

Fall 2022 | V.120

ORIGLIO BEVERAGE - READING

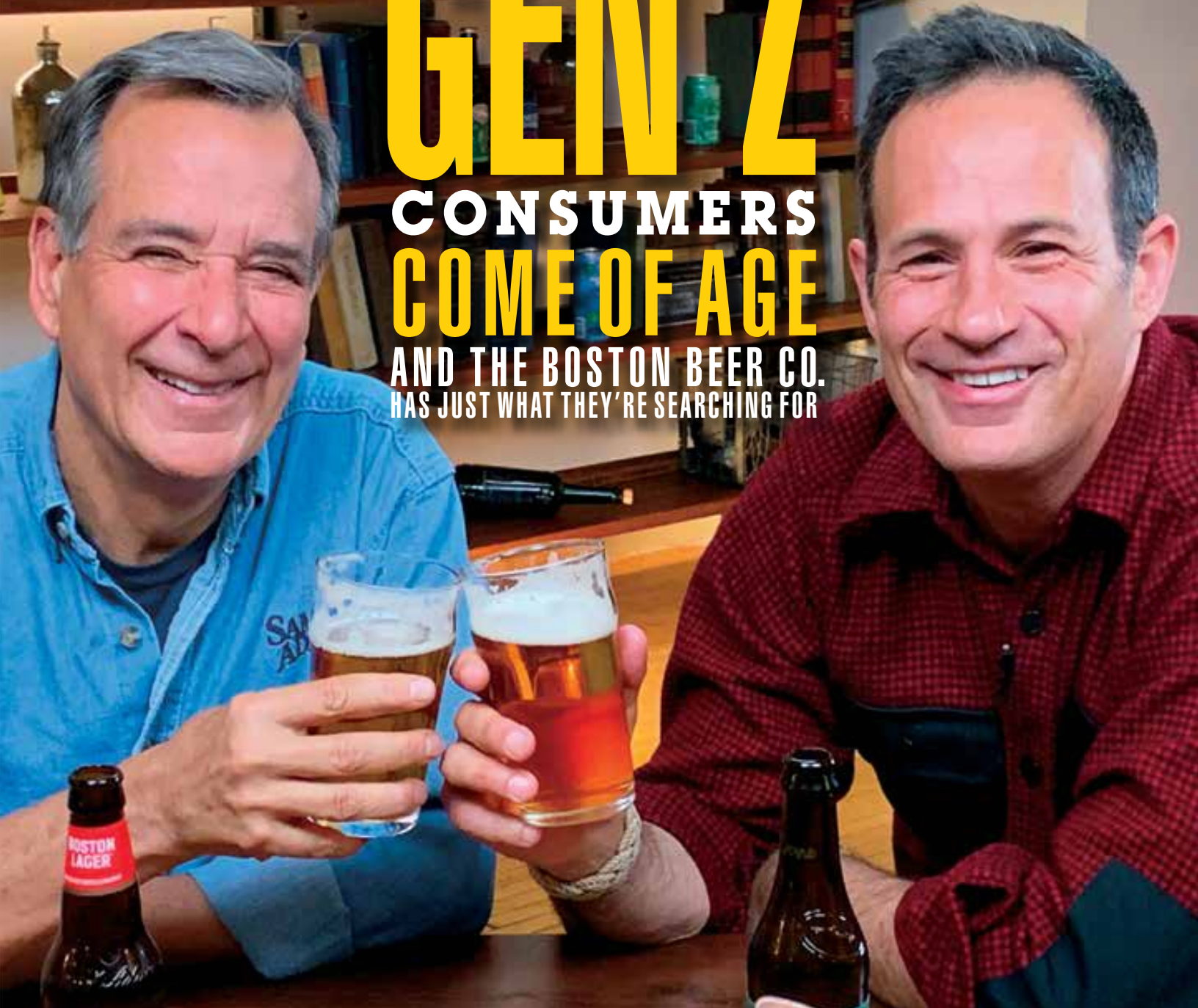
Heady Times

GEN Z

CONSUMERS

COME OF AGE

AND THE BOSTON BEER CO.
HAS JUST WHAT THEY'RE SEARCHING FOR



Delivering Excellence Seasonals Industry Spotlight New Products Programs

WEYERBACHER BREWING CO. | FALL SELECTIONS | PUMPKIN BEERS RING IN THE SEASON

Letter to *THE TRADE*



The Once and Future Generation Z Consumer

With spending power of \$44 billion per year, the newest LDA consumers, known as Gen Z, have “unique” purchasing habits and enjoy the social aspects of in-store shopping, but they aren’t in a hurry to drive.

I can remember counting down the days until I was eligible to get my driver’s license. And because I worked with my dad and grandfather in our family beer business as often as I could, I had squirreled away almost enough money to buy a very used car. Baby Boomers like me couldn’t wait to “See the USA in a Chevrolet,” the jingle that was sung in a TV commercial way back when.

Legal-drinking-age Gen Z consumers are between 21-25 years of age. They have never known a world without social media and the internet. Their lives have been shaped by the aftermath of 9/11 and a world-wide pandemic that disrupted their education and their social life. We still don’t know how extensively these events have affected them. But having grown up with Uber and Lyft apps on their phones, we do know that cars hold no magic for them, as they did for me.

For many a Gen Z consumer, neither does alcohol. Which is not to say that they are indifferent generally. In fact, this generation is very passionate about many things, like the environment and matters of social justice. But despite the alarm bells going off within the industry, **socializing face-to-face with a diverse group of friends while enjoying a flavorful beverage that imparts a nice little buzz, is also very high on their list.**

If you really want a concise description of Gen Z, I can point you to an article that appeared in Stanford News this past January. How is this for a quote:

“Gen Z are not ‘coddled.’ They are highly collaborative, self-reliant and pragmatic, according to new, Stanford-affiliated research. Generation Z, the first generation never to know the world without the internet, value diversity and finding their own unique identities,” says Stanford scholar Roberta Katz.

To really get into the spirit of this edition, I recommend getting either a case of **Sam Adams Sweater Weather Variety Pack** or **Dogfish Head Off-Centered Variety Pack** and reading about the many different beverages available through Origlio that your customers, of any legal-drinking age, are clamoring for. (Hint: the right variety is always the key to retail success.)

Intrigued? Well then, you’re going to love the cover story. Our Heady Times staff had some pretty in-depth conversations with the folks at Boston Beer about Gen Z and their drinking habits.

But there’s a whole lot more. Like the story about **Allagash River Trip** and the **New Products** beginning on page 11. Your Origlio Sales Rep has already read Heady Times cover-to-cover, so they are ready to help you make this fall a big success.

In these challenging times, I am even more grateful for your business. Until the next time, Cheers!

Dominic Origlio
President

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On the cover: Jim Koch and Sam Calagione of The Boston Beer Company

Web ordering is now available to all Origlio Beverage customers.

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

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



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

Delivering THE TASTE OF EXCELLENCE

Origlio People Get The Job Done

Elizabeth Marshaleck

Payroll Manager

A valuable team member for 22 years this October, Elizabeth has excelled at many positions including Account Specialist, Office Manager, Special Projects Manager, Payroll Manger & HR. Her current position is Payroll Manager for Origlio's 500+ employees. Additionally, Elizabeth is responsible for verifying and paying all vendor bills for company benefits.

What do you like most about your position? I like that there are deadlines. Each pay period feels like a project worked through to completion. The benefits bills are similar in the sense that while there are constant changes from month to month, there is a sense of accomplishment each month when they're finished.

What is the most challenging part of your job? We pay employees based on three separate union contracts, a non-union handbook and different localities. We have made system improvements to automate some of the pay differences, but there are some aspects that need manual management by myself as well as supervisors. It's challenging, but that's part of what I enjoy.

What does it take to be a top-notch Payroll Manager? You need to manage your time well and be very organized. And a bit of thick skin helps too. 😊

What do you like to do when you're not working? I love spending time with my husband and our three kids – Charlie, Adam and Grace. I also enjoy running and exercise in general, and I'm a painter. I love being creative. Although these days my skills are used mostly for PTO projects and Halloween costumes.

If you had your own talk show, who would your first three guests be, past or present? Ben Franklin, Oprah Winfrey and for pure entertainment, Andy Cohen. I do love mindless Bravo TV.

Mark McKernan

On-Premise Sales Rep

Mark McKernan has been a familiar face in the beer industry for over 17 years. Before starting at Origlio Reading on the day of the statewide COVID shutdown in March of 2020, Mark gained experience working at a distributor, volunteering at festivals and running samplings. Currently an On-premise Sales Rep, Mark calls on bars, restaurants and clubs throughout eastern Lancaster County.

What do you like most about your position? I love supporting the small local businesses and getting to know the people & families who run them. I also really enjoy being out on the road and how each day is different – I definitely couldn't work in a cubicle.

What does it take to be a top-notch On-premise Sales Rep? Great communication, whether it's in person, phone, text or email. It's important to be able to communicate with customers about product information, availability, inventory (and making sure we get those orders in by cutoff!).

What do you like to do when you're not working? I love spending time with my beautiful wife Carrie, 3-year-old daughter Cora and 6-month-old son Grady. I also love running, working out and playing ice hockey when I have some free time!



What are three things on your bucket list? I would love to see all the big National Parks. So far, I've been to six. I also want to visit Ireland and run the NYC marathon.

Do you have any favorite fall activities? Halloween of course! I love a good hayride and a corn maze with my kids.

What is the last TV show you binged? Schitt's Creek. I know it's older, but it's so funny. I'm open to suggestions for my next series.

If you could be anywhere, drinking any beer... I'd be on a beach, with an Allagash White or a White Claw Grapefruit in hand.



If you had your own talk show, who would your first three guests be, past or present? Joel Embiid, Norm McDonald and David Bowie.

What are three things on your bucket list? A lot of traveling! I would love to go to Oktoberfest in Germany, visit Scotland and see all 50 states.

Do you have any favorite fall activities? I love spending as much time outside as possible, visiting orchards and fall festivals. My daughter is very excited about going apple picking this year!

If you could be anywhere, drinking any beer... I'd be on my deck with my wife, kids, close friends and family, drinking a 2SP Up & Out or Allagash White (too tough to choose just one beer... good thing I've got two hands!).

Gen Z Consumers Come of Age

Thirsting for flavor, face-to-face fun and products that are “real,” the next generation of LDA consumers aren’t just drinking less, they are drinking *different*. And The Boston Beer Company has just what they are searching for.

Back in July, the knowledgeable people of Boston Beer got on the phone with Heady Times’ staff writers. The conversation was all about Generation Z and how they purchase alcohol. The take-away is this: **The beverage has to suit the occasion & the occasion is mostly an afternoon affair.** Here’s the rest of what they had to say...

“I think young drinkers today are kind of like cross-drinkers. They like seltzers. They like craft beer and they are all about convenient, ready-to-drink canned cocktails with lots of flavor,” began Sam Calagione, the founder of Dogfish Head Brewery, a company that is arguably one of the OG breweries dedicated to flavor. “And it’s never been a better time to be a lover of diverse beverages.”

“Absolutely. But for me, what’s really interesting is not just what they are drinking,” chimed in Dave Burwick, BBC’s President and CEO. “It’s *when* they are drinking. It’s much earlier in the day. Late-night drinking is less of a thing with this age group. So, thinking ahead to the fall and what Gen Z is likely to purchase, this is what retailers should take to heart. The occasion is likely to be something like a tailgate. It takes place in the afternoon and it’s going to last for hours, so the beverages they bring to the party are easy-to-drink, approachable and lower in alcohol. The sweet spot is between 4% & 5% ABV.”



[Think of an approachable beverage as something with a taste that isn’t too complex. It’s straight forward and refreshing like an **Octoberfest** lager, **Twisted Tea** or the reformulated **Truly** made with real fruit juice for lots more flavor. It’s not an Imperial stout with aromas of chocolate and coffee.]

“It’s a beverage that can keep them in the moment, not anything that’s going to weigh them down. They want a product that enhances their enjoyment of the occasion by imparting a pleasant buzz... something they can keep drinking longer through the day while celebrating with their friends,” explained Audrey Chee-Read, Senior Leader of BBC’s Consumer Insights Team.



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– Sam Calagione,
Founder of Dogfish Head Brewery

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This fall's Truly x Takis partnership was made with Gen Z in mind and includes a suite of POS that will boldly stand out at retail and drive incremental sales.

"That's definitely the case," said Sam Calagione. "And getting back to what I said earlier about the Gen Z consumer being a cross-drinker, variety is important. We know that because the sale of variety packs are up. When you buy a variety pack, you get to experience different flavors. And be confident that everyone else at the party will find something they like because the group of people they are hanging out with will be as diverse as the stuff they are drinking. It's so cool that Gen Z is very inclusive and open to accepting others who are different from them."

PROFILE OF A GEN Z CONSUMER (BORN AFTER 1996)

Authenticity – They want the real, raw deal. Imposters need not apply.

Skeptical – They hate jargon and won't be "sold to" with a lame marketing pitch. Recommendations from their peers are more persuasive than Facebook or Twitter campaigns.

Shopping Habits – They enjoy going to a store with friends as a social activity. When buying online, they use their phone & would rather buy from a store or brand than use Amazon.

Brand Loyalty – They are fickle, but gravitate to brands that prize inclusivity and demonstrate commitment to various causes like the environment or social justice.

Gen Z Approved. These Beverages Check All the Boxes.



Truly

Hard seltzer is still the beverage of the new generation and Truly is the dominant product in hard seltzer's full-flavor segment. The product now contains real fruit juice to amp up the taste, but it's still sessionable and authentic. In terms of flavor, there is something for everyone, so it checks the box for inclusivity.

Samuel Adams Octoberfest

Octoberfest is the number one fall seasonal and has authenticity in spades. The Samuel Adams Stein Hoisting program is perfect for a generation that prizes fun group activities.



Sam Adams Sweater Weather Variety Pack & Dogfish Head Off-Centered Party Pack

These variety packs are chock-full of approachable, sessionable brews and have something for everyone.



Twisted Tea

The brand that launched a category, Twisted Tea has everything Gen Z likes in an adult beverage. Tasty & sessionable, it appeals to many different demographics and the advertising shows real customers enjoying the product.



Pumpkin Beers RING IN THE SEASON

Pumpkin, Spice & Everything Nice

A beloved seasonal with colonial American roots is still a best-seller.

Long before pumpkin spice lattes signaled the unofficial start of fall, pumpkin beers rang in the season. The arrival of the first orange six-packs & cases is still a cause for celebration. But have you ever wondered why anyone would make a beer with pumpkin in the first place?

Turns out, these beers are historic!

An important symbol of American culture, the pumpkin was a staple of the colonial diet, especially when it was fermented. Because pumpkins are full of starches and sugars, colonists used them to craft the earliest “pumpkin beer,” with recipes for the brew published as early as 1771. But those early beers would hardly be recognizable to today’s craft beer drinker – made without any malt, they were more like a hoppy pumpkin cider.

Today, a variety of pumpkin beers are enjoyed as a seasonal alternative to the West Coast IPAs of summer that are relished before the barleywines and porters of winter.

Pumpkin beers can run the gamut from brown ales brewed with real pumpkin (like Dogfish Head’s classic **Punkin Ale**) to roasty porters with sweet, spicy notes (like Evil Genius **Trick or Treat**). They might finish sweet or dry, range in color from clear amber to opaque & dark and the included pumpkin may be raw, roasted, juiced or pureed, or not be present at all. In fact, many pumpkin beers don’t actually contain pumpkin! Instead, the unifying characteristic of modern pumpkin beers is the inclusion of spices

and flavors typically found in pumpkin pie: cinnamon, nutmeg, allspice and vanilla. These flavors can be added via steeping spices in the beer like tea, or by aging the beer in bourbon barrels for vanilla notes (like in Heavy Seas’ **The Great’er Pumpkin**).

It’s that characteristic combination of flavors that makes pumpkin beers the perfect choice for fall. **With a strong malt backbone, higher ABV and fall spice notes, these beers pair incredibly well with cooler temperatures and heartier cuisine**, from roasted chicken and turkey to creamy squash soup to – you guessed it – pie.

And the best part? While pumpkin beers might get the most play in the weeks leading up to Halloween, their ideal sipping season runs all autumn long. From the first changing leaves to Thanksgiving dinner, there’s no better accompaniment to fall festivities than a frosty pumpkin beer!

U-Pick Pumpkins – Fresh from the Tank

Can’t get enough of that good orange stuff? Here are a few pumpkin brews your customers are looking forward to this fall!



Weyerbacher Imperial Pumpkin

Sweet biscuit malt and dark sugar complexities exist in harmony with cinnamon, nutmeg, cardamom and clove in this Imperial pumpkin ale.



Dogfish Head Punkin Ale

Dogfish Head’s classic, full-bodied brown ale features smooth hints of real pumpkin, brown sugar and spice.



Evil Genius Trick or Treat

This dark, roasty porter is brewed with cinnamon, clove, nutmeg and chocolate.



Sam Adams Jack-O

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



Heavy Seas The Great'er Pumpkin

This bourbon barrel-aged pumpkin beer is a copper-colored ale with notes of vanilla, oak, pumpkin and flavors of autumnal spice.



Woodchuck Pumpkin Cider

A natural pumpkin profile and spiced notes play perfectly against the red culinary apple varieties blended in this seasonal cider.

Get to Know Renata Certo-Ware of Dock Street Brewery

As the daughter of Dock Street's co-founders, Renata Certo-Ware has seen the evolution of Philly's modern craft beer scene from the front lines.

In the business since she was 16 years old, dropping off samples and tap handles to local bars, Certo-Ware is now head of business development & marketing for the brewery. Along with the team at Dock Street, she is ready to usher in a new era as they bid adieu to the West Philly firehouse brewery and shift their homebase to their mammoth South Philly location. Oh, and did we mention they're opening a new taproom in Fishtown?

Heady Times was eager to find out how Certo-Ware plans to take this O.G. brewery to even higher heights.

Heady Times (HT): Your family has a proud legacy in the Philly craft beer community, but how did you get started in the business?

Renata Certo-Ware (RCW): Technically I started as soon as I got my driver's license! In exchange for letting me use the car, my parents had me drop off beer samples and tap handles around the city. It wasn't unusual for me to have a trunk full of beer while I was in class at school. But I was a good kid, and the teachers knew it was for the family business, so I never got in trouble for it – I was just putting in an honest day's work!

HT: It was recently announced that you're moving on from the brewery in West Philly. Why was the decision made to shift your home base to your South Philly location?

RCW: The process began a few years ago when we needed more space and started to look for a larger location around Washington Ave. We opened our 10,500-square-foot production brewery and brewpub in August 2019, and for a while we kept both breweries operational. But it ultimately made more sense to fully utilize the massive amount of space and new equipment at Dock Street South. So, when our 15-year lease was up in West Philly, we made the difficult decision not to renew and to say goodbye to our beloved firehouse and the neighborhood we loved. Now we're focused on continuing to grow production at South while also adding a new taproom in Fishtown!

HT: What does Dock Street have in the pipeline for 2022 that beer fans and retailers can get excited about?

RCW: Recently we've gotten really excited about brewing lagers. We'll be canning and distributing a new Helles soon, followed by our annual Festbier and finally the return of Illuminator Doppelbock – a classic Dock Street beer that our brewers are eager to have a crack at. Beyond lagers, we're also excited about collaborating with businesses in Point Breeze. No firm details to announce just yet, but we have our heads together with a few local companies we're very excited to partner with.

HT: What do you see for the future of Dock Street?

RCW: This is something I think about every day – there are so many possibilities. It's a great time for young entrepreneurs and small businesses. The dream would be to open a few more locations –



New mom Renata Certo-Ware is ready to usher in a new era for her family's brewery, Dock Street, as they bid adieu to their West Philly location and set their sights on expanding throughout the city.

taprooms as well as more brewpubs. We're among the O.G.s when it comes to craft breweries in the city, and in the country for that matter (est. 1985, whoop whoop!) and we want to continue the legacy, standing tall and proud like a redwood of the Philly beer scene.

HT: Finally, how has Dock Street shaped the beer scene as the city's first craft brewery?

RCW: My parents, Rosemarie Certo and Jeff Ware, were true pioneers. They did so much of the legwork, as far as educating people about good beer, showing the city how dynamic beer can be and really laying the groundwork for a scene that comfortably houses some of the best microbreweries and beer drinkers in the country. My goal is to make "Dock Street" synonymous with "Philly beer."

Feature

Open Mic with Brian Reed, Master Cicerone® for Sly Fox Brewing



Brian Reed, Master Cicerone® and Director of Sales for Sly Fox Brewing Company

“**S**how me what you’ve got” is how we think of a club’s open mic night. In that spirit, we opened up a few pages in our magazine to some local talent. Please welcome Brian Reed who’s going to tell us why...

Beer Deserves a Place at the Fall Table

Pairing great beer with your favorite meal or snack can be an enjoyable proposition, but adding the atmosphere and anticipation of a beloved seasonal tradition creates a lasting memory.

At Sly Fox Brewing Company, we take the traditions wrapped around beer-drinking occasions very seriously – especially those enjoyed with friends and family. Whether it’s a savory Weisswurst and Maibock at our annual Bock Fest & Goat Races or a warm soft pretzel paired with a liter

of Oktoberfest Lager in late September, we know that these sensory memories stick with drinkers far longer than any bit of visual marketing we can come up with. No white tablecloth required.

When creating any beer & food pairing, the goal is to create a 1+1=3-type of experience. In other words, the combined experience should, ideally, be greater than the sum of the individual parts. When building a pairing, consider a few easy-to-remember guidelines.

Match Flavor Intensities

Ensure that the flavor intensity of the food and the beer are relatively close to one another; otherwise, one element might overpower and prevent flavor relationships from shining.

Consider the inherent flavor intensity of your main ingredient by placing a numeric value on it. For example, a boneless/skinless chicken breast may start as a 2/10. Now consider the increase in intensity created by seasoning, then grilling the chicken. Lastly, take into account additional condiments, sauces or other flavorings. Perhaps the flavor intensity of the final dish lands at a 5/10. This is not an exact science, but rather a set of guidelines.

Next, do the same exercise with the beer. Consider variables like malt sweetness, hop intensity, roast character, carbonation level, ABV and specialty ingredients. Once you’ve broadly assessed overall flavor intensity of the beer, place a number on it and ask yourself, “are these numbers close?” If the numbers you’ve assigned are 5 and 6, then you’re likely in the right area; but if they are 2 and 9, consider tweaking elements of the dish, or changing the beer.

The 3 C’s of beer & food flavor relationships: *Cut*, *Complement* & *Contrast*

The goal of **cutting** (a.k.a. palate cleansing) is to help loosen chemical bonds created between your taste buds and compounds like fats, oils, salt and triglycerides. Once these compounds build up on your palate, the forthcoming bites become less and less

Feature

impactful, even burdensome. Beer is uniquely suited for cutting due to its combination of moderate alcohol, variable bitterness and abundant carbonation.

Complementary flavors have similar elements that work to elevate one another – think the herbal component in a sauce working to highlight the subtly herbal hop notes in a German pilsner. Inversely, **contrasting** flavors work from opposite positions to elevate one another. Though complementary flavors are easy to understand, these relationships are typically less impactful than contrasts. In other words, think of complements as supporting the pairing, while contrasts are the showcase. Sweet + salty is typically more impactful than sweet + sweet.

Capitalizing on Fall Pairing Occasions

When considering pairings for seasonal beers, think about the occasions where they'll be enjoyed. Think about the memories drinkers aim to make during these occasions. Oktoberfest celebrations and harvest festivals are great places to start, but don't forget about everyday occasions – the opportunities that exist to help make a random evening feel special.

Menu/recipe inclusions, educating front-of-house staff to suggest pairings or special tapping events can all result in serious ROS increases, not to mention elevating products in the eyes of drinkers.

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“When creating any beer & food pairing, the goal is to create a 1+1=3-type of experience. In other words, the combined experience should, ideally, be greater than the sum of the individual parts.”

– Brian Reed, Master Cicerone®,
Sly Fox Brewing Company

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Check out a few of my favorite autumn beer style pairings...

Oktoberfest/Märzen

The toasty, caramelized malt of a traditional Märzen-style Oktoberfest Lager should lend a Maillard-driven, yet well-balanced contrast to a range of savory dishes. I particularly enjoy the contrast between slightly sweet, toffee-kissed malt and salty, smoked meat. *Schweinshaxe*, or roasted ham hock, is a classic, indulgent dish of Bavaria. If you're looking for more of a new-world angle, few beers pair more beautifully with Texas-style barbecue. Add a bit of peppery heat to the rub, beans on the side and you're in for a memorable meal.

TRY: Sly Fox Oktoberfest



Festbier

As a style, Festbier has more in common with Bavarian helles-style lagers than Märzens. These beers are paler and display less caramelized malt character. Their ABV is somewhat elevated and they possess a stronger perceived bitterness. The additional hop bitterness and more subtle malt flavor lend themselves well to dishes that require a bit more palate cleansing. Schnitzel – a breaded and fried pork cutlet – provides a relatively mild protein but a needed cutting component. The crispy, fried exterior of the cutlet will highlight pilsner malt, while herbal hops add contrasting complexity.

TRY: Narragansett FEST Märzen Lager



Pumpkin Ale

Despite misconceptions, what makes pumpkin beers desirable is rarely pumpkin. The warming complexity of autumnal spices is what gives drinkers those fall feels. Traditional mulling spices, like cinnamon, nutmeg, clove, allspice and ginger, can add welcomed warmth to a wide range of fruit-based desserts and rustic salads. One of my out-of-the-box favorites is to pair a spice-forward pumpkin beer with mushroom spätzle. The earthy, meaty character of mushrooms welcomes the complexity of floral, warming spice – add a mushroom gravy or cream sauce and you've got a wonderful, stick-to-your-ribs comfort pairing.

TRY: Samuel Adams Jack-O



Matt Tannous of Weyerbacher Brewing Company

The challenges faced by small brewers recently have been enormous. A pandemic, labor & supply shortages, not to mention inflation, have all taken their toll. Many beloved breweries have shuttered some, if not all, of their operation. Even an award-winning brewery, like Easton's Weyerbacher, has had to temporarily close its taproom. But there's good news, too. A leaner, more efficient brewery has emerged, and the beer continues to flow from their tanks into kegs & packages for us to enjoy.



Operations Leader Matt Tannous and the Weyerbacher team have been hard at work reestablishing their roots as a creative and collaborative brewery.

There's an old saying that goes something like this... A crisis is a terrible thing to waste. Easton's cherished Weyerbacher Brewing Company has taken that advice to heart, exploring new ownership options and better ways to run the brewery. A crowded craft beer market, financial uncertainty and equipment problems all prompted the team at Weyerbacher to reinvent the brewery.

Operations Leader Matt Tannous credits the brewery's survival to a change in leadership, the return of founder Dan Weirback & a new way of doing business that makes the most of a smaller – yet highly talented – team of loyal people, who just plain didn't want to work anywhere else.

Heady Times (HT): Weyerbacher has entered something of a new era. For those who may not know, how has the company changed?

Matt Tannous (MT): We've developed much more of an open and communicative structure. In the past, Weyerbacher employees just did

their jobs. They had very little autonomy. Now, managers work with employees and their input is valued. It's created a more creative and collaborative workplace for our small, skilled and motivated team. We are running a large operation with fewer people. It reminds us of our early years when a few passionate people built the business from the ground up.

HT: Can you tell us about the new employee ownership structure?

MT: Dan and his new team wanted to acknowledge the dedicated employees who stuck around during the hard times by giving them ownership stakes in the company. It's much more than a mere token of appreciation though. It allows them to weigh in on bigger decisions.

HT: What have been some of the most exciting changes for Weyerbacher?

MT: Our new structure has created an environment where each and every person is focused on improvement. We've enhanced some old processes on the brewing and packaging side of things and we're moving toward a refresh of the Weyerbacher brand itself. We're excited to update the look and feel of Weyerbacher to reflect the progress we've made and show where we're headed. Currently we're working on a logo refresh that will be in the market soon.

HT: What can we expect from Weyerbacher this year?

MT: 2022 is very much a year of sticking to the tried and true. We've been focused on getting the very best out of our core beers. Seasonally, Imperial Pumpkin will continue to grow its market presence and enjoy an ever-so-slight refresh on its spice blend. We're currently working on some new barrel-aged projects and hope to get those to package in early 2023. And we hope to get a Weyerbacher IPA into bottles as well!

HT: Tell us about your pilot series and how some of these beers make it to market.

MT: We use the pilot system to let the employees express their creativity. When the taproom is open and a beer is well received, we put some in kegs and test in local accounts. When we see good pull-through, we usually plan a small bottle run and test that release in the taproom again. In the past we've cannibalized core sales by pushing too many products without proper research. We've found greater success in testing the market with draught before pushing it to the package side.

HT: Retailers and consumers know Weyerbacher for brewing big beers, but they may be surprised by new releases that showcase more variety in the type of beer you brew. How do you strike a balance between the heavy-hitters that long-time Weyerbacher fans love with some of these newer, innovative beers?

MT: We understand the craft beer world is very much a world of trends and keeping up with the times. Trying new styles is fun and challenging. It keeps us fresh and tests our skills as brewers. But we can't lose sight of the fact that for 27 years we made our reputation by making very distinctive beers. These will always be our prime focus and we always turn to them when we look for inspiration. Our core four (**Merry Monks**, **Blithering Idiot**, **Tiny** and **QUAD**) deserve our constant respect and attention.

HT: You mentioned it earlier, but as fall quickly approaches, it means the return of one of Weyerbacher's most treasured beers – Imperial Pumpkin Ale. Why has this beer become such a calling card for your brewery?

MT: Pumpkin ales started coming out around 1998-99. They were all 4-5% ABV, a far cry from the big beers we were known for. Our largest wholesaler begged us for years to make a pumpkin ale. We finally gave in and crafted one that fits Weyerbacher's style. At 8% ABV, Imperial Pumpkin hides its strength behind a solid malt backbone and showcases notes of caramel and toasted piecrust. It was already delicious, but the new spice blend in this year's recipe surpassed our expectations. Besides, it isn't fall without Weyerbacher Pumpkin Ale!

Weyerbacher's Bread and Butter: Big, Full-Flavored Beers

For 27 years, Weyerbacher has made its name by brewing some of the boldest, biggest beers. Their Core Four still reflect their mind-blowing brewing techniques, sure to satisfy your customers' taste for the extraordinary.



Merry Monks

Weyerbacher's classic Belgian Tripel, Merry Monks, is remarkable and complex, packed with notes of spice, banana and pear.



Tiny

This smooth Imperial stout has big chocolate and roasted notes, balanced with the Belgian flavors from the Abbey yeast strain.



Blithering Idiot

Not for the faint of heart, this barleywine, brewed in the classic British tradition of balanced, hearty ales, clocks in at an eye-watering 11.2%.



QUAD

For those who love Merry Monks and are ready to step it up a notch, QUAD's the way to go – an elegant, dark ale, rich with complexity and flavor.

**Products mentioned are available in limited quantities*

Allagash River Trip

A remarkable pale ale, River Trip's new look is inspired by the beauty seen while floating down the Allagash Wilderness Waterway in a canoe.

Picture this: a serene, winding river on a sunny day. Miles of pristine forest surrounding you on all sides. The birds are chirping in the distance and all your worries slip away with the gentle rushing of the cool water. This paradise is what inspired Allagash's River Trip.

Since its debut in 2018, River Trip has become a beloved companion to backwoods, backyards and balconies alike. In 2019, **VinePair** named **River Trip its #1 beer of the year and it was the only beer included on Gear Patrol's list of top 100 best products of the year.** And now, after several years of being enjoyed while rafting through rapids and relaxing in inflatable pools, River Trip is sporting a refreshed look.

The beer's new duds, which rolled out in the spring of this year, keep the same calming color scheme, but now also display images of the beer's inspiration story: a picturesque canoe trip down the Allagash Wilderness Waterway. The Allagash Wilderness Waterway in Northern Maine is one of America's preeminent canoe trips and was established by the Maine Legislature in 1966 to preserve, protect and enhance the wilderness found in this unique area. It's a magnificent 92-mile-long ribbon of lakes, ponds, rivers and streams winding through the heart of northern Maine's vast commercial forests.

"For years, we've donated to the Allagash Wilderness Waterway foundation," says Brett Willis of Allagash. "Many of our employees love going to the waterway to explore, so we have a personal connection there."

In fact, Allagash Brewery is even named after the waterway. Founder Rob Tod thought the name and region captured the same spirit of Maine that he wanted his beer to represent. As the years have passed, Allagash's connection to the waterway has grown. They've taken employee trips to the region and are constantly using more Maine-grown grain. Willis says, "All of our beer is influenced by the fruit, grain and bounty of Maine. And we think that a perfect representation of that wild, rustic, Maine-specific beauty is the Allagash Wilderness Waterway itself."

The tranquil, blue scene of "the Allagash" (as locals call it), draws you in and is just as refreshing as the beer itself.

Also updated on River Trip's packaging is a change in the beer's style description, from a Belgian-style sessionable ale to a pale ale. Removing the word Belgian from the packaging simplifies the style and gives River Trip a chance to speak to consumers with a style that's more relatable. "We feel like [pale ale] is a really accurate description for the beer and it's gonna allow more people to discover it," says Allagash Marketing Director, Jeff Pillet-Shore. "It's just a more familiar style; [it] doesn't change the beer one bit." **Although the name and packaging have been updated, the recipe remains the same – a refreshing 4.8% pale ale with coriander that's dry hopped for notes of citrus and melon.**



From rafting through rapids to relaxing in an inflatable pool, River Trip pairs perfectly with any outing.

"All of our beer is influenced by the fruit, grain and bounty of Maine. And we think that a perfect representation of that wild, rustic, Maine-specific beauty is the Allagash Wilderness Waterway itself."

– Brett Willis, Senior Communications Specialist for Allagash

River Trip's new look is reflective of the beer's inspiration story: a canoe trip down the Allagash Wilderness Waterway.

New PRODUCTS

Vicky Chamoy



Introducing Victoria's first U.S. innovation, Vicky Chamoy. Touting an authentically Mexican flavor and capitalizing on the success of Vicky Chamoy in Mexico, this beer stays true to its roots by offering a mix of tamarind and chamoy, providing the perfect balance of salty and sweet. **ABV:** 3.5% **Package:** 24 oz. cans only **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Modelo Chelada Variety Pack



The Modelo Chelada 12 oz. can Variety Pack is the brand's newest multi-pack offering and first variety pack, featuring fruit-forward flavors: **Mango y Chile, Naranja Picoso, Limón y Sal** and **Piña Picante**. This new variety pack will continue to drive incremental brand growth by tapping into new drinking

occasions & consumers and unlocking channel distribution opportunities. **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Angry Orchard Hardcore Dark Cherry Apple



Angry Orchard Hardcore Dark Cherry Apple is bursting with flavor and real fruit. Featuring bittersweet apples blended with dark cherries, this well-balanced Imperial hard cider, with an 8% ABV, is robust yet smooth.

ABV: 8% **Packages:** 12 oz. cans and draught

Availability: Year-round, beginning in August in **Berks, Lehigh** and **Northampton Counties**.



MXD Sours

Wildly good and curiously sour, new MXD Sours are available in two exciting flavors: **Sour Green Apple** and **Sour Red Cherry** – and southeast Pennsylvania is one of only a few test markets! **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in late August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Lagunitas Island Beats

Lagunitas' newest year-round brew is a tropical IPA. This crisp IPA is brewed with hops that create lively tropical fruit flavors and aromas for a refreshing, juicy IPA without the characteristic bitterness of a traditional IPA. It's easy to drink and highly sessionable. **ABV:** 5%



Package: Draught only – cans to follow in 2023 **Availability:** Now, year-round in **Lehigh** and **Northampton Counties**

Yards Very Mega Double IPA



This double IPA is the newest addition to the Yards 8bit Series (which includes Level Up and Star Jockey). Like a semi-pro wrestling robot exploding out of a volcano to deliver a devastating flying elbow to a Hopasaurus Rex, this brew isn't just kind of mega, it's VERY MEGA. **ABV:** 9.2%

Packages: 12 oz. cans and draught

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

Hank's Irish Golden Ginger Ale

In the tradition of Belfast, Ireland, birthplace of ginger ale, Hank's has re-crafted this timeless flavor. With a full body, perfect carbonation and

premium ingredients – including natural ginger flavoring extracted from ginger root – Hank's Irish Golden Ginger Ale is sure to please even the most discerning classic ginger ale connoisseur. After years of research and taste testing, Hank's captures the refreshing ginger ale flavor that existed at its inception in 1850. **ABV:** Non-alcoholic **Package:** 12 oz. bottles only **Availability:** Year-round, beginning in September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



New PACKAGES

Miller Lite's Got Eagles Fans Covered



Package graphics not available at time of printing.

Miller Lite's new alliance packaging puts Eagles love front and center. Printed with a refreshed eagle illustration and the iconic "Fly Eagles Fly" rally cry, these 15-packs will have fans celebrating every victory with great taste. **Availability:** Now! in **Lancaster** and **Berks Counties**

Labatt Flyers Promo Cans

Labatt's partnership with the Philadelphia Flyers is back! Special 15 and 30-pack cans of Labatt and Labatt Blue Light will sport the Flyers' logo and colors. A QR code on the secondary package will direct fans to a Labatt/Flyers fan page, where fans can enter for a chance to win tickets to a Flyers home game of their choice throughout the 2022-2023 season. Support for this program will include social media, out-of-home advertising and radio. **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Guinness & DraftKings Limited-Edition Package

This limited-edition 8-pack of 14.9 oz. Guinness cans highlights the partnership between Guinness and DraftKings – the leader in interactive sports entertainment with over 2 million monthly unique players – and communicates the Guinness Time Daily Fantasy Challenge. **Availability:** September in **Lancaster** and **Berks Counties**



Lagunitas Maximus 12 oz. Cans

Maximus 12 oz. can 2/12-packs are joining 12 oz. bottles and 19.2 oz. cans! Maximus is Lagunitas' colossal take on a double IPA. At 9% ABV, this beer is full of Simcoe and Cascade hops balanced against tons of rich malted barley – a bed of smooth malted wheat, biscuity Munich malt and English crystal. Maximus' massive dry-hop bill entertains with spice, floral and berry notes... for the hop heads! **Availability:** Year-round, beginning in August in **Lehigh** and **Northampton Counties**

Lagunitas Hoppy Refresher 12 oz. Cans

Hoppy Refresher is now available in 4/6-pack cans! A fresh take on an old tradition, Hoppy Refresher is an IPA-inspired refreshment that's zero-alcohol, zero-carbohydrate and zero-calorie, made using everything Lagunitas knows about hops. It's chock-full of Citra, Equinox and Centennial hops, as well as some natural flavors and a pinch of brewer's yeast to biotransform-ate the hops to just the right flavor. Try Hoppy Refresher on its own for a beer-like tasting experience (without the alcohol, of course), or mix it with your favorite spirit to add a hoppy zing to your cocktail game! Think of it like a club soda... with soul. **Availability:** Year-round, beginning in August in **Lehigh** and **Northampton Counties**



Seasonal SELECTIONS 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.

Yuengling Oktoberfest

The third largest grower of seasonal beer dollars sales in 2021, Yuengling Oktoberfest is copper in color with a medium body. It pours slightly sweet with toasted character and mild herbal bitterness. This seasonal offering is the perfect blend of roasted malts with just the right amount of Tettnang & Hallertau hops, capturing a true representation of the Märzen style. **ABV:** 5.4% **Packages:** 12 oz. bottles and draught **Availability:** August in **Berks County**



Yuengling Hershey's Chocolate Porter

Yuengling and Hershey's, two iconic PA brands, brought together Yuengling's nearly 200-year-old Dark Brewed Porter recipe with the original taste of Hershey's chocolate to create this deliciously smooth porter with hints of roasted malts and a rich chocolate finish. In 2021, Yuengling Hershey's Chocolate Porter was the single largest grower of craft dollars in Yuengling's 24-state footprint, and it earned its place on draught with the 4th highest velocity in its category. **ABV:** 4.7% **Packages:** 12 oz. bottles and draught **Availability:** October in **Berks County**



Evil Genius Is Butter A Carb?

It's time to get knotty. The only thing better than pretzels and beer is pretzels *in* beer, and Evil Genius has teamed up with Auntie Anne's to bring you just that. This crisp Oktoberfest-style lager was brewed with malt, hops and warm soft pretzels for an extra dose of rich flavor. Don't get it twisted. **ABV:** 5.5%

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

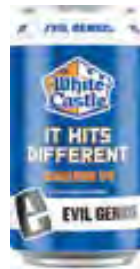


Evil Genius Trick or Treat



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

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



Evil Genius It Hits Different

One-of-a-kind sliders deserve a one-of-a-kind beer. It Hits Different was created with one thing in mind: to be the perfect mate for White Castle sliders. Evil Genius brewers used exciting and new Sabro hops along with old-school Centennial to celebrate over 100 years of White Castle tradition and innovation. The subtle bitterness combined with light tangerine sweetness perfectly cuts through the satisfying taste of beef and savory onions. So put your pinky out for this sophisticated pairing – because it hits different.



ABV: 6.5% **Packages:** 12 oz. cans and draught **Availability:** October in **Lancaster, Berks, Lehigh and Northampton Counties**

Weyerbacher Imperial Pumpkin Ale

Sweet biscuit malt and dark sugar complexities exist in harmony with cinnamon, nutmeg, cardamom and clove in this Imperial pumpkin ale. It's a feat of balance between malt and spice. Since its formulation in 2003, this seasonal brew has won bronze at the GABF and is routinely included on best-of-style lists in periodicals such as *Men's Health*. **ABV:** 8% **Packages:** 12 oz. bottles and draught **Availability:** August in **Lehigh and Northampton Counties**



Seasonal SELECTIONS Made in PA

Sly Fox Oktoberfest

This seasonal gem is best enjoyed under a humongous tent while you and thousands of your closest friends sing enthusiastically! Or anywhere, really. It's all about the gemütlichkeit! Sly Fox's Märzen-style Oktoberfestbier features substantial notes of toasted bread and soft herbs with a clean, well-conditioned fermentation profile. *Ein Prosit!* **ABV:** 6.1% **Packages:** 12 oz. cans and draught **Availability:** Now! in **Lancaster County**



Sly Fox Dunkel Lager

Brewed with Munich, pils and German roasted malts, as well as a variety of Bavarian hops, Sly Fox Dunkel Lager enjoys cult-like status among lovers of traditional continental-style lagerbier. This perennial staff favorite showcases rich, malt-forward notes of toasted, whole-grain bread crust and toffee, accompanied by subtly floral hops. **ABV:** 4.9% **Package:** Draught only **Availability:** November in **Lancaster County**



Yards Unter Dog

This Oktoberfest, celebrate the city that never gives up with Yards' new Märzen-style beer. Fetch a 6-pack today, sit back and roll over with joy. Good boy! **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** August in **Lehigh and Northampton Counties**



Yards Rumble Pack

The new Rumble Pack from Yards includes **Level Up, Star Jockey, Very Mega** and a fourth beer that has yet to be determined, but will be exclusive to the variety pack. **Availability:** October in **Lehigh and Northampton Counties**



Rumble Pack graphics not available at time of printing.

Hank's Caramel Apple Cream Soda



This limited-edition gourmet soda was developed over two years to combine a just-right, juicy, tart apple bite with the smooth body of toffee and hints of golden butter rum. It brings back memories of trips to the farmer's market, where you could smell that buttery, caramel aroma in the air even before you saw the glistening apples on a stick. Tart, sweet and creamy all at once, it's a surprisingly tasty soda like you've never tried before. Like all of Hank's flavors, it's crazy-good as an ice cream float. **ABV:** Non-alcoholic **Package:** 12 oz. bottles only **Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**



Hank's Pumpkin Spice Soda



Like Hank's flagship Root Beer, Pumpkin Spice Soda is hand-crafted for just the right balance. It's a perfect blend of deep pumpkin richness with hints of nutmeg, cinnamon and allspice. Not only is it delicious, it also captures the essence of the holiday season from the first sip. You'll immediately think Hank's has managed to bottle a slice of the very best pumpkin pie you've ever tasted. **ABV:** Non-alcoholic **Package:** 12 oz. bottles only **Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**



2SP Delcofest



Less hops, more malt. For their yearly Oktoberfest beer, 2SP brewers choose to do a Märzen style that is a step above a Vienna and step below a dunkel, unlike other Märzens that are pale and less robust. The end product is a caramel malt-forward lager with big biscuit and bread flavors. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**



2SP The End

This New England double IPA is brewed with wheat & oats, and hopped and double dry-hopped with Citra & Mosaic at a rate of over six pounds per barrel to give the beer a ripe & tropical flavor and aroma. **ABV:** 9% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**

Seasonal SELECTIONS

Samuel Adams Octoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Samuel Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season, or whatever you're celebrating. **ABV:** 5.3% **Packages:** 12 oz.

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

Samuel Adams Festbier



The "fest" in Festbier means the barley and hops have been gathered, and Sam Adams' growers have their first moment to celebrate another successful harvest. This beer has a medium body, clean finish and notes of toasty Munich malt. The slight noble hop aroma rounds this sessionable beer. Festbier is brewed to

toast and enjoy. **ABV:** 5.8% **Package:** 12 oz. bottles only **Availability:** August in **Berks, Lehigh** and **Northampton Counties**

Samuel Adams Jack-O Pumpkin Ale



Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4% **Package:** 12 oz.

bottles only **Availability:** August in **Berks, Lehigh** and **Northampton Counties**



Samuel Adams Sweater Weather (Can) Variety Pack



This seasonal assortment of cans includes: **Octoberfest**, a hearty Märzen with a roasty malt sweetness and a light hop character; **Jack-O**, a pumpkin beer packed with flavors that recall memories of homemade pumpkin pie; **Boston Lager**, bold, rich and complex, Samuel Adams'

flagship brew offers caramel and toffee malt notes and a distinct noble hop character with hints of spicy pine and citrus and **Festbier**, brewed to toast and enjoy, Festbier offers a malty sweetness balanced by moderate hop bitterness and a touch of honey. **Availability:** August in **Berks, Lehigh** and **Northampton Counties**

Dogfish Head Off-Centered Party Pack

Featuring a variety pack exclusive brewed to pair perfectly with cheese, this 12-pack drives incrementality at retail as consumers explore beyond the can and bring the perfect pairing to the party.



The Dogfish Head Off-Centered Party Pack includes a hoppy-leaning lineup for cooler weather drinking: **60 Minute**, **90 Minute**, **Blue Hen Pilsner** and *new/exclusive to this mix*, **The Perfect Pairing Pale Ale**, an unfiltered, juicy pale ale developed from a sensory perspective with Dogfish Head's pals at Cabot Creamery to be the perfect pairing for sharp cheddar cheese. And the packaging includes a QR code that links to an interactive, digital cheese pairing page to experience pairings for each beer in the pack! **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Dogfish Head Punkin Ale



This full-bodied brown ale is made with REAL pumpkin, brown sugar, allspice, nutmeg and cinnamon. Fun fact: six months before Dogfish even opened their doors for business, Punkin Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut in 1995, they've brewed Punkin Ale

each-and-every-fall. **ABV:** 7% **Packages:** 12 oz. bottles and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Allagash Haunted House

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



Seasonal SELECTIONS

Great Lakes Oktoberfest

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



Cape May Oktoberfest

Rich and complex, this amber-colored lager is smooth and clean due to a cool fifty-degree fermentation, mellowing as it lagers. Well-balanced with a hint of hop presence, Cape May Oktoberfest is focused on the grain bill of Vienna, Munich, Caramunich, Pilsen and Melanoidin malts. **ABV:** 5.8% **Packages:** 12 oz. cans and draught **Availability:** Late August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Great Lakes Nosferatu

Don't be afraid of things that go hop in the night! Rich roasted malt flavors haunt the shadows of this Imperial red IPA's bitter teeth. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Devil's Reach

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



Great Lakes Ohio City

Dark and roasty yet light and smooth as a fresh coat of snow, this oatmeal stout will kick your cabin fever and inspire you to toss another log on the fire. **ABV:** 5.4% **Packages:** 12 oz. cans and draught **Availability:** October in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Cape May Captain May IPA

Captain May lends his name to the cape this brewery calls home, and in his honor, Cape May brewed Captain May IPA. With a soft body, firm yet gentle bitterness and a beautiful aroma of melons & over-ripened mangos, Captain May IPA is orange-hued and opaque. It might look like a glass of juice, but it's a brew that the good Captain himself would be proud to drink. **ABV:** 6.4% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Lagunitas StereoHopic Vol. 6

The sixth release in Lagunitas' StereoHopic series of experimental hop duets shows what happens when the dank tangerine spice of Altus hops mixes with the stone fruit, pine and citrus flavors of Simcoe. **ABV:** 7.2% **Package:** 12 oz. bottles only **Availability:** September in **Lehigh** and **Northampton Counties**



Cape May Apple Bomb

Previously available in draught only, Apple Bomb is now available in cans! An explosion of apple flavor in a well-balanced wheat beer, this brew retains a soft and gentle aroma from the apple juice added at the end of fermentation alongside a bready malt backbone to balance the apple's tartness. Apple Bomb will be the apple of your eye! **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Mid-September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Anchor Porter

Made from a blend of 2-row pale, caramel, chocolate and black malts, this beer is deep and layered. Kind of like a good book or that one show you like. Just kick back, take a sip and let the rich, delicious flavor take you away. This iconic American porter has been the gold standard of the style since 1972. **ABV:** 5.6% **Packages:** 12 oz. bottles and draught **Availability:** September in **Berks County**



Cape May Honey Porter

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



Seasonal SELECTIONS

Leinenkugel's Oktoberfest



Leinenkugel's is paying homage to their German roots with the return of their traditional Märzen-style beer. Brewed to deliver a toasted malt flavor and subtly spicy hop notes, it's perfect for all

the fall festivities. **ABV:** 5.1% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster** and **Berks Counties**

Leinenkugel's Sunset Wheat

Sunset Wheat is back by popular demand this fall. This limited-batch Belgian-style witbier serves up notes of orange and blueberry with a tart finish. Top it with an orange wheel to deepen the citrus notes and settle in for a sudsy sunset. **ABV:** 4.9% **Package:** 12 oz. cans only **Availability:** August in **Lancaster** and **Berks Counties**



Leinenkugel's Lodge Pack

Twelve cans, four flavors, one fall catch-all. Leinenkugel's Lodge Pack will feature fan-favorite **Sunset Wheat** along with the **Lemon Haze IPA**, **Juicy Peach**

and Lodge Pack-exclusive **Snowdrift Vanilla Porter**. Drift into winter with Snowdrift's full-bodied flavor brewed with hints of cocoa, coffee and caramel – all brought out by roasted malts and aged on real vanilla. It's smooth, creamy and outfitted to fight the fall temps. **Availability:** September in **Lancaster** and **Berks Counties**

Mike's Hard Lemonade Apple Pear

Crisp apple and authentic Bosc pear perfectly complement each other in Mike's newest seasonal. Mike's Hard Lemonade Apple Pear has just the right balance of tartness and sweetness that makes every sip refreshing. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** September in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



Shiner Oktoberfest

Much like the world's largest beer festival, the Shiner brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich and caramel malt & German-grown Hallertau and Hersbrucker hops. Shiner Oktoberfest has an amber color, a lightly toasted, sweet, malty flavor and a dry, lightly hopped finish. **ABV:** 5.7% **Packages:** 12 oz. bottles and draught **Availability:** August in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



Shiner Bonfire Brewskis

Back again (with a new mix) to warm up those cool nights, this 2/12 can variety is perfect for enjoying by the fire. Bonfire Brewskis includes: **Chocolate Raspberry Porter**, **Toasted Amber Lager** and **Vanilla Cold Brew Coffee Ale**. Cozy up to a cold one! **Availability:** November in **Lancaster**, **Berks**, **Lehigh** and **Northampton Counties**



Heavy Seas The Great'er Pumpkin

As fall approaches and thoughts turn to Halloween, The Great'er Pumpkin is released! This bourbon barrel-aged pumpkin beer is a copper-colored ale with notes of vanilla, oak, pumpkin and flavors of autumnal spice. This seasonal brew pairs well with crisp fall weather, crunchy fallen leaves and the knowledge that your kids will be asleep soon so you can raid their Halloween candy. **ABV:** 10% **Packages:** 12 oz. bottles and draught **Availability:** August in **Berks**, **Lehigh** and **Northampton Counties**



Heavy Seas Impending Doom #3 Double Hazy Tangerine IPA

For the third installment of the Impending Doom series, Heavy Seas has crafted the IPA of their tangerine dreams. Brewed with tangerine purée, Citra and Simcoe hops for maximum juiciness and wheat malts & oats for optimum haziness, this tangerine juice bomb will blow your mind with reckless abandon. Embrace the DOOM! **ABV:** 9.5% **Package:** 12 oz. bottles only **Availability:** September in **Berks**, **Lehigh** and **Northampton Counties**



Seasonal SELECTIONS

Firestone Walker Oaktobefest



Oaktobefest is Firestone Walker's oak-inspired homage to the great German tradition of Oktoberfest. The brewers go the extra mile of maturing this beer in French oak barrels to create an amazingly smooth mouthfeel. The result is a classic German festbier with a hint of West Coast hoppiness.

Grab your stein, don your lederhosen and enjoy! **ABV:** 5.2% **Package:** 12 oz. bottles only **Availability:** Now! in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Firestone Walker IPA Mixed Pack with Shapeshifters Hazy IPA



This fall will see a new beer in Firestone Walker's IPA 2/12 can Mixed Pack. Joining **Mind Haze**, **Hopnosis** and **Union Jack** is a new limited-release, hazy IPA brewed with Australian Galaxy and USA's iconic Citra hops.



Galaxy Shapeshifters is bursting with tropical hop flavors of passionfruit, guava and citrus and can only be found in this IPA Mixed Pack for a limited time. **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

Narragansett FEST Märzen Lager

Based on the Bavarian style beer that Narragansett produced in the '60s and '70s, this elegant Oktoberfest-style Märzen is brewed with the highest quality German malts and hops. Weyermann's Munich malt creates a rich, bready and toasty base, while Tettnang hops add a crisp (but subtle and dry) spiced finish. **ABV:** 5.5% **Package:** 16 oz. cans only **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



Woodchuck Pumpkin Hard Cider



The naked pumpkin profile and oak aging plays perfectly against the red culinary apple varieties blended in this hard cider. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** September in **Lancaster** and **Berks Counties**

Programs



Win a Cameo with Coors Light

This college football season, Coors Light is rallying fans behind one mission: Chill On. With a suite of in-store and on-premise tools for each local alliance, fans all over the country will get a chance to win game day prizes like tickets, fanny packs and tailgate chairs, plus a chance to connect with one of the greats – courtesy of Cameo Calls. First to the Cameo lineup is broadcaster and former Patriots quarterback Scott Zolak, who will be Chilling On with New England's winners.

Celebrate Hispanic Heritage with Topo Chico and Tajin

Make this Hispanic Heritage Month legendary with the most authentic hard seltzer in the game. Topo Chico Hard Seltzer is teaming up with Tajin to bring shoppers a flavor combo they can turn into a lasting ritual. With beautiful in-store POS and engaging on-premise tools, Topo Chico Hard Seltzer will support incremental displays, while giving shoppers a taste of culture.



With craft beer's popularity among football fans, Hop Valley's flavorful yet sessionable IPAs are the perfect solution for everything from the tailgate to the post-game. From August 1st through October 1st, Hop Valley will capture IPA lovers with localized creative and merch. The new look will come to life on eye-catching POS like case stackers and wobblers, along with on-premise tools that incorporate brand education on Hop Valley's unique Cryo Hops®.

Programs

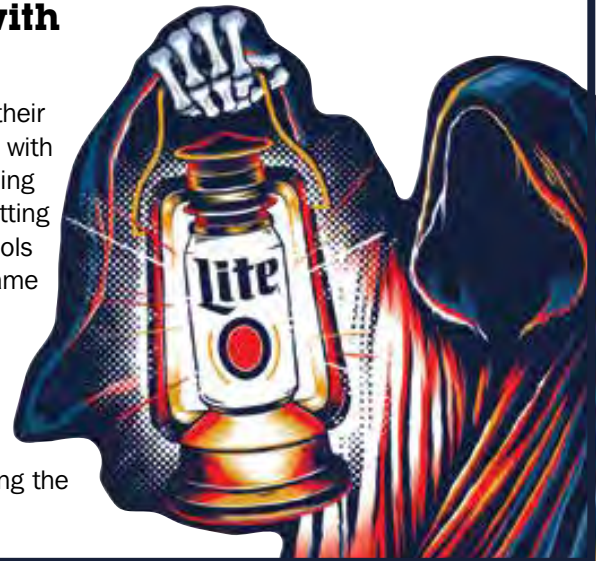


Miller High Life and Tie Bar Refresh Your Wardrobe

Now when you taste the High Life, you can look the part too. Miller High Life has partnered with formalwear destination Tie Bar to spruce up closets everywhere. From chic pocket squares to bottle cap cufflinks, the limited-edition collection is sure to have drinkers enjoying the champagne of beers in style. And joining the fashion revolution are the High Life cans themselves – with the award-winning coupe design back for a limited time.

Get Ghoulish with Miller Lite

Miller Lite is dressing up their iconic can this Halloween with a brand-new look. Beginning October 1, they'll be outfitting bars with a full suite of tools from a thematic photo frame to disposable cups and beverage wraps. Drinkers can face off for best costume for a chance to win a coveted "can ghost" t-shirt while enjoying the great taste of Miller Lite.



Win Football Season with Vizzy

Vizzy Hard Seltzer is putting alliances front and center this football season with an all-new look for the Baltimore Ravens, Philadelphia Eagles and many more. Creative support features alliance marks and rally cries to draw in fans and remind them that Vizzy is the seltzer for cheering on their team all season long. The nationally supported program will come to life with bold branded destinations, mobile sampling units and experiential & influencer extensions – all in tandem with a full suite of tools to drive feature and display.

IT'S
Miller
TIME,
PHILADELPHIA



It's Miller Time, Philly

Miller Lite is helping Philadelphia represent with the It's Miller Time localization program. New "It's Miller Time, Philadelphia" creative merges the Miller Lite can with an iconic Philly landmark for a sense of whimsy that every shopper will covet. Find the custom illustration in on-premise POS, in-store displays and exclusive merch.

Programs



Corona Football: For Fans of the Fine Life

This fall, from August 16th through October 31st, Snoop Dogg and Corona are going all in on football and helping consumers experience the Fine Life during every game day throughout the season. Corona will be providing fans the opportunity to optimize their game day experience by giving them the chance to score resort wear Gameday Gear every week of the season via prizing bundles. Corona's here to help make this football season the very best yet with 360-degree marketing support including strong TV presence during NFL & college football games, and on and off-premise support tools to win at retail.



Día de los Muertos: Life is Made for Celebration

By celebrating life's moments as well as the people that came before us, Corona reminds us to take advantage of all that life has to offer. To continue the Día de los Muertos tradition, Corona's 2022 program, running from October 1st through November 2nd, will be supported by refreshed on and off-premise POS bundles and pieces reminding everyone that life is made for celebration.



Raise One in Their Honor with Modelo

Modelo invites consumers to celebrate Día de los Muertos as it is meant to be – by immersing themselves in the art and iconography of the holiday. Modelo is once again enlisting legendary, LA-based artist Mister Cartoon to bring the celebrations to new levels through his custom artwork and personal story. This year, Modelo is giving consumers a chance to take home the artistry of Día de los Muertos with limited-edition packaging designed by Mister Cartoon and a sweepstakes, running in October and November, to win Mister Cartoon apparel.



Modelo is the Official Beer of Fans with the Fighting Spirit

As the #2 beer in America, Modelo Especial continues to be ready every week for game day as the official beer of fans with the Fighting Spirit. In partnership with DraftKings, consumers will fight to the top of the leaderboard every football Sunday (from September 1st through October 31st) in free-to-enter contests for the chance to win a share of \$5K in cash each week. One lucky consumer who racks up the most points over the nine-week promotion will win a grand prize trip to Vegas inclusive of a Modelo x Las Vegas Raiders curated gameday experience. The brand's football support will also include strong linear TV presence and digital and social media across sports properties like ESPN as well as the DraftKings platform.



Pacifico will continue the summer momentum this fall with an engaging retail campaign that invites consumers to "adventure further." Pacifico will continue to build equity in outdoor adventure by offering consumers a chance to win a special limited-edition Pacifico Super73 e-bike, a brand that outperforms with Gen Z. The program will be supported by TV, digital and social media and on and off-premise retail tools.

Programs



Truly x Takis

Truly is a leader with younger drinkers, flavor and innovation. This fall, the Truly x Takis partnership will include a suite of POS to boldly stand out at retail and drive incremental sales. The partnership will drive engagement and motivate drinkers to level up their “homegates” and tailgates this football season.

The program includes:

- A national partnership with the hottest snack brand
- A consumer sweeps for 3 grand prize trips to the Rose Bowl in Los Angeles
- Recipe pairings available at the Truly x Takis micro-site
- Media and social/digital support



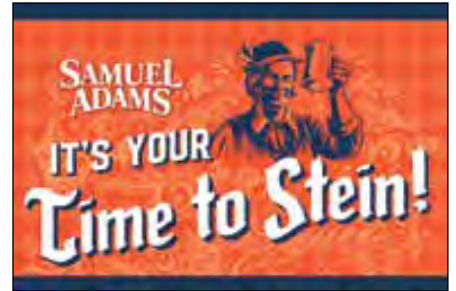
Angry Orchard Halloween Harvest

Through thematic packs and products, as well as exclusive partnerships and sweepstakes, Angry Orchard will help drive store-level shopper excitement and drinker joy during the fall/Halloween season.



Sam Adams and Truly Celebrate Lehigh Valley Pride

Sam Adams Love Conquers Ale and Truly Hard Seltzer are the official beer and hard seltzer of Lehigh Valley Pride Celebration on Sunday August 21, 2022 at 12:00pm at the Jewish Community Center of the Lehigh Valley in Allentown, PA. Sam Adams will be the Pub Sponsor and the main bar will be called Love Conquers Ale Pub.



This fall, Sam Adams is giving Octoberfest drinkers a fun new way to own the party and celebrate beer with beer! From August through October, Sam Adams is giving away 650 customized ceramic steins! Drinkers will enter via QR code on themed POS and 50 winners will be selected every week! Winners will then upload a picture of themselves (or their friend, spouse, dog, goldfish, etc..) and Sam Adams will put that mug on a mug! Personalized steins will be delivered to winners in the first quarter of 2023.



Twisted Tea & College Football

This college football season, Twisted Tea will drive relevance and displays to earn share of mind with drinkers during football and tailgating season.

Twisted Tea and Angry Orchard Philadelphia Union Sponsorships



Twisted Tea and Angry Orchard are the official hard tea and hard cider of the Philadelphia Union. Soccer tailgate kits will be available at retail from August through September.

2022 SCHEDULE		
vs MINNESOTA	Saturday, January 29	vs COLUMBUS
vs MONTREAL	Wednesday, March 2	vs WASHINGTON D.C.
vs SAN JOSE	Thursday, March 10	vs MIAMI
vs NEW YORK CITY	Saturday, March 19	vs NEW ENGLAND
vs CHARLOTTE	Thursday, April 7	vs ORLANDO
vs COLUMBUS	Thursday, April 14	vs HOUSTON
vs TORONTO	Wednesday, April 20	vs CINCINNATI
vs MONTREAL	Thursday, April 28	vs CHICAGO
vs NASHVILLE	Friday, May 6	vs DALLAS
vs LOS ANGELES	Saturday, May 14	vs WASHINGTON
vs NEW YORK	Saturday, May 21	vs COLORADO
vs MIAMI	Wednesday, May 25	vs ATLANTA
vs PORTLAND	Friday, May 27	vs NEW YORK
vs NEW ENGLAND	Friday, May 27	vs ORLANDO
vs CINCINNATI	Saturday, June 4	vs ATLANTA
vs NEW YORK CITY	Saturday, June 11	vs CHARLOTTE
vs CHICAGO	Wednesday, June 22	vs TORONTO

Programs



Moosehead Delivers The “Ultimate Wild Weekend” in Vegas

Beginning on October 1 and concluding on December 31, 2022, consumers can visit Moosehead displays and enter to win a trip for two to Vegas to experience the “Ultimate Wild Weekend!” Consumers will simply scan the QR code on themed POS to be instantly transferred to the sweepstakes entry platform. Winners will experience a one-of-a-kind, round-the-clock party only Vegas can deliver, complete with two tickets to the ultimate adrenaline rush, an MMA bout! The trip for two includes airfare, hotel and tickets to the MMA event.

In addition, consumers can save up to \$5 on the purchase of a Moosehead 24-pack by redeeming the rebate featured on the program point of sale.

Stay Wild with Moosehead Lager!



Yuengling & DraftKings Are Back with the Football Prediction Challenge

This football season will be bigger than ever! Fans will be heading out to college tailgate parties and meeting friends at local bars and restaurants for the kickoff of pro football season. And there’s no better beer to accompany football traditions than Yuengling Traditional Lager. Yuengling is Bringing the Goods this season with weekly chances to win up to \$100,000 with free-to-play weekly football predictions. This challenge gives fans a chance to get their skin in the game in a casual & fun way. Displays will feature thematic signage and links to enter to win.

Why DraftKings?

- 98% of DraftKings’ users are 21+
- 92% drink alcohol
- Football is the most popular betting sport in the US
- More money is wagered on pro football than NBA, MLB and NHL combined



Programs



**GAME TIME
GUINNESS TIME**

17 VISITOR 59 HOME

DraftKings & Guinness Time Challenge

From September 8th through February 12th, Guinness and DraftKings will run a 22-week fantasy football consumer contest. That's 18 weeks of regular season, three weeks of play-offs and one week for the big game. Consumers will submit a weekly fantasy line-up on draftkings.com. Each week, a prize pool of \$5k (\$10k for big game week) will be split among winning consumers: \$115,000 total!



Guinness: The Official Beer of Notre Dame Alumni & Fans

The Guinness and Notre Dame partnership (which runs all football season long) keeps getting stronger and stronger; a partnership over 260 years in the making, with over 41 million avid Notre Dame fans!



Follow It West to The National Finals Rodeo Sweepstakes

This fall, consumers can enter to win one of four national VIP trips for two to Vegas (including VIP tickets, airfare and hotel accommodations) for The National Finals Rodeo in December, plus \$1,000 spending cash! The event includes a live rodeo competition, music headliners and exhibits designed to transform Vegas into a complete country western experience. Consumers can enter to win via text or QR code scan on themed POS.

SMIRNOFF FLAVOR FANDOM

-ICE FANDOM

Fanatics

ENTER TO WIN ONE OF (5) \$1,500 "SUPER FAN" SHOPPING SPREES* FROM FANATICS.COM

Sweepstakes

TEXT TOUCHDOWN TO 24272 OR SCAN CODE

SMIRNOFF ICE ORIGINAL

SMIRNOFF ICE Neon

Smirnoff Flavor Fandom Sweepstakes

Smirnoff Ice and Fanatics are giving away a \$1,500 "Super Fan" shopping spree from Fanatics.com to five lucky winners! From September 1st through October 31st, consumers can either text TOUCHDOWN to 24272 or scan a QR code on themed POS to enter for a chance to win.

Programs

NOBODY MAKES LEMONADE LIKE MIKE'S



WIN A BACKYARD MOVIE THEATRE
A DIGITAL PROJECTOR, FILM SCREEN & BLUETOOTH SOUND SYSTEM

Win a Backyard Movie Theatre with Mike's

This August through September, consumers will have a chance to win a backyard movie theatre including a digital projector, film screen and a Bluetooth sound system from Mike's Hard Lemonade! Consumers will scan a QR code on themed POS to enter to win.



WIN A LAKESIDE RETREAT
FOR YOU & THREE FRIENDS



WIN A LAKESIDE RETREAT FOR YOU & THREE FRIENDS

This fall, White Claw is giving away a lakeside retreat to one lucky winner and three of their friends, plus exclusive White Claw Hard Seltzer two-person kayaks. To enter to win, consumers will scan a QR code on themed POS.

SCAN TO ENTER FOR A CHANCE TO WIN

PUNCH YOUR TICKET TO THE COLLEGE FOOTBALL CHAMPIONSHIP.

ENJOY DOS EQUIS

SCAN THE QR CODE

YOU COULD WIN A VIP EXPERIENCE AT THE COLLEGE FOOTBALL NATIONAL CHAMPIONSHIP GAME



GET A DOS

Win a VIP College Football National Championship Experience from Dos Equis

Dos Equis kicks off football season with even more reasons to cheer every week! Now partnered with many colleges, Dos Equis wants to help college football fans enjoy the game with their favorite beer! From August 1st through January 9th, consumers can enjoy Dos Equis and scan the QR code on themed POS for a chance to win a VIP experience at the college football national championship game!

Programs



HOP WTR Wants the Sober Curious to Sober “HOPtober” in Style

The sober curious movement is on the rise: 35% of legal-aged US adults completed Dry January in 2022, up from the previous high of 21% who participated in 2019. Enter Sober October: the second most popular low/no-alc month on the sober curious calendar.

HOP WTR, the one-of-a-kind, functional, non-alcoholic sparkling hop water brand, has big plans to celebrate Sober “HOPtober” in style. The brand will execute an integrated Sober HOPtober marketing program featuring: targeted connected TV, digital video, paid social campaigns and a roster of influencers and content creators. The campaign will run throughout the month of October and extend into retail with all-new POS materials and dedicated in-store sampling programs to drive velocity. Consumers will be stocking up on low/no-alc options and mocktail ingredients all-month long; be sure to capitalize on the sober curious trend this Sober October with HOP WTR.



Enjoy 'Gansett Fresh Catch on National Lobster Day September 25th



This fall through the end of the year, when consumers purchase Narragansett Fresh Catch and seafood (even at different locations), they can scan a QR code on themed POS to receive a \$5 rebate (valid thru December 31, 2022). Fresh Catch is a 4.2%

ABV golden session ale, dry-hopped with Citra, which pairs perfectly with seafood.

Go Big or Go Home with Verdi

Whether entertaining guests or just enjoying the sparkling Italian beverage this fall (or any time of year), Verdi Spumante & Raspberry Sparketini 1.5-liter bottles provide a best cost-per-ounce sparkling pour advantage. And with resealable cork closures, the product stays fresh and sparkling for up to seven days after opening! Verdi Spumante and Sparkletini are wonderful on their own, and they make great additions to cocktail recipes like this one...

South Side Royale with Verdi Spumante

Ingredients:

- 1 1/2 oz. Verdi Spumante
- 1 oz. premium gin
- 1/2 oz. fresh lime juice
- 1/2 oz. simple syrup
- 2 fresh mint sprigs (reserve one for garnish)

Preparation:

Mix ingredients and serve in a martini or coupe glass. Garnish with fresh mint and a lime wheel.



Check out George Latella’s latest Retail Edge blog post, “Strategic Revenue Management” 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.



FIRST CLASS
PRSRT
U.S. POSTAGE
PAID
PERMIT #117
SOUTHEASTERN PA
19399



Make a Scary Big Difference with Coors Light

Coors Light and St. Jude Children's Hospital are celebrating over 25 years of partnership with this year's Halloween donation program. Starting October 1st and running through November 1st, shoppers will scan new and improved "Hauntingly Chill" POS to learn how they can donate. This program aims to add \$7 million to the over \$100 million in past donations through the partnership and will be supported across digital platforms and in on-premise accounts with tools from coasters to teapads.



Protect Our Protectors with Coors Banquet

Created for the hardworking miners who first enjoyed it and born in the heart of wildfire country, Coors Banquet is committed to supporting firefighters everywhere. Equipped with new, velocity-driving promotional packaging, they'll be donating to the Wildland Firefighter Foundation and local fire departments with every purchase. The refreshed Protect Our Protectors platform is backed by local activations, an exclusive merch collab and above-the-line support from influencer outreach and national PR to radio and out of home.