance to win concert tickets to one of his shows! Details can be found on Yuengling Traditional Lager summer displays.

And mark your calendars, because everyone's invited to the Yuengling Stars & Stripes Celebration with Lee Brice on July 9th in Pottsville! Come raise a Lager at the free concert and festival in the home of America's Oldest Brewery.

Cheers to the Stars & Stripes!



Yuengling

Programs



Moosehead Celebrates New Dads

Moosehead celebrates Father's Day this year by recognizing the once-in-a-lifetime moment of becoming a dad for the first time! From May 1st through June 30th consumers can enter-to-win a \$2000 gift card to help offset the cost of fatherhood. Consumers will simply visit a Moosehead display at a participating retailer and scan the QR code on themed POS to enter the sweepstakes.

In addition, consumers will enjoy a \$5 rebate on select packages of the award-winning lager!

There's no moment quite like becoming a dad for the first time and Moosehead will be there to join the celebration.



Grab the Crab with Cape May

Cape May Brewing Company is stepping up to the plate with the launch of the "Grab the Crab" baseball ticket give-away promotion which will run from April through June. The O.G. IPA of South Jersey pairs perfectly with peanuts, Cracker Jacks, hot dogs, home runs and extra innings. Consumers can "Grab the Crab" by picking up Cape May IPA, now in new 12-pack packaging, and enter-to-win baseball tickets via a QR code scan on themed point-of-sale items both on and off-premise.



Smirnoff Ice and Smirnoff Seltzer Summer Flavor Fest Sweeps

Smirnoff Ice and Smirnoff Seltzer are doing what they do best: flavors and fun! From May 1st through September 10th, consumers will have a chance to win the ultimate concert experience! The Summer Flavor Fest Sweepstakes will award one lucky grand prize winner with a trip for six to the concert of their choice, complete with airfare/accommodations, limousine service and spending money. The first-place winner will receive a trip for two to the concert experience of their choice and 100 winners will receive a JBL pillbox speaker! Dynamic POS communicates the program and features any number of Smirnoff Ice and Smirnoff Seltzer current and new flavors, anchored by a bright Smirnoff concert tour bus mass stacker display centerpiece.

Programs

Firestone Walker Rebate Offers

Consumers can get \$4 back when they buy any Firestone Walker 12-pack or any two Firestone packages by scanning a QR code on themed POS, purchasing the required items, completing the redemption form, uploading a picture of the receipt and submitting. They will receive the rebate via Venmo or Paypal.



Sparkletini by Verdi “Reds” for Spring



Sparkletini by Verdi continues to delight with their refreshing true-to-fruit flavor alternatives, including Strawberry, Raspberry and Watermelon. Sparkling, light and tasty, Sparkletini by Verdi “reds” are very versatile and make excellent additions to many other cocktail ingredients, including vodka (either plain or flavored). Mother’s Day is approaching, and Verdi Sparkletini is the perfect brunch beverage, either by itself or mixed in a cocktail. At 5% ABV, Verdi Sparkletini offers consumers the most accessible Italian sparkling beverage in the market! Live. Love. Sparkle!



Check out George Latella’s latest Retail Edge blog post, “Corporate Social Responsibility Part 2: What Your Customers Want to Know” at Origlio.com under the Brew News tab.

George Latella is a Professor of Food Marketing at Saint Joseph’s University in Philadelphia. Food Marketing is one of the largest majors at Saint Joe’s and is celebrating its 60th anniversary this year. George also consults on sales & marketing strategy. He can be reached at glatella@sju.edu or 610-660-2254.

RethinkingRETAIL

Don't Waste Your Space

Maximize profits with a tailor-made space optimization program.

NASA says space is infinite, but in retail we know that space is more limited than ever. **That's why top U.S. breweries have their best analysts evaluating consumer shopping habits to develop space allocation programs – the most effective tool in your arsenal to increase sales of highly-profitable, single-serve packages.** With summer approaching, there's never been a better time to reset the cooler box, allocating more space to big earners.

However you choose to approach your reset, **allocating space is all about finding the right ratio of velocity & margin** – products that make money because they move fast vs. products that make money because they bring in more dollars per unit – and allocating shelf space accordingly. Some programs give more weight to high velocity items, while others focus on the

SKUs that have more bang for the buck. **Ultimately, the goal is to find the right mix of products that make your customers happy while increasing profits. Single-serve packages are high-margin items, averaging 35 – 45%, so an optimized assortment is a game changer.**

That mix must be evaluated often, but it's a lot easier to nail down when you have the right data at your fingertips, and the right tools to collect it. If your business has a POS system and detailed digital records, you're ahead of the game because you can review sales history. But if you don't have that kind of resource, **Origlio's Off-Premise and Grocery District Managers, including the company's senior sales directors, are available to create a shelf set that will enhance the profitability of your business no matter the size, location or customer base.**

PA SINGLE-SERVE DATA AT A GLANCE

An impulse purchase is more likely to occur with a single-serve vs. a multi-pack, particularly in the high-end.

High-end singles make up almost 62% of sales in PA convenience settings, growing 10 points of dollar share vs 2019.

The total basket ring is 32% higher when a high-end single is purchased vs. a low-end.

Within our company, there is always a familiar face who knows your business and is willing to lend a hand. It's what we do.

Best-Selling Single-Serves by County

Here are some best-sellers broken down by county to help in your selection process.

BERKS	LANCASTER	LEHIGH	NORTHAMPTON
Labatt Ice 24 oz. can	Miller Lite 24 oz. can (12)	Corona Extra 24 oz. nr (12)	Labatt Ice 24 oz. can
Coors Light 24 oz. can (12)	Coors Light 24 oz. can (12)	Coors Light 24 oz. can (12)	Coors Light 24 oz. can (12)
Corona Extra 24 oz. nr (12)	Labatt Ice 24 oz. can	Labatt Ice 24 oz. can	Twisted Tea 24 oz. can (12)
Modelo Especial 24 oz. can (12)	Corona Extra 24 oz. nr (12)	Twisted Tea 24 oz. can (12)	Corona Extra 24 oz. nr (12)
Miller Lite 24 oz. can (12)	Seagrams Spiked Jamaican Me Happy 23.5 oz. can	Corona Extra 24 oz. can (12)	Twisted Tea Half & Half 24 oz. can (12)
Twisted Tea 24 oz. can (12)	Miller High Life 24 oz. can (12)	Twisted Tea Half & Half 24 oz. can (12)	Corona Extra 24 oz. can (12)
Seagrams Spiked Jamaican Me Happy 23.5 oz. can	Steel Reserve 24 oz. can	Labatt Blue 24 oz. can ls	Modelo Especial 24 oz. can (12)
Corona Extra 24 oz. can (12)	Mike's Harder Lemonade 23.5 oz. can (12)	Mike's Harder Lemonade 23.5 oz. can (12)	White Claw Black Cherry Hard Seltzer 19.2 oz. can (12)
Miller High Life 24 oz. can (12)	Modelo Especial 24 oz. can (12)	Modelo Especial 24 oz. can (12)	Blue Moon Belgian White 24 oz. can ls (12)
Twisted Tea Half & Half 24 oz. can (12)	Corona Extra 24 oz. can (12)	Redd's Wicked Apple Ale 24 oz. can (12)	White Claw Mango Hard Seltzer 19.2 oz. can (ls)

Play the “hot hand” (recognizable, best-selling brands) and arrange them by segment & price point, from high dollar to low dollar.



Corona de Mayo

Corona can't wait to see consumers on Cinco for the brand's most fun and festive celebration yet. All-new Corona Cincograms will connect consumers to the fiesta via Uber Eats, while new thematic displays and an expanded collaboration with Old El Paso brings new pairing recipes and excitement at retail. Leading up to the Cinco holiday, look out for a high-profile TV spot during the NFL draft, plus additional digital and social support to drive relevance between Corona and Cinco celebrations.



Modelo Celebrates What We're Made Of

As the #1 import beer of Cinco de Mayo, Modelo is celebrating what we're made of, with its all-new Viva Modelo campaign, featuring iconic mosaic tile creative that brings renewed life to the Cinco celebration. As the authentic beer of choice for Cinco de Mayo celebrations, Modelo's TV and media plan will include high profile English and Spanish language TV, and a strong social and digital presence. Modelo is partnering with 5 top Mexican-American chefs – from restaurateurs to bloggers and food truck entrepreneurs. Each chef will share how they use food to showcase their modern Mexican culture with the world.