

HEADY TIMES

ORIGLIO BEVERAGE
Summer 2024 | V.129

MOLSON
COORS
LEGACY
IN THE
VANGUARD

CAPE MAY
BREWING CO.
CRUSHIN' IT

BREWERY
HIGHLIGHT
MONTAUK
BREWING CO.




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



“Huddle up with your Origlio representative to increase the odds that your house will always win.”

Another Memorial Day has come and gone...

How was it for you? Did the weather help or hurt sales? Can you predict the ups and downs of an entire selling season based on one weekend in May?

Some people can. They are called bookmakers, the masterminds (in Vegas or in the Cloud) who determine the probability of specific outcomes for events. In other words, they set the odds.

Exactly how they do it, I can't say. But they do it eerily well.

Bookmakers are good at something else – risk management. Nobody can afford to lose their shirt, so they are careful to “balance” their books. That means they aim to attract similar bets on all possible outcomes, reducing the risk of significant losses *regardless* of the outcome. Hedging your bets is a form of risk management.

The House Always Wins

I'm in the beverage business. I'm not a gambling man. But just for fun, let's say that I have a book. But my book is filled with brands like Coors Banquet, Corona and White Claw, to name a few. And brands really do matter. To me, a winning brand is one that is relevant to customers and their drinking occasions. If you follow what I'm saying, a loser is just a brand that doesn't suit certain consumers.

Luckily, Origlio's brand portfolio is full of great brands so you can hedge your bets – practice risk management. You just need to sell the brands and the package configurations that appeal to your set of customers. Whether they are newly LDA, boomers, Gen Z or millennials, pick the brands these people want to enjoy.

When you sell to the public, every day is game day. Your deli, store, bar or restaurant is where the competition takes place. Huddle up with your Origlio representative to increase the odds that your house will always win.

As ever, I wish you a successful summer and please remember that we are delighted to be your partner in the beverage industry.

Sincerely,

Dominic Origlio
President

\$46,395

The amount of money Sly Fox has donated to Alex's Lemonade Stand Foundation since their partnership began in 2018.

Sly Fox is entering its seventh year as an official partner of ALSF, the largest independent childhood cancer charity in the US, focused on funding critical research and supporting childhood cancer families. Each year the brewery donates a portion of sales of their Alex's Raspberry Lemon Ale to this worthy cause.



photo credit: Sly Fox Brewing



Mark Your Calendars

JULY

7/4 Independence Day
Origlio will be closed and no deliveries will be made

7/7 National Dive Bar Day

7/12 Michelada Day

7/14 Bastille Day

7/26 - 8/11 Summer Olympics

AUGUST

8/1 IPA Day

8/2 International Beer Day



The April beer purchasers' index shot up to 62 from 53 in March, marking the highest reading since December 2021. Anything above 50 indicates expansion.



Molson Coors Q1 depletions up nearly 6%, led by "core power brands" Coors Light & Coors Banquet (with 23% growth).

TRENDS THAT WILL DOMINATE THE SUMMER SELLING SEASON

Tequila-adjacent beverages

FMBs/Hard Seltzers

Low and non-alc

More spice

Beach RTDs

Flat liquid

Source: *Ad Age*



Corona Brings Consumers Sunshine in a Bottle

New Corona Sunbrew Citrus Cerveza is brewed with real orange and lime peels, with an added splash of real orange & lime juice, for a flavorful take on the iconic Mexican lager. Only released in select Northeastern markets, Sunbrew is available now in the Philadelphia five counties!

WHY SELL SUNBREW?

- Corona is the most beloved beer brand of Zillennials (ages 21-35).
- Younger LDA consumers prefer sessionable, sweet, flavorful beverages that bring variety and experimentation to their taste buds.
- Sunbrew will grow the beer category with Zillennial flavor seekers looking for full flavor bev-alc options.
- As the most multicultural generation yet, Gen Z has strong ties to Hispanic culture, making up 22% of the Zillennial flavor target.
- Sunbrew's breakthrough packaging, inspired by the vibrancy & humanity of Latin street art, delivers "Corona Cool" badge value.
- Flavored beer is a \$2.7B category largely dominated by only a few brands focused solely on functional flavor.

Legacy in the Vanguard

After Years of Innovation, Molson Coors Has the Right Brands, Right Now

By: Jerard Fagerberg



Northeast Region Vice President Chris Gick says, "Molson Coors has the right brands and plans in place, and with the industry's best distributor network on our side, we're continuing our strong sales in 2024 and beyond."

Despite industry headwinds, Molson Coors is posting gains while others strive to be flat. Last year Molson Coors held 25.3% of the domestic beer market. *Heady Times* reviews the insights, innovations, and opportunities inspired by CEO Gavin Hattersley's team which made 2024 a banner year for this storied brand.

Recent headlines haven't been kind to big beer.

As millennials mature and Generations Z and Alpha attain LDA status, traditional alcoholic drinks have lost cachet and share of stomach. Unusual flavors and beverages completely new to the beer aisle now battle with legacy brands for their share of limited shelf space.

Something has changed.

And yet, Molson Coors continues to grow, a trend that's lasted six years now. Molson Coors has gained the most shelf space at retail, with **Coors Banquet** up 20%, according to the company. That growth is across the board: in every region, every channel, and with every major customer group.

How did the country's second largest beer company flourish? What has taken Molson Coors from quaint legacy brewer to one in the vanguard of consumer taste and flavor innovation?

Chris Gick, Molson Coors Northeast Region Vice President, traces the success back to a 2019 "pivot" championed by CEO Hattersley known within the company as "the revitalization plan." Gick has witnessed firsthand success after success since Hattersley changed the company's direction. He recognizes that it's been "a year of structural change," but from his perspective, this is precisely what Molson Coors has prepared for.

Gick explains, "Molson Coors has been on a steady upward trajectory over the past

several years following the launch of our revitalization plan. We've premiumized our portfolio and expanded beyond beer. The results speak for themselves."

Purpose Drives Purchase

Molson Coors calls this new strategy "Purpose Drives Purchase." It's an evolution of classic marketing, where you focus on simple-but-universal concepts to leverage the right product at the right moment. It's about precision, but without the compromise of mass appeal.

Molson Coors' Purpose Drives Purchase approach is based on four key insights: (1) choice is driven by occasion, (2) all segments play a role, (3) the core matters, and (4) the right innovation attracts customers.

Investing more money behind these insights has propelled products like **Coors Light**, **Coors Banquet**, **Miller Lite**, and **Blue Moon** into consumers' hands. And success has been most pronounced where Molson Coors plays up the nostalgia factor, reminding consumers that these brands – as dependable as ever – are still relevant and delicious.

"They're iconic brands with huge badge value, boosted by marketing campaigns that resonate across generations for their nostalgia and humor," Gick says. "The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they're making more room for Molson Coors brands on the floor and in the cooler."

Coors Light returned to Super Bowl advertising after three decades by revitalizing their iconic early-aughts "Chill Train" ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality. Miller Lite brought back their more recent "All-Stars" campaign, putting their beer in the hands of former professional athletes like J.J. Watt, Mia Hamm, David Ortiz, Jorge Posada, and Reggie Miller. Meanwhile, Coors Banquet is still coasting off its inextricable association with hit show *Yellowstone*, en route to a projected 20% increase in distribution this year.

All these campaigns have been translated into eye-catching displays in grocery and convenience stores, where Molson Coors has gained both sales and shelf space.

Premium beer sales are improving in off-premise channels as well, so it made sense for Molson Coors to double down and make sure their beer stays top of mind with highly visible displays. **Coors Light is now the number one brand in grocery by volume.** And Miller Lite now outsells Bud Light, according to Russell Fowler, Senior Manager of Customer Solutions at Molson Coors.

"The right displays play an important role in driving category growth," Fowler said in early April. "They create awareness for

the category and that can drive real-time purchasing decisions, and that generates incremental revenue."

A New Beginning for Blue Moon

Gick is optimistic that **Blue Moon** can follow the trajectory of Molson Coors' core brands by capitalizing on Americans' desire for light, easy-drinking beer like Blue Moon. He called the brand "an on-premise powerhouse," which is remarkable since the off-premise has not been legacy beers best channel. **Blue Moon Belgian White is still the number one craft in Circana-tracked channels** and what you see now is a revitalized Molson Coors.

The company updated the brands packaging and renamed Blue Moon LightSky to Blue Moon Light, while also addressing consumer demand for flavorful non-alcoholic beer with Blue Moon's zero-proof take on Belgian White, which was released in December. The company expects to see a Blue Moon renaissance this summer.

Generational Demand

While beer sales have been flat across the board, beyond beer sales are soaring. In 2023, spirits-based RTD sales increased 26.8% to \$2.8 billion, led by High Noon and BuzzBallz. At the same time, flavored malt beverage sales are up 20.6% in NIQ-tracked channels, driven by hard teas and lemonades. The success is not only driving consumers away from beer, but it's also creating scads of new drinks to try to capitalize on the trend.

When Molson Coors Brewing Company changed their name to Molson Coors Beverage Company during that 2019 shakeup, it signaled the brand's readiness



Miller Lite has brought back their "All-Stars" campaign, putting their beer in the hands of former professional athletes.

to meet the diversified palates of rising legal drinking age (LDA) drinkers. Molson Coors has benefited from releasing spiked versions of well-known beverages like **Arnold Palmer Iced Tea** and **Topo Chico**, but it's the **Simply Spiked Lemonade** line that's been the star of the beyond beer portfolio.

One of the main gainers of shelf space for Molson Coors, Simply Spiked continues to meet consumers at the intersection of nostalgia and innovation. Growing sales of Spiked Lemonade and Peach led to the release of Spiked Limeade in January. Speaking at the 2024 Beer, Wine & Spirits Summit in January, Molson Coors Chief Marketing Officer Sofia Colucci summarized how Molson Coors is using products like Simply Spiked to attract new LDA drinkers while also giving core beer fans the rich, diverse flavor experience they expect.

"Consumers are entering the beer category through flavor, and younger legal-age consumers are twice as likely to buy a flavored-alc beverage than other generations," Colucci said.

While Simply Spiked has been a proven performer, it's Molson Coors entry into the nascent refresher category that represents the most exciting innovation from the brand in years: **Happy Thursday**. A fruit-flavored, bubble-free, low-ABV beverage formulated for Gen Z drinkers, Happy Thursday feels completely new to both Molson Coors and the larger beer market. It's not a hard seltzer, it's not a soft drink line extension, it's not a hard tea, and it's definitely not a beer. It's something entirely its own, and early indications suggest the brand is resonating with its target audience.



Coors Light returned to Super Bowl advertising after three decades with a revitalized "Chill Train" ad, updating the concept with a slow-motion treatment that brought Coors drinkers into the ad itself using CGI and augmented reality.



Eye-grabbing displays in grocery and convenience have been a huge boon to shelf space gains and upward trending sales for Molson Coors.

“We realized that if we wanted to find the future of flavor, we needed a brand inspired by the same people we want to buy it,” explained Liz Cramton, Marketing Director for Happy Thursday, when the brand launched in April. “What’s worked in the past doesn’t necessarily work for this younger generation of legal-age drinkers,” Cramton said. “Instead, we built our media plan around them.”

Gick credits the success of Molson Coors’ beyond beer portfolio to *listening*. Yes, they have centuries of beer-making and selling experience, but that doesn’t mean the brewery doesn’t have something to learn. They’ve created a customer insights team dedicated to listening to target consumers. And a newly-created Gen Z Culture Panel ensures they don’t lose touch with what these new shoppers want. Without those direct channels to LDA drinkers, Happy Thursday would not be the drink it is today.

“We wanted to hear from them about what they wanted, what they didn’t, and what they felt was missing from the market,” Gick says. “That’s how we landed



Molson Coors is the number one gainer in retail, with the Coors Banquet brand up 20% according to internal estimates.

on the name, the packaging, the zero-carbonation and the flavors.”

The Molson Coors of today barely resembles the company it was before the 2019 pivot. The beverage industry has transformed, and Molson Coors has changed thanks to the two-way communication that has helped get their products – both new and old – onto shelves and into the hands of the next generation.

Gick isn’t ignorant about the challenges that lie ahead of Molson Coors nor the existential threats that beer and RTDs are facing. But the company has systems in place to not only weather the headwinds, but to turn them into a propelling force.

“For Molson Coors, it’s all about acceleration,” Gick says. “We have the right brands and plans in place. And with the industry’s best distributor network at our side, we’re focused on continuing our strong sales in 2024 and beyond.”

About the Author: Jerard Fagerberg is a freelance drinks writer and product manager based in Kittery, Maine. His name is not Jared, but lotsa folks get that wrong.

“The increased shelf space is a result of retailers recognizing we have powerful brands that consumers demand, and they’re making more room for Molson Coors brands on the floor and in the cooler.”

— CHRIS GICK, Molson Coors Northeast Region Vice President

Introducing Happy Thursday

When Molson Coors’ market researchers noticed Gen Z drinkers on TikTok using whisks and milk frothers to remove carbonation from their drinks, the seed was planted for **Happy Thursday**. Unlike seltzers or flavored malt beverages, Happy Thursday is bubble-free and smooth from the first sip.

Happy Thursday is a major innovation for Molson Coors and the alcohol business, as the rising generation of drinkers migrate to new flavors and sensations. Meet the debut lineup of this paradigm-shifting refresher.

HAPPY THURSDAY STRAWBERRY

Strawberry is so often an auxiliary flavor in beverages, but Happy Thursday puts the punchy berry in the spotlight with this daiquiri-adjacent sipper. Lightly sweet and crisp, it’s like a cider made from a bushel of fresh strawberries. ABV: 4.4%



HAPPY THURSDAY PINEAPPLE STARFRUIT

Ripe and lush, Pineapple Starfruit is an island vacation in a can. If you’re a fan of Painkillers, Jungle Birds, or other tropical fare, this ready-to-go tiki drink will be one you want to keep in your fridge door for an instant getaway. ABV: 4.4%



HAPPY THURSDAY VARIETY PACK

The Happy Thursday Variety Pack includes four delicious Spiked Refreshers: **Pineapple Starfruit, Black Cherry, Mango Passionfruit** and **Strawberry**.



Crushin' It

Cape May's Rising Star in Summer Brews

As the warm weather approaches, beer enthusiasts are gearing up for the season of refreshing, flavorful brews. Enter Cape May Brewing Company, **known for putting the flavors and fun of "down-the-shore" into their beers.**

A brew that has been making waves in PA and NJ is Cape May Brewing Company's **Crushin' It**, a fruited summer delight that captures the essence of the beach in every sip.

Inspired by the iconic beach bar cocktail Orange Crush, Cape May's Crushin' It embodies the spirit of summer. Crafted with fresh orange juice, this IPA boasts a dangerously juicy flavor that is both refreshing and crushable, all while delivering a satisfying 8% ABV kick.

You may ask, why should I sell Crushin' It? This beer has a proven track record of success.

"Even though it's a seasonal product, Crushin' It, a top 5 performer in Cape May's portfolio, has quickly become our #1 seasonal in both draught and package formats," notes Cape May's Market Manager (PA & DE), Scott McIntyre. **"What's more, Crushin' It has secured a spot in our top five brands overall.** It's honestly a remarkable feat considering its seasonal availability in the market."

When it comes to summer sales, Crushin' It is a powerhouse. The package variant of Crushin' It skyrockets to #3 in overall package sales by the time summer hits, trailing only behind Cape May Brewing Co.'s flagship **IPA** and **Coastal Evacuation**. Similarly, draught ranks among the top five draught SKUs for the year, peaking at #3 in the summer.

You can capitalize on the popularity of Crushin' It by taking advantage of its line extensions. Since its successful launch in 2020, Cape May Brewing Co. has experimented with other fruits from grapefruit to blueberry to mango, fulfilling consumers' demand for



Crafted using fresh orange juice, Cape May Crushin' It is a fruited summer delight that captures the essence of the beach in every sip.



Pineapple Crushin' It provides consumers with a unique and exciting tropical twist on Crushin' It classic, ensuring that their thirst for new and exciting flavors is quenched.

innovation and variety. This year's limited variant, **Pineapple Crushin' It**, provides consumers with a unique and exciting tropical twist on the classic, ensuring that their thirst for new and exciting flavors is quenched.

"We really know our drinkers and they have really grown with us. They're not afraid to try new things and we've helped expand their palates. They're hard-working, laid back, outdoorsy and often have a tight-knit circle of family and friends," McIntyre adds. **"We have fans far and wide and we know they're looking for that blend of quality and nostalgia in their beer. From brunch to the beach, Crushin' It is that go-to summer brew that our fans have really embraced over the years. It's what vacation tastes like."**

Crushin' It is more than just a beer; it's a sensation that captures the essence of summer in every sip. **With its refreshing flavors, strong sales performance, and innovative offerings, Crushin' It is the perfect addition to any retailer's lineup this summer.** So why wait? Stock up on Crushin' It today and watch as it flies off the shelves and into the hands of eager consumers looking to savor the taste of summer.

"Though it's a seasonal product, Crushin' It has quickly become a top performer for Cape May Brewing Co., ranking as our #1 seasonal product in both draught and package formats."

— SCOTT MCINTYRE, Cape May's Market Manager (PA & DE)

Clawed to the Top

Buoyed by Innovation and Smart Brand Management, Mark Anthony is Poised for Continued Success

By Joshua M. Bernstein

Doomsayers have often reported the demise of hard seltzer. Death certainly makes for good headlines, whether it's true, or not. But the hard seltzer category has hardly flatlined thanks to the folks who make White Claw.

There's no denying that hard seltzer sales are down from their original meteoric trajectory, but let's be real, **the category remains a more than \$ 3 billion sector in America.** While the initial liquid gold rush has ebbed, there is one clear winner: White Claw, which impressively commands more than a 60 share of volume.

Putting that number into a more human perspective, **around three of every five hard seltzers sold in America is a White Claw.** What is true for the category is *not* true for White Claw. The brand's dollar growth actually increased 2 percent last year. "Our message continues to be that leading brands grow categories," says David Barnett, Chief Commercial Officer for White Claw, a major brand in the Mark Anthony portfolio. "White Claw is proving that theory."

Mark Anthony is on a massive winning streak. The family-owned company, which entered the American market in 1999 with **Mike's Hard Lemonade**, cultivates ahead-of-the-curve brands that create and define categories. From White Claw to **Cayman Jack**, a margarita-inspired FMB, and higher-alcohol **MXD Drinks**, Mark Anthony greets drinkers in most every cooler door.

"Few companies have the ability to be first and meet consumers' demands before they even know that they want it," Barnett says. "At the end of the day, that is one of the last competitive advantages."

Expanding White Claw Occasions

Hard seltzer is a relatively recent phenomenon. Mark Anthony released White Claw in 2016, meaning the brand isn't even a decade old. **"We must remember that the category went from zero to 200 million cases in just six years,"** Barnett says. The category's peak saw more than 300 suppliers, he



White Claw now boasts more than 60 share of volume in the hard seltzer category.

adds, offering thousands of SKUs that created consumer confusion. "Product differentiation and quality suffered."

Despite the emerging category's volatility, hard seltzer, as a refreshing, low-calorie alternative to beer, spirits and wine, remained rock solid. And **after experimenting with competing hard seltzers and ready-to-drink cocktails, many consumers are returning to White Claw.** Ethan Peiffer, a Brand Manager for Origlio Beverage, agrees, confirming that other options on the market don't satisfy consumers quite like White Claw does.

The wholesaler's top-selling White Claw flavor is Black Cherry, one of the original four flavors. **In a crowded market, customers are turning to**

trusted brands. "White Claw consumers see our core flavors as iconic," Barnett says. **Mark Anthony is prioritizing the health and growth of core SKUs by refreshing packaging and tweaking flavor mixes, adding a pineapple variant to its flagship variety pack. Additionally, the company is adding a new variety pack and single-serve flavors for White Claw Surge,** its higher-ABV offering that's drawing younger consumers. "There is a very long runway for growth," Barnett says, adding that **White Claw Surge sells nearly 7 million cases annually and is growing 10%.**

In addition to the spirit-based White Claw RTDs featuring vodka or tequila, **Mark Anthony is betting that the brand can play in the non-alcoholic category.** And so **White Claw 0%** was released in



Made with a blend of real fruit juice, agave nectar, and citrus flavors, Mike's Hard Limonada Fresca Variety Pack.

December. On the surface, a non-alcoholic White Claw seems a little redundant. After all, plenty of NA seltzers are sold at supermarkets that offer low-priced house brands.

White Claw 0% is designed for more than fizzy hydration.

Non-alcoholic White Claw, sold in slim cans with familiar flavors like Black Cherry and Mango, slots seamlessly into drinking occasions when, for whatever reason, someone is abstaining from alcohol. **"People don't want to lose the celebratory nature and social connectivity that comes along with having a drink,"** Barnett says. "This is where White Claw 0% comes in."

Cayman Jack Capitalizes on the Massive Appeal of Margaritas

White Claw's stratospheric success has somewhat obscured the sleeper hit that is **Cayman Jack**. In 2012, Mark Anthony created the margarita-inspired FMB brand flavored with lime juice and blue agave nectar, nixing a massive marketing spend in favor of a steadily building discovery model. **Cayman Jack sales are now approaching 10 million cases annually, and the brand is growing 20 to 30% monthly, making it the country's fourth biggest FMB brand.**

"My philosophy is consistent double-digit growth over time," Barnett says, adding that the company's Cayman Jack focus is expanding the lineup through targeted innovation and growing distribution and retail presence. The brand family now includes the **Sweet Heat Margarita Variety Pack** of piquant flavors including Grilled Pineapple and Spicy Lime. **Cayman Jack's appeal is as both a finished product and easy cocktail base.** Pour

a can over ice in a salted-rim glass, add a shot of tequila and a squeeze of lime, and that's a pretty solid margarita.

"The **Mike's Hard Lemonade** and stronger **HARDER Lemonade** brands are also continuing to dominate the hard lemonade category," Barnett says, "accounting for a 75% share." Mark Anthony also plans to support its **Zero Sugar Mike's** that, at 100 calories per 12-ounce serving, is tailored toward better-for-you consumer shifts. **Mark Anthony brands are engineered to meet any occasion, malleable enough to bring in new flavors, calorie counts and ABVs to meet drinkers' ever-**



Mike's HARDER Cocktails are a line of drinks that include three cocktail-inspired flavors: Piña Colada, Hurricane Punch, and Screwdriver.

evolving needs. "Mark Anthony keeps its ears close to the ground to hear what consumer trends are," Peiffer says.

After a quarter-century in the American market, Mark Anthony isn't resting on its innovative laurels. The company is testing 2 Hoots, a hard tea, and is entering a partnership with international soccer star Lionel Messi to create a new, non-alcoholic hydration drink, set for release in select test markets this summer. "We are still a David amongst Goliaths, and we certainly take that underdog mindset seriously," Barnett says. "Considering our competitors, we are a young company and we've only just begun."

Mixing It Up

The American beverage consumer equates alcohol with value, and this is an especially important proposition in the sector of single-serve cans. **What can deliver the biggest, most flavorful bang for your buck? Mark Anthony is betting on MXD Drinks.** The emergent FMB brand blends bold, cocktail-inspired flavors like **Strawberry Daiquiri** and **Mai Tai**, both 12% ABV, with colorful illustrated labels featuring true anthropomorphic party animals like a frog, dog or iguana cutting loose with a cocktail. **The brand is now nearing 1.5 million cases annually despite only being available in a handful of states including Ohio, Michigan and Pennsylvania.**



About the Author: Award-winning beer journalist Joshua M. Bernstein is the author of six books, including *The Complete Beer Course*.

“Mark Anthony keeps its ears close to the ground to hear what consumer trends are.”

— ETHAN PEIFFER, Origlio Beverage Brand Manager



Cayman Jack is now the country's fourth biggest FMB brand, growing 20 to 30% monthly.

Montauk Brewing Co.

By: Jerard Fagerberg



Come in off the beach for a cold Montauk Wave Chaser this summer and be transported to the northern point of Long Island.

Through their first decade in business, Montauk Brewing became the signature brewery of Long Island. Now with the backing of parent company Tilray Brands, they're ready to export their beachy, carefree vibes to beer fans across the country.

It's a gorgeous early April day, the kind that makes summer seem impossibly close. The kind that makes you want to find a beer and a beach and enjoy both together. But instead of enjoying the sand and sun in his native Montauk, Vaughan Cutillo is in Brooklyn visiting customers, selling the beer that gives him purpose.

Cutillo founded Montauk Brewing Co. with his lifeguard friends Eric Moss and Joe Sullivan in 2012, part of a wave of craft breweries to open on Long Island in the 2010s. What separated Montauk from its peers was their easygoing, carefree ethos. They invited drinkers to "Come as You Are" to their rustic, red-painted taproom, affectionately called the Brew Barn.

But as the years have gone on, the so-called "true spirit of Montauk" has been stretched further and further. That's why Cutillo still makes client calls on sunny days. Despite the fact that his Long Island surfer beer is now distributed to 10 states and his company was purchased by Tilray Brands in 2022, the vibes remain immaculate – and uniquely Montauk.

Heady Times (HT): Montauk has a lifestyle quality to it. How do you describe the vibe you're trying to bring with the beer?

Vaughan Cutillo (VC): Everything we do is pretty simple. "Come as You Are" is our trademark motto, and it really was born out of the taproom. It's a small space in the heart of Montauk, and whoever you are, wherever you're from, we invite you to come have a pint with us and be part of our family. What's been critical to our growth over the years is building out this organic grassroots community of people coming in off the beach, sand on their feet, to our taproom, and looking for a flavorful, approachable beer.

HT: When you first opened in Montauk in 2012, what was the immediate response from the community?

VC: We didn't necessarily intend on starting a brewery. We were homebrewing,

co-founder Eric Moss, Brewmaster Joe Sullivan, and I. We grew up on the east side and were lifeguards together for the better part of 10 years. We came back from college, and we were all brewing together and having a lot of fun sharing our beer with friends and family over summer barbecues. Craft beer was having this moment, but nobody had done it in Montauk. We're born and raised here, so the community is very loyal to its own. Somebody could have come into Montauk and tried to do it, but I don't know if it would have been as authentic.

HT: How do you channel Montauk in the beers that you sell?

VC: The liquid is very approachable, whether it's **Wave Chaser IPA** or something else. We obviously brewed beers that we wanted to drink, but also we listened to our fans. And it comes down to easy-drinking beers with flavor.

Watermelon Session or Summer Ale or Wave Chaser, they're beers that appeal to a huge audience. Our customers are male and female split fairly evenly.

HT: Wave Chaser seems like the real "a-ha!" moment for the brewery. How did that beer come about?

VC: It's been in market for 7 or 8 years now, and it's still on an absolute rocket ship ride, growing off of a huge base. We get people in off the beach who just want a cold beer, and they don't necessarily like IPAs, but they like Wave Chaser. It's not too hoppy, not too bitter, just the right amount of grapefruit and citrus aromas. That really allowed us to grow the brand like never before. It was also good timing. When we launched, IPAs were really having a moment in the industry, and we made a really good one.

HT: No beer captures the Montauk spirit quite like Watermelon Session, though. What's the secret of that seasonal's success?

VC: That beer started as our session IPA. Eric was playing with different flavors, and he developed that beer with a low 4.9% ABV, which is appealing during the



Watermelon Session Ale started off as a session IPA before Brewmaster Eric Moss reformatted it as a wide-appeal, low-ABV seasonal.

summer months. You can have a few of them. It's also very subtle watermelon flavor; not a lot of fake Jolly Rancher flavor. It's the perfect summer crusher, and it's turned into an absolute monster for us.

HT: You were acquired by Tilray in 2022. Can you tell us a little bit about why that felt like the right move to make and how things have changed since?

VC: It's a great relationship. As a small brand and a small company, we always had a sense of urgency. We've moved

fast. Tilray offered that same mentality, which was really exciting because they added resources but also that like-minded position. They're not going to wait if there's an emerging trend in the market; They're going to capitalize and move quickly to get these beers to market, and they've got the team to do it.

When the acquisition happened, we only had three wholesalers: Long Island, metro New York, and northern New Jersey. Since then, we've got over 20 distributors across New York, New Jersey, Connecticut, Rhode Island, Pennsylvania, parts of Florida, and Georgia, and that's very difficult to do on your own. And we were aware of that. At the end of the day, we really wanted to share as much Montauk beer and that "Come as You Are" vibe with more fans, and Tilray was the right partner.

HT: Obviously not too much has changed if you're still going out and making sales calls as the face of the brand.

VC: I think they understand the power in having a founder that is engaged in telling that story, because it is a unique one. I love what I'm doing. It's a challenging time out there right now for craft beer, but the brand is positioned well because we are that lifestyle craft brand that appeals to a wide audience. That's what we do. That's who we've always been. And that's what will help us grow for years to come.

At the end of the day, we really wanted to share as much Montauk beer and that 'Come as You Are' vibe with more fans, and Tilray was the right partner.

— VAUGHAN CUTILLO,
Montauk Brewing Co-founder



Brewmaster Eric Moss (left) and Brand Director Vaughan Cutillo (right) founded Montauk Brewing with Joe Sullivan (not pictured) in 2012.



Co-founder Vaughan Cutillo describes Montauk as a "lifestyle craft brand" whose approach is epitomized in their slogan; "Come as You Are."

A Cut Above

Captain Morgan Brings Swashbuckling Energy to the FMB Market

By: Joshua M. Bernstein

On the second to last Saturday in January, swashbuckling pirates swarmed Tampa, Florida, for Gasparilla, the world's largest pirate-themed festival. Around 300,000 people attended this year's parade and revelries, many decked out in their skull-and-crossbones finest and drinking modern pirate grog: Captain Morgan rum, a longtime partner of Gasparilla.

"[Captain Morgan] is a perfect fit for this consumer base. People attending Gasparilla are wild in the fun sense of the word. It's just a great time and this brand's energy matches the festival's celebratory vibe," says Nikhil Sha, the Premix Brand Director for Diageo. In addition to festive rum cocktails, partying pirates could be among the first to try **Captain Morgan Sliced** in tropical cocktail-inspired flavors. Released nationwide this spring, **Sliced is the brand's first foray into flavored malt beverages (FMB), a chance for the Captain to cut a familiar path through a crowded market.**

"This is a category that is really driven by flavor, and Captain Morgan is known to be full-flavored," Shah says, adding that 45 percent of Captain Morgan consumers already drink FMBs. **"We saw this as a natural marriage between what's going on with a category and what the Captain can do to disrupt the category."**

Looking Beyond Spirits to Find Fresh Sales Opportunities

FMB sales are surging, increasing nearly 18 percent in 2023, according to the market research firm NIQ. In part, the growth can be credited to the malleable nature of FMBs, which include hard tea, lemonade and seltzer. Ferment a clean malt base, and breweries and beverage companies can meet drinker's boldly flavored desires by drawing on familiar taste profiles and brands.



The Captain Morgan Sliced Variety Pack delivers a cocktail-like flavor and experience at 5% ABV, sans liquor, opening sales avenues to new venues like convenience stores, supermarkets and beer stores.

Building an FMB brand from the ground-up can be a slog. Instead, companies are creating malt-driven analogues based on beloved name-brand spirits. Jack Daniel's now offers the County Cocktail family of FMBs, in a variety of punches and hard teas, and Sazerac Co. makes malt-based Southern Comfort and Fireball variants, little shooters sold at supermarkets and beer stores. **With Sliced, Diageo is looking to "bring that Captain Morgan equity as a great maker of cocktails,"** Shah says.

The Sliced Variety Pack is comprised of a quartet of approachable, vacation-mindset cocktails, familiar to anyone who has partied during Mardi Gras, dined at a Mexican restaurant, or gone on a tropical beach vacation. The moderate-strength Sliced Variety Pack – cans are 5.8% ABV – features fruity FMBs in four mouth-watering flavors: **Strawberry Margarita, Pineapple Daiquiri, Mango Mai Tai and Passionfruit Hurricane.**

Delivering a cocktail-like flavor and experience sans liquor can open sales avenues to new venues like convenience

stores, supermarkets, and beer stores. **"As we build distribution, we're going to be in thousands of places that Captain Morgan could never be in because of the state-by-state regulations,"** Shah says.

This is especially true in states that separate sales of spirits from beer and wine, including New York and Pennsylvania. "It's always been the joke in Pennsylvania that if you're having a party, you have to make two stops: one at the beer distributor, and one at the liquor store," says Kelly Davis, a brand manager at Origlio Beverage. **"It's an advantage to have a liquor brand with the brand name Captain Morgan in a malt-based setting.** Maybe that cuts down on one trip for a consumer."

Tackling Single-Serve Cans and Slushy Machines with Higher ABV

In recent years, **the single-serve can has emerged as a reliable driver of revenue at convenience stores.** Single-



Diageo is positioning the Sliced brand to play in the single-serving occasion with Sliced Up, a stronger, 8% ABV version sold in 23.5-ounce cans in two flavors, Tropical Hurricane and Long Island Iced Tea.

serve cans of strong FMBs, typically 8% ABV and above, cater to consumers seeking instant gratification at the end of their workday, or before heading out for the night. **“People are looking for easy, accessible cocktails,”** Shah says, “and they’re flavor seekers.”

Diageo is positioning the Sliced brand to play in the single-serving occasion with **Sliced Up**, a stronger, 8% ABV version sold in 23.5-ounce cans in two flavors, **Tropical Hurricane** and **Long Island Iced Tea**. “With single-serves, it really does come down to brand name, flavor and price,” Davis says.

Another opportunity for the Sliced Up brand is the slushy machine. In

and around the Philadelphia region, beer stores are installing slushy machines to sell FMB brands, like Seagram’s Escapes and Smirnoff Ice, in frozen form. One beer store, Shangy’s, in Emmaus, Pennsylvania, added an alcoholic slushy bar in 2020, and it now offers 30 hard slushies, which are sold to-go. (Shangy’s also operates a slushy parlor at its second location in Macungie, Pennsylvania.) **“Slushies have become such a big part of our business, especially when it comes to FMBs in 24-ounce cans,”** Davis says. “That’s what retailers are using.”

In particular, retailers are looking for well-priced FMBs that deliver on big flavor and color. People first drink with their eyes, and slushy machines churning vivid purple, red, yellow, blue and pink FMBs offer a visual sales pitch. “I can’t tell you how many times we release a new 24-ounce can and the first question that I’ll get from the sales team is, ‘What color is the liquid?’” Davis says.

After ABV, color and flavor, the last differentiator in the slushy aisle is brand name. **A Captain Morgan slushy is simply an easier potential sell,** especially with the implicit tie to spirits. Chances are good that people will “pay \$8 for a Captain Morgan Tropical Hurricane slushy because it’s Captain Morgan,” Davis says.

Later this year, Diageo will look to bring Sliced into concerts and sporting events,

including college football and NFL games. **Why mix cocktails when it’s easier to fill a tailgate cooler with several 12-packs of Sliced?** “Many FMB consumers are looking to live in the moment,” Shah says, and the fun-loving Captain can lead the charge on Friday nights, from rum cocktails to FMBs. “We’re reminding folks that Captain is more than one man, more than one icon. It’s a platform.”

Sliced’s Standout Label Design

A brand extension entails more than identifying drinking occasions, perfecting flavor profiles and settling on a memorable name. An oft-overlooked, though equally crucial element is package design. In the ready-to-drink category, across spirits-based cocktails and malt-based FMBs, there’s “a sea of sameness” when it comes to design, according to Nikhil Shah, the Premix Brand Director for Diageo. To help the Sliced line stand apart at retail, the Diageo team looked to evoke the relaxation of lounging beachside beneath bright sunshine. The Sliced can designs partner an appealing pastel blue with warm colors that correlate with each variety’s signature fruit, such as yellow for pineapple. “Visually communicating the balance of lightness and full flavor was really important,” Shah says.



The Captain Morgan Sliced variety pack is comprised of a quartet of approachable, vacation-mindset cocktails, familiar to anyone who has partied during Mardi Gras, dined at a Mexican restaurant, or gone on a tropical beach vacation.

“As we build distribution, we’re going to be in thousands of places that Captain Morgan could never be in because of the state-by-state regulations.”

— NIKHIL SHAH, Premix Brand Director for Diageo



Dogfish Head's Package Refresh: Crafting a Consistent Story

Founder Sam Calagione discusses his efforts to align brand image with craft spirit.

Sam Calagione, founder of the award-winning, and still "Off-Centered" Dogfish Head Brewery has a lot in common with British rock legend Rod Stewart. Both men know (almost on a cellular level) that "Every Picture Tells a Story." This title track of Stewart's breakthrough 1971 album was one of eight songs that revealed his distinctive vocal style described on the website dcsaudio.com as "a mixture of folk, rock and blues, with flashes of London art school cool and American country."

Artists are rarely one dimensional. Each one has at their disposal an arsenal of talents they bring together to deliver something unique.

Which brings us back to Dogfish Head's artistic, musical and multi-talented founder, Mr. Calagione. After 20+ years, he realized that a new generation of craft beer aficionados were missing out on the stories behind his off-centered, award-winning beers. The problem was the lack of visual consistency across the portfolio.

Calagione explained to Heady Times why change was needed.

"Today's consumers don't walk into a store knowing what beer they are going to buy. The decision is usually made on the spot. And you only have about three seconds to catch the eye of a shopper. That's it. I realized that our amazing labels (which I absolutely LOVE) are all different. That lack of consistency made sense when we first started. It was central to the "off-centered" discovery experience that made hunting for a new craft [beer] really fun. And it worked when there weren't so many choices on the shelf. Now it's confusing, or worse... the message is lost. The essence of our beers and the world of music & clothing collaborations, record releases, discussion forums, books we created over the years... This

body of work is a big part of the DFH experience, but our labels weren't communicating that anymore. When the picture doesn't tell the story, it's time to create one that does. We are still the same gritty, passionate, story-telling company we have always been. You know, same as it ever was. Now with our new look, I'm confident that more people will discover what Dogfish Head is all about."



The revised Dogfish Head "Shark & Shield" logo is a crisp, dynamic, black & white illustration that pops off the shelf. The culinary ingredients are featured in a way that says, "the beer you are about to enjoy has amazing flavor." All consumers drink first with their eyes. DFH's new look is an invitation to discover and experience beer to the nth degree.



Dogfish Head's revamped packaging conveys a cohesive brand strategy in hopes that more people will discover what the brewery is all about.

On The Job With...



Katie Woodson

Katie Woodson

On-premise Sales Representative

You could say the bev alc industry is in Katie Woodson's DNA. Her father, Ed Friedland (known by many), has been in the biz for decades, with Origlio for 16 years. Woodson joined Origlio as an Account Specialist and then took a job as a sales rep in Center City, representing Origlio's craft portfolio. Woodson is now an on-premise sales rep, servicing southeastern Montgomery County and a small part of Bucks County. Woodson's favorite part of her job is the relationships she forms with her customers. "At each of my accounts, there are lots of people to get to know – owners, managers, bartenders etc., so there are many opportunities within one sales call to make a good impression."

To be a top-notch on-premise sales rep you must have... An extensive knowledge of the portfolio, situational awareness and a big, bold personality.

The advice you would give a new sales rep is... Don't be afraid to close the deal. The person you're talking to knows you're a sales rep! Ask for the sale!

What do you like to do when you're not working? I enjoy spending time with my family and reading mystery novels.

Racquel Parker

Delivery Service Representative

One of only two female Delivery Service Representatives at Origlio, Racquel Parker has been with the company for less than two years and has already been promoted from Order Picker to DSR, which is no small feat. Parker, who services Center City, prides herself on customer service. "I greet every customer with a smile and I do what needs to be done. I love the fact that people are happy to see me. I often hear, 'Yay! The beer is here!'" The biggest challenge she faces daily is traffic. And she says it takes lots of patience to be a top-notch DSR. In fact, the advice she would give a new driver is to, "take your time, pay attention and be patient."

Do you have any favorite summer activities? I enjoy water parks, the beach and cookouts with my family.

The last TV show you binged was... *Family Business*.

If you had your own talk show, who would your first three guests be, past or present? My first would be Oprah, so I could become a better talk show host! Then, I'd like to interview my late mother one more time, and of course, Taylor Swift.

What are three things on your bucket list? I'd like to travel to Scotland, Hawaii and Greece.

Do you have any favorite summer activities? I enjoy the beach in Wildwood Crest and tubing on the Delaware River near Bushkill, PA.

The last TV show you binged was... *Girls5eva* season 3.

Your favorite movie of all time is... *The Other Guys*.

The best advice you've ever received was... Don't sweat the small stuff. I'm still working on that.

What's your biggest pet peeve? There's nothing worse than a paper cut!

If you could be anywhere, drinking any alcoholic beverage... I'd be floating down the river with my mom, drinking a Firestone Walker Union Jack IPA.



Racquel Parker

Your favorite movies of all time are... *Set it Off* and *Players Club*.

If you had your own talk show, who would your first three guests be, past or present? Rappers Lil Baby, Yo Gotti and Young Dolph.

What are three things on your bucket list? I would love to go bungee jumping, vacation in Hawaii and win a jackpot lottery.

The best advice you've ever received is... Never live life with regrets.

Your biggest pet peeve is... People who smoke cigarettes.

If you could be anywhere, drinking any adult beverage... I would be in Barbados, drinking a Watermelon Red Bull and vodka.



Mtn Dew lovers of legal drinking age can experience the bold, citrus flavors of the soft drink they know and love, now with 5% ABV. It contains zero caffeine, no added sugar, 2.2g of carbs and is only 100 calories per 12 oz. serving.

Hard Mtn Dew Original



The iconic, refreshing, green citrus soda flavor kicks it up a notch with 5% ABV. **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

Hard Mtn Dew Mix Pack



The iconic flavors you know and love are now available with 5% alcohol. This variety pack includes: **Mtn Dew Original**, the iconic, refreshing green citrus soda flavor kicks it up a notch; **Baja Blast**, taking the tropical fan-favorite to the next level; **Livewire**, mouthwatering

orange citrus soda flavor and **Watermelon**, ridiculously refreshing watermelon flavor gets jacked up with 5% ABV.

Availability: Now, year-round



Hard Mtn Dew Baja Blast

The cult-favorite consumers know and love now has 5% ABV and zero sugar! **ABV:** 5% **Package:** 24 oz. cans only **Availability:** Now, year-round

Hard Mtn Dew Baja Blast Mix Pack



The Hard Mtn Dew Baja Blast Mix Pack contains four unique flavors at 5% ABV: **Original** **Baja Blast**, taking the tropical fan-favorite to the next level; **Pineapple**, this tropical citrus treat gets a ridiculously refreshing jolt of pineapple; **Punch**, take the one-of-a-kind

taste of Baja Blast and kick it up with the refreshing addition of tropical punch and **Mango**, the iconic hard soda gets a perfect hit of the tropics with the addition of gold mango flavor. **Availability:** Now, year-round

Seedlip Non-Alcoholic Spirits

Seedlip began in 2013 in founder Ben Branson's cottage in the countryside.



He was experimenting with distillation using home-grown herbs, a small copper still & a copy of an old herbal remedy book called "The Art of Distillation." Passionate about nature and determined to continue his family's 300-year legacy of working with the land, the experiments at home grew into something greater. He spent two years working with botanists, distillers and historians to take his new idea literally from seed to lip.

Seedlip is a sophisticated and complex alternative to alcohol. It's made from distilled botanicals which are then blended into the perfect expression. Allergy friendly, sugar-free and calorie-free, Seedlip non-alc spirits can be served simply with premium tonic or used to craft elevated non-alcoholic cocktails.

Seedlip Garden 108

Garden 108 is a mix of a fresh, herbal blend of peas and traditional garden herbs including rosemary, thyme and spearmint. **ABV:** <0.5%

Package: 700 ml bottles only **Availability:** Now, year-round



Seedlip Grove 42

Seedlip Grove 42 has a sophisticated, bright, citrus blend of Mediterranean orange, lemon peel, lemongrass and ginger with a dry finish.

ABV: <0.5% **Package:** 700 ml bottles only

Availability: Now, year-round



Seedlip Spice 94

Spice 94 has a warm, aromatic blend of allspice & cardamom with fresh citrus top notes to balance the long, bitter finish. **ABV:** <0.5% **Package:** 700 ml bottles only **Availability:** Now, year-round



Seedlip Notas de Agave

Seedlip Notas de Agave is inspired by the flavors and ingredients of Mexico. The six distilled botanicals in Notas de Agave are prickly

pear, lime, agave, vanilla, damiana and peppercorn. Like all the Seedlip flavors,

Notas de Agave has no sugar, no calories and no artificial sweeteners. Mix Seedlip Notas de Agave with soda water and a splash of lime for a non-alcoholic ranch water or use it as the key ingredient in non-alcoholic margaritas and palomas. **ABV:** <0.5% **Package:** 700 ml bottles only **Availability:** Now, year-round



República La Tuya

A native of Capotillo, a humble neighborhood in the Dominican Republic city of Santo Domingo, Santiago Matías went from being a young man drawn to music and technology to the most influential figure in urban music, as well as a prominent entrepreneur in media and communications. Now, looking to diversify outside of the media, Matías has launched a very different and daring venture: República La Tuya beer. This new brand, aimed at young urban music lovers, offers consumers an innovative product of the highest quality on a global scale. República and its slogan “La Tuya” (Spanish for “yours”), like the music Matías has brought into the world, always seek to make the consumer a part of the experience.



República La Tuya

This light and refreshing lager is pale yellow in color with a dry, fresh flavor and low bitterness. Light-bodied and highly carbonated, this super-sessionable beer was designed to appeal to a wide variety of drinkers.

ABV: 3.5% **Packages:** 11.2 oz. bottles and 11.2 oz. cans

Availability: Year-round; bottles are available now, cans will be available later this summer



TÖST Alcohol-Free Sparkling Beverages

These all-natural, dry, sparkling, alcohol-free beverages are made with white tea, ginger and elderberry. TÖST beverages are versatile mixers, essential for

TÖST

any bar. Low-calorie, delicious and designed to pair well with any meal, TÖST is equally as satisfying as a daily refreshment as it is paired with fine dining, The New York Times says, “TÖST is the ideal bubbly when you want a delicious drink minus the alcohol.”



Available in **Original** and **Rosé**, TÖST creates meaningful and refreshing drinking experiences that are perfect for every occasion. **ABV:** NA **Packages:** 250 ml and 750 ml bottles **Availability:** Now, year-round

NEW PRODUCTS



2SP Northeast Tea

Steeped in the Northeast, 2SP's non-carbonated tea is crafted to taste like it does in the pitcher at home: light and crisp with a playful dash of sweetness. Only 85 calories, with 2g of carbs and 1g of sugar, it's hard to beat the Northeast. **ABV:** 4% **Package:** 12 oz. cans only **Availability:** Now, year-round

Woodchuck Chuck's Imperials Variety Pack

Chuck's Imperials Variety Pack was made for consumers looking for Imperial ciders in a smaller variety pack. This mix includes three Imperial Woodchuck ciders all at 8% ABV: **Cheeky Cherry** (cherry & lychee), **Wild Tropics** (passionfruit & dragon fruit) and **Big Crush** (semi-sweet apple).

Availability: Now, year-round



Abita Gator Pack

Experience all your favorite gators in one pack! Abita's Gator Pack offers a triumphant trio of iconic flavors: **AndyGator**, **StrawGator** and **AlphaGator**. **Availability:** Now, year-round



Bravazzi Hard Italian Soda Coastal Collection

Nowhere is more fabulously beautiful than the Italian coast, and nothing is more deliciously Italian than Bravazzi's Coastal Collection. This collection is inspired by the sun-ripened fruit flavors of coastal Italy, which is known for its fresh flavors and even fresh produce. This 2/12 can variety pack contains four deliciously crisp hard Italian sodas: **Limonata**, **Peach**, **Blood Orange** and **Mango**. **Availability:** Now, year-round



Red Bull SugarFree Red Edition

The Red Bull SugarFree Red Edition combines the wings of Red Bull with the taste of watermelon, but without the sugar. **ABV:** NA **Package:** 8.4 oz. cans only **Availability:** Now, year-round



NEW PACKAGES

Truly Wild Berry 24 oz. Cans X US Soccer

Truly saw a significant lift on singles in 2023, especially their Wild Berry 24 oz. cans with US Soccer marks. As a result, they are bringing them back for year two to celebrate the Summer Olympics and Copa Cup! **Availability:** Now!



NEW PACKAGES

Guinness 0 8-Packs



The fastest-growing non-alcoholic beer will soon be available in a new, larger format. NA imports are growing faster than the overall category and Guinness 0 is leading the way! **Availability:** Year-round, beginning in August



Guinness Draught Notre Dame Pack

Guinness Draught is back as an official beer of Notre Dame alumni and fans. This year, Guinness invites consumers to "Celebrate The Win" with their 2024 collector's edition Guinness Draught Notre Dame pack. **Availability:** August



Harp & Smithwick's 8-Packs

These iconic brands that consumers love are coming to an all-new pack that fits any occasion. Continuing Diageo's transition from glass bottles to sleek cans, Harp & Smithwick's 8-packs will be available this summer. **Availability:** Year-round, beginning in July

A New Mix for Woodchuck Cider Brunch Box Variety Pack



The new Brunch Box Variety Pack showcases four innovative ciders (perfect for brunch) in one convenient 12-pack of cans. The mix includes: **Bubbly Pearsecco** Bubbly Dry Cider, **Mimosa** Cider & OJ, **Bellini** Peach Cocktail Inspired and new **Pineapple Mimosa** with a Tropical Twist (replacing Paloma). **Availability:** Now, year-round

A New Look and Mix for Woodchuck Variety Pack



Woodchuck's year-round variety pack has a new, bolder look with a new mix of hard ciders inside. The updated pack includes: **Amber**, **Granny Smith**, **Bubbly Pearsecco** and **Blueberry**. **Availability:** Now, year-round

SEASONAL SELECTIONS MADE IN PA

When Demand Exceeds Supply

Many of our craft seasonal and specialty releases are available in *limited or extremely limited* quantities. Breweries only produce a certain amount of their specialty beers and Origlio 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.

2SP Big Business

This fresh NE DIPA is hopped in the kettle with Simcoe then double dry-hopped with Talus, a new experimental hop from the Yakima Valley. Think lemon, coconut and honeysuckle. Think delicious, full-bodied haze bomb. **ABV:** 8% **Packages:** 16 oz. cans and draught **Availability:** June

NEW!



2SP Pony Gurl

Pony Gurl is 2SP's clean, crisp and crushable Pony Boi golden lager with coconut added. And this year, Pony Gurl's got some new boots! **ABV:** 4% **Package:** 16 oz. cans only **Availability:** Now!

NEW LABEL!



2SP Tacocat Pale Ale

Exclusively brewed with Mosaic hops, this super crushable pale ale has a balanced malt character and a distinct blueberry aroma. **ABV:** 5% **Packages:** 16 oz. cans and draught **Availability:** Now!



SEASONAL SELECTIONS

Mike's Hard Tropical Punch

A melody of tropical fruit flavors blends into a refreshing and sessionable punch for a perfect balance of sweetness and tartness. **ABV:** 5% **Package:** 11.2 oz. bottles only **Availability:** Now!

NEW!



SEASONAL SELECTIONS

Stone Zumology IPA



NEW!

Zumo is a new hop from Segal Ranch, named after a Spanish term for citrus zest.

Its vibrant lime characteristic hooked Stone immediately. Mosaic hops, taking a backseat in the recipe for once, truly

elevate Zumo's flavor to monstrous levels of refreshing zestiness. **ABV:** 7.6% **Packages:** 12 oz.

cans and draught **Availability:** July

Cape May Sea Seeker

Take your taste buds on a path through tropical paradise with Cape May's hazy IPA, Sea Seeker. Blended with El Dorado

and Sabro hops, this brew is bursting with notes of pineapple, tangerine, stone fruit and coconut. Golden Naked Oats balance out and carry the hops, creating a velvety, smooth texture.

Navigate your way through an array of flavors and see for yourself how truly delicious it is. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Now!



NEW!



Abita Berry Pack

The Abita Berry Pack includes four fruit-forward berrylicious brews: **Purple Haze**, a tart and tantalizing hazy raspberry lager; **Strawberry**, a crisp, golden lager made with real Louisiana strawberries;

Blueberry, a crisp wheat beer with aromas & flavors of fresh, Louisiana blueberries and

Barney, a fan-favorite blend of Abita Purple Haze & Andygator. **Availability:** Now!

NEW!

Great Lakes Spacewalker

Take one big sip of Great Lakes' new hazy double IPA and enter a hazy hop multiverse of massive proportions.

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



NEW!

Sierra Nevada Cool Little Thing IPA



Brewed using cryogenically frozen fresh Mosaic hops, this beer delivers bright, fresh flavors for a refreshing taste that's perfect for summer.

The second in the limited Hazy Series for 2024, Cool Little Thing unlocks juicy tropical fruit and bittersweet citrus flavors - a hazy IPA refreshing enough to beat the heat! **ABV:** 7.5%

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

PROGRAMS

GET A SMOOTH ROOMIE

KEYSTONE LIGHT

YOU COULD WIN SMOOTH LIVING ESSENTIALS FOR YOUR PLACE

Keystone Light Serves Up the Smoothness Near Campus

Keystone Light is giving consumers the chance to earn exclusive merch via the Keystone Light Near Campus Sweepstakes. This refreshingly light-bodied beer is known for staying smooth, and now select college-area winners age 21+ can do the same. From branded apparel to refrigerators, Keystone is giving consumers yet another way to get the most out of their near-campus experiences and always stay smooth.

HUNT THE BLAZE ORANGE CAN

KEYSTONE LIGHT

SCAN AND ENTER FOR A CHANCE TO WIN REALTREE GEAR AND OTHER EPIC OUTDOOR PRIZES

Keystone Light's Hunt Continues

Keystone Light's special "The Hunt" beer cases are coming back – offering shoppers two easy ways to win some ultra-smooth merch along with other epic outdoorsy rewards. The rules are simple – find the blaze orange can and instantly win merch or scan the QR code on The Hunt cases for a chance to win exciting Realtree apparel, gear and more.



PROTECT
OUR
PROTECTORS

BUY A BANQUET, HELP OUR HEROES

Coors
Banquet

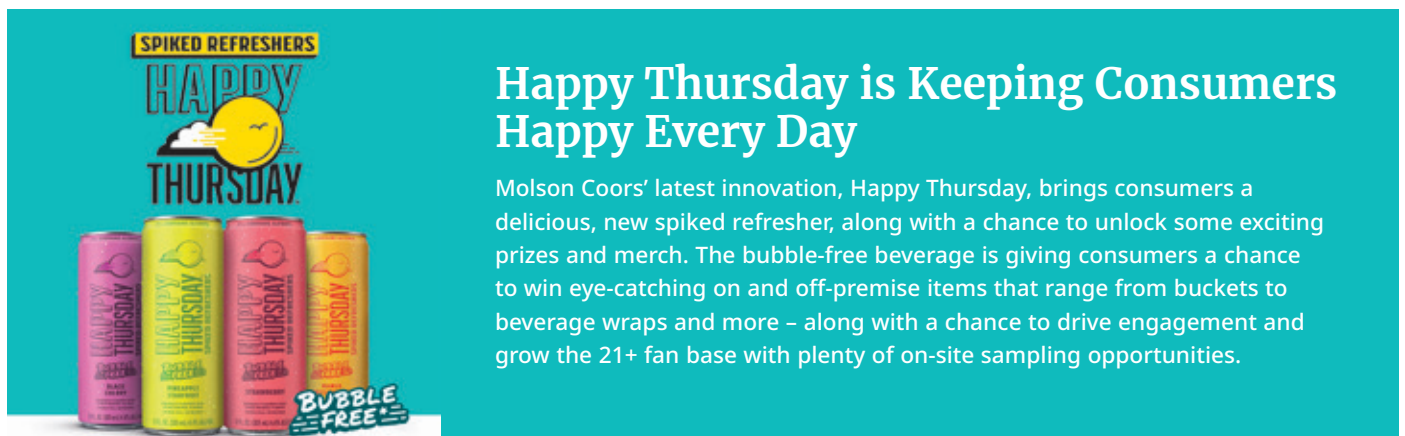
**WILDLAND
FIREFIGHTER
FOUNDATION**

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



Coors Banquet Continues to Back the Brave

When consumers buy Coors Banquet, they aren't just enjoying a delicious and iconic lager made from 100% Rocky Mountain water – they're also supporting the heroic efforts of wildland firefighters. And as wildfires continue to spread and increase in intensity, Coors Banquet knows that every little bit of support counts. That's why Coors Banquet is proud to support the Wildland Firefighter Foundation with every Coors Banquet enjoyed, every donation made and every purchase from the Coors x Seager line of apparel.



SPIKED REFRESHERS

**HAPPY
THURSDAY**

**BUBBLE
FREE**

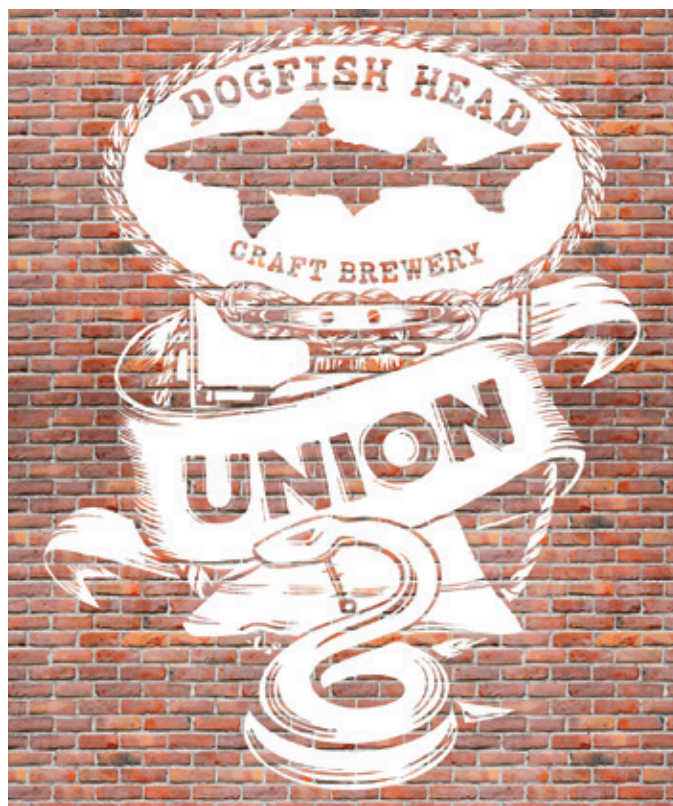
Happy Thursday is Keeping Consumers Happy Every Day

Molson Coors' latest innovation, Happy Thursday, brings consumers a delicious, new spiked refresher, along with a chance to unlock some exciting prizes and merch. The bubble-free beverage is giving consumers a chance to win eye-catching on and off-premise items that range from buckets to beverage wraps and more – along with a chance to drive engagement and grow the 21+ fan base with plenty of on-site sampling opportunities.



Sam Summer Fridays

In 2024, Sam Adams will celebrate Sam Summer Fridays by crowning Sam Summer Beer Champions across the US! This June, July and August, when consumers hit their local bar on Friday, they'll be encouraged to grab a Sam Adams in celebration of Summer Fridays and the summer athletic festivities!



Dogfish X The Philadelphia Union

On April 27, The Philadelphia Union opened 'Union Yards' a 77,000-square foot brew hall and 32,500-square foot tailgate zone that is open to all fans to gather and celebrate pre and post-game as well as select special events. The new space, located at 12 Reaney St., across from the Sons of Ben tailgate lot, includes a Dogfish Head bar inside. Make sure to enjoy a Dogfish 60 Minute or Citrus Squall before and after all the Union matches throughout the season!



Dogfish Head Shark Attack

This summer, Dogfish Head will debut a multi-touch campaign to drive displays and features at retail while inviting consumers into the Dogfish world with off-centered coastal-inspired POS.





TRULY | 

- SUN, SONGS, AND A -
WHOLE LOTTA SELTZER

Three cans of Truly Seltzer are shown: Citrus Squeeze, Pineapple, and Wild Berry. The Wild Berry can is tilted, showing the liquid inside. The background is a bright blue sky with confetti and a splash of liquid.

 **ENTER FOR YOUR CHANCE TO WIN A ONE-YEAR SPOTIFY PREMIUM MEMBERSHIP**

At the time of this advertisement, Spotify Premium membership was available to U.S. residents only. To enter, scan the QR code or visit <https://www.truly.com/spotify>. Sweepstakes ends 8/31/24. Winner selected by random drawing. Odds of winning 1 in 10,000. Void where prohibited. © 2024 Truly Inc. All rights reserved. Truly, Truly Seltzer, and the Truly logo are trademarks of Truly Inc. Spotify and Spotify Premium are trademarks of Spotify AB. All other trademarks are the property of their respective owners.

This summer, Truly's music program is all about Keeping It Light with sun, songs and seltzer. When the sun is shining and the boom box is bumping, the Truly will be flowing. Truly is celebrating with music-themed giveaways all summer long!




AMERICA PARTIES WITH TEA

A can of Truly Twisted Tea Original Hard Iced Tea is shown next to a glass of iced tea with a lemon wedge. The background is a bright blue sky with clouds.

KEEP IT TWISTED **5% ALC/VOL** **KEEP IT TWISTED**

Summer is synonymous with Twisted Tea. Their drinkers love partying for the summer holidays, celebrating America and cracking open ice-cold teas. It's only right that as America's Favorite Hard Iced Tea, they bring back the America Parties with Tea program in 2024. The red, white, yellow & blue thematics on POS and limited-edition packs drive buzz and display activity for wholesalers during the peak season.



A soccer player's legs in red socks and black cleats are shown kicking a soccer ball. Next to them is a can of Truly Wild Berry Seltzer with the USA Soccer crest. The background is a soccer field at night with stadium lights.

TRULY
WILD BERRY
USA
OFFICIAL HARD SELTZER OF U.S. SOCCER
5% ALC/VOL

Truly and US Soccer

Truly and US Soccer are teaming up to bring the flavor. Truly will leverage the power of the crest in North America, ultimately positioning Truly at the center of sport, culture and national pride with meaningful touchpoints during the world's biggest sporting event. This summer, Truly will execute a 360 fully-integrated campaign including Soccer IP on packaging, patriotic retail programming, experiential and media!



It's Corona Season

All summer long, Corona is giving consumers the opportunity to heighten their favorite summer occasions – concerts, grilling, ballgames and travel. All-new POS and primary packaging will drive consumers to the sweepstakes microsite where they can enter to win a trip to Bonnaroo, Peso Pluma tickets, MLB All-Star Weekend tickets or a beach vacation. It's safe to say, this summer, It's Corona Season!



Modelo Soccer Flow

This summer, Modelo is coming in with an assist! In order to kick off the electric soccer season, Modelo is welcoming new ambassador Edson Alvarez to the team! The new program will give consumers the chance to win a cobranded soccer kit – inclusive of a Kappa soccer jersey, a gold Modelo cooler and more. Edson will be featured on new Spanish language graphic templates, which will be available soon. In the meantime, you can use the current soccer flow templates to start leveraging the program at retail.



Summer: Chase It, Live It

Pacifico is inviting consumers to Chase It, Live It. The brand is launching a bold tastemaker's program, featuring like-minded talent across the US, to generate exclusive content and ways to engage with Pacifico's core consumers. At retail, Pacifico will be rewarding loyal drinkers with chances to win a summer go-bag packed with the special-edition items that Pacifico's multicultural LDA Zillennials love.

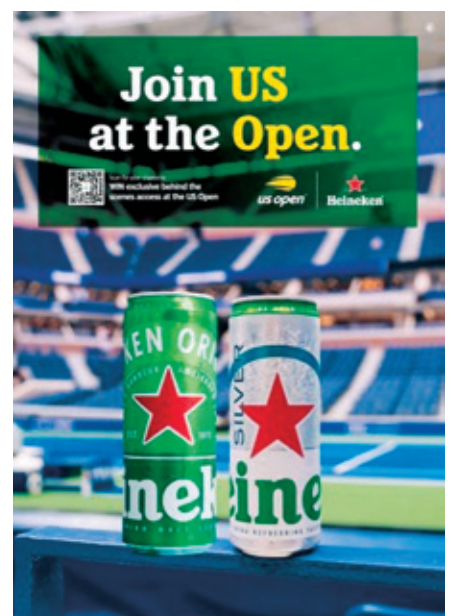
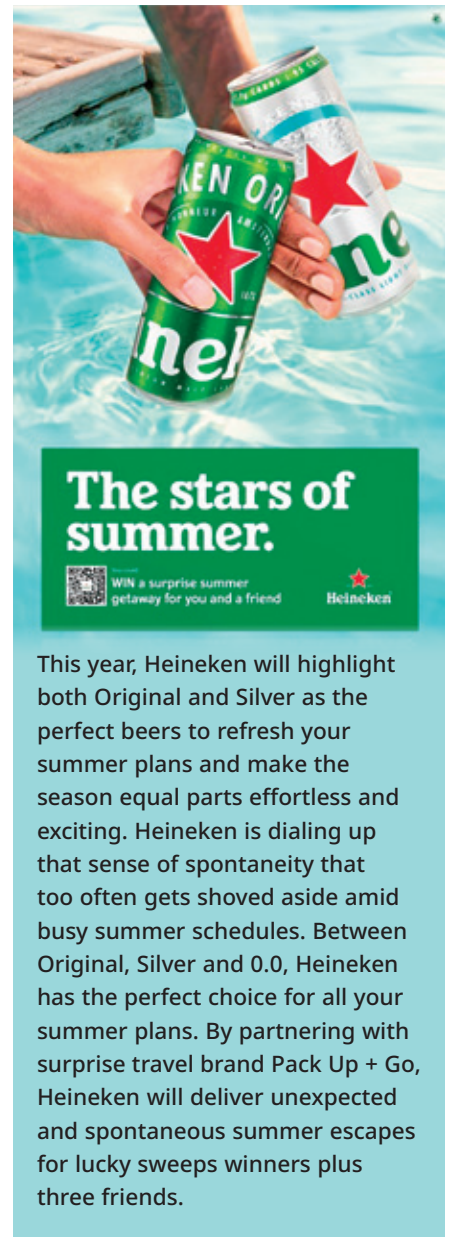


Embark on a weekend journey of lakeside luxury with the Dos Equis Lake Life House – a sanctuary perfect for any type of getaway! Dos Equis is offering winners and three of their closest Real Ones™ the chance to experience the ultimate weekend getaway, from Thursday to Sunday. Envision a luxurious weekend of lounging while being fully stocked with Dos Equis, delectable snacks and an array of games. It's truly a trip no consumer can ignore.

Winners will enjoy a trip for them and three friends, complete with flights to Reno-Tahoe International Airport and ground transportation – everything consumers need to bask in the beauty of America's finest lakes with Dos Equis and turn each moment into a cherished memory with their real ones!

Heineken US Open Partnership

Heineken will bring awareness to their long-standing partnership with the US Open, the only Grand Slam tournament in the US, on a national basis with disruptive and engaging POS to entice shoppers to pick up a 12-pack of Heineken or Silver and enter to win the experience of a lifetime. Through QR code scan, consumers can enter to win a trip with legendary behind-the-scenes access that only Heineken can provide.





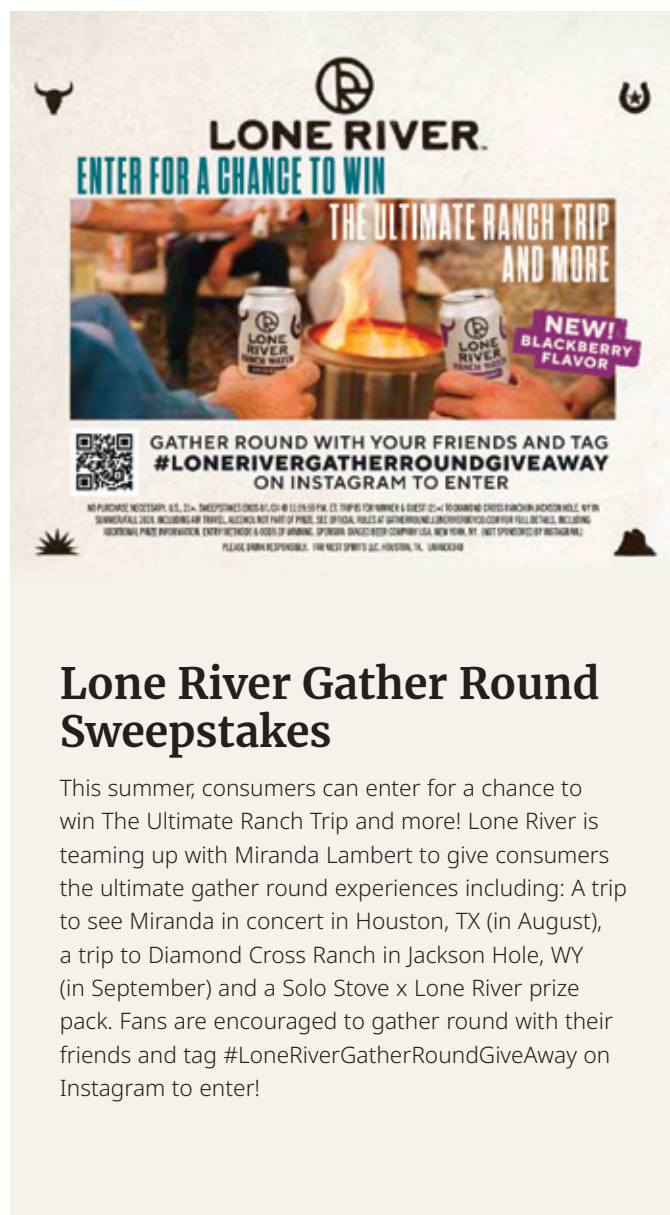
Captain Morgan

ENTER FOR A CHANCE TO
WIN AN EPIC ADVENTURE TO ST. CROIX

SLICED VARIETY PACK

TEXT "SLICED" TO 24272 OR SCAN HERE

Consumers can celebrate the launch of new Captain Morgan Sliced by entering to win an epic adventure to St. Croix! All they need to do is text "Sliced" to 24272 or scan the QR code on POS to enter.



LONE RIVER.

ENTER FOR A CHANCE TO WIN

THE ULTIMATE RANCH TRIP AND MORE

NEW! BLACKBERRY FLAVOR

GATHER ROUND WITH YOUR FRIENDS AND TAG #LONERIVERGATHERROUNDGIVEAWAY ON INSTAGRAM TO ENTER

NO PURCHASE NECESSARY. U.S. ONLY. SWEEPSTAKES END AT 11:59 PM EST. TRIP FOR TWO (2) TO DIAMOND CROSS RANCH IN JACKSON HOLE, WY IN SEPTEMBER 2018, INCLUDING AIR TRAVEL, ALCOHOL NOT PART OF PRIZE. SEE OFFICIAL RULES AT GATHERROUNDGIVEAWAY.COM FOR FULL DETAILS, INCLUDING ADDITIONAL PRIZE INFORMATION. ENTRY BETWEEN 6 HOURS OF OPENING. SPONSOR: SLICED BEER COMPANY USA, NEW YORK, NY. NOT SPONSORED BY BECK'S & CO. PLEASE DRINK RESPONSIBLY. 100% NATURAL FLAVORS. © 2018 BECK'S & CO. JACKSON HOLE, WY.

Lone River Gather Round Sweepstakes

This summer, consumers can enter for a chance to win The Ultimate Ranch Trip and more! Lone River is teaming up with Miranda Lambert to give consumers the ultimate gather round experiences including: A trip to see Miranda in concert in Houston, TX (in August), a trip to Diamond Cross Ranch in Jackson Hole, WY (in September) and a Solo Stove x Lone River prize pack. Fans are encouraged to gather round with their friends and tag #LoneRiverGatherRoundGiveAway on Instagram to enter!



HOP WTR

Aloha Summer

Get ready for an incredible summer with HOP WTR's Aloha Summer retail giveaway program! The brand is going all out to make this summer unforgettable by sending two lucky fans on a dream trip to Hawaii! HOP WTR is bringing the summer vibes to retailers nationwide with their biggest in-store display program yet. Expect all-new point of sale materials, a custom HOP WTR branded YETI cooler as a dealer loader and end-cap worthy display pieces. The brand will support this epic giveaway with best-in-class displays, in-retail coupons, retailer digital media and more to amp up the excitement and drive velocity off the shelf. Get ready to dive into Aloha Summer with HOP WTR from May through July.

HOP WTR Aloha Summer

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Cayman Jack Summer Adventure

This summer, Cayman Jack is tapping into drinkers' adventurous spirit and love for travel by giving them a chance to win one of three curated summer adventures via Atlas Obscura. Through a very exciting AR experience, shoppers will scan a QR code to enter for an opportunity to win a trip. Support around this activation includes in-store POS and media.



Mike's Sponsors the American Cornhole League

Mike's Hard Lemonade is back as a key sponsor of the 2024 American Cornhole League! To amplify this partnership at retail, consumers will be able to enter for a chance to win a MHL ACL cornhole set.




SEND A MESSAGE & WE'LL DONATE MORE
EVERY MESSAGE SENT = \$1 FOR THE USO*



Raise a Mike's to All Our Heroes

Mike's is partnering with the USO to highlight and honor hard-working vets all summer long. Mike's will donate \$200,000 to the USO, plus another \$1 for every message sent to service members (up to an additional \$50,000). Scanning the on-pack QR code will allow for further engagement with veteran stories.



Can You Summer With Us?
Paulaner Cans Complete Your Adventure.

Scan to play the Summer Can-Ventures game. Match your summer adventures with a Paulaner can and you could win summer prizes.

#Biergoals @PAULANERUSA

Summer! There are so many activities to choose from – the beach, camping, pool parties, festivals, the list is endless. The choices for quality summer biers have gone broader, too. Paulaner has Hefe-Weizen, Münchner Lager, Pils and Grapefruit Radler, all available in convenient 16.9 oz. cans that can go wherever consumers go! From May 21 to July 22, fans can go to GoWithPaulanerCans.com each week and match which Paulaner can they think pairs best with that week's summer activity! Paulaner summer prizes await!



YOU COULD WIN A CONCERT FLY AWAY
PLUS WE'RE GIVING AWAY 5,000 INSTANT WIN TICKET CASH PRIZES

SCAN THE CODE OR VISIT LIVENATION.COM/FLIGHTSUMMER TO ENTER

FLIGHT by Yuengling is giving away a dream flyaway trip for one lucky winner and a guest to see the concert of their choice! Additionally, every person who enters the contest will have a chance to win daily prizes leading up to the grand prize giveaway – so consumers can enter all summer long!

FLIGHT by Yuengling is Raising the Volume on Summer

FLIGHT by Yuengling is giving away a dream flyaway trip for one lucky winner and a guest to see the concert of their choice! Additionally, every person who enters the contest will have a chance to win daily prizes leading up to the grand prize giveaway – so consumers can enter all summer long!

With 95 calories and 2.6g of carbs, the crisp & refreshing taste of FLIGHT, The Next Generation of Light Beer, makes summer fun even louder.

Toast Summer with Verdi & Sparkletini

Verdi and Sparkletini are refreshingly sweet, Italian sparkling beverages that are the perfect way to toast the summer's warm weather and sunshine. With a crisp and fruity taste, Verdi and Sparkletini are refreshing and accessible beverages that are perfect in a champagne flute or as an addition to a cocktail. Raise a glass to summer with Verdi & Sparkletini!



Check out George Latella's latest Retail Edge blog post, "Leadership in the Digital Age" at Origlio.com under the Brew News tab.

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

BE A Champion OF Summer

SCAN TO EXPERIENCE THE
BEST OF THE SEASON



Modelo's Champions of Summer

This summer, Modelo is recognizing and rewarding the consumers that make summer happen, the Champions of Summer. Through new and existing partnerships, the brand will elevate their Salud to Summer program to own the country's most popular beer-selling season! Modelo will launch curated drops around key summer moments highlighting music, sports and entertainment. Weekly prizeing will include surprises from Uber, Rolling Loud, Bumpboxx and more. At retail, Modelo is partnering with consumer favorite Takis, to expand features and displays, delivering an unbeatable combo for consumers.

Salud to Summer





THE SIDE POUR



THE SIDE POUR

Welcome to Volume 3 of *The Side Pour*, a publication dedicated to 31st and Wharton's portfolio of fine brands. Here's a "flight" of this edition's tasty tales.

Beyond Daisy Cutter Pale Ale. Discover the rest of Half Acre's delightful creations.

A sour beer by any other name, can be pleasingly tart, earthy sweet, complex... even savory. These refreshing beers are more delicious than they sound.

What they're having. These are the beers the men and women of 31&W are enjoying right now.



Where it all began. This photo, taken circa 1950, was Origlio's first home at the corner of 31st and Wharton Streets in South Philadelphia.



The Church Key

Like so many brands in our portfolio, this church key has an interesting backstory. It was handmade by a real blacksmith at the request of Philadelphia's visionary beer entrepreneur Tom Peters, the proprietor of Monk's Café. It was given to the Origlio family by Mr. Peters for no particular reason, but it has become a treasured artifact, nonetheless.

Tom Peters, like the brewers whose beers we proudly represent, has an appreciation for things made with careful consideration. Like the fine beers he sourced and proudly served to his discerning customers, this church key is unique. If you look closely at the picture, you can see where the blacksmith struck the hot metal with his hammer. The finished product isn't a super-smooth, mass-produced bottle opener. It has a pleasing weight and texture when taken in-hand. It is a beautiful object and functional, too.

You'll be seeing more of the church key in this publication from now on. When you do, it means that the information it accompanies is worth savoring, like any of the great beers Tom Peters poured for his best customers.

Cheers,
Dominic Origlio III



Outside its home city of Chicago, Philadelphia is Daisy Cutter's second largest market.

HALF ACRE BREWING CO.

By: John Holl

WHEN IT COMES TO MODERN CHICAGO BEERS SUCCEEDING BEYOND THE CITY LIMITS, FEW CAN COMPARE WITH DAISY CUTTER, THE FLAGSHIP PALE ALE OF HALF ACRE BREWING CO.

Cut from West Coast cloth, Half Acre helped kickstart a renaissance in the windy city, now considered one of the finest beer scenes in the country.

Daisy Cutter celebrates its 15th anniversary this summer, and the brewery has planned a collaboration that will have folks lining up to get a taste. It's also a good time to look back at the brewery and **how it has helped a generation of beer drinkers come to craft, and then kept them coming back for more.**

It all started with an idea... when Gabriel Magliaro approached his friend Kevin McGillen about opening a brewery in Chicago.

"He said, 'I think there's room for another craft brewery in Chicago,' because at the time it was

Goose Island and Two Brothers out of Warrenville, Illinois, and Piece had a brewpub," recalled McGillen, who is now the brewery President and COO. "Gabriel delivered a vision of what his brewery was going to look like. And he was just throwing spades at me like it was everything that I had missed about the German beer culture, about inclusivity, about community and about beer. It was about makers and creators and artists who create something really special that people want to be around and want to gather around. And I was hooked."

Half Acre opened in 2007 with a lager, brewing out of a contract facility in Wisconsin, before putting down roots in a brewery, taproom, and retail space in Chicago on Lincoln Avenue the following year. Daisy

Cutter would first be brewed in 2009 and Chicagoans were quick to make this beer their own.

Back then, the brewery says, "there were some local pale ales that hit with natural power. But not many. **Daisy Cutter's lush and dank characteristics carved out a place within the Chicago brewing landscape. Today, Daisy Cutter is a call brand that we continue to keep raw and relevant.** Blended pine, citrus, papaya and mango. Dank. Apparent biscuit, lingering, obscenely dry."

As interest in the beer grew, so did its distribution footprint. McGillen says that **Philadelphia is Daisy Cutter's second biggest market outside of Chicago**, based largely on the brewery's relationship with 31st and Wharton.

"They have just been unbelievable in terms of caring for our brand, making sure they ordered the right amount, but that it's never out of stock. They keep the beer cold, they treat it right. All these things are so important, and without caring for it, or pushing it, we can't be the brewery that we are. I am so grateful for our distributors," he says.

As Half Acre began to think about the 15th anniversary of Daisy Cutter, the brewery wanted to do something special to mark the occasion and thought back to the beer's start and inspiration.

"Our love for hoppy beer can be traced directly back to **Sierra Nevada Pale Ale**. We hold that beer and the people at Sierra Nevada in the highest regard," the brewery says.

Magliaro reached out to Brian Grossman of Sierra Nevada Brewing Co., to see if the venerable craft brewery would be interested in a collaboration. He quickly agreed.



Daisy Cutter Select, the 8% ABV DIPA collaboration will be available this summer. It's a "scaled up West Coast Double IPA version of Daisy Cutter" with Yakima Valley hops – Centennial, Cascade Cryo, and Simcoe – that were freshly harvested specifically for the beer. With 2-row, Victory, Abbey, Special Roast, and Carapils as the grain bill, it pours a clear, deep-golden orange.



A beer meant for the water's edge, seasonal release Vallejo is West Coast crisp.

"We're proud to share the label with Sierra Nevada as we celebrate 15 years of brewing Daisy Cutter," says McGillen.

That collaboration, as well as the excitement around the beer, speaks to the culture of comradery in the brewing space – both between professionals and consumers.

"What encourages me about our brand, and about Half Ace, is that our taproom business continues to just thrive," says McGillen. "People want to come and drink at the source, they want to be inside our beer garden, they want to be inside the building. They want to be part of this makers' world. And it shows up in art, it shows up in the design of the taproom, our woodworking is fun to be around, our stained glass. The architecture inside the building is really fascinating and cool to look at and a nod to Chicago."

Half Acre is about more than just Daisy Cutter. **The brewery's other brands perform well and have**

loyal followings and gain new fans each day.

McGillen says that when consumers see Half Acre they can count on quality and creativity.

"We have such talented, creative brewers that continue to make delicious beer for folks," he says. "It's a brand that continues to hang on. And I think our employees' commitment and our aesthetic are something that people want to be a part of. And that just hasn't gone away. We continue to make enough tweaks to keep it interesting and fresh. And that was by keeping true to who we are as a company."

About the Author: John Holl has been covering the beer industry as a reporter and editor for more than 20 years. He is the co-owner & editor of *All About Beer* magazine. On-air, he hosts the *Drink Beer, Think Beer* podcast and co-hosts the podcast *Steal This Beer*. His work has appeared in the *New York Times*, *Wall Street Journal* and *Washington Post*. Holl is the author of several books including *The Craft Brewery Cookbook*.



The unique can artwork for WayBird features a pair of tropical birds in flight with adventurous, bright colors that reflect the vibrant and juicy nature of the beer inside.

Half Acre's Roster Promises to Delight and Surprise With Every Pour

From hop-forward IPAs bursting with tropical notes to easy-drinking lagers fit for any occasion, Half Acre offers a diverse selection that caters to every beer lover's palate.

DAISY CUTTER PALE ALE

First brewed in 2009, Daisy Cutter Pale Ale has been the foundation for the Half Acre House of Pale Ale fever ever since. The judicious use of Centennial, Columbus, Simcoe, and Amarillo provides aromas of blended pine, citrus, papaya and mango. While hops are forefront, the use of specialty malts provides balance and an obscenely dry finish. ABV: 5.2%



WAYBIRD HAZY IPA

WayBird is big sensory, hazy IPA with an exotic hop pairing of El Dorado and HBC 586 that pops with a heavy waft of papaya and mango. Naranjilla and tangelo citrus add that juicy mouthfeel to a crisp body, as you easily work your way to the bottom of WayBird. ABV: 6.5%



PONY PILSNER

This American lager is built for everything. Its breadly flavor is charged with the aroma of Noble hops. ABV: 5.5%



VALLEJO IPA

Half Acre's crowd favorite summer seasonal is pure Vallejo – West Coast crisp, Carr's® cracker clean, white grape jelly, under ripe peach, fastidious IPA that's sure to unbutton every bit of



tension you've been lugging around town. The warmth is close. Drag a four-pack out to the water's edge. Beer was invented for this. ABV: 6.7%

DAISY CUTTER 15 TROPICAL PALE ALE

To commemorate 15 years of brewing Daisy Cutter, Half Acre re-imagined the beer from the opposite side of the world, brewing a single-release variant with New Zealand hops. Daisy Cutter 15 is a crisp, clean Southern Hemi companion to the original that's still setting the standard for hoppy beer. ABV: 5.2%





FROM FUNKY TO FRUITY

The Diverse Flavors of Sour Beer

By: John Holl

Rodenbach Classic 5.2% ABV



There is a reverence drinkers have to Rodenbach, the Belgian brewery which dates back to 1821. The Classic is a Flemish red-brown ale that spends half a year in oak casks before packaging. It is sweet, with a mild tartness that some might perceive like balsamic vinegar combined with deep stone fruit. It's a lovely beer before or after

dinner and it pairs well with shellfish sautéed with fresh vegetables.

Petrus Aged Pale 7.3% ABV



This golden Belgian pale ale is aged for two years in oak foeders, giving the finished beer a complex woody and fruity flavor. The earthy hops, combination of earthy tannins, and light tartness, allow it to stand taller from others in the category. This can be paired with a well-roasted chicken, a dried-fruit heavy charcuterie board, or with a proper cone of fries.

Crooked Stave Sour Rosé 4% ABV



A lovely combination of sweet blueberry, tart raspberry, and oak that combines a spritzzy and lively sipper that is best suited for brunch and warm summer afternoon imbibing. The Colorado brewery also notes that each 12-ounce can is only 110 calories. The tart and sweet characters of the fruit compete on the palate while the wood keeps both in check. This is a beer that sits on the refreshment side of the spectrum.

There was a time in beer's more recent history where it seemed like every brewery had a sour program. Barrels were stacked in corners and to the rafters while brewers experimented with mixed fermentation ales, lambics and gueuze, and found ways to bring *Brettanomyces*, *Lactobacillus*, and *Pediococcus* into recipes.

"Sours" became a catchall term, although some brewers used "wild" and much like how earlier craft beer fans had flocked to IPAs, there seemed to be a demand for these beers. Glass bottles topped with cages and corks would be purchased, traded, and consumed. Larger brewers installed sour production facilities; brewers would have taproom lists of clean beers versus wild ones.

Then, the category dropped off. Sour, as a word, can be polarizing, as many humans prefer sweet tastes. A critical look at some of the beers of the time revealed that these sours were too acidic or harsh.

The sour ales that thrive on shelves and taps today are the ones with nuance, a deft and patient brewer's touch, that celebrate not only the microbes, but other ingredients that increase the overall experience.

Oude Geuze Boon 7% ABV



Spontaneous fermentation, when done by the same brewery time and time again, can offer a true sense of place in a beer. For Brouwerij Boon, this means its classic Oude Geuze can be enjoyed year after year and transport drinkers to Lambeek, the town where Lambic earned its name, via the glass. Employing a turbid mash, the golden pale beer is comprised of 40% unmalted wheat, 60% barley malt, aged hops, and wild yeasts that inoculate the wort when it rests in the coolship. The brewery only makes this beer between October and April; it is then aged for one, two, or three years in oak, and blended for an average of 18 months. It can be cellared up to 20 years, but why wait that long?

Collective Arts Guava Gose 4.9% ABV

The addition of fruit into a gose allows for extra depth and a chance to entice drinkers through familiar flavors. In this case, the easy-drinking gose from Collective Arts gets the funky, tart, and sweet power of guava. Soft bodied and pouring an orange shade of pink, it is hard to mistake the

tropical essence rising from the glass. The wheat gives a pillowy texture on the mouthfeel, and the use of Himalayan pink sea salt and coriander add in a slightly savory and spicy character. The beer is well rounded with a tart citrus note. This is an ale for lazy summer weekends, pool days, and the beach – even the non-tropical ones.



RAISING A GLASS TO SUMMER

31st and Wharton's Picks For Ultimate Refreshment

As the temperature rises and the days grow longer, the world of beer embraces a seasonal shift, welcoming refreshing and innovative brews tailored for the summer months. From light and crisp lagers to fruity and zesty ales, summer beer trends reflect a desire for thirst-quenching flavors and outdoor enjoyment. So we asked some of the team at 31st and Wharton:

What beers are you looking forward to crushing this summer?



COLE WOODSON

Sales Rep



Oskar Blues Dale's Light Lager... as I've gotten older, I've learned to appreciate "beer-flavored beer" and even after a few Dale's Light I can still function as a responsible grown up the following day.



AXEL TUVESON

Sales Rep



There's nothing like floating down the Schuylkill and sipping on a New Trail Lazy River Pils. Ideally on a tube and upriver from the city.



JENNY HOBBS

Sales Rep



You will definitely catch me crushing Reef Knot by Half Acre this summer. It's a perfect poolside companion!



DAN BISOGNO

On-Premise Manager



The summer of pils calls for options! You'll find me alternating between Threes Brewing Vliet Pils (Brooklyn in the house!) and Bavik Super Pils (are Belgian lagers the next big thing?)!



SABRINA GRAFENBERG

Chain Manager



Bitburger Radler is truly summertime in a glass. Low ABV, light body, and a zip of sweet-tart lemon – it's the ultimate, refreshing summer treat.



BEN ANDERSON

Sales Rep



An ice-cold Half Acre Daisy Cutter on a summer day makes my backyard full of dandelions feel a little less like a weed problem and a little more like lawn beautification.

