

HEADY TIMES

CORONA
EXTRA
THE MOST
VALUABLE
BRAND IN
THE WORLD

ORIGLIO BEVERAGE
Fall 2024 | V.130

FALL INTO
FLAVOR

THE NEW
TEA
PARTY

RTD:
READY TO
DOMINATE




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Web ordering is now available to all Origlio Beverage customers.

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



I hope you can find the spirit of Oktoberfest this fall, no matter where you are or what you're drinking.

I've always been drawn to the spirit of Oktoberfest. The event has become synonymous with communal joy, making it one of the world's most anticipated festivals. And as the number of people experiencing social isolation rises, Oktoberfest celebrations are more than mere beer chugging events. They are open forums where camaraderie is a natural occurrence. Beer really is the most social of beverages.

Beverage trends do come and go, but the appeal of an authentic, imported Oktoberfest beer never loses its appeal. How do we know? New generations of legal age drinkers never fail to "discover" the classics for themselves, confirming the value of centuries-old brands like Paulaner and Hacker-Pschorr. No one appreciates this fact more than Steve Hauser, the President and CEO of Paulaner USA, who in speaking to another trade publication said, "If you can build a business on the fundamentals of high-quality products that deliver a truly amazing experience, you have a business that will last lifetimes."

Also perfect for stein hoisting are locally brewed, fest beers. The Yuengling Family taps into their German heritage with the release of a Märzen-style Oktoberfest while 2SP packs their Delcofest beer with nutty, bready, and caramel flavors. And our friends at Sly Fox are bringing the gemütlichkeit (warm feelings of cordiality) with their returning seasonal, Oktoberfest.

All this history proves that great products, especially great-tasting beers, are not destined to fade away like poor, old General Douglas MacArthur. In fact, that's the point of this edition's cover story, "Corona Extra is the Most Valuable Brand in the World," Heady Times staff writer and beer journalist Jerard Fagerberg had an in-depth conversation with Constellation Senior Vice President Greg Gallagher about the stellar performance of Corona Extra, Modelo Especial, and Pacifico. His company has posted a remarkable 57 consecutive quarters of growth, a fact that caught the attention of the brand valuation consultancy firm Brand Finance, which proclaimed Constellation's Corona Extra the world's most valuable beer brand. It's an interesting read.

As always, thank you for your business and I hope you can find the spirit of Oktoberfest this fall, no matter where you are or what you're drinking.

Prost!

Dominic Origlio
President

Mark Your Calendars

SEPTEMBER

9/2 Labor Day *Origlio will be closed, and no deliveries will be made.*

9/7 National Beer Lover's Day

9/15 – 10/15 Hispanic Heritage Month

9/21 – 10/6 Oktoberfest

9/28 National Drink Beer Day

OCTOBER

10/3 Rosh Hashanah

10/4 Barrel-Aged Beer Day

10/12 Yom Kippur

10/14 Black Entrepreneurs Day

10/27 American Beer Day

10/31 Halloween

10/31 Diwali

\$409 BILLION

The amount of money the beer industry contributes to our economy – equivalent to 1.6% of GDP. It also pays more than \$132 billion in wages and \$63.8 billion in taxes and provides nearly 2.4 million American jobs, including 92,159 brewer and beer importer jobs, 77,847 manufacturing jobs, 137,420 distribution jobs, 52,220 agricultural jobs, and 979,805 retail jobs.*

* *The Beer Institute July 2024*



Guinness is the Official Beer of The Premier League

The four-year agreement, which kicks-off for the 2024/2025 season, will see Guinness become the Official Beer of the Premier League, and Guinness 0.0 as the Official Non-Alcoholic Beer of the Premier League.

"This partnership brings together two iconic global brands that are loved by communities all over the world, and we can't wait to bring beautiful pints to the beautiful game. When the first ball is kicked off in August, Guinness will be building on its international legacy in sport with a new campaign reaching millions of fans, who follow and enjoy the Premier League in their own unique way across the globe."

—STEPHEN O'KELLY, Global Brand Director for Guinness

IN THE NEWS...

According to a poll conducted in July 2024 by Morning Consult on behalf of the Beer Institute, beer was the alcohol beverage of choice among LDA adults this summer.

Two-thirds of Americans (66%) opted for beer in the past three months, exceeding wine (54%), liquor (50%), and cocktails (43%).

Two-thirds of Americans (66%) 21+ said they would enjoy a beer at a BBQ, (45%) at pool parties, (40%) at the beach, (39%) at picnics, and outdoor festivals.

When seeking summertime refreshment, nearly half of Americans (45%) are choosing lagers, and they're seeking crispness (35%), lightness (33%), and bright or vibrant flavors (26%) in their beers.



Introducing Caravella: Fine, Fun, Trendy European Wines

Wines that spark joy – you can taste the excitement and energy in all of Caravella's high-spirited, approachable wines. From their organic, sparkling Dancing Vines Lightsecco to LOU LOU Bubbly Rosé, French luxury in a can, and 2canos sparkling, semi-sweet, naturally-essenced wine from Spain, their goal is simple – unpretentious consumer enjoyment.

Corona Extra is the Most Valuable Brand in the World

By: Jerard Fagerberg with Heady Times Editorial Staff



Corona Extra has a global brand valuation of \$19,000,000,000. We'll cheers to that!

Corona Extra, Modelo Especial, Pacifico. The success of these three brands Constellation imports from Mexico has resulted in 57 consecutive quarters of growth for the company. That alone is an impressive statistic. Even more remarkable, though, is the dollar valuation placed on the brand that started it all . . . Corona Extra.

How much could one successful brand possibly be worth? Quite a lot. **Corona Extra has a global brand valuation of \$19,000,000,000.** In case you were wondering, a billion does have nine zeros.

In a category strangely resistant to growth, Constellation's portfolio of imported Mexican beers is a singular sensation. Oddly enough, the foundation for the company's success is built on sand. Actually, it's the gleaming white sand of the most perfect, tropical beach you could ever imagine. This beach exists in the mind of anyone who has ever dreamed of living the finest life, or as they say in Spanish, La Vida Más Fina. Fittingly, this sentiment appears on Corona Extra's label, and it is the title of Extra's latest ad campaign featuring Pedro Pascal.

But it was a long walk from the brand's perfect beach to Mr. Pascal's bar stool in

that neighboring watering hole. That stroll began in the 1990s when a postcard-perfect, ocean-front vision of paradise appeared on television screens for no more than 15 or 30 seconds at a time. Arresting in its simplicity, there was no voiceover or music, just the hypnotic sound of waves lapping the shore. The commercial is a masterclass in advertising restraint. There wasn't anything in the ad preventing viewers from placing themselves on their very own, perfect beach. By staying true to that imagery long past a point when less disciplined companies would be afraid NOT to change in some radical fashion, Constellation kept Corona Extra's toes buried in the sand, in a place where their customers have been momentarily **transported** for so many years.

Every successful brand tells a story. The best-loved stories are memorable because they are so emotionally engaging for long periods

of time. Then, at some point, the brand and what it represents merge, becoming one thing. For Corona Extra, that very special one thing is a beach state of mind.

Constellation's goal is to build brand families that people love. And they have been able to do that by understanding and staying true to what each brand in their portfolio represents. That's how Corona Extra became the most valuable brand in the world... the number one global beer brand with a monetary valuation of \$19,000,000,000.

More Reasons to Love Corona Extra

Corona Extra is remarkable in many ways. In 2023, the brand sold 125MM cases and it continues to grow share of total beer in both dollars and volume. It's the number one best-selling packaged beer on-premise, and for three years Extra has been the second fastest-growing brand in its category.

Going beyond what statistics can convey, Corona Extra is the **number one most loved brand among Hispanic and general market consumers**, including elusive, yet desirable, Gen Z consumers **so the composition of Extra's fan base mirrors the makeup of the U.S. population more closely than the biggest players in the category.**

From Perfect Beach to La Vida Más Fina and the Appearance of Emmy-winning Actor Pedro Pascal

Staying true to a brand's essence doesn't mean letting it stagnate. After all, a brand has to be relevant to new generations of consumers, so change is essential. But Corona didn't change so much as it evolved over time, paving the way for Emmy Award-winning Hollywood icon Pedro Pascal to belly up to a neighborhood bar.

"The equity that we've been building from the beginning has been around this idea of relaxation and the beach as the symbol of relaxation," says Greg Gallagher, Senior Vice President for Constellation's beer division. "Hispanic culture just really has cracked the code on how to live and how to be in the moment. So, when we were fortunate enough to land Pascal at this



Pedro Pascal relaxes on an idyllic beach in his first television spot for Corona Extra.

time in the brand's life, we knew it was a magical opportunity to build out the next chapter of La Vida Más Fina. Pedro is such a great partner for us in that he naturally personifies the essence of Corona Extra."

Pascal is the most recent celebrity to appear in the Más Fina campaign and for Constellation's money, he is probably the best. "Pedro has that effortless cool," Gallagher says. "And that's how we like to think about the brand. Corona has exuded that same effortless cool over the years and Pedro just seemed to reflect that. Even with his suave good looks, he's not quite a household name yet. So Pascal still has a sort of approachable, genial charm that instantly makes "The Finest Life" the attainable paradise that Extra has always been." Gallagher went on to say that Pascal was a "natural choice" to represent the brand.

Pascal's Star Power on the Ascendancy

Pedro Pascal has starred in *Narcos*, *The Mandalorian*, and *The Last of Us*, making him eminently hip. But to his credit, he has maintained an aura of humility while burnishing his professional cachet in equal measures. His understated good looks give Pascal the appearance of a guy you'd be glad to run into at the neighborhood pub even though *Time* magazine named him one of the 100 Most Influential People in the world last year. His Hollywood pedigree and award-winning talent place him just a bit beyond the average viewer's grasp, adding to his dreamy allure.

"My ideal life right now," Pascal confided to *GQ* magazine when the campaign first

aired, "is really that opportunity to be in the moment – and then the moment teaching you everything that you need to know. I'm a beach boy. What can I say? I love the water, it calms me down, and it holds all of my fondest memories. So, it is such a perfect way to remember to let go."

But more than anything, Pascal's entry into the La Vida Más Fina campaign comes at a time when Extra is connecting more deeply and purposefully to its Hispanic heritage. Extra's audience is about 27% Hispanic, a number that closely represents the demographic composition of the United States. In the past, Gallagher says, Corona bifurcated their campaigns into English and Spanish-language versions, showcasing different celebrities like Diego Luna and Bad Bunny to emphasize the beer's Mexican heritage. But Pascal, as a Chilean American, is able to speak to both Hispanic and general market audiences simultaneously.

Gallagher explains, "With Snoop and then Andy Sandberg, the commercials

worked well, but they did detract from our Hispanic roots. We had a whole different creative. It wasn't on the beach; it was more of a Hispanic heritage campaign, so the brand was seen in a different light. We wanted to get back to one campaign. Pedro allowed us to do that."

Pedro Pascal's La Vida Más Fina spots were shot in both languages, following this amiable leading man and beer-drinking hero as he encounters strangers on the beach, charming them in two languages. The ads feel holistic and authentically Hispanic, while also being true to decades of transformative beach imagery lovingly crafted with discipline, devotion, and care.

Gallagher sees these TV spots as ways to remind customers just what they are buying, whether it's over the bar or for enjoyment at home. Corona Extra is a passport to a state of mind, a vacation worth about \$19,000,000,000, or maybe even more. Let's say that it's priceless.



Constellation Brands' Greg Gallagher says that Pascal was "a natural choice" to take over the La Vida Más Fina campaign.

Corona has exuded that effortless cool over the years, and Pedro just seemed to reflect that.

— GREG GALLAGHER, Senior Vice President of Constellation Brands' beer division marketing



Times Square in New York City saw Corona's first ever 3D out of home advertisement featuring new Corona Sunbrew.

New Corona Sunbrew

Pop culture relevance is in Constellation's DNA. Corona Sunbrew – currently being tested in 7 markets including Philadelphia, New Jersey, Delaware, and Metro New York City – was inspired by the flavor-seeking Gen Z consumers that have flocked to social media platforms like TikTok, experimenting with flavors and creating cocktails like the Corona Sunrise. Constellation continues to explore ways to show up for these new consumers that are representative of our dynamic culture.

The rollout for Sunbrew was amplified via a social-first campaign spearheaded by influential content creators, heavily targeting Gen Z consumers. The media plan was created to "meet them where they are," using tastemakers and influencers to curate content, pushing social content like YouTube shorts, featuring out of home in select markets and neighborhoods, and the first ever 3D out of home in NY.



Fall into Flavor

Find out what the Origlio team is excited to sip this autumn.

As the crisp autumn air begins to settle in and the leaves transform into vibrant hues, the excitement for fall beverages is palpable. With an array of new seasonal releases and timeless favorites, consumers are eagerly anticipating the flavors that define this cozy time of year. From seasonal lagers to crisp ciders and robust stouts, the beverage enthusiasts at Origlio are ready to embrace the rich, aromatic offerings that the fall season brings. Join us as we explore the drinks that are creating a buzz and setting the scene for a memorable autumn.



Matt McLaughlin

Off-premise Sales Rep



Once the cooler weather hits, I always look forward to drinking a few pints of **Guinness**. Whether catching a game and enjoying some wings at Byrne's Tavern or sitting around a backyard fire with family and friends, Guinness is my go-to for its smooth and creamy deliciousness!



Marguerite DeGrassa

Marketing Content Writer



Every fall I need to indulge in a seasonal pumpkin-flavored beer! I look forward to drinking **Sam Adams Jack-O** and its delicious flavors of pumpkin and cinnamon. The beer has a surprising subtle hint of citrus, which gives it a nice balance. Jack-O is always the perfect beer to share with my friends before we visit a haunted house or hayride during the season!



Jaclyn Mandato

On-premise Sales Rep



This fall, I'm looking forward to drinking my OG favorite, **Woodchuck Amber** cider. In my opinion, it's the best cider. I love the sweet and crisp taste. The beauty of Woodchuck is it can be enjoyed during all seasons!



Kelsey Kane

On-premise Sales Rep



I am most looking forward to drinking a **Dogfish Head Punkin Ale** this fall! It is the perfect mixture of pumpkin, nutmeg, and cinnamon. I truly believe that it is the best fall beer out there.



Alex Gulati

Social Media Content Specialist



Football, bonfires, apple picking, and flannels... there are many things that I love about the fall, but what I am most looking forward to is drinking **Yuengling Oktoberfest**. Its rich, malty flavor perfectly complements the crisp autumn air. The smooth finish and copper hue capture the essence of the season itself, making it the perfect beer to drink this fall!



Ed Friedland

Inventory Control Specialist



I'm excited for the annual release of **Sierra Nevada Oktoberfest**, which is brewed in collaboration with a different German brewery every year. It is always high quality, tasty, and a little different.

Ready to Dominate

RTDs and FMBs Are Finding Open Runways to Continued Growth

By: Joshua M. Bernstein

The desires of today's drinkers are as unpredictable and fast-changing as the weather. Even five years ago, craft breweries could lavish IPAs with hops and expect customers to line up for cans—right after stocking up on hard seltzers.

The forecasts for beer and hard seltzer have since slowed, with dollar sales dipping 1.2% and 11.5% in the 26 weeks ending July 6, according to NielsenIQ (NIQ). **In that same period, FMBs and spirit-based RTDs grew 6.6% and 19.5% respectively**, and there's ample runway for growth.

"New brands that launch have the opportunity to break into the top five [in overall sales]," says Kaleigh Theriault, the Director of Beverage Alcohol Leadership at NIQ. "People are excited about new and different in this world."

To stand out among the crowded variety packs and single-serve cans, **beverage alcohol companies are producing FMBs and RTDs built around real fruit and bold flavor blends with multicultural appeal. Additionally, brands are carving out new retail opportunities by developing malt-based analogues of spirited cocktails and liquors, while breweries are reaching for the RTD aisle to find new customers.**

FMBs Are One Key to Reaching Gen Z Consumers

Linguistic gatekeeping can hinder beverage-alcohol adoption. Wrap a dry-hopped West Coast IPA or Chardonnay in excess adjectives, and it can seem unapproachable to less-experienced drinkers. **FMBs deliver bold yet familiar flavors that need no Cicerone or sommelier explanations.**

This is relevant to diverse Gen Z consumers that have grown up in a world filled with snacks and drinks flavored with global peppers, spices, herbs, and citrus. A sparkling yuzu seltzer is nothing new.



Sales of the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.

When a Gen Zer reaches LDA, "they already have a much more refined palate and flavor experiences," Theriault says.

Molson Coors Beverage Company is pursuing the latest LDA consumers with its **Happy Thursday** line. "It's a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors," says Amanda DeVore, the Senior Director of Marketing Innovation at MCBC.

Released this spring, **the spiked refreshers—ideally merchandized between FMBs and RTDs—take cues from the colorful non-alcoholic**

refreshers found at chain coffee shops. Happy Thursday comes in four flavors, including compelling blends such as pineapple starfruit, each variant's technicolor label corresponding to its flavor.

Many successful FMBs entice customers with color. **Jack Daniel's Country Cocktails** are sold in clear-glass bottles that showcase bright red hues of **Watermelon Punch** and **Southern Peach's** pinkish pop.

"Our flavors are bold and fruit-forward, so the vibrant colors create a visual cue for consumers," says Mark Champion, the Brand Manager for Jack Daniel's Country Cocktails.



Happy Thursday is a brand defined by a few things that Gen Z really likes: bubble-free refreshment and delicious fruit flavors.

This year, Jack Daniel's Country Cocktails released a hard tea variant that's relevant to its core demographic. "Tea is often our consumer's non-alcoholic drink of choice, especially in the Southern regions of the United States where it's ingrained in culture," Champion says.

After water, tea is the world's most consumed beverage, meaning it's ripe for FMB crossovers that might be tougher for soda brands with comparatively narrower followings.

Lipton Hard Iced Tea debuted last year, and the cross-section of consumers includes "loyal Lipton non-alcoholic drinkers, current hard tea drinkers crossing over and others who are new to the segment," says Lisa Texido, Brand Director for Lipton Hard Iced Tea.

Parsing research data, Texido discovered that Lipton Hard Iced Tea drinkers tend to be well educated, earn higher incomes, and lean millennial. High brand awareness helps "cut through the clutter," Texido says.

Malt-Based FMBs Can Broaden Sales Opportunities

To adhere to America's misaligned liquor laws, and find new sales opportunities, many beverage companies are creating malt-based analogues of both popular cocktails and spirit brands. As an FMB, Jack Daniel's County Cocktails can be sold in retailers where the whiskey isn't legally welcomed.

"The biggest opportunity for Jack Daniel's Country Cocktails is the convenience channel, which is the largest channel for FMBs," says Champion, the Brand Manager.

Popular cocktails are primed for an FMB approach. Mark Anthony Brands is finding massive success with **Cayman Jack**, its line of margarita-inspired FMBs made with lime juice and blue agave nectar.

"The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues," says Mark Anthony's Chief Commercial Officer David Barnett. Sales of

the Cayman Jack brand family are typically growing by 20 to 30% monthly and are nearing 10 million cases annually.

Another blockbuster hit is **Pink Whitney**, the pink lemonade-flavored New Amsterdam Vodka created in conjunction with podcast hosts and former hockey players Paul Bissonnette and Ryan Whitney. The brand debuted in 2019, and it sold more than 1 million cases by its second year in the market.

Despite the popularity, "our vodka base is limited in terms of where consumers can find Pink Whitney," says Brandon Lieb, the Vice President of Spirit of Gallo, which owns New Amsterdam. **"We saw a massive opportunity to create greater physical availability for consumers so that they could grab Pink Whitney across shopping occasions and moments."**

The company created a malt-based Pink Whitney sold in 50ml bottles, enticing customers in convenience and grocery stores to give the brand a shot. The format is "the fastest-growing size for the brand," Lieb says.

For all FMB and RTD brands, the challenge is that early enthusiasm can sometimes wane as customers face cold cases filled with fast-changing options, leading to little brand loyalty. "Consumers have gotten into a mindset where there's always going to be a new flavor," Theriault says.

Navigating today's market requires a constant recalibration of flavors, can sizes, and ABVs, staying on trend with today's changing tastes. **Finding the right flavor of the month can lead to success for years to come.**

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

"The margarita is the number one cocktail in America, and Cayman Jack really delivers on those margarita cues."

— DAVID BARNETT, Mark Anthony's Chief Commercial Officer



The 50ml bottles of malt-based Pink Whitney entice customers in convenience and grocery stores to give the brand a shot. The format is the fastest-growing size for the brand.

The New Tea Party

Twisted Tea helped build this fast-growing FMB subsegment, and plenty of new brands are following suit.

By: Kate Bernot



Globally, tea is the most consumed beverage in the world besides water. In the U.S., hard tea's star is skyrocketing, with the category expanding and diversifying as consumers develop distinct preferences within the segment, primarily driven by desire for flavor. Flavored alcohol – sometimes referred to as the “fourth category” – represents 12.2% of all beverage-alcohol dollar sales, up half a share from the year prior.

But hard tea's rise to ubiquity comes behind the well-carved path from the clear category leader: Boston Beer Co.'s Twisted Tea. Though Twisted Tea has existed since 2001, sales expansion and greater marketing investment from its parent company have propelled the brand

to the top of FMBs. **Since 2023, it's been Boston Beer's top-grossing product in chain retail, and it accounts for 60-70% of all hard tea dollar sales in those stores.**

With Twisted Tea as the leader, the hard tea segment is poised to be a 100 million case segment. Through mid-May, hard tea accounted for 30.6% of total flavored malt beverage dollars in chain retail, up just shy of 4% versus the year prior. **In 2023, hard tea was the number two-dollar growth segment within ready-to-drink alcohol,** second only to spirits-based seltzers, according to Nielsen.

Though few major competitors existed during Twisted Tea's first decades of

existence, the category is becoming an increasingly crowded sea. **In May, Boston Beer founder Jim Koch told the Beer Insights Spring Conference that he estimates that 100-150 new hard tea brands have launched within just the prior eight months,** chipping away at the 95% market share of hard tea that Twisted Tea used to command. Some of these plays are national competitors, but many are regional or even local offshoots from existing breweries and distilleries. New hard tea entrants over the past few years include standalone brands like **Lover Boy**; soft-to-hard crossover brands from **Lipton**; and hard tea extensions from beer brands such as **2SP's Northeast Tea**. They're distinguishing themselves by regionality, flavor, ABV, and more, but



Regional hard teas, like 2SP's Northeast Tea, have also found their way into the expanding tea market.

all are banking on the ongoing drinker interest in spiked versions of a classically American beverage.

"I don't see this trend dying off because iced tea is just part of our lives. **Hard tea is something someone is always grabbing for,**" says Mike Contreras, Director of Sales and Marketing for 2SP Brewing.

This resonates particularly deeply in the Northeast, where Wawa, Turkey Hill, and cardboard carton-packaged dairy farm iced teas are beloved regional beverages. That tie may help explain why **Philadelphia is the top market nationally for Twisted Tea Light**, beating out other markets such as coastal Alabama, Phoenix, and Houston, where the brand is popular. (A July 2024 *Philadelphia Magazine* article ran under the headline: "How Philadelphia Became Obsessed with Twisted Tea.")

"Twisted Tea Light makes up about 35% of our overall Twisted Tea brand in Philly's five counties. We are one of the largest Tea Light markets in the country," said Caitlyn Musselman, Origlio Beverage's Boston Beer Brand Manager.

Regardless of the brand, hard tea owes a debt to Americans' fondness for iced tea. Koch writes of Twisted Tea's origins in nostalgic, down-home terms in his 2016 business book *Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two* stating: "[Twisted Tea], I thought, would evoke the simple pleasures of spending time outside or whiling away a hot afternoon on the porch."



As one of the higher alcohol hard teas, Smirnoff Ice SMASH Tea sits at 8% ABV.

That idyllic reference point is fairly universal, but the hard tea market is increasingly diversifying and flavor reigns supreme.

To meet the demand for flavor, hard tea brands have expanded their lineups:

Twisted Tea has a full range including Half & Half (with lemonade), Black Cherry, Light, and a limited-edition summer Rocket Pop version. **Jack Daniel's Country Cocktails Hard Tea** lineup includes Original, plus fruit spinoffs Blackberry, Peach, and Raspberry.

Alcohol content varies, too, between brands, with Smirnoff Ice SMASH Tea clocking in at 8% ABV, compared to **Arnold Palmer Spiked's** 5%.

There are other points of differentiation, including carbonation. Twisted Tea is a completely still product (which is

how Boston Beer is able to package it in the novel bag-in-box form), and most of its competitors have followed suit by packaging them without carbonation. Some, however, are lightly effervescent. **Calories also vary:** The "better-for-you" hard tea segment includes brands such as Twisted Tea Light (110 calories) and 2SP's Northeast Tea (85 calories), while higher-alcohol brands tend to have more than double those calories per 12-oz. serving.

Then there's the base fermentable.

Hard tea is also diversifying there. The vast majority of brands are malt-based (more than 70% of the flavored alcohol category is malt-based), however, newer spirits-based brands such as **Surfside** and **High Noon's Vodka Iced Tea** have emerged within the past two years as

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well. (Counterintuitively, Jack Daniel's Country Cocktails Hard Tea is malt-based.) Malt-based hard teas also tend to come in at a lower price point versus vodka-based versions.

So despite spirits-based entries, hard tea remains predominantly a malt-based segment, riding a wave of consumer demand for flavor, convenience, and variety, and combining beloved flavors with the ease of a premixed drink. **Malt-based RTDs broadly have been on a tear, jumping from 9% of all beer dollars in 2018 to 18% year-to-date through May 2024**, as tracked by Nielsen. And hard tea is no small part of that trajectory.

Hard teas meet a variety of consumer needs: flavor, convenience, premiumization, and variety-seeking. These are some of the most important trends in beverage alcohol at large, and have helped propel the growth of FMBs as well as broader ready-to-drink alcohol. **Circana data shows sales of combined RTDs (including FMBs) have more than tripled between 2018 and 2023, to more than \$10 billion.**

Those needs are also particularly acute among young legal-drinking age consumers. This subset of Gen Z is critically important for brands to reach, and their preference is clear: flavor and variety. Circana's consumer research indicates that households aged 21 to 34 have the highest percentage (22%) of FMB buyers among all age groups, and also the highest percentage (29%) of malt-based seltzer buyers. **Nielsen also called out hard iced teas as one of the core flavor-forward alcohol options that LDA members of Gen Z seek.**

About the Author: You may know her as the director of the North American Guild of Beer Writers, but Kate Bernot wears many hats. The work of this celebrated journalist and BJCP Certified Beer Judge routinely appears in *The New York Times*, *Washington Post* and the online publication *Good Beer Hunting* – to name a few. Ms. Bernot resides in Missoula, Montana where she enjoys the great outdoors and a good pint of beer made by the area's skilled local brewers.



Thanks to passionate consumers, Philadelphia is one of the largest Twisted Tea Light markets in the country.



With Twisted Tea as the leader, the hard tea segment is poised to be a 100 million case segment.

HOP WTR Helps Both Create and Meet Growing Demand for Full Flavor, No Alcohol

How the hop water category leader continues expanding its audience and innovating.

By: Courtney Iseman

Hop water is a satisfying scratch for the hop itch during Sober October, but clearly, consumers are clamoring for this product year-round. The category is the second fastest growing in all of craft beer. And much of that growth is driven by powerhouse brand HOP WTR.

Launched in 2020 by Jordan Bass and Nick Taranto, **HOP WTR's sales increased nearly 200% in 2023.** They are the top hop water and the fourth largest player in the overall craft non-alcoholic arena. **"In non-alcoholic beer, we're a top-ten product by dollar sales and a top-five category grower from major to craft breweries,"** Bass says.

Good timing factors into this success – **today's consumer is more wellness-focused, looking to balance alcohol intake with booze-free options as well as low-calorie choices that are still fully flavored. HOP WTR fulfills that niche perfectly.** But more notably, Bass and Taranto's intentionality from ingredients and flavors to branding and marketing has positioned their brand as both a leader and catalyst of this booming category. How does HOP WTR maintain and build on those results in a channel they helped establish?

From its launch, HOP WTR stood out from other non-alcoholic options. Its sparkling waters deliver flavors bolder than those of standard seltzers. Bass says **they effectively speak to both hop enthusiasts and those who just want interesting flavors by offering varietals like Peach, Blood Orange, and Lime.**

It was important to Bass and Taranto to provide a beverage free of carbohydrates and calories. They also incorporated functional ingredients to further differentiate HOP WTR. Ashwagandha

and L-Theanine add calming, focus-boosting qualities. **The plusses of HOP WTR – fruit flavors, hop flavors, adaptogens and nootropics – make it something consumers want to drink for any occasion, and the zeroes – alcohol, carbs, and calories – make it something they can.** The brand is now focused on highlighting that versatility.

The rise of hop water and HOP WTR specifically has revealed just how wide the consumer base is. Bass says when HOP WTR debuted, its messaging was more beer-centric. They then saw demand in more mainstream retailers, and found their audience skewed more toward women (over 50%) than they'd anticipated. They also learned about 80% of their consumers drink alcohol but seek moderation.

Bass and Taranto broadened the scope of who their marketing reaches. In addition to beer festivals, they take HOP WTR to music festivals like Coachella. They ran a "HOP LOCKR" campaign where consumers locked up their alcohol for Dry January, and a "HOP SPCR" campaign with rings to snap an alcoholic can together with a booze-free option like HOP WTR to showcase the balanced enjoyment that can exist during one occasion. Their overall message became "Positively Refreshing," communicating **HOP WTR is refreshing but also actively beneficial** with its functional ingredients.



HOP WTR is the top hop water brand and the fourth largest player in the overall craft non-alcoholic arena.

For HOP WTR's future, Bass says **the brand believes in consumer-led innovation**, and considering this category's growth, they have a strong base from which to learn what people are interested in. Despite this quickly expanding audience, Bass says there is still plenty of consumer education to be done.

"Our brand is up 162% in the last 52 weeks in scan; the category is up 108%," says Bass. "But this is a massive market, and we're just scratching the surface... We've got 10 years of runway, where we can introduce this to new consumers and keep broadening our availability in retail. Many consumers still don't know hop water, and the opportunity to drive that knowledge is important – it leads to continued growth."

About the Author: Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.

HOP WTR is turning up the heat this fall with their bonfire bash display program!

HOP WTR is celebrating the end of summer and kicking off fall with their Bonfire Bash Solo Stove giveaway & display program! This fall, consumers can enter to win a HOP WTR-branded Solo Stove plus a year's supply of HOP WTR! Stores can expect a display program featuring cases on the floor to excite consumers, along with all-new eye-catching point of sale materials showcasing the giveaway. The program will be paired with a digital rebate offer to drive volume and velocity. No purchase is necessary, but every time consumers purchase HOP WTR, they'll get an extra entry. The program kicks off September 1st and runs through October 31st.



Caravella Puts Low-ABV Wines on the Map with Affordable Luxury Messaging

By: Courtney Iseman

With three distinctive brands and intentional aesthetics, Caravella communicates to consumers they can enjoy the sparkling wine experience with less alcohol and fewer calories.

“Caravella is named for the style of ships Christopher Columbus used to discover the New World,” says Bob MacNevin, the brand’s Vice President of National Sales. The moniker fits. **Caravella isn’t looking to carve out a niche just for its brands, but for an altogether new category: high-quality, low-alcohol sparkling wine.**

Caravella founder Valery Balinian set out to change that with years of research with wineries around the world. The result is a portfolio of different brands under the Caravella umbrella: **LOU LOU, 2canos,** and **Dancing Vines.** Each addresses a specific need within the market’s low-ABV wine white space, with overlap.



LOU LOU puts Caravella’s fine low-ABV wine into sleek on-the-go cans.

They are all made with organic grapes and no additives, they are gluten-free and vegan-friendly, and they provide consumers with affordable luxury. “It’s important,” MacNevin says, “that consumers get the lower alcohol and fewer calories many now seek, without sacrificing the taste or experience of a glass of bubbly.”

Because this is such a new category, and because consumers may have been burned in the past by less painstakingly crafted products, MacNevin says **branding has been as vital as the winemaking in building Caravella.**

“The packaging sells your first bottle, the liquid sells your second,” he explains. To help crystallize what’s special about each offering, Caravella has organized its offerings into these distinctive brands.

Dancing Vines exemplifies Caravella’s mission to forge a successful path for low-alcohol sparkling wine. Considering prosecco’s significant growth in the United States – the Prosecco DOC Consortium reported \$519 million in US sales in 2022, a 19% increase from 2021 – Balinian wanted to extend this lower-alcohol, lower-calorie option here. Caravella trademarked the term “lightsecco” and introduced its lightsecco brand, Dancing Vines. A serving boasts 5% alcohol and 60 calories. Importantly, a bottle of **Dancing Vines is designed to resonate with prosecco consumers expecting sophistication and a European flair to celebratory imbibing.** White and gold vines sprawl across the bottle, and gold foil wraps its corked finish.



Dancing Vines is designed to resonate with prosecco consumers expecting sophistication and a European flair to celebratory imbibing.

Dancing Vines and LOU LOU could speak to different consumers, older versus younger, for example, or simply to the same consumers for different occasions. To convey this, LOU LOU’s can art is colorful, poppy flamingos and elephants splashed with geographic prints. It’s vivid, spontaneous, and effortless.

Finally, **2canos expresses the creativity of what its bottles behold with vibrantly hued wraps, splashed with the brand’s namesake toucans and each variety’s fruits seamlessly incorporated into the art.** This effectively captures Caravella’s intention of **showcasing 2canos as celebratory but for every day** – there’s no doubt pulling one of these eye-catching bottles out would set a festive tone. **The 2canos brand features three varietals of Spanish frizzante, more gently effervescent, lower-alcohol wines with natural fruit flavors.** Where 2canos innovates on this crowd-pleasing style is its unique combinations; as MacNevin points out, most existing offerings in the category are single fruits, **whereas 2canos has Strawberry & Coconut, Blackberry & Mint, and Peach & Apricot.**

Dancing Vines skews elegant, LOU LOU playful, and 2canos transportive, but they all share a common lightness and vivacity guaranteed to grab attention, get consumers to try what’s in the bottle or can, and come back for more.



The 2canos brand features three varietals of Spanish frizzante, more gently effervescent, lower-alcohol wines with natural fruit flavors.

As Dancing Vines conjures up images of Tuscan dinner parties, LOU LOU is its chic sister party-hopping on the Amalfi coast. **With a bubbly brut rosé and a bubbly semi-sweet rosé, LOU LOU puts Caravella’s fine low-ABV wine into sleek on-the-go cans.**

They’re 8.4% ABV and have 12 ounces for two servings, ensuring affordable luxury.

On The Job With...



Alissa Marino *Lead Account Specialist*

August marks six years at Origlio for Lead Account Specialist Alissa (Ali) Marino. Her role in the Customer Service department involves processing orders and resolving issues. She also receives checks from drivers, reconciles daily routes, ensures accurate balances, and handles check scanning for bank processing. "We're a bridge of communication between various departments including sales, finance, and operations," she adds. Marino enjoys the friendly, family-like atmosphere at Origlio, but the job comes with challenges, and for Marino, the biggest is managing human error. She says, "Even small mistakes can have big consequences. It's crucial to learn from them and strive to do better." To make a great Account Specialist, Marino says you must have "excellent communication skills and sharp attention to detail." But, she makes sure that new hires know not to be discouraged. "The learning process seems overwhelming at first, but before you know it, you'll build confidence."

What do you like to do when you're not working? Art projects and swimming with my 9-year-old daughter, Blake!

Steve Loughead *Warehouseman*

After 21 years with Origlio, warehouseman Stephen Loughead is retiring this month. Since he's been with the company for so long, he knows a thing or two about what it takes to be a great warehouseman. He says patience is crucial when dealing with a warehouse full of different personalities, which can be challenging. That said, his fellow employees are what Loughead appreciates most about his position, and he acknowledges that by "bringing in soft pretzels & crockpots full of hot dogs for the team." But don't forget to say thank you, that's his biggest pet peeve! The advice Loughead would give to a new warehouseman... "Show up every day, follow directions, and take pointers from senior employees."

What are you looking forward to most about retirement? It's going to be great to not have a schedule. I'll be able to go out to lunch with my lovely bride, Linda, whenever I want.



If you had your own talk show, who would your first guests be? Comedian Tony Hinchcliffe, hosts of the true crime podcast, *I Think Not!*, and singer Rick Astley.

What are three things on your bucket list? Scuba diving, seeing the Northern Lights, and owning a beach house.

What are your favorite fall activities? Drinking pumpkin beer, carving pumpkins, and eating pumpkin pie after spending hours lost in a corn maze.

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

Your favorite movie of all time is... *Everything Everywhere All at Once*.

The best advice you have ever received was... Don't ask for permission, ask for forgiveness.

If you could be anywhere, drinking any alcoholic beverage... I'd be on a sunny beach with crystal-clear water and palm trees, sipping on a Cape May The Bog!

What is your favorite fall activity? Watching Sunday football with my family.

The last TV show you binged was... *General Hospital*. My sisters are big fans of the show, and I was able to catch up recently!

Your favorite movie of all time is... *The Dirty Dozen*.

If you had your own talk show, who would your first guests be? Jason Kelce, Joe Santucci (owner of Santucci's Pizza), and Origlio warehouseman Jay Frank Jr.

What are three things on your bucket list? Travel to the West Coast, sell my home, and win the lottery.

The best advice you have ever received is... Don't cut corners. If you're going to do something, do it right!

If you could be anywhere, drinking any alcoholic beverage... I'd be on the beach in North Wildwood, drinking a Red Bull & vodka.

When Demand Exceeds Supply

Seasonal and specialty releases are produced in limited quantities, and Origlio works hard to secure as much as possible. However, since this publication is compiled months before brewery allocations, variations in availability may occur.

NEW SUPPLIERS



CARAVELLA

Caravella's innovative, fresh approach is evident from the moment you lay eyes on their products. You can taste the excitement and energy in each of their high-spirited beverages. From their sparkling Dancing Vines Lightsecco, to LOU LOU Bubbly Rosé and 2canos brands, their goal is simple – they want their unique, original products to spark joy. With over a dozen years of experience in production, marketing, and distribution, this California-based company combines talent, knowledge, vision, and ambition with a relentless commitment to quality and a drive to deliver the unexpected. Their remarkable beverages are the result.

LOU LOU

LOU LOU is an embodiment of French luxury in a can. A fusion of traditions and modernity, it combines over 100 years of French premium winemaking expertise with a contemporary quest for sustainability and convenience. Open the stylish can to indulge in the perfection of this French craft.



LOU LOU Bubbly Brut Rosé

Crisp and refreshing on the palate, with a dry, clean entry, Bubbly Brut Rosé offers a well-balanced combination of florals and green apple with mellow effervescence. The finish is long and zesty, leaving drinkers with a delightful sensation of freshness. **ABV:** 8.4% **Package:** 12 oz. slim cans only **Availability:** Now, year-round

LOU LOU Bubbly Semi-sweet Rosé

Semi-sweet Rosé has a sweet and luscious initial taste with prominent red berry flavors and balanced acidity that adds a refreshing touch. Delicate effervescence offers a playful mouthfeel, finishing with a touch of honey and a hint of minerality.

ABV: 8.4% **Package:** 12 oz. slim cans only
Availability: Now, year-round



2canos

2canos frizzante is cheerfulness in a bottle. Born in Spain, where life is a constant celebration, each 2canos flavor is bursting with amazing flavor. You don't need a special occasion to enjoy this perfect, easy-drinking sparkling wine. Fizzy fun makes it the perfect pour to enjoy by the pool, while binge-watching a favorite show, to take on a picnic and especially while gathering with friends.



2canos Strawberry & Coconut

Crisp and semi-sweet, 2canos Strawberry & Coconut has a long, clear aftertaste of strawberry and coconut. **ABV:** 5%
Package: 750 ml bottles only
Availability: Now, year-round



2canos Blackberry & Mint

Unique, fresh and semi-sweet, 2canos Blackberry & Mint has a long-lasting aftertaste of forest blackberries and notes of mint. **ABV:** 5% **Package:** 750 ml bottles only **Availability:** Now, year-round

2canos Peach & Apricot

This sparkling wine is fresh, semi-sweet and balanced, with a clear palate of Mediterranean peach and apricot. **ABV:** 5% **Package:** 750 ml bottles only **Availability:** Now, year-round



NEW SUPPLIERS

DANCING VINES

All the joy of organic sparkling wine with half the calories and alcohol, Dancing Vines is the world's first Lightsecco! This innovative take on a classic is pure delight and incredibly drinkable. Its delicate bubbles, light-filled flavor and wonderful aroma make it one of the freshest sparkling wines you will ever drink, and at just 60 calories per glass and 5% alcohol by volume, it's a guilt-free pleasure for every occasion and celebration.

Crafted in Spain from local, organic, indigenous grapes, Dancing Vines Lightsecco is truly a rare fusion of tradition and innovation. Enjoy its lively taste and celebrate without guilt!



Dancing Vines Lightsecco

Pale yellow, clean, and brilliant with medium-sized persistent bubbles, Lightsecco offers aromas of bakery, green apple, and ripe pear. You'll taste pear and lemon peel in this pleasant and balanced sparkling wine. **ABV:** 5%

Package: 750 ml bottles only

Availability: Now, year-round

Dancing Vines Lightsecco Rosé

Pale pink in color with medium-sized persistent bubbles, Lightsecco Rosé offers aromas

of bakery with a berry compote. You'll taste watermelon and strawberries in this balanced and pleasant sparkling wine.

ABV: 5% **Package:** 750 ml bottles only

Availability: Now, year-round



NEW PRODUCTS

Sly Fox Coastal Quest



The search for your perfect IPA has come full circle. This treasure trove of flavor is teeming with the natural wonders of the Pacific Northwest. Unlock the pungent, hoppy notes of expressive pine and zesty citrus. A worthy reward, whatever your quest.

ABV: 6.8% **Packages:** 12 oz. cans and draught

Availability: Now, year-round

The Beast Unleashed Variety Pack 2

There's a new The Beast Unleashed 2/12 Variety Pack in town! Variety Pack 2 includes four awesome flavors of The Beast Unleashed in 12 oz. slim cans:

Mean Green, Killer Sunrise, Pink Poison, and Gnarly Grape, all at 6% ABV with zero sugar.

Availability: Year-round, beginning in late August



NEW PACKAGES

Carta Blanca 32 oz. Bottles

Available soon in 32 oz. bottles, this bright golden, refreshing beer is a full-bodied, full-flavored, authentic Mexican lager. First brewed in 1890, Carta Blanca embodies more than a century of Mexican brewing tradition. **ABV:** 4% **Availability:** Now, year-round



SEASONAL SELECTIONS MADE IN PA

Evil Genius Is Butter a Carb?

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



Evil Genius Trick or Treat

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





2SP Baby Bob Stout

Bold, dry and roasty, this is not your typical stout. This American stout is on the hoppier side, but it's nicely balanced against the dark roasted malt. **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** September



2SP Imperial Pumpkin

Imperial Pumpkin has a strong brown ale base and is brewed with molasses, allspice, cinnamon, and nutmeg. 2SP then adds a half pound of split Madagascar vanilla beans to bring out additional sweetness. This is a malt-forward pumpkin beer that is big, sweet, and rich. **ABV:** 7.1% **Packages:** 16 oz. cans and draught **Availability:** Now!



2SP 2SPils

The great return of a 2SP classic, this unfiltered German kellerbier is clean, crisp, zesty, and grassy. **ABV:** 5% **Packages:** 12 oz. cans and draught **Availability:** September



2SP The Russian

The beer that put Bob on the map, The Russian is a huge beer with a ton of espresso in the nose and palate, and heavy, roasty chocolate notes. **ABV:** 9% **Packages:** 12 oz. cans and draught **Availability:** October



2SP Delcofest

2SP's rich & malty Märzen is packed with nutty, bready, and caramel flavors, perfect for any pretzel pairing. **ABV:** 6% **Packages:** 16 oz. cans and draught **Availability:** Now!

Sly Fox Oktoberfest

This seasonal gem is best enjoyed under a humongous tent while you and thousands of your closest friends sing enthusiastically. Or anywhere, really. It's all about the gemütlichkeit, baby! **ABV:** 6.1% **Packages:** 12 oz. cans and draught **Availability:** Now!



Sly Fox Blitz

A formidable, bronze appearance and smooth operating malt character holds the line of scrimmage in this beer, while a combination of old and new world hops rush in for the sack! **ABV:** 5.4% **Packages:** 16 oz. cans and draught **Availability:** Now!



Yuengling Oktoberfest

As a tribute to their German heritage, each year Yuengling crafts the perfect blend of roasted malts with just the right amount of Tettnang and Hallertau hops to create a true Oktoberfest. **ABV:** 5.5% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now!



Yuengling's All-American Tailgate

Get all-American tailgate-ready this football season with Yuengling Traditional Lager and Light Lager. Displays feature essentials of the American football tailgate experience and a chance to win a grand prize of game tickets, tailgating spread, Yuengling Igloo cooler, Weber grill, and corn hole set! In addition, there are also regional sweepstakes of tickets, grocery tailgating supplies, and a Yuengling Weber grill.



FLIGHT Fall

FLIGHT by Yuengling is on fire and with a refreshing, crisp taste, 2.6 grams of carbs and 95 calories, it's the perfect beer for your cozy outdoor nights! FLIGHT displays will give the feeling of a perfect fall night. With campfire imagery that showcases the beer's light liquid, consumers will want to scan the QR code for the chance to win a FLIGHT Solo Stove to share with friends!





Coors Light is a Slam Dunk for Sixers Fans

Sixers fans will choose chill this season with some big players joining the team. As an Official Partner of the Philadelphia 76ers, Coors Light is delivering all the mountain cold refreshment fans want to cool down the action.

Face Off for Chill with Coors Light & the Flyers



Coors Light lovers and Philly hockey fans have even more reason to celebrate as all Philadelphia Flyers fans “Choose Chill.” Regional shoppers can win big through this high-scoring partnership, with a deep bench of standout POS pieces that include chances to win VIP experiences this season.

Keystone Light’s Hunt Continues



Keystone Light’s special “The Hunt” beer cases are 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 blaze edge merch or scan

the QR code on “The Hunt” cases for a chance to win exciting Realtree apparel, gear, and more.



Score a Fan Cave Makeover on Coors Light

Coors Light is giving football fans the opportunity to win a fan cave makeover as well as chances to win instant prizes in three easy steps. Consumers can sign up using the QR code featured on Coors Light POS, flip the coin to see if they’re an instant winner, and enter for a chance to win their own custom fan cave upgrade – or other weekly prizes such as branded team gear, beer money, and more.



Coors Banquet & Wrangler Team Up

Western beer meets western wear this fall with an iconic collab from Coors Banquet and Wrangler. Together, they’ll be creating the world’s first Beer Wash Jeans that consumers 21+ will have a chance to win. They’ll also send lucky shoppers to experience the magic of the West at The National Finals Rodeo. The two sweepstakes will be supported by a full retail lineup, paid media, social, and more – so order now to get in on the action!

Dogfish Head Punkin Ale



Punkin Ale is a full-bodied brown ale brewed with real pumpkin, brown sugar, allspice, nutmeg, and cinnamon. As the season cools, this is the perfect beer to warm up with.



ABV: 7% **Packages:** 12 oz. cans and draught

Availability: Now!

Dogfish Head Fall Variety Pack



This variety pack features a combination of beers that are perfect for those cozy nights by the fire or hanging out with friends. As the leaves turn and the air crisps, your customers will want to pick up this seasonal variety pack from Dogfish Head to share with their favorite people. This variety

pack includes **60 Minute IPA**, **SeaQuench**

Ale, **Blue Hen Pilsner**, and *exclusive* **Tasty Traveler**.

Availability: Now!

Samuel Adams Octoberfest



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

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



Samuel Adams Jack-O

Jack-O's cinnamon and nutmeg aromas recall memories of freshly baked pumpkin pie. It has the ideal balance of seasonal spices with a crisp, refreshing finish. This pumpkin ale pairs

perfectly with the transition of summer into cooler days and nights. **ABV:** 4.4% **Packages:** 12 oz. bottles and 12 oz. cans

Availability: Now!

Samuel Adams Beer Fest Variety Pack



A pack that balances fan favorites with exciting innovation, Samuel Adams Beer Fest Variety Pack is sure to keep drinkers coming back all beer season long! This pack includes **Octoberfest**, **Jack-O**, **Boston Lager**, and **Flannel Fest**. Samuel Adams seasonal variety packs are now available exclusively in cans. **Availability:** Now!



It's Beer Season

Drinkers have been waiting all year to celebrate the full flavor of fall beer and the social excitement that comes with it. Sam Adams wants to make cracking open their Octoberfest synonymous with celebrating fall to the extreme. People think they know how to love fall, but Sam Adams is going to show them what it really means to unapologetically celebrate the season!

Truly Brunch Pack



Brunch is the perfect excuse to wake up and drink. Whether it's weekend day drinking, morning tailgates, or holiday brunch, the Truly Brunch Pack is here to get the good times flowing with four new unique flavors that perfectly complement brunch foods. The four flavors include **Rosé**,

Brunch Bellini, **Cranberry Sangria**, and **Orange Mimosa**. **Availability:** September

Angry Orchard Fireside Mix Pack



Angry Orchard's Fireside Mix is the perfect variety of hard cider flavors for the fall season! Consumers will want to cozy up and gather with their friends to embrace four delicious appley, juicy, and spicy fall ciders. This ultimate apple pack features flavors including **Crisp Apple**, **Cinnful Apple**, **Green Apple**, and **Baked Apple Pie**. Get Angry this

season! **Availability:** Now!

Keep It Crisp This Fall

Keep It Crisp This Fall with Angry Orchard is your opportunity to drive displays, promotional activity, and activation across all classes of trade during cider's #1 season – fall!



Guinness Gives Back Packaging

The holiday season is a time for gratitude, giving back, and supporting our communities. Guinness is proud to continue their commitment to charitable organizations across the United States through the Guinness Gives Back Fund, which donates to local non-profits. Visit GuinnessGivesBack.com to learn more about the partners and causes they support. **Availability:** September



Irish Pub Pack

Discover Irish optimism: A playful look at the welcoming and magnetic Irish Pub. Brewed in Dublin, Ireland, enjoyed all over, this pack includes **Guinness Draught**, **Smithwick's**, and **Harp**. **Availability:** October



Guinness English Premier League Partnership

Guinness is now the Official Beer of the Premier League, and Guinness 0 is the Official Non-Alcoholic Beer of the Premier League. As the Official Responsible Drinking Partner of the League, Guinness will be using its global rights to promote and encourage responsible drinking during the season. Guinness will use its distinctive marketing, creative advertising, and history of activating world-class sports sponsorships to create fun and engaging fan experiences. The partnership will look to support and uplift the football community, on and off the pitch, and inspire new connections between its own consumers and passionate Premier League fans around the world. As the most-watched football league on the planet where games are broadcast into 900 million homes in 189 countries, Guinness will bring together the beautiful game and the beautiful pint through its activation of the partnership with the Premier League.



Smirnoff Ice Supports Hispanic Heritage Month



As the exclusive Flavored Malt Beverage Sponsor of Latin Music Week, Smirnoff Ice is giving fans a chance to be part of the festivities. This fall, consumers can celebrate Hispanic Heritage Month with Smirnoff Ice by entering a chance to win tickets to Billboard's Latin Music Week in Miami October 14 - 18. The grand prize includes two tickets to select activities, air travel, and hotel stay. Consumers can text "LATIN" to 24272 or scan the QR code for a chance to win.

Heineken Takes Consumers' Taste for Victory to the Max

This year, Heineken & F1 will drive awareness of their global partnership and build excitement for the 2024 Formula 1 season, ending in the highly anticipated Y2 Formula 1 Las Vegas Grand Prix. Excitement for the final race will build throughout the season with other US Grand Prix in Miami and Austin. Fans will be able to scan a QR code on POS to enter for a chance to win a once-in-a-lifetime race weekend VIP experience that only Heineken can provide.



For Fans Who Never Lose

Corona and Eli Manning are teaming up to bring the Fine Life to the football field! The duo is giving fans the chance to win a game day weekend experience by scanning a QR code on a Corona. The grand prize winner will enjoy air transportation, lodging, and the opportunity to watch their favorite team battle it out on the field!



Corona Makes Día de los Muertos a Celebration to Remember

Corona believes that Día de los Muertos is a holiday to celebrate life, viewing it through a positive lens and making the most of each moment. In that spirit, Corona is releasing all new on and off-premise Corona Extra and Familiar POS bundles and other pieces reminding everyone that life is made for celebration.



Modelo College Football: Experience Game Day Greatness

Modelo, the official beer sponsor of college football playoffs, is putting fans in the game with seven prizing timeframes, ensuring the brand engages consumers from kickoff to the championship game! Beyond Modelo's website, dedicated university websites will support local sponsorships and offer a customized fan experience. With a larger ESPN investment, new partnership with Varsity Coolers and the return of Uber, Fanatics, Ticketmaster, and Traeger, Modelo is sure to reward their full-time fans with legendary game day experiences.

The Legacy Lives On

Victoria is celebrating Día de los Muertos by partnering with The Posada Art Foundation to release new, limited-edition packaging with artwork inspired by original works from José Posada, encouraging consumers to raise a glass. Vibrant and authentic POS will drive consumers to a custom AI filter on Instagram that will allow the user to "cheers" with the skeleton artwork!

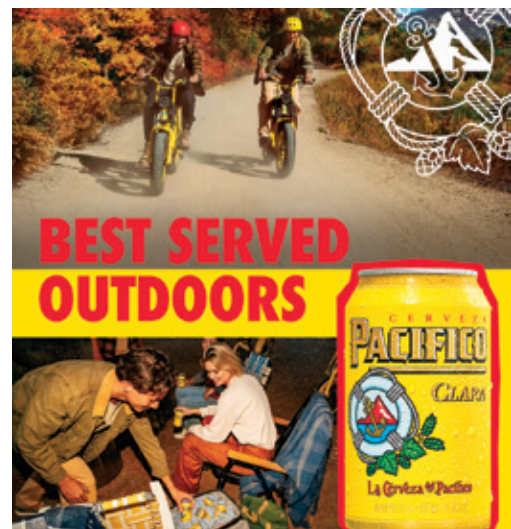


Día de los Muertos – Raise a Modelo in Their Honor

This Día de los Muertos, Modelo is celebrating those that came before us through food, family, and traditions. To bring the icons of Día to life, Modelo is partnering with artist, Bob Case, to unveil vibrant new designs that will bring the traditions of the holiday straight to consumers through dynamic point of sale. Marketing support includes all new on-premise promotional POS, a new DDLM bobblehead at retail, and more!

Pacifico: Best Served Outdoors

This fall, Pacifico is inviting consumers to come hang out in the great outdoors, whether it be a local bar patio, at the park with friends, or under the stars with a Pacifico! QR codes on POS will drive consumers to Pacifico's website where they can enter to win prizes made for the outdoors. Select prizes include a Super73 e-bike, Solo Stove, and more!



Paulaner Oktoberfest Bier

This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Bier is the pinnacle of German brewing – deep golden in color, full-bodied and wonderfully mellow with a balanced, harmonious taste and the pleasant fragrance of hops. At 6% ABV, it is stronger and bolder than the typical lager. **ABV:** 6% **Packages:** 11.2 oz. bottles, 16.9 oz. cans, and draught **Availability:** Now!



Paulaner Oktoberfest Märzen



This amber beer style was developed more than 200 years ago to celebrate the original Munich Oktoberfest. The Märzen name originates from “March beer” because it was historically brewed in March, to be available for its peak flavor by the Oktoberfest celebration. This full-bodied beer, with its rich malt flavor and dark toffee notes, has an underlying fruitiness and masterful hop balance. Draught is available year-round, bottles seasonally. **ABV:** 5.8% **Packages:** 11.2 oz. bottles and draught **Availability:** Now!

Paulaner Oktoberfest Tent Tour

Consumers can join the Paulaner Oktoberfest Tent Tour and test their Oktoberfest knowledge on Paulaner’s Instagram (@paulanerusa) starting August 15th. Each week, a trivia question will be posted regarding Oktoberfest and the Paulaner tent experience. By commenting with the trivia answer on that week’s Oktoberfest Tent Tour post, fans will be entered for a chance to win a VIP trip to Oktoberfest in Munich in 2025! Weekly prizes include Paulaner-branded Oktoberfest swag that will have you celebrating Oktoberfest in style at home!

Hacker-Pschorr Original Oktoberfest Märzen

Hacker-Pschorr Original Oktoberfest Märzen makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich’s famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast and hops. Original Oktoberfest has a nose of blackcurrants and earth, with a malt-driven flavor expertly balanced by Hallertau hops. **ABV:** 5.8% **Packages:** 11.2 oz. bottles and draught **Availability:** Now!



Hacker-Pschorr’s Monumental Oktoberfest Awaits

The tents at Munich’s Oktoberfest are some of the most elaborate temporary structures in the world. The colors, themes, and designs all contribute to a divine atmosphere. None depict the glorious heart of Oktoberfest more than Hacker-Pschorr’s “Heavens of Bavaria” festzelt. This year, Hacker-Pschorr wants to know what occasions and celebrations are most meaningful to consumers. Fans will head over to PschorrThing.com and share their Oktoberfest celebrations with Hacker-Pschorr. They will be prompted to fill out a form and submit to be entered to win their own Oktoberfest tent to rejoice during future monumental moments! Weekly prizes will include Hacker-Pschorr Oktoberfest swag, such as branded t-shirts and fedora hats!

Sierra Nevada Narwhal Imperial Stout



Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean. Featuring incredible depth of malt flavor, rich with notes of espresso, baker's cocoa, roasted grain and a light hint of smoke, Narwhal is a massive malt-forward monster. Aggressive but refined with a smooth body and decadent finish,

Narwhal will age in the bottle for years to come. **ABV:** 10.2% **Packages:** 12 oz. bottles and draught **Availability:** August

Sierra Nevada Oktoberfest



Sierra Nevada's authentic Oktoberfest is a collaboration with Brauerei Gutmann, an iconic German brewer that's been family-owned since 1707. This classic festbier is smooth and balanced with biscuity malt flavor and a clean finish. Prost! **ABV:** 6% **Packages:** 12 oz. cans and draught **Availability:** Now!

NEW
Collaboration!

Sierra Nevada Hoppy Little Thing Hazy IPA



Hoppy, hazy and crushable, Hoppy Little Thing is the third beer in The Hazy Little Thing Series. It is bursting with juicy, tropical flavors and resinous notes from a blend of El Dorado, Cascade, Simcoe, and Crystal hops. Keep the flavor up with a beer that's down for anything.

NEW!

ABV: 5% **Package:** 12 oz. cans only **Availability:** October

Mike's Hard Lemonade Blueberry Lime

Blueberry taste combines perfectly with lime and lemon notes in this balanced and sessionable limited release from Mike's Hard Lemonade.

ABV: 5% **Package:** 11.2 oz. bottles only **Availability:** September



mikey's BLACKSTONE
TAILGATE LIKE A PRO
SCAN TO ENTER FOR A CHANCE TO WIN A BLACKSTONE GRIDDLE, COOLER & MORE

Tailgate with Mike's

Take your tailgate to pro levels with Mike's tailgating giveaway. All consumers need to do is scan the QR code on POS and they will be entered to win a Blackstone grill, cooler, and more tailgating must-haves.

Refresh Your Tailgate with America's #1 Margarita

This fall, consumers can enter to win a full tailgating package including grills, tents, and scooter coolers, courtesy of Cayman Jack, by scanning the QR code on corresponding POS.

REFRESH YOUR TAILGATE WITH AMERICA'S #1 MARGARITA

YOU COULD WIN A GRILL, TENT & OTHER TAILGATING ESSENTIALS

SCAN TO ENTER FOR A CHANCE TO WIN

GRILL. CHILL. CHEERS.

SCORE BIG WITH SIERRA NEVADA

WIN A BIG GREEN EGG® and other gear to upgrade your grilling game!

PALE ALE HAZY LITTLE THING IPA

STILL FAMILY OWNED. OPERATED & BOTTLED OVER

Grill. Chill. Cheers.

For their 2024 fall program, Sierra Nevada is expanding their partnership with Big Green Egg to craft meaningful experiences and help drinkers level-up their home-gating rituals. This program reminds consumers to savor the moment, reconnect and grill, chill, cheers with family and friends.

Athletic Oktoberfest



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



From Tailgate to Touchdown, Choose Athletic

Athletic Brewing is encouraging consumers to stock up on non-alcoholic beers this football season. Athletic's beers are fit for making game day last longer with friends and family, so fans can root for their team until the last second on the clock. Point of sale will also direct consumers to a fall rebate with purchase of an Athletic 6-pack.

Heavy Seas The Great'er Pumpkin



Heady aromas of bourbon, cinnamon, ginger, allspice, and clove linger seductively over the thick, white head of this tremendous brew. Bourbon barrel aging rounds out the flavors with notes of oak, vanilla, and bourbon. **ABV:** 10% **Package:** 12 oz. bottles only **Availability:** Now!

Cape May Devil's Reach

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



Cape May Honey Porter

With a sweet hint of honey, Honey Porter goes down smooth thanks to its balanced, robust, and light-bodied finish. This award-winning brown porter is brewed with Jersey fresh-certified honey and a firm malt presence, making it extremely approachable, no matter the season. **ABV:** 5.4% **Packages:** 12 oz. cans and draught **Availability:** Late September



Cape May Ghost Tracks

Just as coastal storms unearth hidden secrets beneath the sands of Higbee Beach, a sip of Ghost Tracks will reveal a hazy, juicy brew that pays homage to our shore's history. This double IPA, named after the buried train tracks in Cape May Point, is crafted with barley and Maris Otter malt, providing a crisp, clean malt profile with subtle hints of biscuit. Brewed and dry-hopped with Sabro and Nectarone hops to bring forth flavors of sweet, ripe peach, stone fruit, and zesty citrus, this beer is a balanced, mysterious brew that drinkers will want to revisit time and time again. **ABV:** 8% **Package:** 16 oz. cans only **Availability:** Mid-September



Shiner Oktoberfest

Much like the world's largest beer festival, Shiner's Spoetzl Brewery has deep Bavarian roots. Because of this, they honor tradition every year and brew this Märzen-style lager with Munich & Caramel malts and German-grown Hallertau & Hersbrucker hops. Shiner Oktoberfest is amber in color with a lightly toasted, sweet, malty flavor, and a dry, lightly hopped finish. **ABV:** 5.7% **Packages:** 12 oz. bottles and draught **Availability:** Now!



Firestone Walker Oaktobefest

Inspired by the classic German fest beer, Firestone Walker's oak aged lager is a beer built for celebration! Light amber in color with a toasty and biscuity flavor, it has low hop bitterness and is aged in oak barrels for a crisp and oaky finish. Put on your lederhosen and enjoy! **ABV:** 5.2% **Packages:** 12 oz. cans and draught **Availability:** Now!



Firestone Walker Salted Caramel Parabolita

Firestone Walker aged a selection of Parabola Imperial Stout for one year in premium bourbon barrels, then blended it with a complement of Velvet Merkin barrel-aged milk stout to create a silky mouthfeel and a more approachable ABV of 9.2%. Finally, the beer is infused with Madagascar vanilla beans, cocoa nibs and sea salt to achieve the full salted caramel experience. **ABV:** 9.2% **Packages:** 16 oz. cans and draught **Availability:** October



Allagash Haunted House



Cursed by their love of roasty porters, Allagash summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravelly dark hue. Hopped with Crystal, Nugget, Cascade, and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt, and a devilish hint of hops. **ABV:** 6.6% **Packages:** 12 oz. cans and draught **Availability:** Now!

Stone Enjoy By 10.31.24 Hazy IPA

With a heavy helping of Citra, Mosaic, Amarillo, and Nelson Sauvin hops, the only thing that would be truly terrifying is missing out on this frighteningly fresh creation! This beer has a refreshing dryness and huge tropical fruit flavors. **ABV:** 9.4% **Packages:** 12 oz. cans and draught **Availability:** Late August



Stone 28th Anniversary Hazy Double IPA

This beauty is brewed with a simple hop bill of Mosaic and Nelson Sauvin, but in carefully selecting the very best of these varieties, Stone concocted an intensely fruity, triumphantly tropical IPA fit for commemorating 28 years of brewing. **ABV:** 8.5% **Packages:** 12 oz. cans and draught **Availability:** September



Montauk Pumpkin Ale

Montauk Pumpkin Ale is a sign that the seasons are changing. The beaches start to clear out and traffic thins. There's no better way to enjoy the fall than with an ice-cold Montauk Pumpkin Ale. Brewed with a blend of coriander and spices, this pumpkin ale is all about subtle aromas. **ABV:** 5.7% **Packages:** 12 oz. cans and draught **Availability:** Now!



Abita Pecan Ale



Pecan Ale is made with real Louisiana roasted pecans for a subtle, nutty flavor and aroma. It's brewed with pale Munich, biscuit, and caramel malts, and Willamette hops. The roasted pecans are added in the brewhouse. Crack one open and geaux nuts! **ABV:** 5.2% **Package:** 12 oz. bottles only **Availability:** Now!

SEASONAL SELECTIONS & PROGRAMS

Please note: Great Lakes has transitioned all packaged seasonals to cans and will no longer be available in bottles



Great Lakes Oktoberfest

Great Lakes' take on this classic German style is a real malt party, packed with toasty autumnal flavors perfect for hearty hoisting.

ABV: 6.5% **Packages:** 12 oz. cans and draught **Availability:** Now!



Great Lakes Nosferatu

Now playing: sink your teeth into a rich, roasty, red double IPA with a frightfully delectable hop bite. **ABV:** 8% **Packages:** 12 oz. cans and draught **Availability:** Now!



Great Lakes Cran Orange Wheat

Harvest a medley of orange and cranberry in this satisfying wheat ale packed with the flavors of the season. **ABV:** 5.5% **Packages:** 12 oz. cans and draught **Availability:** Now!

Fall is Full of Flavor with Verdi and Sparkletini

Elevate your customers' sparkling experience with Verdi Spumante and Raspberry Sparkletini 1.5L bottles. These refreshing, high-volume bottles offer a fantastic cost per ounce, ensuring your customers get a bubbly bang for their buck. With their resealable cork closure, consumers can enjoy the effervescence for up to 7 days, making it a must-have for any occasion. Grab this sparkling opportunity and entice your customers with a taste of Italian luxury at an unbeatable value!



Check out George Latella's latest Retail Edge blog post, "Implementing Change 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.

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THE SIDE POUR



THE SIDE POUR

Welcome to Volume 4 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.

Lagers are experiencing a renaissance

as brewers blend tradition with modernity, offering a diverse range of crisp, flavorful options that appeal to various palates and suit any occasion.

Crafting a community. Local ingredients, sustainability, and community-focused beers come together at New Jersey's Tonewood Brewing.



TONWOOD BREWING BRINGS COLORADO BEER SENSIBILITY TO THE GARDEN STATE

HOW THE JERSEY-BASED
BREWERY IS GROWING
WHILE STAYING GROUNDED.

By: John Holl



Two of Tonewood's most popular IPAs, Freshies and Fuego, were brewed as a result of consumer requests.

Eli Facchinei was a ski bum living in Telluride, Colorado, when he heard that a local brewer needed some volunteer work on the packaging line. It seemed like a fun way to spend some time, so he took on a few shifts, enjoyed some beers, and discovered a calling.

Free labor turned into a real job, with Facchinei rising through the ranks and becoming a brewer at Telluride Brewing Co., spending a little over a year honing the craft. But like every good native New Jerseyan, he soon heard the siren call of the Garden State and, noticing the changes to laws that helped breweries better operate, began thinking about opening his own spot.

When Facchinei and his brother Taylor opened Tonewood Brewing opened in the summer of 2016, it

was only the 23rd brewery operating in New Jersey, and he saw it as an opportunity to connect with local drinkers and to create a space and beers that “people could get behind.”

“People who are really into standard pale lagers were intrigued by being able to come in and connect with a place and the beers being made there,” he says. “It was a turning point for beer in New Jersey and I saw that opportunity to create what I thought was really cool going on in the Colorado beer scene in New Jersey.”

The first beer Tonewood brewed was **Poolside Lager**, a Mexican-style lager, which remains the only original core beer that is packaged and regularly available. The original brewhouse was 15 barrels, complete with 15 and 30-barrel fermenters, but the tasting room was the main focus in the beginning.

“The goal was always to package in cans and to distribute to local bars and restaurants,” he says. The success in that area came from Tonewood's **Freshies** pale ale and **Fuego** IPA.

“I never had intentions of brewing an East Coast hazy IPA,” he says. “But after we were established, about six or nine months after opening, the customer base was just requesting it over and over, so we wanted to give it a shot. And because it was a New England IPA, we named it Fuego after Phish, the band from Vermont.” At 6.2% ABV, Fuego is brewed with Citra, Mosaic, and Simcoe hops, giving it that classic aroma and flavor profile of citrus, grapefruit, peach, and pine. Freshies is “like a baby brother” to Fuego, says Facchinei, brewed with Simcoe, Cascade, and Amarillo hops. At 5% ABV, it's celebrated for its lemon-lime, pineapple, and pine aroma and flavors.

One thing that sets the beers apart from others in the market is that they are brewed with locally grown malted wheat from Rabbit Hill Malt in Shiloh, New Jersey. "I always wanted to make sure we incorporate local ingredients, when possible," he says. "People are kind of surprised when they hear it has locally grown and malted red wheat in it, but once they hear the story, it does help people get behind the brand a bit more." Fachinei explains that the red wheat softens the beer a bit and gives it a slightly orange hue in the finished product, with flavors and aromas of baked bread, that supports the heavy dry hopping of certain beers. The brewery has also seen consumer enthusiasm and growth in its lagers, **Lumberyard**, a traditional 5.2% helles and **Lawn Boy**, a 5.6% dry hopped pilsner.

In the Philadelphia market, Fachinei says 31st and Wharton has been a great partner since picking up Tonewood from a smaller distributor a while back. "They have done great things for us in the market. They helped us improve the freshness of the beer, and even though we do a lot of self-distribution on this side of the river, they were able to track where our beer goes. And if there's ever a problem, they've stepped up to help."

He says he's been so pleased that the 31st and Wharton crew knows how to properly keep the beer at the right temperatures to ensure the customers get the beer the way the brewers intended. "They've been a great partner to help us continue to grow in Pennsylvania and the Philadelphia market," he says. "I couldn't be happier."

The brewery has also spent considerable efforts on sustainability. Built on an old lumberyard, Tonewood re-used a lot of older building material in the new construction with Fachinei's father doing a lot of the general contracting and woodworking during the buildout. Fachinei notes that the brewery now recaptures carbon dioxide from the fermentation process and uses steam to generate energy. On the Jersey side of the Delaware River, where Tonewood self-distributes, they are using electric vehicles in their fleet.

From adding EV charging stations at the brewery, to installing rain gardens with native plants, "we are doing whatever we can to use as little resources as possible, because brewing is such a resource intense process."

"Being more sustainable leads to better quality, which leads to a better community," he says.

"I SAW AN OPPORTUNITY TO CREATE WHAT I THOUGHT WAS REALLY COOL GOING ON IN THE COLORADO BEER SCENE IN NEW JERSEY."

- ELI FACCHINEI, CO-OWNER OF TONEWOOD BREWING



Tonewood was only the 23rd operating brewery in New Jersey when it was established in 2016.

THE GOLDEN AGE OF LAGER

BREWERS OF ALL SIZES EMBRACE THE REFRESHING STYLE

By: John Holl

It could be easy to simply say that lager is having a moment. However, what is happening with the ubiquitous category goes beyond popularity among brewers and fans. Tradition and modernity have come together as brewers of all sizes and ages are working to put out crisp, clean, flavorful lagers that appeal to a whole host of palates.

Classic styles like helles, Mexican-style lagers, Vienna lagers, and dunkels are being brewed

locally and joining imports on the shelves, giving drinkers endless choices. The category has evolved beyond just being considered “lawnmower” beers or as a companion to burgers and pizza. The use of traditional ingredients has brought nuance to the glass, and produces sweet, earthy, and botanical flavors.

American craft brewers have embraced lager brewing and have added some kick to their recipes, but there

is still great pleasure in the imports from historic breweries. These iconic beers set the standard for the styles and continue to be brewed with traditional ingredients. To appreciate where lagers are today, a mix of craft and import lagers is paramount.

For occasions like Oktoberfest or summers by the pool, lagers fit into just about any situation. Find the flavors that speak to the occasion and then stock up.

Augustiner Edelstoff 5.7% ABV



Taste the history, skill, and tradition in this authentic helles. Augustiner, the oldest brewery in Munich, has set a standard for the style, using traditional ingredients that offer a bright, crisp malt body and soft floral hops. Refreshing from top to bottom, it's a must in the import aisle.

Ayinger Oktober Fest-Märzen 5.8% ABV



If you can't make it to Oktoberfest, this is the next best thing to enjoy at home. Golden amber with a pleasant white head, this hearty lager has been delighting festgoers for generations. This Märzen is bready with a slight noble hop kick on the finish, and pairs best with a large pretzel.

Bitburger Premium Pils 4.8% ABV



Don't sleep on this classic import. A refreshingly dry lager with an easy, light, bready malt character and a soft floral hop note, this clear, straw-colored lager is a smart everyday choice. Make sure you pour it into a clean glass and admire the foam rings as the vessel empties.



Dock Street Bohemian Pilsner 5% ABV

This expertly made Czech-style pilsner uses the canvas of slightly sweet and bready malts as a playground for Saaz hops. Slightly spicy with a kick at the finish, it stays refreshing pint after pint. A brewery staple since 1985, it continues to delight and satisfy.



Half Acre Pony Pilsner 5.5% ABV

A cooler full of these indicates that you're at a quality party. Easy to drink and very refreshing, this well constructed pilsner doesn't come with bells and whistles, just the promise of a crisp malt smack and a kiss of floral hops.

Neshaminy Creek Warehouse Lager 4.5% ABV

Subtlety and refreshment are the calling cards of this Mexican-style lager. Slightly sweet with a touch of crispness, this has a fruity and floral hop note that comes on mid-palate and adds a touch of earthiness near the finish.



New Trail Crisp Lager 4.8% ABV

For hikes, camping, or just lazy afternoons in the hammock, this lager is always a good idea and can fit any mood and situation. With an easy-drinking ABV, but full-bodied in flavor, the beer lives up to its name with a strong malt bill that is never too heavy, and a deft hop impression of fruity, floral, and earthy notes. Pair this lager with whatever comes off the grill next.



Wisecre Tiny Bomb 4.5% ABV

The brewery is quick to point out that the water in Memphis, where this lager is made, is remarkably similar to Pilsen, the famed Czech city where pilsner was born. So there is simpatico soul in this everyday sipper. Bright and crisp, with a touch of earthy sweetness thanks to the addition of wildflower honey, it's a lager with character.



von Trapp Pilsner 5.4% ABV

Perfect after a hike or après ski, this expertly crafted lager honors the Czech tradition with the addition of some citrus and peppery flavors that add vibrant character. Award winning and a fan favorite, this is a smart choice for any beer fridge, any time of the year.



von Trapp Vienna 5.2% ABV

Caramel malt-forward with a familiar sweetness, this classic lager never becomes cloying, but embraces a bready nature and earthy hop character.



von Trapp Helles 4.9% ABV

Complex, full-bodied, and a guaranteed thirst-quencher, this bright golden lager stands out among the competition. The bready malt is a feature, but it's the earthy and floral hops that make this beer a knockout.



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 also the author of several books including The Craft Brewer Cookbook.

