

# HEADY TIMES

## THE PUMPKIN BEER RENAISSANCE

ORIGLIO BEVERAGE-READING  
Fall 2023 | V.125

**ATHLETIC  
BREWING  
BLAZES  
A NEW  
TRAIL**

**2SP  
BREWING  
SPREADING  
THE SPIRIT  
OF DELCO**



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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](http://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](mailto:socialmedia@origlio.com)



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The autumn months remain a strong opportunity for retailers to capitalize on fall seasonal offerings.

Though it may not feel like it quite yet with summer temperatures remaining stubbornly high, rest assured that autumn is just around the corner – and with it, my favorite time of year to share an adult beverage with family and friends. The Fall Classic returns, the Eagles take the field and autumn seasonal beers and beverages line the shelves.

As consumer patterns shift season to season, our top priority at Origlio is to provide our customers with an eclectic portfolio of superior products that respond to all industry trends. With the non-alcoholic segment continuing its meteoric rise, we were excited to sit down with our new supplier partners, Athletic Brewing Co., to learn about how their NA beers continue to take our industry by storm.

Consumers are becoming more mindful of alcohol consumption, and Athletic's exceptional products are changing the way your customers think about non-alcoholic beer. If you haven't tried Athletic's premium NA flavors yet, give them a go – cracking their delicious Upside Dawn golden ale, I was shocked at how the liquid tasted like, well, beer!

The autumn months remain a strong opportunity for retailers to capitalize on fall seasonal offerings, especially in our market. Liz Paquette at Drizly recently shared that the Northeast represents the largest market for fall seasonal beers, commanding a 56% share of the segment. Turn to our cover story to learn about the unlikely trend of "The Pumpkin Beer Renaissance." Don't go running scared! Data shows that pumpkin beers are still the most popular of fall flavors, next to Oktoberfest releases.

We're also excited to introduce a new brewery to our region – Montauk Brewing Co. – as well as some new products including Athletic's sparkling water DayPack series.

As always, we remain grateful for your business. Our team is standing by to bring you the brands your customers love.

Sincerely,

**Dominic Origlio**  
**President**

# On The Job With...



Carly Gross

## Carly Gross

### *Corporate Communications Summer Intern*

Carly Gross, a rising junior at Penn State's Donald P. Bellisario College of Communications, was Corporate Communications' summer intern. She was responsible for creating Origlio's mid-week email blasts sent to retailers, suppliers and employees, a task that required coordination with the company's sales & marketing teams. Carly enjoyed the creative aspects of her job and was happy to be part of a team that valued her ideas and opinions. She also loved working with her dad, Fred Gross, Origlio's VP of Sales & Marketing. "He gives me great advice. After years of looking up to him, it's been interesting for me to see all the responsibilities he has at work. I'm also familiar with a lot of the industry terms we use in the communications department because I've been hearing them for years, so that's a bonus."

**What do you find most challenging about your internship?** The most challenging part coming into this experience was having the confidence to do the job. But with each day and each new task I'm given, I'm becoming much more self-assured.

**What do you like to do when you're not working?** I love to watch sports, whether it be at home or going to a game. Sixers games are my favorite, but I also love attending Penn State football games and tailgating with my friends & family. Those experiences have been amazing.

**If you had your own talk show, your first three guests would be...** Tyrese Maxey, Morgan Wallen and Julie Ertz.

**What are three things on your bucket list?** I want to travel to Greece, attend a Super Bowl (hopefully one that includes the Eagles) and be a guest on a podcast or create my own.

**The last TV show you binged was...** *Selling Sunset*.

**Your favorite movie of all time is...** *Forrest Gump*.

**If you could be anywhere, drinking any beverage...** I'd be on the beach in LBI with a Red Bull in hand (I'm not 21 yet).



Mike Williams

## Mike Williams

### *On-premise Sales Rep*

Having been with Origlio for over two years now, Mike Williams has seen several facets of the sales department. He started out as an intern, which lead him to a full-time position as a merchandiser. Currently, Mike is an on-premise sales rep calling on bars and restaurants in Berks County. Although days in the car can be long getting around to all his accounts, Mike says, "What I like most about being a sales rep is being able to meet and form relationships with different people."

**What do you like to do when you're not working?** I enjoy golfing, riding dirt bikes, snowboarding – anything outdoors.

**If you had your own talk show, who would your first three guests be, past or present?** Peyton Manning, Joey Diaz and Joe Rogan.

**What are three things on your bucket list?** Heli-skiing, sky diving and visiting every country.

**The last TV show you binged was...** *Gold Rush*.

**Your favorite movie of all time is...** *Cars*.

**If you could be anywhere, drinking any adult beverage...** I'd be on top of a mountain in Colorado with a blue mountain (Coors Light) in each hand.

# The Pumpkin Beer Renaissance

Reliable pumpkin beers are proving the haters wrong, as they continue to drive growth for retailers.

“Seasonal beer has consistently seen share gains during the fall months over the past several years.”

– LIZ PAQUETTE  
Head of Consumer Insights  
for Drizly

There was a time in the early 2010s when seasonal beer releases were the overall top-selling craft beer category. No matter the season, a brewery's quarterly releases saw predictable volume growth. The fall release calendar specifically held a special place in the hearts of beer fans. Stouts, porters, scotch ales and Märzens started to line the shelves and fridges of retailers across the country. But they all paled in comparison to the undisputed king of fall beers: the mighty pumpkin beer.

But as quickly as pumpkin beers rode the seasonal frenzy to great popularity, they soon became the butt of many a craft beer joke – with a viral tweet referring to them as the “mullet of craft beers” and *Smithsonian Magazine* running a headline that read “Are Pumpkin Beers, Thank God, Finally on the Way Out?” With a market flooded with pumpkin offerings and the initial novelty having lost its luster, sales plummeted.

Today, seasonal beers are still a helpful way for retailers and breweries to drive incremental growth, but have pumpkin beers shaken their reputation as a has-been style of craft beer?

## People Still Love Pumpkin Beer

Fall seasonals still drive sales and growth for retailers, and next to Oktoberfest releases, **pumpkin beers are still the most popular of fall flavors.** “Seasonal beer has consistently seen share gains during the fall months over the past several years,” says Liz Paquette, head of consumer insights for Drizly. “Special releases offer an opportunity for retailers to set themselves apart from other stores and attract consumers seeking something new.”

It may be hard to believe, but **every October, Google Trends still show an annual spike in interest for pumpkin beers.** And over the last three years, that spike has seen an increasing uptick. According to Tastewise, an organization that tracks trends and online communication consumers are having,



**social conversations about pumpkin beer were up 68% last year.**

**And last year's Great American Beer Festival saw a sizeable increase in breweries submitting pumpkin beers.**

Entries for pumpkin beers in 2022 totaled 77, up from a mere 10 a few years prior, seeming to suggest a renewed interest in the style by both breweries and consumers.

## Pumpkin Brands with Staying Power

As we all know, the beer market goes through cycles, and with consumers becoming more interested in pumpkin beers, we see they're turning to pumpkin beer brands with lasting power. With less noise in the pumpkin beer market, retailers aren't shying away from standout brands that have weathered the seasonal storm and remain popular with both consumers and retailers.



Sam Calagione first brewed Dogfish Head's beloved Punkin Ale in 1994, and it's been the brewery's best-selling seasonal beer ever since.



**Dogfish Head Punkin Ale** is one of the earliest examples of the style, or as Sam Calagione, Dogfish Head's founder and brewer puts it, "the pumpkin beer you've known and loved since 1994!" A full-bodied brown ale with smooth hints of pumpkin and brown sugar, thanks to Dogfish brewers using real pumpkin meat, Punkin Ale is the perfect beer to warm up with. **It also remains Dogfish Head's best-selling seasonal beer.**

"Dogfish Head has been brewing and distributing our Punkin Ale since the early days of the craft beer renaissance in the mid-1990s," says Calagione. **"It has been our highest-volume seasonal beer every year of our 26 years of existence.** I think it stands out in the field (or pumpkin patch) because it's brewed with real pumpkin, real freshly ground spices and real brown sugar, and is fermented to a hearty 7% ABV."

Like so many of Dogfish Head's beers, Punkin Ale has an off-centered origin story all its own. While it made its first commercial appearance in 1995, its official debut occurred a year earlier at the 1994 Punkin Chunkin World Championship, a fall event held annually to see who could hurl a pumpkin the farthest. "I entered my first-ever batch of pumpkin beer into a baking contest [held at the event]" recalls Calagione. "It ended up winning

first place – beating out a boatload of homemade pumpkin cookies, pies, cakes – and Punkin Ale as we know it was born."

The use of real pumpkin meat is what sets many tried and true pumpkin brands apart from the lesser releases that have since faded. **Weyerbacher's** famous **Imperial Pumpkin Ale** is brewed by adding loads of pumpkin along with cinnamon, nutmeg and a touch of cardamom and clove. It also clocks in at 8% ABV and has been dubbed "dangerously drinkable" by die-hard fans.

At the height of the pumpkin craze, Imperial Pumpkin Ale accounted for nearly 10% of the beer Weyerbacher produced each year and was released as early as mid-July. Though times have changed, the Easton brewery continues to brew their beloved classic, and reported that their Imperial Pumpkin has continued to grow its market presence in recent years and has had "an ever-so-slight refresh on its spice blend."

Other strong brands that have stood the test of time include **Evil Genius'** take on the pumpkin beer, **Trick or Treat**, a chocolate pumpkin porter; **Samuel Adams' Jack-O** pumpkin ale and **Heavy Seas' The Great'er Pumpkin**, which was recently named Grand Champion at the United States Beer Tasting Championship.



Fall seasonals still drive sales and growth for retailers, and pumpkin beers, like Evil Genius' Trick or Treat, are still one of the most popular fall flavors.



Consumers are turning to standout pumpkin beer brands, like Samuel Adams' Jack-O, which have weathered the seasonal storm and maintain lasting power.

Even as other pumpkin brands have come and gone, customers that are eager to get their pumpkin ale kick continue to return to these brands that have withstood the test of time.



Heavy Seas' The Great'er Pumpkin was a recent Grand Champion at the U.S. Beer Tasting Championship.

## The Future of Pumpkin Beers

As pumpkin beers and seasonal offerings in general have rebounded in popularity, our region is uniquely positioned to take advantage. According to Paquette, **consumers in the Northeast represent the largest market for fall seasonal beers, commanding a 56 percent share of fall seasonal beer sales in recent years.**

"The focus in the Northeast is likely due to both the regional breweries that produce these beers, as well as the significant seasonal shift that happens during autumn in that part of the country, which spikes consumer demand for fall flavors," says Paquette.

As a result, some breweries are even introducing new pumpkin beers to capitalize on their return to popularity. This fall, **Cape May Brewing Co.** is introducing **Pick of the Batch**, a new release made with real pumpkin, crafted to embrace the comfort of fall and all of its seasonal spices..

Just another reason why it's okay for retailers to trust in pumpkin beers once again. Studies show that fall seasonals come in quickly and are often sold just as fast, with popular brands being out of stock by mid-October. Retailers looking to capture growth through fall seasonals can rely on these trusted, time-tested beer brands (and some exciting new offerings) to deliver incremental growth and satisfy customers with a penchant for pumpkin.

## Pumpkin Beers that Continue to Stand the Test of Time

Ten years ago, it felt like there were more pumpkin SKUs than IPA variants. Today, only the strongest pumpkin brands have survived. These standout pumpkin beers have weathered the seasonal storm and remain popular with both consumers and retailers.

### DOGFISH HEAD PUNKIN ALE

For those who say pumpkin beers are out of style, consider that Punkin Ale has been Dogfish Head's highest-volume seasonal beer every single year they've been in business. And for good reason! Customers love this full-bodied brown ale with smooth hints of pumpkin.



### HEAVY SEAS THE GREAT'ER PUMPKIN

Heavy Seas bourbon barrel-aged pumpkin ale is proof that pumpkin beers are still worthy of accolades – if they're brewed as well as this one! A recent Grand Champion at the United States Beer Tasting Championship, Great'er Pumpkin's warm spices and full malt body are perfect counterparts.



### EVIL GENIUS TRICK OR TREAT

Leave it to the mad minds at Evil Genius to up the ante on their pumpkin beer by adding chocolate post fermentation. This chocolate pumpkin porter is deep, dark and decadent. And with pumpkin beers brewed in the Northeast outselling those in any other region, Trick or Treat is a can't miss for retailers.



### WEYERBACHER IMPERIAL PUMPKIN ALE

"The mother of all pumpkin ales!" Weyerbacher's local favorite is dangerously drinkable. At 8% ABV this pumpkin beer hides its strength behind a solid malt backbone, showcasing notes of caramel and toasted piecrust. The malt supports a bold, yet approachable spice blend of cinnamon, nutmeg, cardamom and clove.



### SAMUEL ADAMS JACK-O

With cinnamon and nutmeg aromas, an ideal balance of seasonal spices and a crisp, refreshing finish, Samuel Adams Jack-O pumpkin ale is the perfect fall beer.



# Coors Banquet

Celebrating 150 Years of Brewing Excellence.

Very few brands celebrate this milestone.

**B**ut Coors is a legacy brand with staying power and its most storied brew, Coors Banquet, has never lost its timeless appeal. For 150 years it has been coveted by rock stars, former presidents, actors & cowboys, and is proudly brewed to the highest standards. **If it isn't made with Rocky Mountain water, it isn't Coors Banquet.**

Of course, the brand's association with cowboy culture and the majestic Rocky Mountains are distinct parts of the beer's identity. But there is more to the success of this iconic American brand than nostalgia. Coors uses the best ingredients to brew Banquet, like Moravian barley, and the same 1873 recipe.

**"... the fact that we only use Rocky Mountain water, that we have high country barley that we malt here, right in Golden, Colorado differentiates Banquet. There are no other beers that I'm aware of that take that care and attention to make it what it is," says David Coors, fifth generation brewer.**

Banquet was brewed for Colorado gold and silver miners to enjoy after a hard day's work. It's been a part of history and pop culture for a century and a half. The iconic stubby bottle was even smuggled across the country before it became available east of the Mississippi in 1981. Coors Banquet honors the same brewing tradition since its start 150 years ago — without compromise — still brewed only in Golden with 100% Rocky Mountain water.

## Recruiting New Consumers

While Banquet is one of the oldest brands in the Molson Coors portfolio, 2022 was one of the brand's most successful years in terms of sales. And it remains the fastest-growing brand among Molson Coors' top-10 best-selling products. Data published by Circana (formerly IRI) confirms the brand's success adding that **Coors Banquet is also America's fastest-growing domestic premium.**

Coors Banquet's 150th anniversary is a significant milestone for the brand and America's brewing industry. A brand with this kind of staying power deserves a spot in your lineup.



Originally brewed for Colorado gold and silver miners to enjoy after a hard day's work, Coors Banquet has been a part of history and pop culture for a century and a half. And it's America's fastest-growing domestic premium according to Circana.



The brand has successfully endured the challenges of the brewing industry and has remained a favorite choice of beer enthusiasts across generations.

After Prohibition, Coors designed a stubbier bottle in part to reduce glass and shipping costs. As long-neck bottles became the preferred package, stubbies were discontinued. But to the delight of Banquet's fans, the beloved stubby bottle returned in 2013.

# 2SP Brewing

Mike Contreras & team spread the spirit of Delco, one pint at a time.



An integral part of the brewery's success, Mike Contreras is 2SP's Director of Sales and Marketing.

In 2015, Delaware County (Delco) residents were all abuzz. A 2SP Brewery was opening in Aston, a small Delco town, and one of their own – GABF-winner Bob Barrar – had been “tapped” as head brewer. Today 2SP is a top-10 Pennsylvania brewery by volume with countless awards to its name. But the brewery's Director of Sales and Marketing, Mike Contreras, says the people who brew such beers as **Delco Lager**, **Up & Out Hazy IPA** and **Baby Bob Stout** are as committed to improving the lives of their neighbors as they are to making great beer.

**Heady Times (HT): How have your Delco roots shaped the culture and mission of 2SP?**

**Mike Contreras (MC):** As our warehouse manager says, “In Delco, people look like they just finished softball practice.” We know the working-class reputation of our community may have us on our back foot (we can hear people in Chester County say, “Delco can't have nice things”), but that compels us to work even harder and affords us the benefit of not having to jazz ourselves up. In other words, if we want to go out there and say we make good beer,

we simply have to make good beer. Delco won't fall for bullsh\*t marketing gimmicks.

**HT: 2SP supports many charities. What's your philosophy about “giving back”?**

**MC:** In Delco, we have the “it takes a village” mentality. Just like Philly, Delco is pretty densely populated, so we get to know our neighbors whether we want to or not! We see when people are struggling and we're enthusiastic about grassroots passion projects within our community. We can't help but be compelled to give back.

We are most passionate about the work of the Delco Skate Park Coalition and the Delco Group. The Delco Skate Park Coalition is a new, grass roots organization whose mission is to build “all wheels” skateparks (skateboards, bikes, wheelchairs, you name it). They have had great success in Middletown, Havertown, Chester and Upper Darby, giving kids and adults a place to shred and hang.

The Delco Group is a local group, deeply connected to the community. Their mission is to work with individuals who have fallen on hard times and provide them with essentials, as well as an experience to help get them out of the rut.

**HT: Speaking of community, what events will the brewery be hosting this fall?**

**MC:** We have a couple events coming in late summer and fall. First is “Beer Muscles,” which happens in late August and is one of our favorites. No, it's not Rick (our fireworks guy) trying to lift a keg after having a few beers, these are legit strong man competitors from around the country who come out and compete. Power Plant Gym in Aston hosts, and the strongest men and women around come to compete in events like a beer truck pull, keg lifts & carries, as well as a giant cornhole competition with bags weighing up to 75 lbs. It's wild.

Next, we have Delcofest. This is our Oktoberfest celebration that features a German brass band, fun for the kids and, of course, pretzels. We host these events in the back of our brewery, which is roughly 20,000 square feet. They get packed with people from all over. There's no party like a Delco party.

**HT: Can you give us the scoop on any upcoming collaborations?**

**MC:** A collab we're really looking forward to this year is one with Sacred Vice Brewing in Philadelphia. They recently expanded their operations and built a much bigger facility in Fishtown. Part of the expansion was the addition of our OG assistant brewer, Andrew “Ruby” Rubenstein, who was with us for seven years. Now he's a partner and head brewer at Sacred Vice and we couldn't be more excited or prouder of him. In this business, we understand that our co-workers will find new opportunities for career growth. We want them to seize those opportunities, because we get a good feeling that somehow, in some small way, we get to share in their new successes (also, f\*ck Sacred Vice for stealing our boy).

**HT: Where do your brewers get inspiration for new styles to brew?**

**MC:** Our brewery has an interesting mix of young bulls and old head brewers. Bob [Barrar] is the OG. He got his start during



Bob Barrar, 2SP head brewer, has won over 30 GABF medals.

the '90s where the styles and approach to brewing were much different than those of today. The young bulls at the brewery push Bob & co. to experiment with new styles and hot trends, but Bob keeps them in check to make sure the standards, as far as brewing techniques, are maintained. I'm very confident that anyone who drinks a 2SP beer might not like the style, or beer for that matter, but they can't say that there is anything wrong with it. Everything we put out hits a standard – no brewing flaws.

**HT: Can you share any insight into upcoming trends?**

**MC:** I don't know how a can opener works, so asking me about future trends might not be the best idea. However, if I had to put a nickel on what the future might bring, I think that despite further disruptions to beer in innovation from the RTD/FMB sectors, craft breweries will continue to be exciting places for experimentation and bringing back forgotten styles that will keep the lifeblood of craft pumping. I think we're about five years away from a big, game-changing shift like the limited 16 oz. cans brought.

**HT: With 2SP's 8<sup>th</sup> anniversary on the horizon, what do you attribute your continued growth and success to?**

**MC:** It's been quite a ride! For us, it's nice to have consistently grown year over year, while getting behind our core brands like **Delco Lager, Up & Out IPA, Pony Boi Light Lager and Baby Bob Stout**. Over 80% of our business comprises those core beers, or as we like to call them, "all weather" beers and they're responsible for a large chunk of our annual growth. We know other breweries have had a difficult time sustaining growth and have had to continuously churn out new 16 oz. beers to keep up. We, and our wholesaler/retailer partners, have given time, resources and energy into developing our core beers and we've found the growing niche of drinkers who will reach for our "all weather" lagers & IPAs. Although we haven't experienced the explosive growth that some other breweries have, in eight years we feel like our growth has been robust and strong with a solid foundation.

**HT: Can you describe 2SP in three words?**

**MC:** Keeping it real.

It's nice to have consistently grown year over year, with our core [all weather] brands like Delco Lager, Up & Out IPA, Pony Boi Light Lager & Baby Bob Stout... We know other breweries have had a difficult time sustaining growth... [but] we've found the growing niche of drinkers who will reach for our 'all weather' lagers & IPAs.

– MIKE CONTRERAS

Director of Sales & Marketing  
for 2SP



Delco Lager, 2SP's flagship, leads their core lineup, or what the brewery refers to as their "all weather" beers.

# Athletic Brewing Co. Thinks You Have the Right to Party... or Exercise, or Drive with Their Beer in Your Hand

Athletic makes award-winning beers that just happen to be free of alcohol... proving that the term “non-alcoholic craft beer” is not an oxymoron. The brewery’s great-tasting products are now available through Origlio Beverage. And we couldn’t be more excited.

When the Brewers Association released their annual ranking of the top 50 craft breweries for 2022, the names were familiar: D.G. Yuengling & Son, Boston Beer and Sierra Nevada remained unchanged. But a little bit further down the list was the name of a comparatively new company and certainly not one that made products classified as craft beers.

**The 13<sup>th</sup> largest craft brewery in the United States was now Connecticut’s Athletic Brewing Company**, a pioneering endeavor devoted exclusively to non-alcoholic *craft* beer. **Athletic’s success is not only unprecedented, it confirms that consumer interest in exceptional, non-alcoholic beverages is here to stay.** Origlio Beverage is proud to add their superior products to our portfolio of fine brands.

“Since Athletic’s founding in 2017, the [non-alcoholic] segment has grown over 5 times and has yet to slow down.”

— Athletic’s CEO BILL SHUFELT



Shufelt & Walker made exactly 100 test batches of beer before they were satisfied with the taste of their product.



In 2017, Bill Shufelt & John Walker designed & built a new brewery in Connecticut to produce non-alcoholic beer that deserves the title “craft”. In less than six years, Athletic is the country’s 13<sup>th</sup> largest *craft* beer company.

## A Segment on the Rise

This past July 23<sup>rd</sup>, Beer Business Daily, quoting from Bump Williams Consulting’s monthly newsletter, stated that as the craft beer segment struggles to post modest gains, Athletic’s gains are difficult to overlook:

**“The company ranks as the no. 2 craft brand family in dollars added over the year, having tacked on a little over \$17 million in sales YTD. And, perhaps most impressively, the company has added almost 10 points of category weighted distribution versus a year ago.** Yes, Athletic CWD stands at 26.7 YTD, up 9.8 points versus YA, marking the highest gain in distribution by far for a top craft brand family.”

Athletic’s Communications Manager Chris Furnari attributes the company’s success to several factors. **“Today’s consumers are more aware of what they are putting in their bodies,”** says Furnari. **“And a growing number of consumers are looking to moderate their alcohol consumption... and it comes down to quality. There’s**

**an incredible variety of options that simply didn’t exist a decade ago.”**

Athletic’s CEO Bill Shufelt has a favorite saying: “Eliminating alcohol from my life was the biggest life hack I’ve ever uncovered.” Not only because it led to an innovative brewery that would cause the whole industry to stand up and take notice, but also because alcohol was no longer serving his lifestyle. So, he decided to leave it behind for good.

But he soon found that he missed the experience of drinking a full-flavored craft beer and didn’t see any options in his non-alcoholic beer aisle. Partnering with his buddy, John Walker, the two began test-brewing over 100 batches of non-alcoholic beer to perfect their process and refine their flavors.

“They eventually settled on a method that involves roughly a dozen changes to the traditional brewing process and results in a great-tasting non-alcoholic craft beer,” explains Furnari. Soon these early test batches were being scaled up to a commercial level that would take the beer industry by storm.



**Consumer trends leave little doubt: Retailers who do not offer non-alcoholic options for their customers are leaving money on the table.**

Athletic's **Run Wild** is the ultimate session IPA with approachable bitterness and only 65 calories. **Free Wave** is a fan-favorite, hazy IPA loaded with Amarillo, Citra and Mosaic hops. Even the most dedicated hazy IPA fan won't be able to tell it contains less than 0.5% alcohol. **Upside Dawn** is a classic golden ale with subtle earthy notes balanced with citrus aromas.

As Athletic's fan base grew, Bill and John began receiving requests for a new innovation – a non-alcoholic beer that embodies all the characteristics of a classic American lager. And so, they got to work. "Developing **Athletic Lite** was a challenge," says Furnari. "We spent the better part of two years doing nearly a hundred trials, innovating with suppliers on amazing ingredients, and testing new methods of brewing to determine what would best deliver the experience we were looking for."

Athletic Lite, a zero-sugar, low-carb, non-alcoholic American lager comes

in at only 25 calories. "It was the top requested style from our fans, so we stepped up to the plate and created our own version."

## Meeting the Demands of Shifting Consumer Trends

For years, non-alcoholic beverages have been marketed towards consumers who choose to completely abstain from alcohol, but a closer look at modern consumers reveals that non-alcoholic beverages have a much wider reach. **"We know that 80% of our customers still drink alcohol," says Furnari.** "Many of those consumers choose to drink Athletic during the week. On weekends, it's a way to moderate their consumption. Our goal is to be an option for all of those consumers who love and appreciate the flavors of craft beer but don't always want the alcohol."

**The consumer trends and segment growth leave little doubt: Retailers are leaving money on the table without non-alcoholic options for their customers, and it's Athletic's stellar portfolio that is the central force to the category's explosion.** "Our goal isn't to just make the best-tasting non-alcoholic beer," explains Furnari. "We want our brews to stand shoulder-to-shoulder with full-strength offerings."

Our goal isn't to just make the best-tasting non-alcoholic beer, we want our brews to stand shoulder-to-shoulder with full-strength offerings.

—Athletic's Communications Manager CHRIS FURNARI



From juicy, hazy IPAs, to their newest innovation, Lite – these NA brews are second to none, even compared to those that contain alcohol.

## The Industry Leader in Non-Alc Craft

Athletic's core lineup is at the forefront of the NA segment's spectacular rise.

### FREE WAVE

This hazy IPA is meant for the open road. Loaded with Amarillo, Citra and Mosaic hops, Free Wave is juicy, hazy and citrusy.

### UPSIDE DAWN

Brewed in the tradition of classic golden ales, Upside Dawn is refreshing, clean, balanced and light-bodied. Subtle earthy and spicy notes are balanced with citrusy aromas.

### RUN WILD

Refreshing and balanced, Run Wild is brewed with a blend of five Northwest hops, for an approachable bitterness to balance the specialty malt body. This is the ultimate non-alc session IPA for craft beer lovers.

### LITE

A light brew, completely reimagined. Lite is classically simple, but expertly crafted with only 25 calories and 5g of carbs.

### CERVEZA ATLETICA

Made with summertime refreshment in mind, this Mexican-inspired light copper lager pairs perfectly with spicy salsa and fish tacos.



### DID YOU KNOW?

Athletic is striking up exciting partnerships that allow new consumers to discover the highest quality non-alc craft beers on the market. A collaboration with Netflix resulted in **Geralt's Gold**, a non-alc helles inspired by *The Witcher* and Athletic heads to the skies with a new partnership with JetBlue, to sell its beverages on all domestic flights.

## NEW BREWERY

# MONTAUK BREWING CO.

## Montauk Brewing Co.

What began in 2012 as a basement brewing operation amongst longtime friends, Montauk Brewing Company has grown to embody the spirit of the town. They delivered their first hand-filled kegs on bicycles to a couple of local bars. Although they have a sense of adventure and an active lifestyle, they're just as passionate about the simple pleasures in life. All of Montauk's beers honor this lifestyle. They invite consumers to "Come As You Are" and celebrate the "No Frills Good Life" at New York's easternmost brewery. The red Brew Barn is just steps from the surf – right where it belongs.



## Montauk Wave Chaser IPA

Montauk's signature, highly approachable IPA is packed with four hop varieties (El Dorado, Azacca, Columbus & Chinook) for incredible tropical and pine aromas and endless flavor for endless waves. **ABV:** 6.4% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round in **Lancaster** and **Berks Counties**

## Montauk Box of Montauk



This 2/12 pack can variety includes: **Wave Chaser IPA**, **The Surf Beer** (golden ale), **Juicy IPA** and **Tropical IPA**. **Availability:** Now, year-round in **Lancaster** and **Berks Counties**



## Montauk Pumpkin Ale

Fall is a beautiful time in Montauk. The leaves change color, the air cools off, the traffic thins and the beaches clear out. Montauk Pumpkin Ale is a sign of the season – just the right amount of spices along with subtle hop aromas, this beer highlights the time of year just perfectly. **ABV:** 5.7% **Packages:** 12 oz. cans and draught **Availability:** September in **Lancaster** and **Berks Counties**

## NEW PRODUCTS



## Athletic Cerveza Atletica

Cerveza Atletica is a refreshing, Mexican-inspired light copper lager made with refreshment in mind. A unique blend of Vienna and Munich malts provide a rich copper hue with an aroma of delicate bread crust that is balanced with light spicy and floral notes from the noble hop, German Hersbrucker. It's balanced with a dry finish, and pairs perfectly with spicy salsa and fish tacos. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## NEW PRODUCTS

## DayPack Crafted by Athletic Brewing Co.

DayPack Sparkling Waters are wildly refreshing, infused with hops, non-alcoholic and calorie-free.



## DayPack Mango

Rich, sweet and juicy, alcohol and calorie-free DayPack Mango is a trip for your tastebuds. Chinook hops pair perfectly with tropical, floral and piney undertones for a delightful drinking experience. **ABV:** Non-alc **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## DayPack Black Cherry

Smooth, bold and bubbly, DayPack Black Cherry has piney undertones and is built for adventure. Alcohol and calorie-free, it's everything you love about sparkling water, amplified. **ABV:** Non-alc **Package:** 12 oz. cans only **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## DayPack Adventure Pack



The DayPack Adventure Variety Pack is filled with four flavors of alcohol and calorie-free sparkling waters infused with hops and an extra thirst for adventure. The mix includes: **Black Cherry, Mango, Lemon Lime** and **Blood Orange** flavors. **Availability:** Now, year-round in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## Seagram's Escapes Berry Mimosa

Seagram's Escapes Berry Mimosa has notes of sweet raspberry, strawberry and acai, making it perfect to bring to any brunch event. *Berry Mimosa will be replacing Seagram's Escapes Wild Berries.* **ABV:** 3.2% **Package:** 11.2 oz. bottles only **Availability:** Year-round, beginning in September in **Lancaster** and **Berks Counties**



## A New Look for Moosehead



A new Moose is loose! Moosehead Breweries has revealed a brand redesign that includes new packaging for its core family of brands, including their flagship beer – Moosehead Lager.

This is the first visual identity update for the brand in five years. Unsurprisingly, the brand's majestic moose icon continues to play a central role in the new packaging – albeit

with a few updates – and is featured prominently on the Moosehead Lager label. Moosehead believes this rebrand honors what longtime fans of the brand have loved for decades, while ensuring a strong presence for years to come. Keep an eye out for the new packaging design coming to stores this fall.

Moosehead Lager is brewed with the highest quality ingredients and 100% Canadian barley. Its multi-award-winning recipe is bold and balanced at 5% ABV. **Availability:** This fall in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## Victoria 24 oz. Cans

This fall, Victoria is launching an all-new 24 oz. can. The new package will support Victoria's single-serve portfolio by providing a sampling vehicle to attract new consumers and allow the brand to capitalize on new drinking occasions. An ultra-premium beer with authentic Mexican flavor, Victoria is a flavorful, easy-drinking Vienna-style lager, brewed with water, barley malt, non-malted cereals and hops. It's smooth and frothy with a light-to-medium body, offering flavors

of toasted malt, tangy apple butter and star fruit. The slight malt sweetness is perfectly balanced by its crisp finish, making it a great choice to enjoy with grilled meats and vegetables, mild or hard-aged cheeses, nuts and Mexican foods. **ABV:** 4%

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

## Smirnoff Ice Headliner Variety Pack

Music brings people together to have fun in diverse, inclusive, engaging environments. Smirnoff Ice is doubling down on the occasion and delivering a winning lineup of flavors in a live music-inspired variety pack. The Headliner 2/12 slim can mix includes: **Smirnoff Ice Original, Strawberry, Mango** and

**Blue Raspberry Lemonade.** *The*

*Headliner Variety Pack will be replacing the Smirnoff Ice Fun Pack. **Availability:** Late September in **Lancaster** and **Berks Counties***



## When Demand Exceeds Supply

Many of our craft seasonal and specialty releases are available in *limited or extremely limited* quantities.

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

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

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

**If you are interested in receiving this email please contact Jessica Lawrence at [jlawrence@origlio.com](mailto:jlawrence@origlio.com) with your email address.**



## Yuengling Oktoberfest

As a tribute to their German heritage, every year Yuengling crafts the perfect blend of roasted malts with just the right amount of Tettnang & Hallertau hops to create a true Oktoberfest.

**ABV:** 5.4% **Packages:** 12 oz. bottles and draught **Availability:** August in **Berks County**

## Sly Fox Oktoberfest

Ein Prosit! This seasonal gem is best enjoyed under a humongous tent while you and thousands of your closest friends sing enthusiastically. Or anywhere, really. It's all about the gemütlichkeit, baby!

**ABV:** 6.1% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster County**



## Sly Fox BLITZ

This hard-nosed lager's historic recipe tells the tale of Pennsylvania's brewing heritage and was created to celebrate the legacy of our city's legendary team. A formidable, bronze appearance and smooth-operating malt character holds the line of scrimmage, while a combination of Old and New World hops rush in for the sack! **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** September in **Lancaster County**





## Evil Genius Trick or Treat

Hey! This beer is haunted! Don't drink it! Yes, we know it's a dark, roasty porter with cinnamon, clove, nutmeg and chocolate, and it tastes amazing, but don't drink it! It's haunted! Fine. But don't run to us when the walls of your fridge start bleeding. **ABV: 7.8% Packages: 12 oz.**

cans and draught **Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



## Evil Genius Is Butter A Carb?

Don't get it twisted. The only thing better than pretzels and beer is pretzels \*in\* beer. This crisp Oktoberfest-style lager was brewed with malt, hops and warm, soft pretzels for an extra dose of rich flavor. **ABV: 5.5% Packages: 12 oz. cans and draught**  
**Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



## Evil Genius Om Nom Nom

Go nuts for donuts! Brewed with toasty malt, cinnamon and natural apple flavor, this apple cider donut ale is the perfect companion for autumn. Crack one of these, sit back and don't think about the fact that it'll be dark at 4 o'clock soon. Hey! We said don't think about it! **ABV: 6% Package: Draught only**  
**Availability:** September in **Lancaster, Berks, Lehigh and Northampton Counties**

## 2SP Delcofest

2SP's rich & malty Märzen is packed with nutty, bready and caramel flavors, perfect for any pretzel pairing. **ABV: 6% Packages: 16 oz. cans and draught**  
**Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



## 2SP Imperial Pumpkin

2SP Imperial Pumpkin is made with a strong brown ale base with sweet additions of molasses, allspice, cinnamon, nutmeg and a half pound of split Madagascar vanilla beans! **ABV: 7.1% Packages: 16 oz. cans and draught**  
**Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



## Yards Unter Dog Oktoberfest Lager

Celebrate the city that never gives up with this lightly hopped, amber colored Märzen lager that will make you roll over and beg for more. **ABV: 5.6% Packages: 12 oz. bottles,**

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

## Yards Brrr-iety Pack

This all-new, cold weather variety pack features classic favorites and some new surprises. Included in the mix are: **Extra Special Ale, Big Jaws Double Lager, GOLD and Philadelphia Pale Ale.** **Availability:** September in **Lehigh and Northampton Counties**



## Weyerbacher Imperial Pumpkin Ale



"Dangerously Drinkable" is a term that could be used to describe most of Weyerbacher Brewing Company's beers, but especially their fan favorite fall offering: Imperial Pumpkin Ale. At 8% ABV this pumpkin beer hides its strength behind a solid malt backbone, showcasing notes of caramel and toasted piecrust. The malt supports a bold, yet approachable spice blend of cinnamon, nutmeg, cardamom and clove. **ABV: 8% Packages: 12 oz. bottles and draught**  
**Availability:** August in **Lehigh and Northampton Counties**





## Cape May Oktoberfest

Rich and complex, this amber-colored lager is smooth and clean due to a cool fifty-degree fermentation, mellowing as it lagers. Well-balanced with a hint of hop presence, Oktoberfest is focused on the grain bill

of Vienna, Munich, Caramunich, Pilsen and Melanoidin malts. **ABV:** 5.8% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## Cape May Pick of the Batch



**NEW!**

Cape May's Pick of the Batch pumpkin beer is one that drinkers will want to pick again and again. Made with real pumpkin and featuring notes of cinnamon, nutmeg and vanilla, Pick of the Batch was crafted to embrace the comfort of fall and all its seasonal spices. This beer is perfect for cozy autumn nights spent

by the fire with friends and family. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## Cape May Devil's Reach

A Belgian beast, fruity and light, the complexity and character of Devil's Reach come from a robust Belgian yeast. Deceptively simple, caution is demanded because, before you know it, Devil's Reach has swallowed you

whole. **ABV:** 8.6% **Packages:** 12 oz. cans and draught **Availability:** Late August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



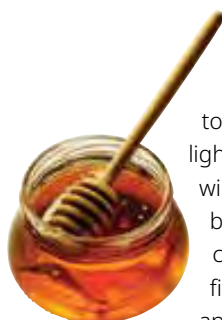
## Cape May Beach to Bay

**NEW!**

Introducing Beach to Bay, Cape May's newest wheat IPA that's sure to become a go-to brew. With its light body and golden hue, this beer showcases a delightful combination

of Centennial, Cascade and Chinook hops that bring out refreshing flavors of citrus fruits with a hint of spice and pine. It strikes the perfect balance between hoppiness and overall smoothness, making it an ideal choice for enjoying on cool fall nights. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Mid-September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## Cape May Honey Porter



With a sweet hint of honey, Honey Porter goes down smooth thanks to its balanced, robust and light-bodied finish. This award-winning brown porter is brewed with Jersey Fresh-

certified honey and a firm malt presence, making it extremely approachable. **ABV:** 5.4% **Packages:** 12 oz.

cans and draught **Availability:** Late September in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## Leinenkugel's Red Lager



Leinie's Red was once a staple to many across the country. Now, it's coming back with a new remastered element: dry-hopping with locally sourced Wisconsin hops. The result is a red lager with the smooth flavor and malty sweetness fans have loved for decades, now with a little something more. **ABV:** 4.9% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** October in **Lancaster** and **Berks Counties**

## Leinenkugel's Sunset Wheat

An award-winning Belgian-style witbier, Leinenkugel's Sunset Wheat will give you notes of orange and blueberry with a tart, citrusy finish. Top it with an orange wheel to add another note to the aroma and settle in for a sudsy sunset. **ABV:** 4.9% **Packages:** 12 oz. cans and draught **Availability:** October in **Lancaster** and **Berks Counties**



## Samuel Adams Octoberfest



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

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

## Samuel Adams Jack-O



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

**Berks, Lehigh and Northampton Counties**

## Samuel Adams Beer Fest Variety Pack



A mix pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest is sure to keep drinkers coming back all season long! This new variety pack includes four festive Sam Adams brews for fall: **Octoberfest, Jack-O, Hoppy Lager and Flannel Fest**. There's

NEW  
VARIETY  
PACK!

also a QR code on the back of the package that consumers can scan for a chance to win an Oktoberfest ceramic stein! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** August in **Berks, Lehigh and Northampton Counties**

## Angry Orchard Fireside Mix Variety Pack

NEW  
VARIETY  
PACK!

Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season. Cozy up and gather with your friends to embrace four delicious apple, juicy and spicy fall ciders. This ultimate apple pack features: **Crisp Apple, Cinnful Apple, Green Apple and Baked Apple Pie**. Get Angry this season! **Packages:** 12 oz. bottles and 12 oz. cans **Availability:** August in **Berks, Lehigh and Northampton Counties**



## Dogfish Head Punkin Ale

This full-bodied brown ale is brewed with REAL pumpkin, brown sugar, allspice, nutmeg and cinnamon. Fun fact: Six months before Dogfish Head even opened their doors for business, Punkin Ale claimed first prize in the 1994 Punkin Chunkin Recipe Contest! Since its debut in 1995, they've brewed Punkin Ale each-and-every fall. **ABV:** 7% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



## Dogfish Head Off-Centered Fall Variety Pack

Dogfish Head's newest Off-Centered 2/12 can variety pack features a combination of beers to enjoy when the weather starts to turn and the leaves start to change, or at those final BBQs and outdoor events. The mix includes: **60 Minute**

**IPA, Slightly Mighty, Blue Hen Pilsner** and exclusive to this variety pack, **Tasty Traveler Lager** – a crisp and refreshing lager brewed with Oaxacan green corn, Baja Salicornia, sea salt and Mexican lime juice. This beer is a delicious adventure south of the border. **Availability:** August in **Lancaster, Berks, Lehigh and Northampton Counties**



NEW  
VARIETY  
PACK!

## Twisted Tea Extreme in Lemon and Blue Razz

NEW!

The same great Twisted Tea you know and love but with an added KICK. At 8% ABV,

Twisted Tea Extreme packs a punch, tastes like tea because it's made with real brewed tea, and goes down smooth. *Twisted Tea Extreme is only available in select test markets and PA is one of them!* **ABV:** 8% **Package:** 24 oz. cans only **Availability:** Now! in **Berks, Lehigh and Northampton Counties**



## Truly Hard Seltzer Celebrations Pack

Introducing the Truly Celebrations Pack – a limited-time 2/12 slim can mix that's a perfect addition for a season full of celebrations – no matter the holiday. This brand-new variety pack features four Truly Hard Seltzer flavors: **Peach Fizz, Cranberry Cheers, Citrus Sparkler** and **Rosé!** **Availability:** Mid-September in **Berks, Lehigh** and **Northampton Counties**

NEW  
VARIETY  
PACK!



## Great Lakes Oktoberfest



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



## Great Lakes Nosferatu

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

## Great Lakes 35<sup>th</sup> Anniversary Barrel Aged Imperial Amber



Join Great Lakes' 35<sup>th</sup> anniversary celebration with this limited-edition Imperial Amber inspired by one of their original recipes from 1988, aged in bourbon barrels. **ABV:** 12.1% **Package:** 12 oz. bottles only **Availability:** Limited quantities in September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## Athletic Oktoberfest

In honor of the traditional Oktoberfest, this non-alcoholic festbier style is brewed with German Vienna and Munich malts and German Hersbrucker hops. The brew has a golden appearance with clean malt flavor and restrained bitterness. **Próst! ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** August in **Lancaster, Berks, Lehigh** and **Northampton Counties**



## Shiner Oktoberfest

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

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



## Hacker-Pschorr Original Oktoberfest Märzen

Hacker-Pschorr Original Oktoberfest Märzen makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops. **ABV:** 5.8% **Packages:** 12 oz. bottles and draught **Availability:** August in **Lancaster County**





## Mike's Hard Lemonade Wild Berry

**NEW!**

Mike's Hard Lemonade Wild Berry is a refreshing and smooth malt beverage bursting with amazing berry flavor. The wild berry flavor complements the classic Mike's lemonade taste to make this an extremely refreshing beverage. **ABV:** 5% **Package:** 12 oz. bottles only **Availability:** September in **Lancaster, Berks, Lehigh** and **Northampton Counties**

## Flying Fish OktoberFish

A tribute to the classic Fest styles of Germany, OktoberFish uses European malts, hops and yeast. A beautiful reddish color, a savory malt profile and nice hop flavor make this Fest beer quite drinkable. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** August in **Lancaster, Lehigh** and **Northampton Counties**



## Allagash Haunted House



Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue. Hopped with Crystal, Nugget, Cascade and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt and a devilish hint of hops. **ABV:** 6.6% **Packages:** 16 oz. cans and draught **Availability:** August in **Lancaster** and **Berks Counties**

## Heavy Seas The Great'er Pumpkin

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




## Heavy Seas Bourbon Barrel Aged Chocolate Volcano



**NEW!**

Heavy Seas' Chocolate Volcano Stout has been bourbon barrel-aged for a massive eruption of delicious flavors! Overflowing with decadent notes of chocolate and vanilla, this limited release will melt your tastebuds with a lava flow of velvety richness. **ABV:** 10.5% **Package:** 16 oz. cans only **Availability:** September in **Berks, Lehigh** and **Northampton Counties**





**FLY EAGLES FLY**

OFFICIAL BEER SPONSOR OF THE PHILADELPHIA EAGLES

## Miller Lite Rewinds with the Eagles This Football Season

The Philadelphia Eagles are rebranding the 2023-2024 football season by throwing it back to their retro Kelly green color and classic Eagle mark. As the official beer sponsor of the Birds, Miller Lite is giving Eagles fans more to love. Fans can look out for point of sale and snag unique throwback Miller Lite/Eagles merch.

## The Hunt Runs Smooth with Realtree & Keystone Light

The hunt is back! Keystone fans can look out for a blaze orange can in their next case of Keystone Light for a chance to win blaze orange or green camo gear by Realtree. Customers will scan the packaging on Keystone Light cases for a chance to win big this hunting season.




**SPOT SOMETHING SMOOTH**

**THE HUNT IS ON**

**FIND**  
A BLAZE ORANGE CAN IN KEYSTONE LIGHT PACKS

**FOR A CHANCE TO WIN**  
REALTREE® BLAZE ORANGE GEAR

**SCAN**  
FOR MORE REALTREE® GIVEAWAYS




TASTES LIKE *Miller* TIME.

Lite

SCAN FOR THE CHANCE TO WIN AN EXCLUSIVE FANTASY DRAFT EXPERIENCE  
- SUNDAY EVENING'S CHERRY LIP

## Miller Lite Might Pick Up the Tab & More

This fall, shoppers can instantly win an ESPN+ subscription or have their tab picked up by Miller Lite when they scan the QR code on packs or POS, to enter to win a grand prize trip to an exciting ESPN Fantasy Football event. Consumers will be on the lookout for the ESPN promotional packaging of Miller Lite (9-pack aluminum pints and 15-pack aluminum pints) in stores for a chance to get in on the game day action.



**KICK OFF YOUR GAME DAY**

VIZZY

SCAN AND MAKE YOUR PICKS FOR A CHANCE TO SCORE

EVERY WEEKEND KICKOFF

## Vizzy Kicks Off Eagles Game Day

Vizzy is giving Philadelphia Eagles fans another way to savor the flavor of victory all season long. All they need to do is find any Eagles-themed Vizzy pack and scan it to make their picks, and they'll be entered to win exciting items and experiences, including weekly cash prizes.



## Vive La Celebración with Modelo

This Día de los Muertos, Modelo will continue to own the holiday by inspiring consumers to live the celebration. Modelo has partnered with Mexican artist, Mauricio Groenewold, to create bold illustrations and bring the traditions of DDLM to life through dynamic POS materials. Mauricio's work regularly features traditional DDLM iconography such as skulls, catrinas and marigolds in celebratory scenarios.



## Football Fans Will Experience the Fine Life with Corona

Corona is going all-in on football to help consumers experience the Fine Life every game throughout the season with the help of retired QB, Eli Manning. Fans will have an opportunity to optimize their football experience with Corona's first ever season ticket package to the Fine Life promotion. Fans can grab seats to their favorite teams' games, along with branded football perks to enjoy Gameday Mas Fina. All new TV spots featuring Manning will drive awareness of the partnership and will run from August 16<sup>th</sup> through October 31<sup>st</sup>.



## Modelo: Here's to the Full-Time Fans

Modelo is headed to the field as it takes on its third year as the Official Beer Sponsor of the College Football Playoff. The brand will take the partnership to new heights as the Full-Time Fan campaign gives consumers a chance to be a part of the game like never before. With a larger ESPN investment, a new TV spot and a CashApp partnership to reward fans, Full-Time Fans will be celebrated all season long, from July 15, 2023 through January 10, 2024. At retail, Modelo will garner even more floorspace by teaming up with Dr. Pepper, a mainstay of college football.



## A Celebration to Remember with Corona

Corona believes that Día de los Muertos is a holiday to honor our ancestors while celebrating life. The 2023 program will run from October 1<sup>st</sup> through November 2<sup>nd</sup> and will be supported by new on and off-premise POS bundles, including permanent POS, reminding everyone that life is made for celebration.



## Pacifico x Super73

This fall, from September 1<sup>st</sup> through November 2<sup>nd</sup>, Pacifico is partnering with outdoor lifestyle and e-bike creator Super73 for the brand's most exciting collaboration yet. Pacifico is giving more consumers the chance to win an ultimate e-bike bundle, which includes a custom bike and an Insta360 action camera to capture their adventure. The partnership is highlighted through dynamic display pieces that will bring the worlds of Pacifico and Super73 to life at retail. Pacifico is supporting the campaign with a robust media plan with paid social/digital, video and PR through Super73 that will amplify the brand with their hyper-engaged Gen Z audience.

## Vicky Brings the Día de los Muertos Celebration Home

Día de los Muertos is a celebration that goes beyond borders. This culturally rich holiday comes to life in the towns and cities across the country, where there's a passion for celebrating the dead and honoring life. A common thread across geographies during this holiday is the tradition of leyendas. These spooky stories are passed down from generation to generation and have become part of the DDLM traditions. From September 1<sup>st</sup> through November 2<sup>nd</sup>, Victoria will help bring a few leyendas to life with custom DDLM graphics on primary and secondary packaging. In addition, Vicky will showcase the brand's new spot "Celebrating Culture," which details how one woman connects with her ancestors through her DDLM celebrations here in the U.S.

ESCANEA Y  
REVIVE LAS  
LEYENDAS





## Boston Beer Continues Partnership with Philadelphia Union

Boston Beer continues their sponsorship with the Philadelphia Union through the fall, 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. There will also be retail programming with Truly coming off their sponsorship with the U.S. soccer team (with Truly x Union scarves and flags) as well as a consumer sweeps with Twisted Tea and pre-game product samplings.



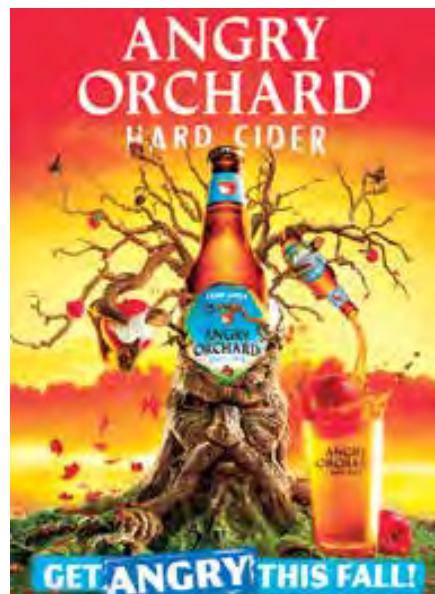
## It's Beer Season with Sam Adams Octoberfest

Octoberfest is Sam Adams' most successful beer, but it's only sold for 12 weeks of the year. In 2023, Sam Adams is declaring fall, Beer Season! The brand will own the entirety of the season by giving drinkers a reason to celebrate beer during every occasion! It's Beer Season, drink it in!



## Grab a Tea, It's Game Time with Twisted Tea

In the on-premise, Twisted Tea will introduce and drive relevance for the refreshingly flavorful brand, leveraging materials and assets to drive game day excitement. In the off-premise, Twisted Tea will own game day with displays and earn share of mind with drinkers during football and tailgating season.



## Get Angry This Fall

Angry Orchard is staking its claim in owning the season that sits between summer and winter. It's the #1 cider brand and fall is cider's #1 season. This year, it's time to get angry, so eff fall, it's Angry Season! With the help of Fireball (yes, they're bringing it back bigger and better this year!), this program will include several tools and tactics that drive sales and help drinkers Get Angry this Season.



## Fan Together with Dos Equis

This season, from August 1<sup>st</sup> through December 31<sup>st</sup>, Dos Equis will inspire fans to rally their crew and celebrate the unmatched camaraderie of winning together. Dos Equis doesn't settle for subpar college football celebrations, so this sweepstakes offering shouldn't either. Dos Equis is rewarding dedicated drinkers with a game day experience that their crew will never forget.

### Grand Prize (1 national winner + 3 regional winners):

- Six tickets to see the 2024 CFB game of their choice
- Dos Equis branded RV/party bus to get to and from the game
- Fully catered tailgate before the game (games, food, etc.)
- Fanatics team gear for the winner and their crew
- Flights and accommodations

### Secondary Prize (Instant win):

- Instant weekly winners (10 per week for 17 weeks) will receive two, \$100 Fanatics gift cards for the winner and a friend

## Celebrate the Sophistication of Formula 1 Culture with Heineken



This September and October, Heineken will celebrate the sophistication of Formula 1 culture by giving fans a chance to connect with the action on race day like never before. Consumers & fans alike will have a chance to win one-of-a-kind VIP treatment for them & a friend at the inaugural Formula 1 Heineken Silver Las Vegas Grand Prix. We're talking meet & greets with drivers, VIP seats & podium viewing area and exclusive curated Heineken experiences!



## Guinness Time Challenge with DraftKings

From September through February, Guinness & DraftKings are inviting consumers to join a 22-week fantasy football contest covering the NFL regular season & playoffs along with four college football contests. \$5,000 will be paid out per all contests, with the professional championship contest paying out \$10,000. Consumers can head to [Draftkings.com/Guinness](https://draftkings.com/Guinness) to see all contests and complete rules.

## Guinness College Football Partnerships

Guinness & Football: Winning partnerships are bigger and bolder in 2023. In addition to Guinness' successful partnership with Notre Dame football alumni & fans, the brand is proud to announce a new partnership this year (from August – January) with Navy football fans! Guinness will be supporting team partnerships with visuals and tools to activate all season long. Get ready to score big in stores & bars!



## 'Gansett Lager & a Shot of Whiskey... the Perfect Citywide Special

With the air getting cooler, football back on TV and the fall semester starting at the local colleges, Citywide Specials (as they are known in Philly) are back in season. As an independent, highly-rated light heritage lager that offers great value, 'Gansett is a perfect option for your fall Citywide menu.



## White Claw Made in America Sponsorship and Sweepstakes

White Claw, the official hard seltzer of Made in America, is giving consumers a chance to win tickets to the festival in 2024! From August 1<sup>st</sup> through September 30<sup>th</sup>, consumers can scan the QR code on themed POS to enter to win!



## Claw Back Your Summer with White Claw

From August 1<sup>st</sup> through September 30<sup>th</sup>, White Claw fans have the chance to win a curated collection of White Claw gear to make the most out of the last of summer 2023! They will simply scan the QR code on themed POS to enter to win.



## Cape May Coastal Evacuation Getaway Giveaway

This September through November, Cape May Brewing Co. is inviting consumers to enter for a chance to win an exclusive coastal getaway designed specifically with them in mind. Picture pristine beaches, awe-inspiring sunsets and the delightful flavor of Cape May's Coastal Evacuation Double IPA – a bold and daring brew with notes of orange citrus and honeydew melon. Consumers can scan QR codes found on thematic POS to enter to win the opportunity to escape to a state of coastal bliss with Cape May Brewing Company. Here's to embracing adventure, finding relaxation and savoring the Coastal Evacuation experience!

The image shows a promotional display for Yuengling Lager. A man wearing a red and white Yuengling hoodie and a baseball cap stands on the left. In front of him is a large sign that reads "Yuengling LAGER" and "MAKE IT A PARKING LOT PARTY WITH LEE BRICE". To the right, there is a large display of Yuengling beer packaging, including cases of Light Lager, Traditional Lager, Black Tank, and Golden Golden. A sign above the display reads "Yuengling LAGER" and "MAKE IT A PARKING LOT PARTY WITH LEE BRICE". On the far right, there is a circular sign that reads "Yuengling LAGER" and a bottle of Yuengling Lager.

FLIGHT is on fire and with a refreshing, crisp taste, 2.6 grams of carbs and 95 calories, it's the perfect beer for this year's tailgate parties! FLIGHT by Yuengling wants to make a fan's tailgate the envy of the neighborhood with a chance to win an awesome prize pack worth over \$2,500! This September and October, customers will look for displays featuring QR codes to enter for a chance to win:

- A Weber grill
- A Yeti chair
- A FLIGHT Grizzly cooler
- A new TV to watch all the games





## Savor the Last of Summer with Great Lakes #GLBCSummer

Through September 8<sup>th</sup>, consumers can show Great Lakes how they #GLBCSummer for a chance to win great prizes and be featured on the brewery's social channels! Whether consumers are vibin' with Vibacious Double IPA, stuffing Mexican Lager with Lime into their beach bags, pairing Edmund Fitzgerald Porter with fireside s'mores or going extra innings with Dortmund Gold Lager, Great Lakes wants to see how their brews fuel consumers' summer fun. Fans will simply tag their photos and videos on Instagram (in grid) and Twitter with #GLBCSummer. That's it! Great Lakes will repost and send swag to some of their favorites, and they'll feature an extra special grand prize giveaway in August & September to sweeten the end of summer.



## How Do You HOPtober?

The stats don't lie! Moderation is a #trendingtopic and October is the second biggest sober-curious month of the year. But cutting back on booze isn't all or nothing. That's why this year HOP WTR is asking fans... "How do you HOPtober?"

More and more consumers will be looking for no/low-alcohol options this season and HOP WTR is the beverage of choice. This HOPtober the brand is going BIG with a robust integrated marketing program including text-to-win consumer promos and display programs, national TV, digital video and paid social campaigns, plus a roster of brand ambassadors and influencers. Expect to see HOP WTR's HOPtober campaign in retail with all new POS display items and large-scale in-store sampling programs to drive velocity off the shelf. HOP WTR will be a part of all the cheers-worthy moments this fall and beyond!



## MAKE PSCHORR OKTOBERFEST'S GREAT.



SCAN TO WIN A  
HACKER-PSCHORR  
OKTOBERFEST  
PARTY KIT.

No purchase necessary. Prizes awarded until 10/9/14. Open to legal residents of the United States who are at least 21 years old at the time of registration. Sweepstakes ends 10/9/14. Odds of winning are approximately 1 in 10,000. See www.pschorrthing.com for Official Rules and prize details. See nearest retailer for details. Void where prohibited.

 Hacker-Pschorr



Oktoberfest is a great time that we all love. And what's not to love? Food, festivities, music and great beer. But what if the beer is not so great? That by itself can ruin the celebration altogether. Make Pschorr Oktoberfest's Great with Hacker-Pschorr – an authentic German favorite with the quality and credentials that are Pschorr to complete the celebration. From August 1<sup>st</sup> through October 9<sup>th</sup>, consumers can head over to [pschorrthing.com](http://pschorrthing.com) to enter to win a deluxe Oktoberfest prize pack. There will be a total of fifty winners. PROST!

## Elevate Your Customers' Sparkling Experience with Verdi Spumante and Raspberry Sparkletini 1.5L

These refreshing, high-volume bottles offer a fantastic cost per ounce, ensuring your customers get a bubbly bang for their buck. With the resealable cork closure, consumers can enjoy the effervescence up to seven days, making it a must-have for any occasion. Grab this sparkling opportunity and entice your customers with a taste of Italian luxury at an unbeatable value!



**Check out George Latella's latest Retail Edge blog post, "Experience is Still King – Learning From Others" at [Origlio.com](http://Origlio.com) under the Brew News tab.**

*George Latella teaches Food Marketing at Saint Joseph's University in Philadelphia. Food Marketing, which is the largest major at Saint Joseph's University recently celebrated its 60<sup>th</sup> anniversary. George is also a partner in Beacon Marketing group which provides marketing planning, research and e-commerce/direct marketing communications for food and beverage companies. George can be reached at [glatella@sju.edu](mailto:glatella@sju.edu) or 610-304-1034.*



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# BUY A BANQUET, HELP OUR HEROES



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FOUNDATION**

YOUR PURCHASE HELPS  
MAKE OUR DONATION  
OF \$250,000 POSSIBLE



## Help Coors Banquet Protect Our Protectors

While others evacuate, firefighters get into gear and run toward the action. Shoppers can scan POS when buying Coors Banquet or head to [ProtectOurProtectors.com](http://ProtectOurProtectors.com) to give back to the Wildland

Firefighter Foundation. Shoppers can also look out for the Coors Banquet "Protect our Protectors" program to support the WFF, or a local charity of choice that supports our frontline firefighters.

## Raise the Stakes on Game Day with Coors Light & Cameo

Of course, they mean *sweepstakes*. Coors Light lovers will have a chance to instantly win big come game day, with Cameo calls from big-name football personalities all season long. Customers can scan the QR code at sale or on the pack when they see Coors Light "Nothing Like Game Day" packaging (12 oz. can 30-packs) and enter to win merch, Cameos and more!

