

# March and April Newsletter



*Special points of interest:*

- New Everyday Products
- Seasonal Releases
- Irish Offerings
- Labatt Pirates Sponsor
- Blue Moon 20th Anniversary Year
- Twisted Tea Daytona 500 Debut

## 2015: The Year of the Goat

In the "Shēngxiào," or Chinese Zodiac, the Year of the Goat begins on Chinese New Year, Feb. 19, 2015. To German brewers and beer drinkers, a goat is the symbol for bock beers. It's always a great time to buy, serve, drink, and enjoy more bock beers but the #YearoftheGoat may be an even better time.



## TSINGTAO BEER – YEAR OF THE GOAT – AB DIVISION

*Inside this issue:*

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In celebration of Chinese New Year, Tsingtao beer has unveiled their limited edition bottle beer that celebrates this new year, the year of the goat. The design brings tradition in a contemporary and modern way, with an exciting design that showcases the goat in its full strength and glory.

# Anheuser-Busch Division Everyday Packages

## Natty Daddy

Beginning March 2, 2015 Natty Daddy will now be available in 24/12oz Cans Loose.



## Introducing the Rita-Fiesta Pack



Introducing the Rita-Fiesta Pack. Rita-Fiesta 24/8oz Cans contains Bud Light Lime Lime-a-rita, Straw-ber-ita, Mang-o-rita and the new Lemon-ade-rita flavors. Sales begin March 2, 2015.



## Victoria-(Crown Imports)

Victoria is made with filtered water, malted barley, hops, corn and yeast. Victoria is a medium-bodied Vienna-style lager, with a rich amber color and toasted malt character, which is perfectly balanced with a smooth, crisp finish and low to mild hop aroma. Victoria should not be served with a lime.

Victoria is now available in 24/12oz cans 2/12 packs.



## Introducing the all new Bud Light MixxTail

Bud Light is excited to be introducing the all new Bud Light MixxTail – a new line of 8% ABV cocktail-inspired beverages that combine the great taste of your cocktail favorites with a uniquely smooth and refreshing finish that you'd expect from Bud Light. Best served over ice.

Flavors: Long Island Iced Tea, Hurricane, and Firewalker. Bud Light MixxTails available beginning March 2, 2015 in 24/11.5oz Aluminum 8pk bottles.



# Anheuser-Busch Division Everyday Packages



## Anheuser-Busch will be launching Oculito

Coming March 13, 2015, Anheuser-Busch will be launching Oculito, a unique 6% alcohol infused with blue agave and citrus flavor and blended with lager aged on tequila staves to deliver a distinctive taste experience. Oculito will be available in 24/12oz NR 4/6.

## Anheuser-Busch Division Seasonal Offer-



### Redhook Brewery in collaboration with Resignation Brewery

Redhook Brewery in collaboration with Resignation Brewery offers KCCO Gold. A Clean crisp lager with notes of honey and biscuit. The grain bill adds a beautiful gold hue and full flavor. Flavor profile: honey, bready, slightly sweet. 5% ABV and 16 IBU.



## Introducing Lemon-ade-rita

Introducing the next seasonal offering Lemon-ade-rita beginning March 2, 2015. Bud Light Lime Lemon-ade-rita combines the delicious flavor of a lemonade margarita with the refreshing twist of Bud Light Lime. It is the perfect drink for the summer season. Lemon-ade-rita will be available in 24/8oz Cans 2/12.



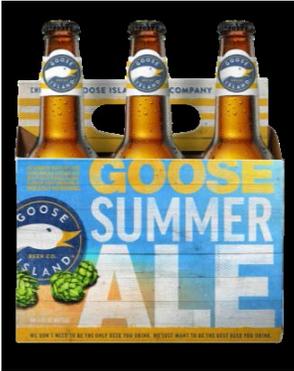
## Johnny Appleseed Spring/Summer Variety Pack

Johnny Appleseed Spring/Summer Variety Pack will feature three great variants: Original Johnny Appleseed Hard Apple Cider, Caramel Hard Apple Cider and our newest flavor, Vanilla Hard Apple Cider. The Johnny Appleseed Spring/Summer Variety 12oz NR 2/12 Pack will be available beginning April 13, 2015.



# Anheuser-Busch Division Seasonal Offerings

## Goose Summer Ale(Goose Island Beer Company)



As summer heats up, this light-bodied session ale with fresh orange aroma is crisp, easy drinking and endlessly refreshing. Brewed with hops from Elk Mountain Farms, Goose Summer Ale will be a staple at backyard BBQs and outdoor adventures for the whole summer. 5% ABV, 35 IBU, Amarillo Hops.

Available April 6, 2015 in 12oz NR 4/6, 1/2 and 1/6 Barrels.



## Goose Island's Summer Variety Packs

Goose Island's summer variety 2/12 packs are back for the summer season with a great new mix. These variety packs are the solution for customers who are thirsty for beer exploration. Summer Variety features Goose IPA, Goose Summer Ale, Ten Hills Pale Ale and Honkers Ale.



Sales begin April 13, 2015.



## Shock Top Lemon Shandy

Shock Top Lemon Shandy will be back and available for  
Sales beginning March 2, 2015.



## SHOCK TOP SPRING/SUMMER SAMPLER PACK

Spiced Banana Wheat will be joined by our flagship Belgian White and our spring/summer seasonal offerings: Honey crisp Apple Wheat and Lemon Shandy. The combination of these four great beers captures the flavors of the season as the weather heats up. The Shock Top Spring/Summer Variety 24/12oz NR Loose will be available beginning March 2, 2015



## Ithaca Cayuga Cruiser (Itahca Beer Company)

Our slightly tart and exceptionally refreshing Berliner–Weisse style ale. Mildly hazy in appearance and light in body, this beer delivers the perfect combination of elements resulting in supreme and satisfying drinkability. Whether you're on a boat or in your backyard, this beer is the quintessential summer refresher. **Cruiser will be available in 24/12oz NR 4/6 and ½ Barrels sometime in March.**



## Ithaca Nut Brown English Brown Ale



The rich mahogany hue of the Nut Brown is the first thing you will notice. You'll find subtle hints of both chocolate and coffee. We delicately blend chocolate and caramel malts with four others to make this flavorful, easy drinking beer. The malt character will appeal to those looking for a moderate dark ale, but the smoothness is what will surprise all. **Available early March 2015.**

## Point Nude Beach (Stevens Point Brewery)

The perfect summer pleasure. Available only during the warm months of summer, this lively and unfiltered wheat ale is well balanced using "au naturel" raw and red wheat then delicately finished with Yakima hops. With a refreshing light flavor, Point Nude Beach is perfect while enjoying summer activities or just hanging out with friends.

Clothing optional.

**Available April 1 in 12oz NR 4/6 and ½**



## Tommyknocker Green Chile Lager

A blend of hot and mild Anaheim chiles infused in a refreshing light lager. A pleasant spicy bite makes for a delicious palette pleaser. 5.3% ABV, 27 IBU.

**Available April 2015 in 24/12oz NR 4/6.**



# Anheuser-Busch Division Seasonal Offerings

## Corona Extra 24/12oz Cans Loose



Available mid-March 2015, Corona Extra 24/12oz Cans Loose. Corona is made with the finest quality blend of filtered water, malted barley, hops, corn and yeast. Corona's smooth taste offers the perfect balance between heavier European imports and lighter domestic beer. 3.6% alcohol by weight, 4.6% alcohol by volume, 0 grams of fat, 148 calories per 12-oz. bottle.

## “Best of Belgium” sampler

The “Best of Belgium” sampler package features Stella Artois, Hoegaarden and Leffe Blonde 11.2 oz. bottles. It's the perfect way to provide beer enthusiasts with a variety of three distinctively different, hand-crafted Belgian beers from a country famous for its beer.

Available now in 24/11.2oz NR 2/12 packs.



## Coors/Diaego/Boston Division Seasonal Offerings

### Angry Orchard (Boston Beer Company)

Light and refreshing with subtle notes of honey

**AVAILABILITY: Mar–Aug 2015 6 Pack Bottles, 12 Pack Bottles, 16oz Cans**



### Sam Adams Honey Queen (Boston Beer Company)

A Braggot, historically a harmonious blend of mead and beer, gained notice during medieval times and dates back as far as the 12th century. The combination of three unique honeys and the complexity of the hops and chamomile in this braggot style beer create a whimsical brew that is floral with a tart sweetness and a much awaited honey finish. Praise to the queen bee and her colony for this refreshing and satisfying brew. **AVAILABILITY: 22oz Bottles and 1/6 BBL's**

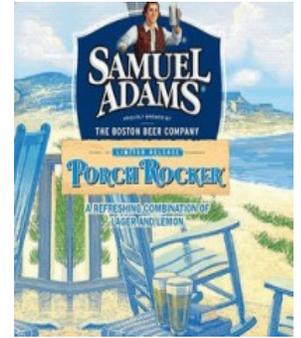




## Samuel Adams Porch Rocker (Boston Beer Company)

Tart & refreshing, this unique summer quencher is our twist on the Bavarian Radler, named for cyclists that originated this drink. Traditionally a mixture of beer and lemonade, for our take we combined the crispness of a golden Helles lager with a blend of lemons to create a fresh squeezed tangy taste perfect for the long yet fleeting days of summer.

**AVAILABILITY:** Seasonal limited release in 12oz NR, 12oz cans and 1/6 BBLs



## Samuel Adams Summer Ale (Boston Beer Company)



Crisp and tangy with refreshing lemon peel and a hint of pepper from rare Grains of Paradise. Golden, hazy, & thirst quenching, this American wheat ale balances bright citrus, Noble hops & spice for a lively brew that's perfect on any summer day.

**AVAILABILITY:** Seasonal (March – July) in 12oz NR, 12oz cans and Draft

## Summer Honey Wheat (Blue Moon Brewing)

Blue Moon® Summer Honey Wheat is crafted with clover honey and orange peel for a refreshing taste that makes the most of sun-soaked days.

Available in 6pk bottles, 12pk bottles, 12pk cans, Draft, and in the Brewmaster's Seasonal Sampler Pack.



## Summer Sample Pack (Blue Moon Brewing)

**Bottle Variety Pack Contains (2 bottles each)**

- Blue Moon Belgian White
- Summer Honey Wheat
- Farmhouse Red
- **Blackberry Tart Ale (Seasonal Limited Release)**
- Cinnamon Horchata Ale
- White IPA (**NEW!**)



**Can Variety Pack Contains (4 cans each)**

- Blue Moon Belgian White
- Summer Honey Wheat
- White IPA (**NEW!**)



# Coors/Diaego/Boston Division Seasonal Offerings



## Coors Light Citrus Radler



Coors Light with a Blend of Natural Citrus Flavors. A Premium Light Seasonal Beer.

- A **Radler** is generally the blending of **beer** with citrus. It can be found in Germany, Austria, England and now the US.
- Liquid is the same as 2014 Summerbrew

**April 1 thru August 31 (while supplies last)**  
**12-oz 12p and 16oz-4pks**

## Shiner Prickly Pear – (Spoetzl Brewery)

This is the third in our Limited Edition Brewer's Pride Craft Brew Series. A combination of Citra and U.S. Golding hops gives this refreshing lager its citrus flavor and floral aroma. The brew's signature tartness comes from the fruit of the prickly pear, a cactus native to our brewery's landscape that's hearty, rugged and unmistakably unique – qualities we surely appreciate. New



**Available: 12oz NR, 12oz Cans, 1/2bbls and 1/4 bbl's**

## Smirnoff Sparkling Variety Pack – (Diageo – Guinness USA)



- Smirnoff Ice® Strawberry Bellini
- Smirnoff Ice® Peach Bellini
- Smirnoff Ice® Sparkling Watermelon Mimosa
- Smirnoff Ice® Sparkling Pink Grapefruit

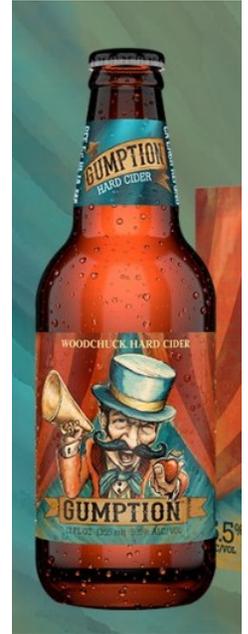
## CRABBIE'S FRUITS: CLOUDY LEMONADE (St. Killian Importing)

**It's Fruitastic – No Ginger**—Crabbie's Cloudy Alcoholic Lemonade (4.8% ABV) is a quenching drink with an aroma of fresh lemons, a zesty lemon taste and a refreshing, tart finish. Cloudy Alcoholic Lemonade is best served ice cold, drank straight out of the bottle.



## Woodchuck GUMPTION!(Vermont Ciders)

Gumption™ will be the newest style of the Woodchuck Family. You could say the name was inspired by the pioneering liquid in the bottle. At the cidery, They had the Gumption to pair the fresh juice of common eating apples with dry European bittersweet cider apples. This refreshing and traditional cider, with no added flavors, will bring you a bold and unique drinking experience that combines both the American craft innovation with the tradition of European cider. Those looking for a cider that is not too sweet and one you can enjoy over and over again, look no further. At 5.5% ABV, Gumption has a fresh apple aroma with a sweet apple taste upfront and a dry finish. **For our final act... this style will be available year-round and nationwide!** Gumption will complement any of your adventures as you follow your own path. Step right up! **Available in 12oz Bottles, 1/2BBL's and 1/6BBL's**



## NOONER® PILSNER(SIERRA NEVADA)

A crisp, hoppy take on the original session beer. Gather your friends, pack the gear, and head out to wherever the day may take you. A midday go-to, Nooner is our take on the classic German-style pilsner—one of the original session beers. Nooner is easy drinking yet packed with the big flavor of spicy and floral whole-cone hops. Its brilliant golden color begs you to take a sip and sink your taste buds into an extremely welcoming beer, full of flavor and balanced by a crisp, dry finish.

**Now Available in 12oz Cans, 12oz Bottles and 1/2 BBLs**

## HOP HUNTER® IPA (SIERRA NEVADA )

Intense wet hop flavor year round. Hop Hunter IPA harnesses the complex flavors of just-picked hops through an all-new method of steam distilling wet hops before they even leave the fields. This revolutionary technique captures and intensifies the natural flavors, creating a unique and intensely aromatic beer. Our custom process gathers pure hop oil which, when combined with traditional whole-cone hops in the brew kettle and in our Hop Torpedo, makes for an incredible IPA experience.

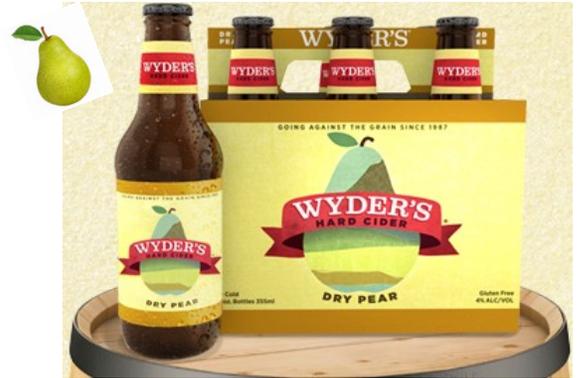
**Now Available 12oz Bottles and 1/2 BBLs**



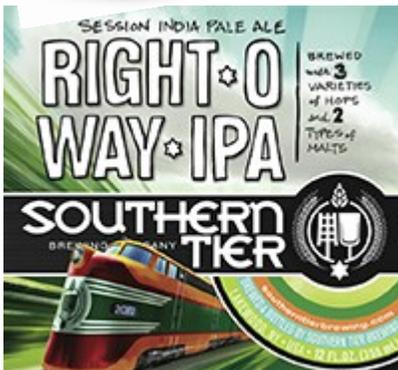
## Wyder's Dry Pear (Vermont Ciders)

This light, crisp cider presents a tangy aroma while offering a distinct pear taste, and ends with a lively mouth feel that tickles the tongue.

**Available: March in 12oz Bottles, 1/2BBL's and 1/6BBL's**



## Right-O-Way IPA (Southern Tier Brewing)

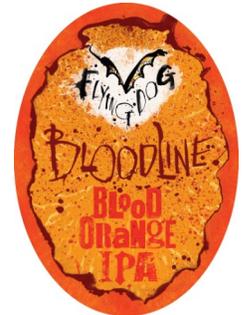


Right-O-Way IPA is brewed as a Session India Pale Ale with citrusy hops and floral aromas. These flavors, with the addition of lightly kilned malts and moderate hop bitterness, make Right-O-Way a refreshing and easy drinking beer. The sessionable 4.6% abv makes this one of the "easier" beers we've ever made. Enjoy it in your favorite glass or straight out of the bottle. Either way, make it Right-O-Way.

**AVAILABILITY: Year-Round (beginning early 2015)**

## Bloodline Blood Orange IPA (Flying Dog Brewery)

Bloodline begins with huge grapefruit on the nose. Then, a delicate balance of citrus sweetness and bitterness. Try it with grilled light proteins, salads with fruity vinaigrettes, and fresh salsa. Originally a small-batch release in the spring of 2013. Bloodline is brewed with blood orange peel and blood orange juice and hits the perfect balance between citrus sweetness and bitterness. **Available in 12oz Nr & 1/2 BBL's**



Coming Soon

## Easy IPA-American Session (Flying Dog Brewery)

Aromas of grapefruit and subtle spice meld into lemon and pine hop notes balanced with crisp cracker malt. Pair this with tailgates, mowing the lawn, and anything else that calls for a light, yet flavorful, beer. Easy IPA is the first beer in our Brewhouse Rarities series of staff-pitched and elected limited releases to become a part of our regular portfolio. **Available in 12oz Nr, 1/2 BBL's, 1/6 BBL's**

## Iron Maiden TROOPER—(Artisanal Imports)

TROOPER takes its name from the Iron Maiden song which is inspired by the famous Charge of the Light Brigade. Being a real ale enthusiast, vocalist Bruce Dickinson has developed a beer which has true depth of character. TROOPER is a Premium British Beer inspired by Iron Maiden and handcrafted at Robinsons brewery. Malt flavours and citric notes from a unique blend of Bobec, Goldings and Cascade hops dominate this deep golden ale with a subtle hint of lemon. **Available in 16.9oz Cans**



## BRUTAL IPA (Rogue Ales)

A non-traditional India Pale Ale with big citrusy, hop flavor and intense hop aroma. Medium-bodied with a vibrant lingering hop-bitterness that is anything but brutal. Enjoy! **Now Available in 12oz bottles**



## BROOKLYN 1/2 ALE (Brooklyn Brewery)

Brooklyn Brewery 1/2 Ale harks back to traditional farmhouse ales, which used to quench the thirst of farmhands and other laborers on hot sunny days. These saisons were complex yet clean, low in alcohol and high in refreshment. Brooklyn Half Ale is an unfiltered, clean, and balanced saison, with a hazy, pale yellow pour. It packs a symphony of citrusy hops over a gentle malt base that clocks in at a pleasantly restrained 3.4% ABV. **Now Available in 12oz bottles**



## Mike's "FLAVORS OF AMERICA" FRIDGE PACK

Mike's Hard Lemonade is a great thirst-quencher! This new 2/12 pk 12oz can variety package consist of the following



- 3 "ALL-AMERICAN" LEMONADE
- 3 "MICHIGAN" BLACK CHERRY
- 3 "GEORGIA" PEACH
- 3 "WASHINGTON" APPLE

**Available all year round**



# Yuengling /Import/Specialy Division Everyday Packages

## Introducing Palm Breeze-Tropical Spritz (Mike's Lemonade)

Palm Breeze sparkling alcohol spritz will be in stores SOON! Pineapple Mandarin Orange and Ruby Red Citrus are light, refreshing and perfect for girl time! RESET YOUR WATCH TO ISLAND TIME AND KICK BACK WITH THE EXOTIC TASTE OF PINEAPPLE & MANDARIN ORANGE.



## Yuengling /Import/Specialy Division Seasonal Offerings

### Mike's 24 Tropical Pack – Back by popular demand



Dive into refreshment with the new, limited-edition Mike's Tropical Party Pack! The variety includes: Mike's Hard Key Lime, Hard Mango, Hard Tropical Fruit and Hard Citrus Berry.

**Availability: limited-edition**



## DREAM MACHINE INNOVATION (Magic Hat Brewing Company)

An India Pale Lager



Now get your Dream Machine fix at festivals, camping, backyard BBQs & more!

**LAUNCH DATE: March 2015**

**AVAILABILITY: 12oz 12pk cans**

**NEW SKU**



## SUMMER SCENE SUMMER VARIETY (Magic Hat Brewing Company)



Summer comes bearing cool sonic gifts. This is the season of sun and heat, festivals and rhythms sweet. Our Seasonal Variety Pack formula is to include #9, Seasonal, a throwback beer from Magic Hat's archive and then an all-new beer that is exclusive to the Variety Pack only! #9–Stealin' Time–Miss Bliss (Rye Ale)– Art Hop Ale (Peppercorn Pils)

**AVAILABILITY: 4/1 – 8/1**



## Stealing Time (Magic Hat Brewing)

Here's your first look at a new summer brew coming from Magic hat. This is Stealin' Time and it is a Summer Wheat beer (brewed with ginger) that will be packaged in 12oz bottles and the beer comes in at 5.5% ABV. Look for a Summer 2015 release.

Style: Wheat Ale ABV: 5.5% Summer: 4/1-8/1

**Availability:** Summer seasonal/variety packs, 12oz bottles



## 4-Way IPA Seasonal Sampler (Sierra Nevada)



**Four Summer** variety pack will be available May-Jul:

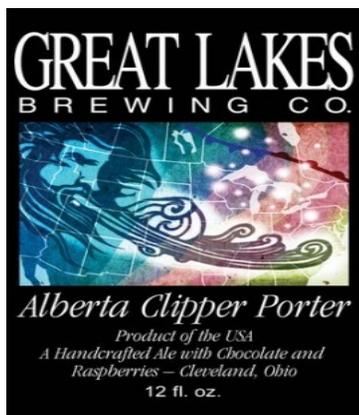
Included in it are Tropical Helles, Pale Ale, Kellerweis, Sorachi Ace Ale.



## SUMMERFEST (SIERRA NEVADA)

Crisp summertime lager.

Since their invention in the 1840s, Pilsener-style beers have become the world's most popular style. With a nod toward the original Czech tradition, Summerfest is brewed to feature the best of Bohemian nature. Crisp, golden, dry and incredibly drinkable, Summerfest has a delicate and complex malt flavor and spicy and floral hop character—the perfect warm weather beer. Available in 12oz Cans, 12oz Bottles, 1/2 BBL, 1/6 BBL



## Alberta Clipper® Porter (Great Lakes Brewing)

Alberta Clipper is brewed with bittersweet chocolate and fermented with fresh raspberries for added flavor and complexity. Bittersweet chocolate and fresh raspberry flavors Alberta Clipper is the perfect treat to celebrate the return of milder weather and kiss those wintry winds goodbye—at least for a little while

**Availability:**

New in package for 2015! Available May (4-Pack, Draft)



## Gemini (Southern Tier Brewing)

At Southern Tier Brewing Company, heavily hopped beers have been our calling card since Unearthly made its debut in 2006. Gemini is a super hopped ale with six varieties of hops blasting flavor and zapping bitterness in every direction.

**AVAILABILITY:** limited releases, year round / 12oz (6pk and 24 bottle cases) / 1/2 keg, 1/6 keg



## HELL OR HIGH WATERMELON WHEAT (21ST AMENDMENT)



Hell or High Watermelon Wheat is our **summer seasonal beer available from April through September in six pack cans and on draft.** We start by brewing a classic American wheat beer, which undergoes a traditional secondary fermentation using fresh watermelon. A straw-colored, refreshing beer with a kiss of watermelon aroma and flavor

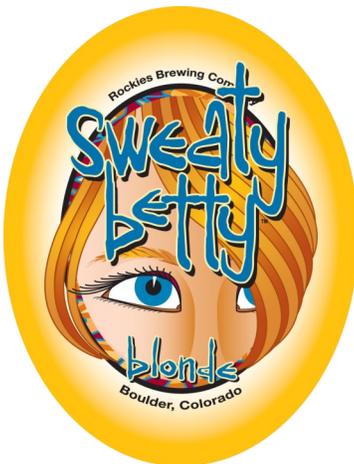
## Summer Ale (Brooklyn)

Brooklyn Summer Ale is a refreshing, flavorful pale ale made to accompany you on all your warm weather adventures. 100% British 2-row barley brings its famed bready flavors, capped off with German and American hops to provide a snappy, clean bitterness and a bright, floral aroma. It's a sunny pale ale, Brooklyn style.

**Availability:** March–July 15.5 gal kegs; 5.2 gal kegs; 24/12oz bottles; 12oz cans



## Sweaty Betty Blonde Wheat Beer (Boulder)



Sweaty Betty Blonde is a refreshing, unfiltered Bavarian-style Hefeweizen. The Weinstephan yeast gives this brew subtle hints of clove and banana with an attractive, hazy blonde color. For the best flavor, rouse any settled yeast by swirling the bottom of the bottle.



**Available in 12oz NR, 1/2 BBLs and 1/6 BBLs**





A SUMMERTIME WEIZEN Yuengling® is proud to offer our Summer Wheat, brewed with a combination of wheat and barley malts, Hallertau hops and authentic Bavarian-style top fermenting yeast to deliver a thick, creamy head with overtones of bannana and clove esters.

**LIMITED AVAILABILITY in bottles & draft**



## Twilight SUMMER ALE

### Deschutes Brewery

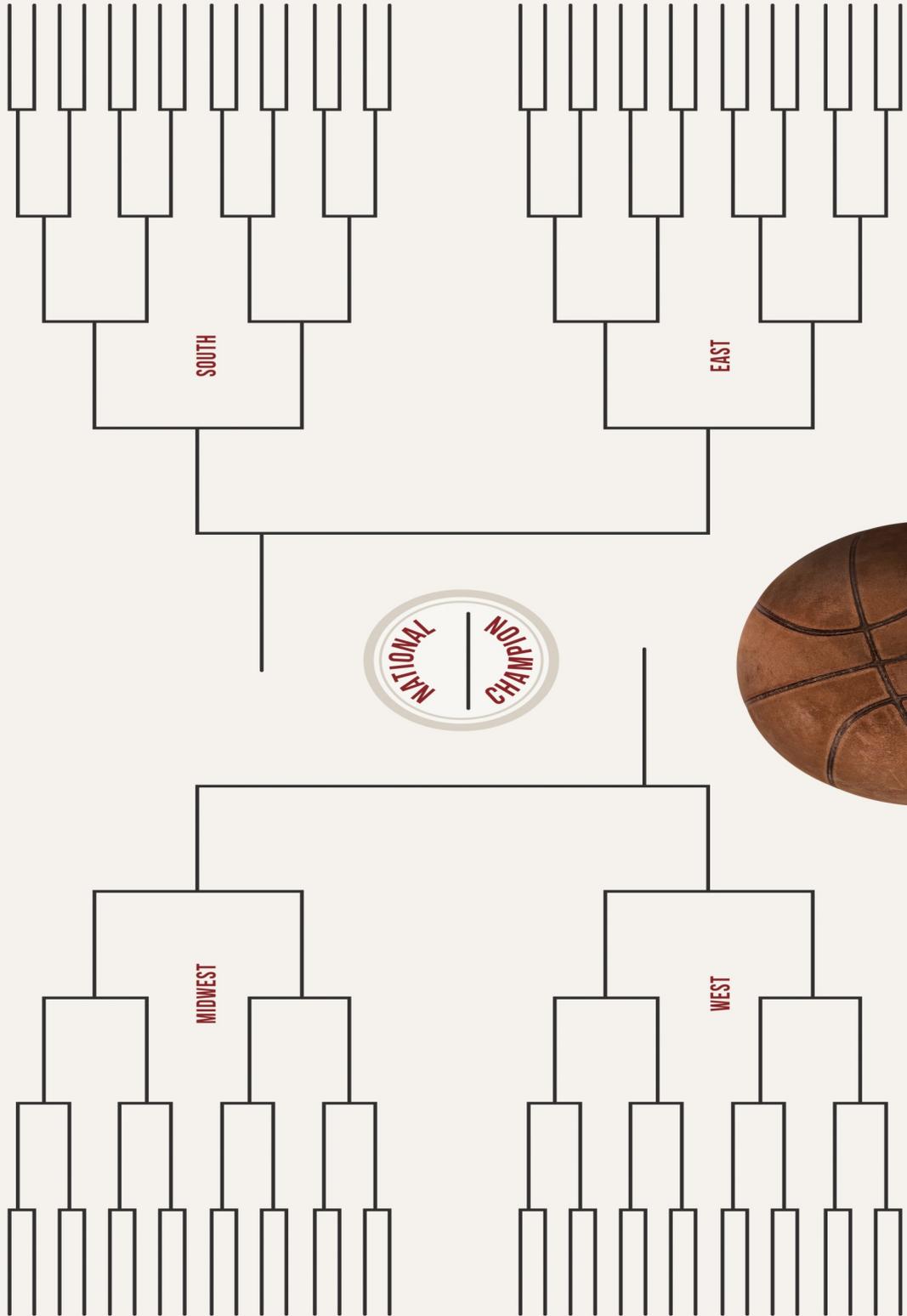
Bend, OR  
ABV 5.0%

This medal winning beer is definitely worth giving a try. It will surprise you with how light and smooth it goes down with just a kick of hops to really satisfy your bitter craving. The beer comes off simple and easy to drink so feel free to share with someone looking to try something new. This summer ale gives a hint of citrus that reminds of my old summer time lemonade stands when I was just a wee little boy. Deschutes Twilight ale is a solid choice for any night you plan to spend on the deck, beach, boat, lawn chair or by the grill. Serve it cold and it is sure to refresh after mowing the yard.



# Yuengling LAGER

SECOND ROUND THIRD ROUND SWEET SIXTEEN ELITE EIGHT FINAL FOUR FINAL FOUR ELITE EIGHT SWEET SIXTEEN THIRD ROUND SECOND ROUND



TECHNOLOGY | ENVIRONMENT | SPORTS | BUSINESS | ENTERTAINMENT

AMERICA'S OLDEST BREWERY

to check out Madness in March Yuengling Specials



What are your plans for St. Patrick's Day? Whether you will be staying in or going out, remember to **Pour Hard** with **America's Stout, Milk Stout Nitro!**

**Tag your photos #AmericasStout**

Cheers!

#### WHAT IS POURING HARD?

Pouring Hard refers to the action of flipping a bottle (of Nitro Beer) completely over when emptying the bottle into a glass. Don't get it? [Check out the video!](#)

#### WHEN SHOULD YOU POUR HARD?

ALWAYS! But only with nitrogenated beers. Nitro beers should always be consumed from a glass so that the special tiny nitro-bubbles can do their magic.

#### WHY SHOULD YOU POUR HARD?

The purpose isn't *just* so you can see the beautiful cascade of bubbles in your glass after the pour, but the mixing action these bubbles perform is what makes a nitro beer special and significantly different than a CO2 beer.



March 1-31st Drink Milk Stout Nitro and get the special UNTAPPED March #AmericasStout Badge! –

See more at: <http://lefthandbrewing.com/st-pats/#sthash.HGITqg4J.dpuf>

# Drink Milk Stout Nitro #AmericasStout

# Beers to Enjoy on St. Patrick's Day



By now you should be dusting off your "Kiss Me I'm Irish" T-shirt and prepping the corned beef and cabbage to celebrate St. Patrick's Day on March 17. Even if your Irish heritage is a bit contrived, no one asks questions as long as you're wearing green. No matter where you might be on St. Patrick's Day, there are brewers across the country celebrating with special beers brewed just for the occasion. Check out below Irish-inspired creations.

## HARP® (Diageo–Guinness USA)–CBD Division

Harp has a sparkling, golden color with a crisp clean flavor enriched by its pleasing aroma. Unlike other beers that use rice and corn fillers, HARP® Lager contains only malted barley. Ireland has a long and rich history of beer making, which up until the 1950s was centered on ales and stouts. After the war the Czech/German pilsner style of lager was becoming very popular around the world, and a group of Irish brewers felt that the Emerald Isle could add something unique to this booming trend



## Guinness Black Lager(Diageo–Guinness USA)–CBD Division

Designed to lure pale beer drinkers over to the dark side, Guinness Black Lager is not a lighter version of the brand's famous stout, but a whole different beer. Instead of stout's creamy thickness and full body, black lager offers the crisp carbonation and light hops of its paler cousins. Yet, it still retains some of the stout's roasted barley character, which gives the lager its dark color and fuller flavor. At just 4.5 percent alcohol by volume, Guinness Black Lager works great as a session beer and adds welcome diversity to the Irish brewery's stout-heavy line-up.

## George Killian's Irish Red (Coors Brewing)–CBD

Killian's Irish Stout carries on that tradition with a full-bodied flavor and a dark brown color that comes from the roasted chocolate malts. It's everything you'd expect from an Irish Stout, without being too bitter or heavy. Very smooth with lingering chocolate roasted sweetness.

Available-in 12oz NR , 1/2bbl's and Cans



# Beers to Enjoy on St. Patrick's Day



## Smithwick's Premium Irish Ale (Diageo-Guinness USA) – CBD Division

A clean, refreshing ale that balances bittering hops and roasted barley for a flavor that mixes a slightly sweet malt with moderate bitterness. The famous amber color comes from the specially roasted barley.

SMITHWICK'S Ale is Ireland's oldest and best selling ale.



Available: 6-Packs, 1/2bbbls and 14.9oz cans

## GUINNESS® DRAUGHT (Diageo-Guinness USA) – CBD Division



Bold roast with a toasty and lightly sweet background followed by hints of coffee, chocolate, and wood smoke. Sweetness from the malt, roastiness from the roasted barley. Announces its intentions as a bold and roasty brew as soon as contact is made. Then, a restrained and rich creaminess provides balance and continues throughout the draw. The initial malt and caramel flavors and the velvety smooth head finish with a dry-roasted bitterness. Overall, light-bodied yet complex and full-flavored. A substantial flavor sensation with a clean finish. Swirling clouds tumble as the storm begins to calm, settle, breathe in the moment, then break through the smooth, light head to the bittersweet reward. Unmistakably GUINNESS® beer, stout, or draught, from the first velvet sip to the last, lingering drop. And every deep-dark satisfying mouthful in between. Pure Beauty. Pure GUINNESS®.

## Irish Red Lager-(Dundee Brewing Company)-YIS Divison

A sheep painted red ... Cruel joke, right? Nope. Farmers in Ireland and Scotland have been painting sheep for ages—makes 'em easier to find. Thankfully, you won't have any problem finding our new Irish Red Lager. Its malty backbone and rich, off-white head—some say it's "cappuccino-like"—are unmistakable. Not to mention that big, beautiful color. Which, unlike the sheep, is 100% natural. (All due respect to the sheep.)

Available: 12oz NR 4/6





Cocktails  
BY THE  
**TRAVELER**  
BEER CO.®



### RANDY SHANDY

A few cucumber slices, muddled  
1.5oz gin  
.75oz St. Germain  
.25oz lime juice  
Shake  
Tumble in with Curious Traveler  
Serve in pint glass  
Garnish with cucumber



### GINGER SHANDY

1.5oz citrus vodka  
.75oz lemon juice  
Shake  
Strain into pint glass filled with ice  
Equal parts ginger beer and Curious Traveler  
Garnish with lemon  
(Use ginger candy if available)  
For added delight & more year-round color, throw in a splash of red wine



### MINTY STACHE

Combine 8 mint leaves and  
.5oz simple syrup  
Muddle  
Strain over half cup ice in pint glass  
Add 2oz whiskey  
Pour in Curious Traveler  
Tumble



### MOTHER PUCKER

2oz ruby red vodka  
.5oz simple syrup  
.5oz lime juice  
.5oz triple sec  
Shake  
Strain over half cup ice in a pint glass  
Add Illusive Traveler  
Tumble  
Garnish with grapefruit or orange slice



### SO CURIOUS

1.5oz Southern Comfort  
Pour into a pint glass over ice  
Fill to the top with Curious Traveler  
Tumble



BEER CO.®

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## ORANGE ORCHARD™



- 1oz vodka
- 1oz butterscotch schnapps
- 1oz orange liqueur
- Fill with Angry Orchard

## BLUE ORCHARD



- 1oz blueberry schnapps
- 1oz blue curacao
- Fill with Angry Orchard

## WINTER ORCHARD



- 1/2 glass Angry Orchard
- 1/2 glass Samuel Adams® Winter Lager

## ORCHARD FEST



- 1/2 glass Angry Orchard
- 1/2 glass Samuel Adams® Octoberfest

## GOLDEN ORCHARD



- 1oz calvados
- .5oz cinnamon schnapps
- Fill with Angry Orchard

## FORBIDDEN ORCHARD



- 1oz Applejack brandy
- 1oz pomegranate juice
- Dash of bitters
- Fill with Angry Orchard

## ANGRY BERRY



- 1oz red berry vodka
- 1/2 glass lemon-lime soda
- 1/2 glass Angry Orchard

## ANGRY LEMON™



- 1/2 glass Angry Orchard
- 1/2 glass Samuel Adams® Summer Ale

## ADAMS APPLE™



- 1/2 glass Angry Orchard
- 1/2 glass Samuel Adams Boston Lager™

## ANGRY APPLES - 2



- 1.5oz pineapple vodka
- Squeeze of lime
- Fill with Angry Orchard Apple Ginger

## ANGRY SUNSET



- Fill with Angry Orchard
- Splash of cranberry juice
- 1.5oz peach schnapps
- Serve over ice

# Brewery News and Happenings



**GREAT LAKES**  
BREWING CO.  
**GREEN TOUR 2015**

We're doing our small part in spreading good vibes not just on Earth Day, but all month long. Find your city's official service event and sign up to lend a hand at [GLBCEarthDay.com](http://GLBCEarthDay.com)

- 4|5 WASHINGTON D.C.
- 4|8 CHICAGO, IL
- 4|12 DETROIT, MI
- 4|12 MINNEAPOLIS, MN
- 4|19 RALEIGH, NC
- 4|19 CENTRAL NJ
- 4|19 ROCHESTER, NY
- 4|19 CINCINNATI, OH
- 4|22 CLEVELAND, OH
- 4|26 COLUMBUS, OH
- 4|27 SANDUSKY, OH
- 4|28 TOLEDO, OH
- 5|1 YOUNGSTOWN, OH
- 5|3 PHILADELPHIA, PA

Goodwill.  
Good Vibes.  
Great Lakes.

[GLBCEarthDay.com](http://GLBCEarthDay.com)

The Spring Variety Pack will be released in tandem with GLBC's "Green Tour" (formerly the Earth Day Tour) in April 2015. To activate the Green Tour, \$1.00 from every Spring Variety Case sold will be split evenly among the Tour's non-profit organization partners.



In addition, "plantable" 4 and 6 pack neck hangers will be utilized to promote the Green Tour throughout the April/early May program period.

## SPRING VARIETY PACK April 2015



**Mike's Hard/Boot Campaign Partnership:** Mike's Lemonade has a great program with the Boot Campaign to support our Mike's Hard Fridge Packs, and mike's is planning to contribute \$0.25/cs for the first 500K cases depleted this year. Let's support this great charitable organization by putting cases of mike's on the floor!



Hello Bucco Fans!

Opening day is only **40 Days Away!** Labatt's is proud sponsor of the Pittsburgh Pirates.

## YOU CAN COME TO BEER CAMP!

*Enter to win the ultimate brewing experience and spend two days in our brewery making beer with our brewers.*



ENTER TO WIN

### How, You Ask?

GRAB YOUR CAMERA, SNAG YOUR CELL PHONE, PUSH RECORD, AND SEND US YOUR MINI MASTER-PIECE TO WIN YOUR CHANCE TO COME TO BEER CAMP.

1

Create a 2-Minute Video

Show the world why you need to go to Beer Camp by submitting your video.

2

Vote

View video submissions & vote for your favorites.

3

Go To Camp

The top 24 video submissions will win a trip to Sierra Nevada Beer Camp.

HAVE ANY QUESTIONS ABOUT HOW ENTRIES ARE JUDGED, WHEN THE DEADLINE IS? JUST CHECK OUT THE [FAQS](#).

### When does the actual Beer Camp take place, if I win?

Beer Camps for the contest winners will take place June 17–19, 2015 in Chico and July 29–31, 2015 in Mills River, NC. Winners will be sent an invitation to either the Chico or Mills River Beer Camp based on geographic location.

### Where is Sierra Nevada Brewing Co. located?

Beautiful Chico, CA, approximately 120 miles NE of Sacramento and Mills River, NC, approximately 20 miles from Asheville.

### What's the weather like in Chico or Mills River?

Weather in California and North Carolina is difficult to predict, but the summer is typically hot and sunny.

### Where would I stay?

If you win the Beer Camp contest there are several nice hotel options near both breweries. You won't have to sleep out in the street, we promise.

### Who is the camp director?

All campers are in the capable hands of expert Beer Camp Counselors. You will meet many folks here from many departments, but our Beer Camp counselors will be your guides for the duration of your stay.

## Blue Moon Brewing Company celebrate the 20th Anniversary



The Blue Moon Brewing Company campaign is being boosted by adding two additional weeks of television, for a total of five straight weeks of television feeding into the April. New Blue Moon ads, will appear during high-profile shows, like the “The Walking Dead” on AMC. The television campaign is supplemented by a significant digital and mobile campaign, as well as print geared toward beer enthusiasts. This incremental support will go a long way as they launch Blue Moon White IPA in April and celebrate the 20th Anniversary year of the largest craft beer in America!

*“Where will  
your  
Sam  
Summer  
take you?”*

### SAMUEL ADAMS® SUMMER ALE BUCKET LIST

We’re celebrating summer with our drinkers all over the country and giving away the trip of a lifetime in the process. The Summer Ale Bucket List game returns for another year and everyone who comes out to join us can enter to win a whirlwind trip that’s sure to make for an unforgettable summer.



### Twisted Tea Make 2015 Debut at Daytona 500



*“Twisted  
Tea was the  
primary  
sponsor for  
the Daytona  
500!”*

Ladies & Gentleman, Start your engines...with Richard Petty Motorsports  
The Daytona 500 was the debut race with new driver, Sam Hornish, JR.

## Guinness & Co. Raise A Glass



Diageo – Guinness USA continues its quest to support local firefighters across the country by trying to raise \$1 million by St. Patrick's Day 2015. In year three of its partnership with The Leary Firefighters Foundation (LFF), the Guinness brand ups the ante with its fundraising initiative by releasing a series of limited-edition, firefighter inspired t-shirts, one of which is designed in collaboration with country music superstar Brad Paisley, as a tribute to firefighters everywhere.

The Guinness St. Patrick's Day initiative is to inspire bolder choices and celebrate those of great character and heroism who want to be and do more – qualities firefighters showcase each and every day. Throughout this year's initiative, Guinness has also been raising a pint responsibly with local community events in honor of those who make great contributions to their communities – such as community leaders, military personnel, EMS workers, and of course, firefighters.

From now until St. Patrick's Day, t-shirts will be available for a \$20 donation amount through more than 1,700 in-bar events held across the country and at [GuinnessGivesBack.com](http://GuinnessGivesBack.com) – the online hub for all philanthropic efforts surrounding the Guinness brand's commitment to local firefighters. All net proceeds raised will go towards The LFF to provide the much needed funding and resources for fire departments nationwide to receive equipment, technology and training necessary for the continued health and well-being of firefighters.



*From now  
until St.  
Patrick's Day,  
t-shirts will be  
available for  
a \$20 donation*

happy st.patricks day



**Frank B. Fuhrer Wholesale  
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Pittsburgh, PA. 15203

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*INTEGRITY, FAIRNESS AND  
CONSISTENCY  
IN THE BEER WHOLESAL  
INDUSTRY*

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## MIKES HARDER COUPON MIR TEARPAD \$5 OF 2 OR MORE 8OZ 12PKS 1=1

### OFFER DETAILS:

Save \$5 via mail when you purchase 2 or more harder 8oz 12pks.

DIMENSIONS: 5" x 3", POST-IT STYLE

PACK OUT: PK/1 PAD (1 pad - 25 sheets)

### DATES VALID:

8/1/15 THRU 10/31/15

