

HEADY TIMES

ORIGLIO BEVERAGE
Spring 2023 | V.123

MODELO ORO
THE NEW GOLD STANDARD
IN LIGHT BEER

**ZERO
SUGAR**
THE WELLNESS
SWEET SPOT

WHY YOU
SHOULD BE SELLING
ALLAGASH WHITE

**GOLD
STANDARD
LIGHT BEER**

90 | **3_g**
CALs CARBS



**GOLD STANDARD
LIGHT BEER**

90 | **3.0_g**
CALs CARBS

BEER BREWED IN MEXICO

4.0% ALC/VOL

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Web ordering is now available to all Origlio Beverage customers.

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

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



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January Was More Damp Than Dry

For all the publicity devoted to Dry January, evidence suggests that fewer consumers commit themselves to an entire month without alcohol. Instead, they use the challenge to be “mindful” about how much & how often they drink. Those who think an occasional drink is okay during Dry January refer to themselves as damp rather than dry. As far as I’m concerned, damp is just another word for moderation – something many consumers strive for all year long.

Dry January was the brainchild of the nonprofit Alcohol Change UK. In 2013, the organization started a campaign to raise money for alcohol abuse and treatment. This successful fundraiser became a global phenomenon, and the statistics have proved very interesting. In December 2022, according to a survey conducted by U.S. data analytic group YouGov, a full 14 percent of the respondents said they planned to be completely dry in January. This is a sizeable number, but it’s less than the percentage reported in 2019, when more than 20 percent of those surveyed said they wouldn’t drink *any* alcohol.

By now you must be asking yourself if there’s any upside in all of this for our industry. The beer glass isn’t necessarily “half empty.” Here’s what I mean... January is always the slowest month of the year for alcohol sales. And moderation – a commitment to a healthier lifestyle – presents us with an opportunity to sell more low and no-alcohol beverages. It’s what today’s consumers want. Perhaps it’s what they have always wanted. Not long ago, there wasn’t much to choose from. And frankly, what was available didn’t taste very good.

With that in mind, please enjoy this edition of Heady Times. It features the kind of tasty, innovative products your customers want to explore. And when you think of it, wouldn’t you rather sell low alcohol Modelo Oro or non-alcs like HOP WTR, Lagunitas Hoppy Refresher and new Corona NA than club soda?

On a somber note, I want you to know that earlier this year, Origlio lost a beloved team member to cancer. Diane Kitchen joined Origlio in 1989, her first job out of college after she graduated from Penn State with a bachelor’s in Logistics and Supply Chain Management. During her tenure, Diane led the purchasing team through the growth and evolution of our business, providing steady leadership for the Operations, Sales and Marketing teams. Diane was a constant positive presence at Origlio, with a laugh you could hear anywhere in the building. We extend our deepest sympathies to her devoted husband, Steve Kitchen, who is also part of our extended Origlio family. She will be deeply missed by all of us.

Once again, we are honored to be your partner in the beverage alcohol business.

Sincerely,

Dominic Origlio
President

On The Job With...



Joe Falsone

Joe Falsone *Inventory Director*

Sixteen years ago, Joe Falsone was hired by All Star Distributing (now Origlio Beverage-Reading) as a Sales Representative. It wasn't long before he was promoted to Sales Manager, and quickly thereafter Brand Manager, where his analytical and organizational strengths became apparent. These skills and his experience in the beverage alcohol business prepared Falsone for his current responsibilities as Inventory Director for Reading and Philadelphia. He and his teams verify received & sold inventory accuracy and follow the twisted trail of broken goods. Falsone explains, "My job touches all aspects of our business and supports the work done by finance, sales, marketing, purchasing and the loading/service teams. Interacting with so many people is great and I get to manage dedicated teams at both locations."

What do you find most challenging about your job? I love a challenge that requires constant learning. And I can admit that I don't know what I don't know, so I dedicate a lot of time to learning and growing.

Dan Druding *Warehouseman*



Dan Druding

In the three years that Dan Druding has worked at Origlio's Philadelphia location as a warehouseman, he has impressed everyone with the energy & enthusiasm he brings to his job every day. Moving effortlessly from one task to another, Dan picks orders, jockeys and loads trucks – all with remarkable accuracy. His supervisor, Vince Sannelli, describes Druding as a Jack of all trades and a great team player who puts maximum effort into everything he does.

To be a top-notch warehouseman you must... work hard and be a team player.

What do you find most challenging about your job? Picking up the pace and accurately completing tasks is challenging when the warehouse is very busy and backed up. That's when I appreciate the camaraderie I have with the people I work with. It makes for a better day.

To be a top-notch Inventory Director you must... empower your team to learn, grow and make decisions. You need to be able to guide, support and instruct.

What advice would you give to a new Inventory Director? Don't be afraid to ask questions. Self-awareness is imperative. You can't fake it when you don't know the answer.

What favorite activities will you be doing this spring? I like to play softball in the warm weather and watching my kids participate in their activities is always fun.

The last TV show you binged was... *Severance*.

Your all-time favorite movie is... *John Wick*.

What's on your bucket list? Just one thing – When I retire, I want to drive cross-country and visit every Major League ballpark along the way.

And if you could be anywhere, drinking any adult beverage... I'd be on an outdoor patio with good friends & family enjoying one of our great products. How do you choose just one?

What advice would you give a new warehouseman? Don't hesitate to ask questions, put your time in and work hard.

Do you have any favorite spring activities? I really enjoy Phillies spring training.

The last TV show you binged was... *Cheers*.

Your all-time favorite movie is... *GoodFellas*.

What's on your bucket list? I would love to take a trip to Ireland, visit Italy and try iFLY (indoor skydiving).

If you had your own talk show, name 3 people from the past or present you'd like to interview. Michael Jordan, Brian Dawkins and my grandfather.

Finally, if you could be anywhere, drinking any adult beverage... I would be on a sunny beach in Florida with an ice-cold Twisted Tea in hand.

Modelo Oro

The new GOLD standard in light beer proves that "Less can be More."

As the entire category continues to premiumize, we [saw] an opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid.

— GREG GALLAGHER,
Vice President of Brand
Marketing for Modelo



Modelo Oro harnesses the power of the Modelo family to expand the reach of the brand, appealing to high-end light beer drinkers, both in the general market and the Latino community.

A superb liquid with only 90 calories and 3 grams of carbs, this innovative beer inspired by the great taste and "Fighting Spirit" of Modelo Especial, is made for all the light beer drinkers who refuse to compromise on flavor.

When asked why he thinks **Modelo Oro** will be a big hit, Brand Manager Mauricio Ramirez got right to the point. "Liquid to lips. Great taste always wins," he said without hesitation. "In our three test markets, Charlotte, Fresno and Houston, the velocity of sales and repeat purchases exceeded our expectations. Of course, we wanted to know why it performed so well. As I said, liquid to lips. A full 95% of consumers surveyed (the sampling included Hispanic and general market drinkers) gave it 4 out of 5 stars for taste. And retailers will be happy to know that

they were willing to pay more for this high-quality, light beer experience."

The light beer segment is a huge part of the beer category, and many light beer drinkers want more *character* from their beer, not just fewer calories. "The key consumer demographics for Oro are general market men and Hispanics who are dissatisfied with mainstream lights," said Constellation president Bill Newlands at the company's most recent convention. "So, there is a differentiated opportunity amongst those brands because Oro stands out from the crowd with a name that communicates not only the color of the beer, but also the quality and Modelo's authentic Mexican roots."

Greg Gallagher, Vice President of Brand Marketing for Modelo agrees with Newlands and says, "As the entire category continues to premiumize, we saw an

opportunity to use the credentials of quality and authenticity Modelo is known for to create the new gold standard of light beer. We're really proud of this liquid. Across the board, consumers love the taste of Oro so they don't mind spending a little more money. And cannibalization doesn't seem to be an issue. Sales are a remarkable 2/3's incremental to Especial for both Hispanic and general market consumers."

Casa Modelo — Brands Worth Their Weight in Gold

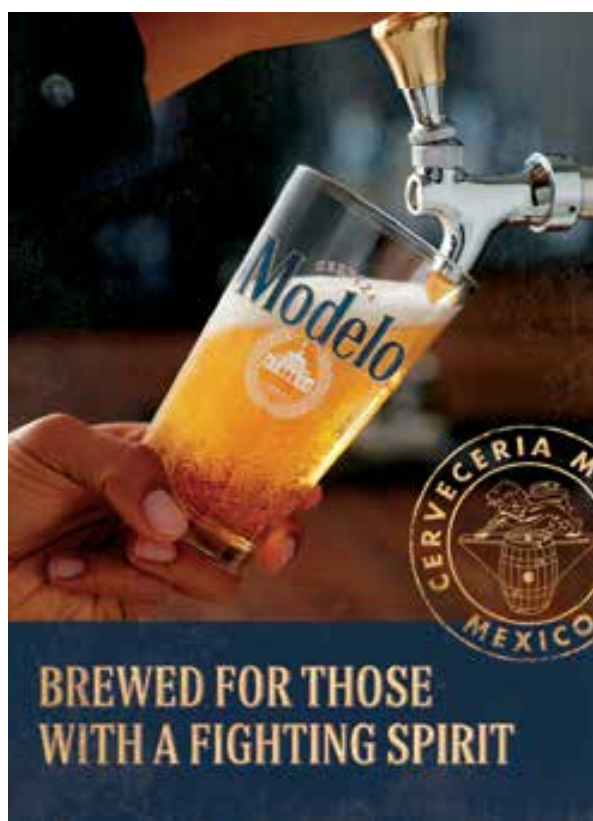
Constellation prefers to let their brands grow slow and strong with a focus on core brands and deliberate innovation rather than introducing new offshoots willy-nilly. Their top-notch portfolio of brands delivers efficient SKUs that grow volume and profits at retail. Consistently growing year after year, beers like **Modelo Especial** and **Negra Modelo** are bright spots in the category. Their portfolio has something for every consumer – from c-store darling **Modelo Chelada**, to golf course regular **Corona Premier**, to Gen Z-favorite **Pacífico**. This is not a company that chases any old trend; rather, they wait for something that's right



Modelo Especial and Modelo Negra may have been inspired by German and Austrian beer styles, but they're uniquely Mexican, and have been brewed there for nearly 100 years.

in their wheelhouse – like premium, BFY light beers – and hit it out of the park. We think you'll agree that they've done just that with Modelo Oro, Modelo's first major innovation since Modelo Chelada.

"We built an extremely strong foundation beginning with our core Hispanic consumer, who are critically important to our business," Gallagher says. He went on to say that the Modelo will never stop focusing on these consumers, but he also knows that beyond this demographic, there remains tremendous opportunity for Modelo brands. He went on to explain that swaths of consumers aren't familiar with **Modelo Especial**, despite current sales numbers. **This beer is poised to be the country's number one brand measured by sales.** Constellation aims to bring new consumers into the fold via continued marketing investment and thoughtful innovation with products like the much-anticipated **Modelo Oro**.



Modelo has the largest share of voice in national media and the company plans to increase its spend by +15% in 2023, with a heavy emphasis on live sports, which accounts for 75% of its TV spend. Almost 45% of that is invested in NFL and NCAA football. As the media landscape continues to fragment, Modelo's investment in digital/social ads is nearly double what it was two years ago.

Modelo Especial has earned fans across demographics and is a perennial winner on draught in any setting.



Golden Opportunities, World-Class Marketing and Cinco de Mayo

There is no doubt that Oro will introduce Modelo brands to an even wider audience, from high-end light beer drinkers to Especial fans looking to mix in some moderation. To drive awareness, Oro's national roll-out is supported with a marketing investment of nearly \$30MM, which includes \$18MM for national TV and digital media that runs through Labor Day weekend. The launch includes sampling programs in the on- and off-premise to drive trial of this amazing liquid.

And we know you're wondering... just what does Modelo have planned for Cinco de Mayo? Well, they're playing that one close to the vest – but expect a celebration steeped in authenticity.

"Without giving away too much, we are once again bringing back our Modelo Mercado and encouraging consumers to 'Cinco Auténtico,'" says Gallagher. "We're honoring our heritage by working with local Mexican American artisans across the country to highlight items that consumers can bring to their Cinco festivities."

It takes more than luck to strike gold in this business, but Constellation has put in the work and is reaping the rewards – and so can you.



Modelo will encourage consumers to "Cinco Auténtico" again in 2023 with a suite of colorful POS that brings to mind traditional Mexican celebrations.



Spotlight on Modelo Chelada

The Modelo brand family's success is due in large part to remaining true to their heritage. One facet of that is creating authentic brand extensions that bring new drinkers into the Modelo family, like Modelo Chelada. This RTD play on the Mexican michelada cocktail is tasty, refreshing and versatile, with a variety of flavors to suit any taste.

1960s The **michelada**, a Mexican beer cocktail, is invented. Though the original cocktail featured only beer, lime, salt and ice, over time, regional variations developed, often including ingredients such as Tajin, Worcestershire sauce, chamoy, serrano peppers or clamato.

2013 Modelo develops and test markets **Modelo Chelada**, an imported, beer-based and flavor-packed extension of the Modelo brand family. Featuring traditional beer mixed with tomato, this 24 oz. RTD quickly found a home in c-store cooler doors.

2014 Modelo Chelada launches nationally, appealing to consumers that may not have previously drunk Modelo Especial, or even beer at all.

2017 Chelada's first flavor extension, **Tamarindo Picante**, launches, helping to drive strong increases in volume and distribution.

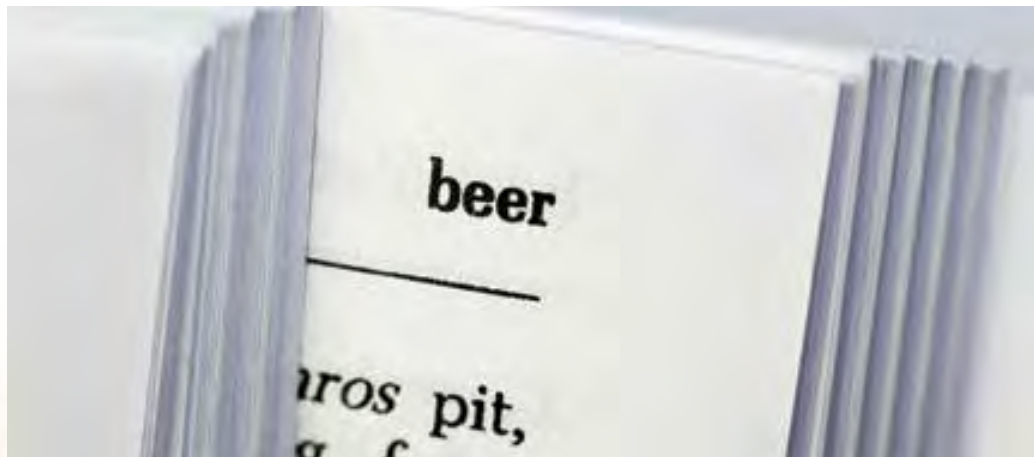
2018-2022 Tapping into the proven success of Chelada, Modelo introduces both new flavors and a new package, including fan-favorite **Limón y Sal**, **Piña Picante** and the **Modelo Chelada Variety Pack**, as well as 12 oz. cans for a few popular flavors and the variety pack.

Present Modelo Chelada continues to delight drinkers and expand to new audiences with the release of **Sandía Picante**, featuring refreshing watermelon and a dash of chile pepper and lime.

Your Beverage Vocabulary Needs an Update

No, there won't be a quiz, but as the way we talk about beverage alcohol changes, it's important to know new terms that have made their way into the industry's lexicon.

Language is always changing. Need proof? Just look at the 300 new words and phrases Merriam-Webster recently recognized as part of the English language – deadass, noob, TBH, the list goes on! While some of these phrases might be more useful than others (What the heck is a petfluencer?? Relax. We tell you later!), it's important for beverage professionals to keep up with industry terminology. So today we're here to separate the slang from the science, and give you the rundown on some new terms every retailer should be fluent in now.



Adaptogenic Ingredients

/ə, dæptəˈdʒenɪk ɪn ˈgrēdēnt / (noun) Herbs, plants and mushrooms that help bodies respond to anxiety and stress. A new class of booze-free, alcohol alternatives contain these botanicals.

Damp Drinking

/damp ˈdriŋkiŋ/ (noun) Taking a mindful approach to reduced alcohol consumption without giving it up altogether. Sometimes called moderation.

Day Drinking

/dā ˈdriŋkiŋ/ (noun) A song by the Grammy-winning country band Little Big Town, but *also* the favorite pastime of cracking open an alcoholic beverage at barbecues, tailgates and other daytime hurrahs.

Functional Beverage

/fuhngk-shuh-nl bev-rij / (noun) A new trend in bev alcohol. A product made with ingredients that may produce a healthy benefit.

Generation Alpha

/jenəˈrāSH(ə)n ˈalfə/ (noun) The demographic that will succeed Gen Z. Generation Alpha may not have attained legal drinking age just yet, but in a few short years, they will be your new customers.

Gluten-free v. Gluten-removed

/glooŋn ˈfrē glooŋn rəˈmoovd/ (adjective) Gluten-free beverages are made with ingredients that never contained gluten, from start to finish. Gluten-removed beverages are made with gluten-containing ingredients, but undergo a process that reduces or eliminates it, making the final product safer for those with gluten intolerance to drink.

Hangxiety /haŋg zīədē/ (noun) When a bad hangover goes beyond a headache and causes stress hormones to spike resulting in a foggy-headed anxiousness we'd all like to avoid.

Hazeboi /ˈhāzē boi/ (noun) A passionate beer fan – often seen in a backwards hat, waiting in line outside an obscure craft brewery – who exclusively buys and geeks out about New England IPAs.

Omnibibulous /omni- + bibulous/ (adjective) Someone who drinks a little bit of everything. Love beer? A sparkling hop water? Even a hard kombucha? Sounds like you're omnibibulous!

Sober Curious /soh-ber kyoor-ee-uhs/ (adjective) A person who is more aware of how much booze they consume in order to develop a “healthier” relationship with alcohol. A lifestyle that encourages sobriety but still welcomes people who aren't ready, or willing, to give up their favorite alcoholic beverages completely.

Extra Credit: Mystery Definitions Revealed

There's much more slang to know than just these beverage alcohol-specific phrases. You might hear these extra credit words in your establishment.

Adorbs

/əˈdɔrbz/ (adjective) Shorthand for adorable.

Deadass /ded-as/ (adverb) New York slang from the 90s meaning completely or seriously.

Noob /noob/ (noun) A video game term for someone who is inexperienced.

Petfluencer /pet flooənsər/ (noun) Online influencers who use their pets to gain attention on social media.



Here we have a hazeboi in his natural habitat. Regularly found in long lines outside obscure breweries, hazeboi is a playful nickname for anyone who goes crazy for NEIPAs.

21st Amendment Co-Founders Nico Freccia & Shaun O'Sullivan



In 2000, a paralegal and a journalist teamed up to change what they saw as a lack of beer culture on the West Coast. 23 years later, co-founders Nico Freccia (left) and Shaun O'Sullivan (right) are still at the helm of 21st Amendment Brewery – a brewery creating fruit-forward favorites.

Throw a rock in California and you're likely to hit a brewery. But it wasn't always this way. Back in 2000, a paralegal and a journalist (who both happened to be huge beer fans) teamed up to change what they saw as a lack of beer culture on the West Coast.

23 years later, co-founders Nico Freccia & Shaun O'Sullivan are still at the helm of 21st Amendment Brewery – a brewery that creates fruit-forward favorites like **Hell or High Watermelon** and **Brew Free! Or Die Blood Orange**.

Outside of their home market of California, Pennsylvania is 21A's largest territory. As such, Nico and Shaun were happy to share insights of their journey to find the identity of 21A, how single serves factor into this year's strategy and what makes a beer taste just like a tropical island.

Heady Times (HT): Congrats on 23 years in beer! There's an obvious focus on fruit-forward beers at the center of 21A's portfolio – how did you find your niche as a brewery?

Shaun O'Sullivan (SO): I think it's important to find out what you're really good at and lean into that.

Nico Freccia (NF): Hell or High Watermelon was a beer that I first made as a homebrew in my basement in San Francisco in 1998. I enjoyed an occasional fruit beer, but you couldn't usually have more than one because they tended to be too sweet. I thought watermelon might add a nice hint of fruit without being overwhelming, so I brewed an American wheat beer with a secondary fermentation with lots of fresh watermelon.

SO: And it turned out great! Kicking back with a few Hell or High Watermelons, we realized that fruit and beer was something we knew how to do well, so we really zeroed in on that moving forward.

HT: Outside of California, Pennsylvania is your largest market. You've done that with a dominant focus on your core, including the Brew Free! Or Die family. What's new for Brew Free! in 2023?

NF: We launched **Brew Free! Or Die Hazy IPA** less than a year ago, so we're excited about building momentum behind that brand. Our **Brew Free! Or Die Cold IPA** launched late last year and did really well this winter. And we're morphing our **Brew Free! Or Die Tropical IPA** into a new version: **Brew Free! Or Die Juicy IPA**.

Our other year-round beers that are key to our success in PA are our hoppy pilsner **Coaster Pils**, our Mexican-style lager **El Sully** and our **Hop Pack Variety**.

HT: Speaking of your new Cold IPA & Juicy IPA, as rotating releases, how were these beers brewed to complement each other?

SO: Brew Free! Or Die Tropical IPA was designed to be a really drinkable, refreshing beer for the summer months with hints of tropical fruit that are reminiscent of a warm vacation on a tropical island. This year we are morphing that tropical essence into Brew Free! Or Die Juicy IPA. We're really leaning into fruit and doing what we do best by adding a more prominent pineapple flavor to the profile. We feel that this is the perfect refreshing summertime quencher.

Cold IPA is a pretty new style that blends the best elements of a cold brewed lager with a well-hopped IPA. This beer is perfect for enjoying before and after activities because it's thirst quenching, refreshing and really flavorful, but it doesn't slow you down.

HT: We can't wait to try it! What large format and single serve opportunities lie ahead for 21A this year?

NF: We're really leaning into 19.2 oz. cans this year. This package format is big on the West Coast and it's the number one convenience store package right now. So we're taking

what works here in California and really focusing on expanding large formats and single serve options in all our markets.

HT: We got an early look at a package refresh for Blood Orange and Hell or High Watermelon. Can you tell us a bit about the changes?

NF: For **Brew Free! Or Die Blood Orange**, we wanted to accentuate some of the stylistic features on the package to make them pop and make the fruit more prominent. We made some subtle changes to the Hell or High Watermelon package this year as well. We changed the color scheme slightly to make it lighter and brighter, and we changed the font colors to make them pop on the box. We really wanted to accentuate the elements of light, bright and refreshing that cue the customer to what's inside the package.

HT: We love a good scoop – can you let us in on a few surprises that retailers can get pumped about for 2023?

SO: We're doing some really fun, new things this year. We're resurrecting our limited-edition series, which has been dormant since Covid. This spring we're relaunching a fan favorite, **Watermelon Funk**, a sour watermelon ale. And we're following that up with a pumpkin release, **Pumpkin Haze IPA**, which is a unique take on a hybrid between a hazy IPA and a pumpkin beer. It was one of the fastest-selling beers we have ever made at our San Fran pub last year. We have a bunch of stuff up our sleeves in the beer adjacent space as well that we're hoping to release later this year and into 2024.

We're also looking forward to launching a brand-new double IPA this year, but I'm not going to say any more about that because it's super top secret, and what fun would beer be without a few surprises?

Fruit-Forward to Their Core

21st Amendment's core lineup puts their expertise at creating delicious fruit-forward beer front and center.



HELL OR HIGH WATERMELON

21A's most popular brand in PA, Hell or High Watermelon, is an American wheat beer brewed with real watermelon. Don't miss out on this year's other seasonal releases, **Hell or High Mango** and **Hell or High Pomegranate**.



BREW FREE! OR DIE IPA

Like Honest Abe, who adorns this IPA's label, 21A believes in freedom. Freedom to innovate and reinvent their West Coast IPA with a new and improved recipe.



BREW FREE! OR DIE BLOOD ORANGE IPA

This beer features an abundance of fresh blood orange purée and a twist of citrusy dry hops – making it a refreshingly different IPA.

Zero Sugar Beverages Hit the Wellness “Sweet Spot”

Consumers can't get enough of these fun, flavorful RTDs when they want to enjoy a cocktail, and feel like they're doing something good for their body. Diets are out. Wellness is in.

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced.

Consumers are serious about removing unwanted sugar from their diets. And that's where Phil Rosse, President of Mark Anthony Brands, sees growth opportunities for innovative beverage companies like his. “A staggering 94% of all consumers have reduced their sugar intake,” he said at a recent gathering of beverage industry professionals. “Zero sugar FMBs – like our **Cayman Jack Zero Sugar Margarita** – have high sales potential. It taps into consumer desire for a flavorful, premium beverage experience – but one that's not detrimental to their health,” Rosse explained.

Of course, sugar-free products are nothing new – diet sodas, many of which have been rebranded as zero sugar sodas – have been available for decades. Sugar-free energy drinks like **Red Bull Sugarfree** have been selling well for years. In fact, sugar-free versions account for 40% of sales in the energy drink category.

“Sugar-free options are not new. What is new is the degree to which great swaths of the population are committed to reducing beverage-based sugar consumption,” says Fred Gross, VP of Sales and Marketing for Origlio Beverage. Gross added that the volume of independent data supporting his claim keeps rolling in. “The company GlobalData Research Group recently discovered that two-thirds of all millennials think about their health *before* purchasing an alcoholic beverage. And another data tracking firm, Insights, reported that 54% of Baby Boomers are buying more reduced sugar products to be healthier.”

No Tastebuds Left Behind

Based on these findings, it's not surprising that more players in the beverage alcohol space (like **Smirnoff Ice** and **Lagunitas**, just to name a couple) have developed their own successful sugar-free options. And thanks to advancements in sweetener technology,



New Cayman Jack Zero Sugar exemplifies two huge trends in beverage alcohol: cocktail-inspired FMBs and zero sugar.

these products deliver all the flavor drinkers want *without* the “artificial” taste they don't.

This spring, Smirnoff has added more products to its sugar-free lineup including a **sugar-free edition of their popular FMB seasonal, Red, White & Berry**.

And the new **Smirnoff Ice Zero Sugar Variety Pack** features four iconic flavors, Original, Raspberry, Red, White & Berry and Pink Lemonade. The brand also designed colorful, new packaging for Smirnoff Ice Zero Sugar products, including the iconic **Smirnoff Ice Zero Sugar Original**.



New Smirnoff Ice Zero Sugar Red, White & Berry is infused with cherry, citrus and blue raspberry flavors for a delicious and mindful choice that'll be a hit all summer long.

Also taking sugar-free beverages in an innovative new direction are hop waters. Many contain no alcohol... No gluten... No carbs... And no sugar, just great hop flavor. The very skillful brewmasters at Lagunitas, who are known for great-tasting IPAs, created **Hoppy Refresher**. “It's a beverage that can be enjoyed anytime, anywhere and without fear of experiencing a sugar crash,” said Tony Amaral, the company's Head of Sales.

"Hoppy Refresher is 2023's 'big bet' for us," Amaral added. "It was one of the first hop waters and it's by far the best selling one on the market, accounting for 65% of the category." Now available in cans (the preferred package of beyond beer consumers) a brand-new **Hoppy Refresher Variety Pack** hit the shelves this winter. "To have a non-alcoholic variety pack, we think we're hitting the sweet spot of consumer trends, that it's gonna catch [on] very, very fast," Lagunitas CMO Paige Guzman told BBD late last year. Lagunitas' new variety pack offering will join the likes of **HOP WTR's** adaptogen-packed **HOP WTR Mixed Pack** on shelves. And with the surging popularity of the format, we can't help but wonder if other hop waters like **Sierra Nevada Hop Splash** won't be far behind!

An innovative, proprietary blend of plant-based sweeteners that's virtually identical to the great taste of his company's original **Mike's Hard Lemonade** is how Phil Rosse describes **Mike's Hard Lemonade Zero Sugar**. "Matching the taste of the original was our highest priority. We worked for years to get the recipe just right and we nailed it. Mike's Hard Lemonade Zero Sugar is just as tasty and its ABV is only 4.8%. That explains the impressive purchase intent numbers we have; 85% by FMB drinkers, and 92% by better-for-you FMB consumers."



Mike's Hard Lemonade Zero Sugar uses a proprietary blend of plant-based sweeteners for all the taste of Mike's Hard Lemonade with none of the sugar.

Mark Anthony Brands' other successful FMB brand, **Cayman Jack**, also has a new sugar-free product launching this spring. As you would expect, **Cayman Jack Margarita Zero Sugar**



The Lagunitas Hoppy Refresher Variety Pack features three delicious flavors (**Original, Berry Lemon and Blood Orange**), which are all naturally sugar-free.

delivers all the classic Margarita flavor the RTD company is known for in the convenient packages customers prefer, while cutting sugar and calories.

Zero Sugar Equals More Sales

Zero sugar options are massively incremental purchases. Similar beverage categories see an average of 70% incrementality (or higher) when sugar-free options are introduced. And considering that sugar-free beverages already command a huge (and growing) share in soda and energy drink categories, zero sugar FMBs could bring new customers to the beer category. "Less sugar is the top reason lapsed FMB drinkers would drink FMBs again," says Mark Anthony's Rosse. And because these products are generally less sweet with fewer calories, we think Rosse's prediction might come true. We see "high sales possibilities" in your zero-sugar future, and you should, too.

“Less sugar is the top reason lapsed FMB drinkers would drink FMBs again.”

— PHIL ROSSE
President of
Mark Anthony Brands

Beyond Beer Goes All in with Sugar-Free Options

One of the biggest trends in beverage alcohol is about to get bigger. These sugar-free, BFY products pack all the flavor today's consumers demand *minus* the sugar they have sworn off.

MIKE'S HARD LEMONADE ZERO SUGAR

Mike's Hard Lemonade's newest line extension is sugar-free, 100 calories per 12 oz. serving and packed with flavor.

CAYMAN JACK MARGARITA ZERO SUGAR

This RTD FMB is styled after a classic margarita, proudly crafted with all the taste drinkers expect, but with zero sugar and only 100 calories.

SMIRNOFF ICE ZERO SUGAR ORIGINAL

Debuting in May, the newly redesigned Smirnoff Ice Zero Sugar Original pool-inspired packaging is almost as refreshing to look at as it is to drink.

RED BULL SUGARFREE

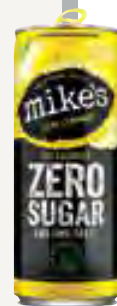
One of the biggest brands in the sugar-free beverage game, Red Bull Sugarfree helps balance energy and physical performance with a fun and active lifestyle.

HOP WTR

With no calories, carbs, alcohol or gluten, plus plenty of mood-boosting active ingredients, HOP WTR ticks plenty of BFY boxes – and it's naturally sugar-free!

LAGUNITAS HOPPY REFRESHER

This IPA-inspired refreshment was crafted using everything Lagunitas knows about hops, and contains no alcohol, carbs, calories or sugar.



Dock Street Wedding Beer

To Have & to Hold, Dock Street's Wedding Beer Brings "Something Brewed" to Wedding Celebrations.

Wedding season is upon us, and it's no surprise that soon-to-be newlyweds often take great care when considering every detail of their upcoming nuptials. Specialized vendors are selected for everything from the food to the clothing to the flowers, typically in a thoughtfully coordinated aesthetic, and Dock Street saw there were no beers in the market made specifically for these occasions. "Many of us [at Dock Street] have gotten married in the past few years, and as beer lovers, we of course want to feature excellent, quality craft beer at our weddings," says Renata Vesey, Dock Street's Head of Marketing and Events. "When you search 'wedding beer' online, the only thing you'll find is some half-hearted suggestions of 'crowd-pleasers,' but nothing that was crafted specifically to celebrate or symbolize a significant, intimate, full-of-love occasion like a wedding!"

Sure, any beer at a wedding could be considered a "wedding beer," but **Dock Street set out to create a unique beer specifically for these celebrations. Wedding Beer is brewed with lemon verbena, orange blossom honey, rosehips, coriander, lemon peel, sage and yeast from perhaps the most popular celebratory beverage – champagne.** The brewery describes this beer as having a smooth, clean malt profile complemented by prominent fruitiness lent by the yeast, which, like the happiness after a great wedding, lingers long after the finish. High carbonation delivers big, jubilant bubbles to perfectly round out the profile of this special ale.

Not only does the liquid itself incorporate some of the essential elements of a wedding, the packaging was also designed with a wedding aesthetic in mind – after all, couples shell out big bucks for photographs to remember such celebrations, shouldn't the beer look just as good as the rest of the decor? "The label was created to blend in with wedding decor and look beautiful in

photographs. It was made with the couple and their families and friends in mind," explains Vesey.

The elegant label was created by Sarah Russell (@sarahpollyanna) and designed by Johanna Roebas (@jsroebas), two local artists. **The label incorporates many of the symbolic ingredients of the beer.** Orange Blossoms have long been associated with weddings – a trend started by Queen Victoria in the 1800s – as a symbol of luck, purity (in Dock Street's case, they're going with purity of heart!), fertility and eternal love. You'll also spot other symbolic items on the can like a bird's nest, which represents a warm, safe and stable home life; a knot and an anchor; wheat shafts symbolizing wealth, luck & prosperity and Eros, the Greek god of love. Vesey adds, "the best part is, the can incorporates 'something blue' so it is a very pleasant way to check that off the list!"

Couples looking to celebrate with Dock Street's Wedding Beer can find it at participating wedding venues and through wedding vendors. Many have already pre-ordered the beer and plan to keep it on their offerings list for weddings, and if it's not on the list, couples can request it through their venue or vendor. Cases will also be available through Dock Street's brewpub.

Note: This beer is available only through wedding vendors and Dock Street's brewpub, and all other Dock Street beer is now sold to retailers by 31st & Wharton.

Couples spend thousands, sometimes even tens of thousands of dollars on wedding photography and even more on decor and ambiance, so Dock Street thought their Wedding Beer should be as beautiful as flowers and tablescapes. Photo credit: Ryan Spillman



This beautiful label was created to blend in with wedding decor and look beautiful in photographs. It was made with the couple and their families and friends in mind!

— RENATA VESEY, Dock Street Head of Marketing and Events



Wedding Beer is designed to sit comfortably alongside champagne and cocktails on a wedding drink menu, as well as look incredible on the bar top and in the hands of everyone from the newlyweds to partiers. Photo credit: Ryan Spillman

Allagash White

It's Popular, and Here's Why...

Best beer lists sing its praises. It's still winning medals at the Great American Beer Festival. And after 25 years, sales have never been better. Do you really need to know anything else about Allagash White, America's most iconic, Belgian-style wheat beer?

As it turns out, you do.

And for that, you can thank Ethan Peiffer. He's the brand manager at Origlio Beverage responsible for the entire Allagash portfolio. Peiffer has given the question a lot of thought. "Sure, Allagash tastes great. But there's more to it than that," he says with a look on his face that politely suggests, you have a lot to learn.

Peiffer explains, "The beer was ahead of its time. But it's the perfect beer for right now... because it has all the attributes today's consumers want – crisp, complex flavor that's also refreshing; moderate ABV (5.2%); premium everything and a backstory that checks all the boxes for authenticity. It's been discovered by a whole new audience. That's why sales are up 10 percent."

And yet Allagash White was a tough sell back in 1995, when the brand's founder, Rob Tod, was a new brewmaster offering a taste of his *exotic* beer to any bartender who would give him the time of day. Back then, lagers still dominated the American beer scene and everything about Allagash White was unfamiliar. From its cloudy appearance to its aroma and taste, few people had ever experienced anything like it.

If you've never tasted Allagash White, here's a description: It's fruity but spicy, with just the right amount of citrus to make it very refreshing. It's full-bodied with little to no bitterness. And because all these flavors are perfectly balanced, it's not cloying so you can drink more.

"It can be my first drink of the night and my last," says Naomi Neville, Sales Director at Allagash Brewing Company. "I might be slightly biased, but White is the perfect beer for any occasion. It's great with food. And it's refreshing so you can enjoy a few of them just hanging out with friends."

...White is the perfect beer for any occasion. It's great with food. And it's refreshing so you can enjoy a few of them just hanging out with friends.

— NAOMI NEVILLE

Sales Director

Allagash Brewing Company

When asked why the beer is selling so well, Neville said she agrees with Peiffer, adding, "Most successful new products are made specifically to satisfy an identified consumer need or interest. They call it consumer-driven innovation. But Allagash White does this just by being the same great beer it's always been."



The perfect companion for any outdoor excursion, Allagash White, a name synonymous with quality & consistency, is the quintessential American interpretation of a Belgian-style wheat beer. A special blend of coriander and Curaçao orange peel makes the beer's distinctive flavor both complex and refreshing.

Neville and Peiffer also said that putting the beer in cans was a gamechanger. Peiffer said, "For the longest time if you wanted to drink Allagash White, you had two options – you could buy a case of bottles or enjoy it on-premise. Cans encourage trial and let people drink it anywhere, anytime. You can find it at the craftiest places and at the corner beer store."



In 2022, Allagash White boosted the company's overall dollar sales by +6.2%. And according to the brewery, sales of Allagash White increased 10% YTD through October 9; draught sales were up 18% – close to pre-pandemic levels – and 12-pack sales increased north of 20%.

Owen's Craft Mixers



The perfect mixers for crisp & refreshing cocktails, Owen's non-alcoholic Craft Mixers are made in the USA

with quality ingredients, including pure cane sugar instead of corn syrup, real juice and a clean ingredient list. They are also vegan and gluten-free. Co-founded by brothers-in-law Josh and Tyler, Owen's is named after their great-great grandfather, Owen Woods – famous for the sodas, tonics and cocktails he crafted at his General Store and Bar in Portland, Maine in the 1800s. Owen's Craft Mixers are award-winning, premium non-alcoholic mixers created with the mission to effortlessly cultivate positive social connection through cocktail culture. Just add Owen's to your favorite liquor for an incredible cocktail or try it straight for an easy mocktail. Owen's provides bartenders and consumers an easy way to create consistent high-quality cocktails.

Owen's Transfusion Mix



Owen's Transfusion Mix is made with real grape juice and ginger ale, striking a crisp and refreshing flavor unmatched anywhere. This one pairs well with vodka, gin or bourbon, but is also great on its own. **ABV:** NA **Package:** 8 oz. cans only **Availability:** Now, year-round

Owen's Sparkling Cranberry



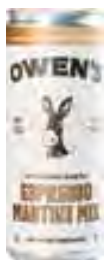
Owen's Sparkling Cranberry dials back the sweetness with a unique flavor-forward bubbly finish. Pair it with vodka, gin, tequila or whiskey, or enjoy it on its own. **ABV:** NA **Package:** 8 oz. cans only **Availability:** Now, year-round

Owen's American Tonic



A refreshing twist on a timeless classic, American Tonic is made with the purest ingredients like quinine and a splash of citrus. This mixer elevates any cocktail and pairs best with gin, vodka, tequila or whisky. **ABV:** NA **Package:** 8 oz. cans only **Availability:** Now, year-round

Owen's Espresso Martini Mix



Owen's nitro-infused Espresso Martini Mix is dairy-free, made with real coffee beans and delivers that perfect balance of sweet and bitter notes with a creamy finish. **ABV:** NA **Package:** 8 oz. cans only **Availability:** Now, year-round

Owen's Margarita Mix

Owen's Margarita Mix has an unmatched taste. Made with 100% blue agave nectar and real juice, each batch is carefully crafted, allowing you to create a refreshing, restaurant-quality margarita when mixed with tequila or mezcal. **ABV:** NA **Package:** 750 ML bottles only **Availability:** Now, year-round



Four Sixes Grit & Glory

Four Sixes Grit & Glory celebrates the ranching traditions and values of the famous 6666 ranch. Their muse is the American cowboy who lives a life built around the tradition of family, relentless hard work and integrity. Included in their craft offerings are a pilsner, an amber lager and a hazy session IPA, while their ranch waters are distinctly Texas influenced flavors – bold, refreshing combinations to suit every thirst.



Four Sixes Grit & Glory Pilsner

This traditional American pilsner is brewed with Saaz hops. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Four Sixes Grit & Glory Hazy Session IPA

This bold, hazy IPA is brewed with mango, citrus and Azacca hops. **ABV:** 4.8% **Package:** 12 oz. cans only **Availability:** Now, year-round



Four Sixes Grit & Glory Amber Lager

Made with Noble hops, this is a full-bodied Märzen-style amber lager. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Four Sixes Grit & Glory Ranch Water Variety Pack

The Four Sixes Grit & Glory 2/12 can Ranch Water Variety Pack includes four Ranch Water flavors that are distinctly Texas influenced and cater to the essence of the land: **Blue Agave Natural Lime Juice**, **Blue Agave Spicy Habenero Juicy Mango**, **Blue Agave Prickly Pear Margarita** and **Blue Agave Blackberry Pomegranate**. **Availability:** Now, year-round



Samuel Adams Boston Lager Remastered

Boston Lager just got better! This remastered brew has a pronounced noble hop aroma, a round malt impression and a soft mouthfeel that leads to a fast finish with no lingering bitterness or astringency. **ABV:** 5% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round



Jim Beam Kentucky Coolers Strawberry Punch

Inspired by Jim Beam's southern roots, Jim Beam Kentucky Coolers are a refreshing line of malt beverage lemonades and punches that are crisp, cool and full of flavor. Strawberry Punch is a party in a can with jammy strawberry flavor and a crisp finish. **ABV:** 5% **Package:** 12 oz. slim cans only **Availability:** Now, year-round



Jim Beam Kentucky Coolers Lemonade & Punch Share Pack

The Jim Beam Kentucky Coolers 2/12 slim can Share Pack includes two refreshing lemonades and two tasty punches that are all crisp, cool and full of flavor at just 5% ABV. Included in the mix are:

Strawberry Punch, Citrus Punch, Black Cherry Lemonade and Sweet Tea Lemonade. **Availability:** Now, year-round



Great Lakes Hop Madness IPA Variety Pack

Discover your latest obsession in this fresh, flavor-packed selection of IPAs, including an exclusive rotating experimental IPA you won't find anywhere else. Included

in the 2/12 can mix are: **Vibacious Double IPA, Hazecraft Hazy IPA, Tropicoastal Tropical IPA** and variety pack exclusive **Small Batch Hazy IPA.** **Availability:** Now, year-round



Smirnoff Ice Smash Blue Raspberry Lemonade

Smirnoff Ice Smash Blue Raspberry Lemonade is a crowd-pleasing flavor in a versatile format. In a world where cans have come to dominate so many occasions, consumers appreciate the full-flavored, higher ABV options they can enjoy at any time. **ABV:** 8% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in late May/June



Woodchuck Blueberry

Once known as Summer Time, this crisp apple cider is topped off with a splash of blueberry juice to keep drinkers refreshed all year long. **ABV:** 5% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April



Evil Genius Variety Pack

Evil Genius' new variety pack includes:

There's No Crying In Baseball

Hazy Mango IPA, **Stacy's Mom** Citra

IPA, **Purple Monkey Dishwasher**

Chocolate Peanut Butter Porter

and **I Said What I Said** Key Lime

Margarita Sour. **Availability:** Now,

year-round



Evil Genius Challenge Accepted

Suit up for a major dose of flavor in this new hazy Imperial IPA! The bitterness? Super low. The optics? Hazy. The hops? An explosion of juicy Idaho-7, Motueka and Zamba. Enjoy this beer? Challenge... accepted! **ABV:** 9% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



PRESS Synergy Pack

PRESS Premium Alcohol Seltzer is introducing a new 2/12 slim can variety pack. New Synergy flavors enhance the Signature and Select PRESS collections, adding globally inspired pairings to the PRESS flavor portfolio. The Synergy Pack features new, fruit-floral-spice flavors including:

Peach Rosemary, Dragon

Fruit Lotus, Guava Rhubarb

and **Watermelon Sea Salt** in

luxury satin packaging. *This variety pack will replace the PRESS Duo Variety.* **Availability:** Year-round, beginning in April



Twisted Tea Party Pouch New Graphics for Summer

For a limited time, graphics for the Twisted Tea Party Pouch (5L bag in a box) will be decked out in new Americana packaging. Twisted Tea's most Twisted pack is big in size, energy and fun – perfect for summer occasions. **Availability:** May



A New Mix & Summer Graphics for the Twisted Tea Party Pack

The Twisted Tea Party Pack is getting an All-American makeover to celebrate the tentpole summer holidays.

This new 2/12 can mix features a red, white & blue outer wrap and new flavor **Rocket Pop**, along with Twisted Tea



favorites: **Original**, **Half & Half** and **Peach**. This variety is perfect to crush in the sun all summer long. **Availability:** May

Smirnoff Ice Zero Sugar Original Refresh

Lightly carbonated, with a delicious citrus bite and only 100 calories, Smirnoff Ice Zero Sugar (now with a new, bold look) is the perfect balance of full flavor and mindful choice.

ABV: 4.5% **Package:** 12 oz.

slim cans only **Availability:** Year-round, beginning in late May



A New Look & Mix for the Smirnoff Ice Zero Sugar Variety Pack

Now with a new look and two new flavor additions, the Smirnoff Ice Zero Sugar Variety Pack is the perfect balance of full flavor and mindful choice. This 2/12 slim can mix now includes



four iconic Smirnoff Ice Zero Sugar flavors: **Original**, **Raspberry**, **Red**, **White & Berry** and **Pink Lemonade**. **Availability:** Year-round, beginning in May

A New Mix for the Woodchuck Variety Pack

This spring, *new* **Woodchuck Blueberry** will join **Amber**, **Berry Snap** and **Bubbly Pearsecco** in this 2/12 can mix. **Availability:** Year-round, beginning in May



Evil Genius Stacy's Mom 19.2 oz. Cans

One of Evil Genius' year-round flagships is now available in 19.2 oz. cans! Stacy's Mom, an IPA with low bitterness, is dry-hopped entirely with Citra, which, as you may have guessed, gets its name from its strong citrus notes. **ABV:** 7.5% **Availability:** Now, year-round



Sierra Nevada Torpedo Extra IPA Has a New Look

Sierra's West Coast "Extra" IPA barreled onto the scene in 2009 and still charges full hops ahead today. The iconic recipe is unchanged and the explosive hops are still cranked to max flavor through the custom Hop Torpedo dry-hopping device, but the IPA has a bold, new look! Keep an eye out for the new packaging – both cans and bottles. **Availability:** Now, year-round



A New Mix for the Stone IPA Can Variety Pack

This edition of Stone's 2/12 can mixed pack features four of their most popular (and tasty) IPAs: Extra citrusy & gluten-reduced **Delicious Citrus IPA**, the amazingly hazy **Hazy IPA**, the iconic **Stone IPA** and big & juicy **/// Fear.Movie.Lions Hazy Double IPA**. **Availability:** May



Limited Edition Yuengling Phillies Cans

Starting in April, the Official Lager of the Phillies is back with special Phillies packs! Fans can show their Philly spirit at all their summer gatherings by bringing either 12 or 16 oz. cans of Yuengling Traditional Lager in the limited-edition Phillies package. **Availability:** April



When Demand Exceeds Supply

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

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

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

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



Sly Fox Box O' Logs

The weather has broken and there's nothing but clear skies ahead. What a beautiful opportunity to crack open a cool, crispy Box O' Logs – a lager-centric variety pack. Your excellent buds at Sly Fox present fresh, world-class lagerbiers for recreational enjoyment. This 2/12 can mix includes: GABF medal-winning **Helles Golden Lager** and **Pikeland Pils**, as well as their celebrated **Goat Race Maibock** and the new **Bohemian Gold Czech-style Lager**. **Availability:** April

NEW
VARIETY
PACK!

Sly Fox NITRO Haze Fix IPA

View your favorite sessionable, hazy IPA through an entirely new lens. NITRO Haze Fix IPA takes the pillowy texture of Sly Fox's classic Haze Fix and accentuates it further by softening the beer's already gentle hop bitterness and carbonation, while still elevating the unique combination of tropical and stone fruit character of Trident, Azacca and El Dorado hops.

ABV: 5.5% **Package:** Draught only **Availability:** May

NEW!



2SP Strawberry Switchblade

This strawberry hefeweizen is the perfect beer to cut the summer heat. Fermented at high temperatures to bring out the banana flavors found in hefeweizens, this one is sweet and crushable! **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April

Evil Genius Main Character Energy

Evil Genius' second collab with White Castle, Main Character Energy, is giving major protagonist vibes. Oh my, who's that stunning specimen? It's a hazy, kiwi/dragon fruit-flavored IPA! And it has a generous dose of Simcoe and Strata hops? Now that's bold! **ABV:** 6% **Package:** 12 oz. cans only **Availability:** March



Evil Genius I Said What I Said

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



Evil Genius #LoveIsLove

Love who you want to, drink what you want to! Evil Genius hopes you'll want to drink this crisp blonde ale, which has just a hint of natural strawberry flavor. A portion of the proceeds from this beer will be donated to The Trevor Project, which benefits LGBTQIA+ youth. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** May



FOR A
GOOD
CAUSE!

SEASONAL SELECTIONS

Smirnoff Ice Zero Sugar Red, White & Berry

New Smirnoff Ice Zero Sugar Red, White & Berry is Smirnoff Ice Zero Sugar infused with cherry, citrus and blue raspberry flavors. This one will be a hit all summer long. **ABV:** 4.5% **Package:** 12 oz. slim cans only **Availability:** April



NEW!

Yellowstone Lone River Ranch Pack

Introducing a powerhouse partnership between Lone River & Paramount's hit show, *Yellowstone*. For the *Yellowstone* fanatic, the one who can't get the Dutton family out of their heads, this limited-time pack will be perfect for every Sunday viewing. Included in this 2/12 can mix are: **Ranch Water Original** and **Ranch Rita Classic**. **Availability:** Late May



NEW
VARIETY
PACK!

Sierra Nevada Hoptimum



Sierra Nevada brewers selected the finest, most flavorful hops, pushed them beyond their limits and forged them into this all-new triple IPA. This reimagined Hoptimum is their hoppiest beer yet. It provides a blend of tropical and citrus hop aroma and delivers a refined yet aggressive character. **ABV:** 11% **Packages:** Limited 12 oz. bottles and draught **Availability:** Mid-April

2023
EDITION!

Sierra Nevada Summerfest

It's time to soak up the sun, and this refreshing lager has the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead to a dry finish, and the sessionable ABV invites another round on those endless summer days. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** April



Sierra Nevada Tropical Little Thing IPA

The newest brew in Sierra's Hazy Little Things rotating series is perfect for the warmer months. Ditch the mainland with Tropical Little Thing, a hazy island getaway with ripe aromas and flavors of mango, papaya and passion fruit. Savor this tropical escape before the next hazy IPA rotator hits. **ABV:** 7% **Package:** 12 oz. cans only **Availability:** Late April



Sierra Nevada Fan Favorites Pack

Celebrate the arrival of spring with four Sierra Nevada favorites from the past in their newest variety 12-pack. Included in the mix are: **Hop Hunter IPA**, **Ruthless Rye IPA**, **Flipside IPA** and **Nooner Pilsner**. This variety pack will replace Hoppy Sampler. **Availability:** Mid-April



NEW
VARIETY
PACK!

Heavy Seas Impending Doom #5 Fuzzy Navel



The latest beer in Heavy Seas' Impending Doom series is brewed with orange juice and peach purée. This hazy double IPA is dominated by juicy stone fruit and citrus. Heavy additions of Cashmere, Simcoe and Citra hops complement the massive amounts of malt, wheat and oats. **ABV:** 9.5% **Packages:** 12 oz. cans and draught **Availability:** April

Heavy Seas Cosmic Blur

NEW!

Cosmic Blur uses a unique, new yeast strain to achieve celestial drinkability. Brewed with pineapple, mango and passion fruit purée, this interstellar sour ale is packed with sweet and tart tropical fruit flavors. **ABV:** 9% **Package:** 12 oz. bottles only **Availability:** Late April



Heavy Seas TropiCannon Can Sampler



Back for a limited time due to customer demand, the TropiCannon Can Sampler includes a new mix of three, fruity TropiCannon IPAs: **Pineapple IPA**, **Citrus IPA** and **Mango Lime IPA**. **Availability:** April

NEW
MIX!

Firestone Walker Parabola 2023

Of all the beers in Firestone Walker's Proprietor's Vintage Series, Parabola is the most notorious. It's always a beast of a beer, with intense flavors of black cherry, dark chocolate, vanilla and roast coffee – yet each annual release also bears its own subtle imprint. For this latest edition, the beer was aged for a year in an equal combination of eight year-old Blanton's bourbon and 12 year-old Weller wheated whiskey barrels. The wheated whiskey barrels accentuate Parabola's signature richness with fine notes of cereal grain, while the bourbon barrels impart their classic notes of toasted coconut and cocoa nibs. **ABV:** 13.5% **Package:** 12 oz. bottles only **Availability:** Now!



Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime and lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day.

ABV: 5.3% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Late March

Samuel Adams Summer Ditch Days Variety Pack

NEW VARIETY PACK!

Sam's new summer variety pack contains two summer classics and two exciting innovations! The 2/12 can variety pack will tie into the Sam Adams Summer Ditch

Days program which encourages people to skip work and drink a Sam on them! The Ditch Days Variety Pack includes: **Summer Ale**, **Porch Rocker**, *new* **Take-A-Day IPA** and *new* **Summer Adventure Lager**. **Availability:** Late March



Samuel Adams Porch Rocker

Sweet, tangy and refreshing, this beer 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:** Late March



Angry Orchard Sunny Sessions Variety Pack

NEW VARIETY PACK!

Angry Orchard Sunny Sessions 2/12 Variety Pack is the perfect summer mix to embrace good weather and good vibes! This mix includes: classic **Crisp Apple**, tart **Green Apple**, pineapple-forward **Tropical** and *new*, limited-edition **Blueberry Rosé** made with real blueberry juice. You can't go wrong with this mix for any summer occasion. *This variety pack is available in slim cans & bottles.* **Availability:** March



Dogfish Head Mandarin & Mango Crush

Mandarin Orange & Mango Crush is a fruit beer inspired by the classic Mid-Atlantic crush cocktail. Brewed with a base of pilsner malt, it's fermented with loads of tart mandarin orange and juicy Alphonso mangoes. It's crisp and lightly sweet with a refreshing citrusy tartness and a crisp, dry finish... like a sip of summer. **ABV:** 6%

Packages: 12 oz. cans and draught **Availability:** April



Dogfish Head Off-Centered Summer Variety Pack

NEW VARIETY PACK!

This off-centered variety pack inspires consumers to grab more than just a 12-pack on their way to the party. This new Variety Pack features: *new* **Citrus Squall**, the perfect storm of double golden ale and paloma goodness, as well as **SeaQuench Ale**, **60 Minute IPA** and **Blue Hen Pilsner**. **Availability:** Now!



Truly Hard Seltzer Red White & Tru Variety Pack

NEW VARIETY PACK!

When the sun is shining, the flags are flying and the beaches are open, it's time to officially celebrate summer with the new, limited-edition Truly Hard Seltzer Red White & Tru 2/12 slim can Variety Pack! This pack features four exciting Truly flavors: **Cherry Pop**, **Peach Burst**, **Iced Lemon** and **Blue Razz**. **Availability:** May



Narragansett Summer Variety Pack

Narragansett Beer was founded in Rhode Island, a tiny state that boasts 400 miles of coastline. Fittingly, they are offering a nautically themed Summer Variety Pack containing three crushable craft beers, perfect for a day on the water or along the shore. Included in the mix are: **Fresh Catch**, a refreshing golden ale dry-hopped with Citra that pairs perfectly with any white fish or shellfish; **Summer Crusher**, a light and easy-drinking wheat ale made with Lemon Drop hops and **Town Beach**, a crisp and refreshing IPA with loads of flavor courtesy of the tropical hop notes. Your customers will appreciate that these brews are light on ABV, but big on flavor and refreshment. **Availability:** April



NEW VARIETY PACK!

Cape May Bay Daze

NEW CAN DESIGN!

Bay Daze evokes warm days and idyllic sunsets spent by the bay with friends and family. This sessionable sour is brewed for folks to enjoy as much as they'd like, all season long. Its light body and tart profile make it refreshing, with notes of cherry and lime showcasing what vacation and relaxation should taste like. **ABV:** 4.7%

Package: 12 oz. cans only **Availability:** Mid-May



Cape May Hard Lemonade

UPDATED PACKAGING!

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, this thirst-quenching hard lemonade will bring back fond memories of times down the shore. **ABV:** 5%

Package: 12 oz. cans only

Availability: April



Cape May Hard Iced Tea

NEW!

Nothing beats freshly steeped iced tea, and Cape May Hard Iced Tea captures those classic flavors with a lightly sweet brew that features prominent flavors of exotic citrus and aromatic black tea for a one-of-a-kind drinking experience. This refreshing beverage will quickly become a new go-to summer libation! **ABV:** 4.5%

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



Cape May Tan Limes

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



Cape May Crushin' It

Refreshing and great for the beach, Crushin' It is a summer staple. With Citra, Mosaic and Azacca hops blending together to accentuate the fresh flavors of orange juice, Crushin' It is dry, approachable and perfectly balanced. Relax in the sand. Enjoy a no shower happy hour. This beer is best paired with good friends, sunshine and SPF 30. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** May



Cape May Divemaster

Just as the divemaster leads others during diving trips, this Mosaic-forward double IPA will be sure to guide drinkers' tastebuds through an exciting journey. On the surface, this hazy brew brings strong yet balanced juicy melon aromas. Explore below to uncover herbal flavors, along with a soft, caramel malt sweetness that will leave drinkers wanting more. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!

NEW!



Cape May Hazy Dawn

Dawn symbolizes a new beginning and new opportunities. Hazy Dawn is part of Cape May's newest collection of IPAs and uses Golden Promise malt for a full mouthfeel. Motueka and Simcoe hops blend together for a collection of tropical fruit flavors with a subtle hint of pine. Together, these elements present a perfectly hazy brew with an exciting zest of flavor. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Late May

NEW!



Stone Downunderstruck IPA

Australia is well-known for being the home of flora and fauna that exist nowhere else on earth. Among these creatures (both creepy and cuddly), you can also encounter some unique and highly sought-after hop varieties. Only in Oz can you find Galaxy, Ella and Vic Secret hops, which lend striking tropical fruit, citrus and peach flavors to this booming behemoth of an IPA. Originally released to commemorate Stone's 19th anniversary, this is a recipe that's garnered constant rumblings requesting its return, as steady and powerful as the sound of a didgeridoo. **ABV:** 9% **Packages:** 12 oz. cans and draught **Availability:** May



Stone Enjoy By 07.04.23 Tangerine & Pineapple IPA

There's more than one recipe for independence. This edition of Stone's brewed-to-be-enjoyed-now IPA is a fruitfully fresh variant loaded with real tangerine & pineapple for maximized summer celebrations. Whether you crack into this one as soon as you get home or hold onto it until the 4th of July, make sure to enjoy it before the fireworks end, as usual. **ABV:** 9% **Packages:** 12 oz. cans and draught **Availability:** May



Shiner Hill Country Peach Wheat



When you take a traditional wheat beer and add freshly picked peaches from Jenschke Orchards in Fredricksburg, TX, you get a match made in heaven. Peach Wheat is slightly sweet and unfiltered with a golden haze. **ABV:** 4.5%

Packages: 12 oz. bottles, 12 oz. cans and draught **Availability:** April

Shiner Ruby Redbird 12 oz. Cans Back for Summer



Back in cans for the warmer months, Shiner's classic grapefruit & ginger lager is well suited to fit the ever-changing consumer landscape. Available in bottles year-round, Ruby Redbird is brewed with Rio Grande Valley grapefruits and natural ginger, with only 95 calories, 0g sugar and 3g carbs. **ABV:** 4% **Availability:** Now!

Shiner Bock 12 oz. Cans Back for Summer



Shiner's flagship amber lager, Bock, is back in cans for spring & summer! Bock, available in bottles and draught year-round, has light, sweet notes of roasted nuts and caramel. A lightly hopped finish gives this classic a truly balanced flavor profile. **ABV:** 4.4% **Availability:** April

21st Amendment Hell or High Watermelon



Like Lady Liberty, 21st Amendment stands for independence and perseverance. In the pursuit of innovative beer, there is no obstacle too great. No journey too long. No fruit too gigantic. This American wheat beer is brewed with real watermelon for a flavor that's surprisingly crisp, slightly sweet and refreshing – like summer in a can.

ABV: 4.9% **Package:** 12 oz. cans only **Availability:** March



21st Amendment Watermelon Funk

Watermelon Funk is a mind-blowing, shake your booty sour ale, with interlocking sour bass lines, sweet fruit notes and downbeat aromas all wrapped up into a signature groove with the hip and sway of Lady Liberty. **ABV:** 6.7% **Packages:** 12 oz. cans and draught **Availability:** April

NEW!



Great Lakes Lake Erie Monster

Issue a small craft advisory: this South Bay Bessie-inspired brew launches an intense hop attack amid torrid tropical fruit flavors. This Imperial IPA is astonishingly full-bodied, with a leviathan load of American hops. **ABV:** 9.5% **Packages:** 16 oz. cans and draught **Availability:** April

Great Lakes Mexican Lager with Lime

UPDATED GRAPHICS!

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:** May



Allagash Wildlife Report

This copper-hued ale was brewed for bloom-filled nature walks with forest friends or just springtime sipping. Brewed in the farmhouse style known as bière de garde, Wildlife Report abounds with notes of pear and honey, with a refreshingly crisp finish. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** Now!

NEW!



BrewDog ClockWork

Just like clockwork, BrewDog's tangerine IPA is back! At 4.5% ABV, it's a stand-out session beer that packs a perfectly timed delivery of juicy citrus and mellow tropical fruit. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** April

Lagunitas The Waldos'

The dankest and hoppiest beer ever brewed by Lagunitas was made in honor of the origins of 420. It's herbaceous, botanical, resinous and dank... brewed for Treasure Hunters everywhere. **ABV:** 11.7% **Packages:** 12 oz. bottles and *limited* draught **Availability:** April



Mike's Hard Limeade

Hazy and light green in color, Mike's Hard Limeade is back! This zesty and delicious malt beverage has a nice balance of freshly squeezed lime tartness and juicy sweetness. It's refreshing, mouthwatering and sessionable – perfect for warm weather consumption. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** May





Coors Banquet Turns 150

This spring, Coors Banquet will recruit new drinkers and excite loyalists by celebrating 150 years of brewing. Through commemorative marks on 15 different packs, Banquet will showcase their 150th anniversary from April through June with support from a robust marketing campaign including POS, on-premise tools and more.



Coors Light & the Sixers Celebrate the Best Fans in the World

Standing at number one in consecutive NBA sellouts, the 76ers fan base is unlike any other. And Coors Light is celebrating those fans both on and off the court with a full suite of retail tools, exclusive merch and digital media.



Coors Light Is the Unofficial Beer of Summer

Starting May 1st, shoppers can scan Coors Light 12 oz. (12, 18, 24 and 30-pack) cans, as well as 24 oz. cans and POS for the chance to win Chill prizes from backpack beach chairs to floating cornhole and inflatable coolers.

Bring it to Chilladelphia with Coors Light and the Flyers

On March 1st, choosing a victory beer will be a no-brainer for Flyers fans. Coors Light is showing up on in-stadium touch points from LED signage to pre-game digital ads. Consumers can grab some mountain-cold refreshment and get ready to cheer on the Flyers, plus get a Coors Light and Flyers ice tray while supplies last!





Blue Moon Pairs with Any Summer Table

This summer, Blue Moon is brightening tables everywhere with a robust pairing program. Beautifully designed POS, such as recipe tear-pads, will help shoppers take summer meals to the next level, while offering a chance to win the ultimate summer dining experience – a curated dinner party complete with Blue Moon pairings. They'll also bring the brightness in-store with tools like pole toppers, cross-merch tables and more, plus a full suite of on-premise tools and digital media support.



Blue Moon Brings its Origin Story to Life

Originally born in a ballpark, Blue Moon is celebrating their roots this baseball season with exclusive in-game content featuring DraftKings' Jared Carrabis. The video will air throughout the season and will capture the podcaster's recent trip to Blue Moon's original Sandlot Brewery. Catch this special content for a look inside Blue Moon's storied past.



Keystone Light & Coleman Powersports Make Summer Smooth

Shoppers will be riding in style this summer when they scan the QR code on Keystone POS for the chance to win a Coleman Powersports UTV or Keystone x Realtree camo gear. Bring the program to life in-store with specialty cans, thematic packs, corrugated UTV displays and more. And with a new shoppable merch site, Keystone lovers everywhere will be living smooth all summer.



Topo Chico Hard Seltzer Rings in Cinco de Mayo

Topo Chico will be bringing the authenticity in-store and to bars everywhere with a beautiful suite of "Topo Chico de Mayo" tools, including a retail theatre display, bar décor and more. Eye-catching POS will urge shoppers to celebrate with a chance to win prizes for playing a branded Loteria digital card game. And in true Topo Chico fashion, they're teaming up with Tajin to get seltzer cans Cinco-ready with their iconic lime and chamoy rims.



Heineken Silver is Your Ticket to the Inside Track

This April and May, Heineken will celebrate the sophistication of F1 culture by giving fans a chance to connect with the action on race day like never before! Fans can enter via QR code scan for a chance to win one-of-a-kind VIP treatment for themselves and a friend at the Inaugural Formula 1 Heineken Silver Las Vegas Grand Prix – one of the most anticipated events of 2023!



#DOOP for the Brew with Heineken

Calling all Philadelphia Union fans! MLS season is upon us, so let's "DOOP for the brew, Philly!" Consumers can scan the QR code on themed POS to enter to win tickets and a trip to the MLS All Star game in DC at Audi Field!



Celebrate Cinco with Dos Equis

87 million adults in America celebrate Cinco! So jump in with Dos Equis this May! By simply scanning the QR code on themed POS and entering their DOB, consumers will have the chance to win prizes to celebrate Cinco the way everyone should, with plenty of flavors! Lucky winners will be rewarded with the following:

- Cinco-centric catering by a local food truck
- Live music with a DJ
- Decorations for your Dos Equis bartending station
- Dos Equis-inspired party décor
- Fiesta party games!

Refresh Every Round with Corona Premier

Corona Premier is back for year five of its partnership with the U.S. Open. The 2023 tournament takes place at the LA Country Club in Los Angeles, California from Thursday, June 15th through Sunday, June 18th. Corona Premier is encouraging golf fans to keep their game light by introducing the Corona Premier Clubhouse. From March 1st through April 20th, consumers can enter for a chance to win a trip to LA, where they'll get a complete CP Clubhouse weekend experience featuring a decked-out golf dream house, event passes and the chance to play a round or two locally. Secondary and instant-win prizes include gear and other gadgets from partners TravisMathew and Foray Golf. Corona Premier

will have a robust, multi-channel media campaign to recruit new drinkers, drive momentum and help support building Premier as a lifestyle brand.



Corona is the Official Import Beer of Major League Baseball

Corona is kicking off year two of its partnership with MLB and will encourage consumers to live the finer side of sports. It's less about the score and more about the company around you. Both season-long and tentpole event-specific POS assets feature the entire Corona family and provide POS support at retail from spring training all the way to the postseason.

To support Hispanic activation, Spanish-language POS will be available year-round. Activation highlights include a content series and "Major League Vibes" baseball highlights. Corona Premier will return as the official beer of afternoon baseball across all MLB channels. At the center of this robust partnership is a powerful media plan that taps into all of MLB's platforms. Highlights include MLB media across TV and MLB digital/ social amplification. Corona will also be including MLB assets as part of their summer program titled "Summer Is Calling." Consumers can claim their ticket to summer with the chance to win MLB tickets and other exclusive prizes. More to come in the next issue!



Pacifico La Cerveza del Cinco

Pacifico's bold Cinco De Mayo campaign returns from April 1st through May 5th. Artist Daniel Diosdado will bring La Cerveza del Cinco to life using vibrant Cinco iconography. New messaging

and high-energy displays will focus on Pacifico's roots. National TV launches in April to ensure Pacifico stays top of mind and a digital first strategy continues to align with LDA Gen Z consumption trends.



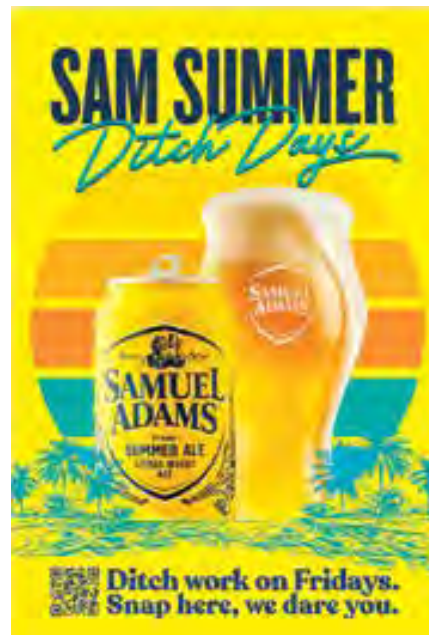
Boston Beer Supports the Philadelphia Union

This season, Boston Beer is bringing back their sponsorship with the Philadelphia Union, featuring Dogfish Head as the official craft beer, Truly as the official hard seltzer, Twisted Tea as the official hard tea and Angry Orchard as the official hard cider. In addition, there will also be retail programming with Truly coming off their sponsorship with the US soccer team (and Truly x Union scarves and flags), a consumer sweeps with Twisted Tea and pre-game product samplings.



Dogfish Head Record Store Day

Dogfish Head is a brewery with a music problem. 2023 will be their 8th year as the Official Brewery of Record Store Day. Dogfish will also be featured on WXPB, a local radio station, producing a limited run of DFH x WXPB records that will be given away at local record stores and beer stores/bars to support indie artists and Record Store Day.



Sam Summer Ditch Days

In 2023, Sam Adams will build on the success of Sam Summer Fridays and once again encourage drinkers to ditch work with their national campaign – Sam Summer Ditch Days!



Dogfish Head Summer Giveaway

This April, Dogfish is running a sweepstakes for consumers to win a trip to the Dogfish Head Inn this summer! To enter, consumers will simply scan the QR code on themed POS.



Together, Truly and U.S. Soccer are teaming up to bring the flavor! Truly will leverage the power of the crest in North America, ultimately positioning the hard seltzer at the center of sports, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, from May 1st through September 1st, Truly, the official hard seltzer of U.S. Soccer, will execute a 360 degree, fully integrated campaign including Soccer IP on packaging, patriotic retail programming, a consumer giveaway and media!



Twisted Tea wants to see just how Twisted Philly is. They'll be picking some of their favorite Twisted Tea fan picture submissions to be printed on a billboard in Philly throughout the year! Twisted Tea fans can enter by submitting their pictures at their favorite bars, restaurants and beer stores around Philadelphia from April through September. Keep it Twisted, Philly!



Make a Difference with Mike's

From May 1st through July 31st, one dollar of every Mike's Hard Lemonade 6-pack purchased will be donated to Boots on the Ground, an international non-profit humanitarian aid and charitable organization dedicated to empowering veterans and qualified civilians to provide in-field emergency and primary medical care, facilitating recovery and encouraging & promoting long-term development, stability and peace in underserved areas of the world.



Cayman Jack is Giving Away a Legendary Trip

This spring, from April 10th through May 31st, consumers can enter to win a trip for four to explore the cuisine of Mexico City, courtesy of Cayman Jack! The trip includes travel accommodations and a stipend. Consumers will enter to win via QR code scan on themed POS, which will unlock weekly Cinco de Mayo recipe ideas for legendary Cayman Jack food pairings.



Win Big with White Claw

From May 1st through July 31st, consumers can enter to win a VIP concert experience for two at Red Rocks, including travel accommodations and a stipend, courtesy of White Claw! Consumers will simply scan the QR code on themed POS to enter.



Yuengling is Celebrating America All Summer Long

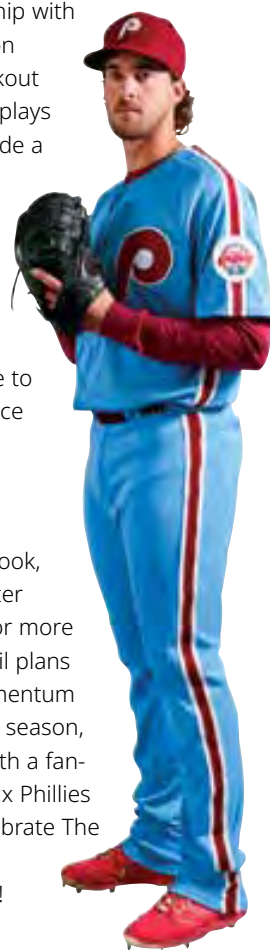
America's Oldest Brewery is highlighting the patriotic holidays of summer, celebrating good times and toasting to outdoor music and friends with the Stars & Stripes program featuring country music star, Lee Brice. 12 oz. camo cans and patriotic packs are back to help bring awareness to Team Red, White & Blue. Consumers can scan QR codes on cans and displays to listen to Brice's latest tunes, enter to win a Lee Brice party pack and learn more about Yuengling's commitment to our military and Team RWB.



Cheers to Yuengling and Another Great Phillies Season

Yuengling Lager is proud to be the Official Lager of the Phillies and their continued partnership with All Star pitcher, Aaron Nola. Be on the lookout for new, exciting displays and apparel alongside a sweepstakes that gives consumers a chance to win the ultimate fan experience including Diamond Club seats, a chance to watch batting practice and a signed ball and jersey!

Fans can follow Yuengling on Facebook, Instagram and Twitter (@yuenglingbeer) for more details as they unveil plans to build on the momentum of the exciting 2022 season, coming in strong with a fan-centered Yuengling x Phillies sweepstakes to celebrate The Official Lager of the Philadelphia Phillies!



Pour the Perfect Pitch with Cape May

Cape May Brewing Company is once again stepping up to the plate with the launch of the "Pour the Perfect Pitch" baseball ticket giveaway promotion, running from May 1st through July 31st. The O.G. IPA of South Jersey pairs perfectly with peanuts, Cracker Jack, hot dogs, homeruns and extra innings. Consumers can "Pour the Perfect Pitch" by picking up Cape May IPA and entering to win baseball tickets via QR code scan on themed point-of-sale items both on and off-premise.



Let the Good Times Roll with Guinness Extra Stout

Guinness Extra Stout will be top of mind this spring with incremental digital media support in key markets across Spotify, Facebook, Instagram, YouTube, Hulu and more. Guinness has also partnered with a thriving cultural organization, I am CaribBeing, that stands at the crossroads of film and art, along with acclaimed Chef Kwame Onwuachi who will create content and recipes as their proud brand sponsor.



Smirnoff Ice Summer Flavor Fest

From April through September, Smirnoff Ice will be partnering with Live Nation for their 2023 events/concerts at 40+ venues and festivals nationally. Consumers can enter to win the ultimate concert experience via QR code scan or text-to-win entry. The grand prize (awarded to one winner per month) is a trip for four to the Live Nation concert of their choice including airfare, accommodations and spending money. First prize winners (20 per month) will receive a \$200 Ticketmaster gift card. *Local Participating Venue: Freedom Mortgage Pavilion: Camden, NJ*

Lone River Partnership with Yellowstone



Graphics for this program were unavailable at the time of print

From May 15th through August 1st, Lone River is partnering with the #1 show on TV – *Yellowstone* – for season 5, with product integration in show and ad placements throughout the season. Lone River will continue working with on-show talent Ryan Bingham and new partner Lainey Wilson. The partnership will be highlighted by the Lone River *Yellowstone* limited-edition variety pack and consumer sweepstakes with a chance to win dinner and a private concert with Lainey Wilson or a \$100 gift card. Consumers can enter to win by scanning the QR code on themed POS.



Get Outside and Thrive with HOP WTR

Warm weather is here and that means it's time to get outside and thrive with HOP WTR.

HOP WTR, the #1 hoppy water brand, will be doubling down on marketing activity as we head into the spring and summer months. To kick-off event season, the brand is partnering with multiple obstacle races and endurance event series including Tough Mudder, Spartan Trail and Highlander. HOP WTR will have activations at nearly two dozen Tough Mudder, Spartan and Highlander events nationwide throughout 2023 where the brand will be sampling race participants and giving away merchandise.

Beyond events, the brand will execute a 360-degree marketing campaign encouraging consumers to "get outside and thrive" with HOP WTR. The campaign will run April to June and span digital video, paid social, influencers, PR and consumer activations to drive top-funnel awareness while a robust in-store sampling program will drive velocity off the shelf. With the warmer weather, consumers will be stocking up on ice-cold low/non-alc options; be sure to capitalize with HOP WTR, The Healthy Way To Hops.



The Paulaner Grill Off.
Which Are Your Preferred Flavors?

Follow @PaulanerUSA on Instagram and help choose which beer pairs better with the grilling recipe. You could win a deluxe grill set or other prizes!

#Beergoals

It's a given that BBQ and beer go well together, so this spring, there will be a grill off on @PaulanerUSA's Instagram. Starting March 1st, consumers will look out for the Paulaner Grill Off posts and help pair popular grilling recipes with either Paulaner Münchner Lager or Paulaner Hefe-Weizen. Consumers who comment with their bier pick and include both #PaulanerGrillOff and #Sweepstakes will be entered to win a deluxe grill set and other grilling accessories!

Make Your Customers Happy with Verdi

Verdi & Sparkletini are not only perfect for sipping on their own, they also make wonderful mixers in delicious spring cocktails like mimosas and bellinis. Their light, refreshing taste makes them the perfect complement to many drinks and meals. And, Verdi's resealable cork closure provides a unique alternative to most common sparkling products, ensuring that the beverage stays fresh and bubbly even after opening. Make your customers happy with a touch of Italian elegance and deliciousness at an extremely affordable price.



Sparkletini Bellini

2 oz. Peach Sparkletini

1 oz. peach schnapps

Serve in a champagne flute and garnish with a peach slice.



Celebrate Father's Day with Moosehead

From May 1st through June 30th, Moosehead wants consumers to share with them why their dad is the best dad for a chance to win a trip for two (themselves and their dad) to their choice of the NFL 2023/2024 AFC or NFC championship! The incredible prize includes airfare, lodging, game tickets and \$200 in spending money!

Consumers can enter the sweepstakes via QR code scan on relevant POS materials or visit MooseheadLager.com where there will upload an essay (250 words or less) and/or a video submission telling Moosehead why their dad deserves to go to the professional football conference playoff game.



Pickleball is undoubtedly the fastest growing game in the U.S. An estimated 4.8 million players or "picklers" currently play with an anticipated increase to 40 million by the year 2030. It's safe to say that everyone either plays Pickleball or knows someone who does. Previously seen as a retiree's sport, studies show that a vast majority of picklers are under 55 and the under-24 segment is the sport's fastest growing age group. With the likes of Tom Brady and LeBron James investing heavily into Major League Pickleball (MLP), this sport is here to stay. You could say it's a lot like Shiner beers in that sense, two cultural mainstays that are widely popular amongst a large age group. Much like Pickleball, Shiner Beers has something for everyone, and with this summer program they plan to share that with the masses!



Check out George Latella's latest Retail Edge blog post, "Back to Basics" at Origlio.com under the Brew News tab.

George Latella is a professor of one of the largest majors at Saint Joseph's University in Philadelphia, Food Marketing. George also consults on sales & marketing strategy. He can be reached at glatella@sju.edu or 610-660-2254.

It's Time to Get Serious About Social

According to Sprout Social, 75% of people reported purchasing a product after seeing it on social media.

The COVID-19 crisis altered how, when and where we shop, choose to dine & what we buy. Out of necessity, consumers honed their digital skills and they expect you to do the same. Now more than ever, crafting an online identity is vital. Isn't it time you got serious about social media?

Social media isn't optional anymore

Think of it as a set of tools you need to reach customers. And we're not just talking about new customers. Your regular patrons aren't limited by geography or transportation anymore. Most consumers routinely use digital resources to decide where they might want to eat, or even to consider what *kind* of takeout they are in the mood to order. These same people likely shop across channels and don't think twice about researching products & prices before physically visiting a store or restaurant. And you probably do these things, too.

Go beyond the basics

No doubt you have a website and a Facebook page, and that used to be enough. But have you considered Instagram, Twitter or TikTok?

Each platform has its own distinct style and purpose. Instagram and TikTok are

strong on visual content and appeal to younger audiences. Twitter is ideal for information that is timely and relevant. It's also a great way to engage customers and keep a conversation going. But if you're not sure how to start, here are a few examples...

Instagram – Filmed a timelapse of last night's happy hour at your bar, or a before and after clip of a new beer display? Head to Instagram.

Twitter – Drive traffic to your website, highlight new menu items or post job opportunities on Twitter.

TikTok – Have a fun, short video of an employee dancing as they get ready for their shift? Sounds like a perfect TikTok post!

Don't forget that the content you post on social media is the voice of your business. Cultivate one that is welcoming, entertaining, ethical and genuine.



In this industry, the worst problem is invisibility. Sprout Social recently found that 75% of people reported purchasing a product because they saw it on social media.



Social media gives your business increased access, builds trust, bolsters your reputation and provides a space to create a dialogue with your customers.



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



From April 1st through May 5th, Modelo will continue to Cinco Auténtico and encourage consumers to celebrate heritage and what Modelo is made of. Modelo is partnering with artisans to create an authentic-yet-modern celebration. Consumers will be able to shop the Modelo Mercado to find apparel, décor and more. At retail, Modelo will partner with Mission Foods and Cholula with cross-merch displays featuring authentic recipes. Modelo's TV and media plan will include high-profile English and Spanish-language TV, and a strong social and digital presence. Dedicated social support will highlight the second year of the Modelo Mercado, connecting users to local merchants through an Instagram experience.

**CELEBRATE AUTHENTICALLY WITH
ARTISAN-MADE APPAREL, DECOR & MORE**



This year Corona is dropping a lime, raising a toast and kicking off Cinco the right way – with a Corona in hand. How do you take Corona Cinco to the next level? By giving consumers an unexpected and inclusive experience that is sure to heighten their love for Cinco. Corona invites consumers to play Cinco Roulette.

From April 1st through May 5th, consumers will jump-start their fiestas by spinning a digital wheel for a chance to win curated party-starters. Prizes include Uber rides, Uber Eats credits and taco tabs paid via Venmo to ensure Corona de Mayo will once again be the can't-miss event of the year. Corona will also share the 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, Corona Extra will have strong national TV weight with a high-profile presence in the NFL draft.

