



# NOVEMBER AND DECEMBER NEWSLETTER

Frank B. Fuhrer Wholesale Company

Issue 5

October 31, 2014

## CHOCOLATE STOUTS TAKE THE CAKE THIS WINTER

Fusing two of our favorite flavor worlds into one. Chocolate stouts marry the richness of a dark beer with the bitter sweetness of dark chocolate. But chocolate doesn't always act alone in these brews, with many chocolate stouts incorporating complementary flavors, such as cinnamon, coffee and even pasilla peppers. Here are some we're popping open this winter, including one with a surprisingly chocolaty character, given that it doesn't actually include chocolate as an ingredient.



### Special points of interest:

- *Chocolate Beers*
- *Seasonal Offerings*
- *Limited Editions*
- *Seasonal Variety Pack Selection*



### Brooklyn Black Chocolate Stout

10% ABV,  
New York

This seasonal favorite magically morphs a trio of malts and domestic hops into a decadent bottle of rich, chocolaty deliciousness—

Without actually adding chocolate to the mash. Supremely silky and smooth with notes of bittersweet chocolate, espresso and toast, it has a lactic acid brightness and a warming.



### Rogue Chocolate Stout

Ebony in color with a rich creamy head. An earthy flavor of oats and hops that gives way to a rich chocolate truffle finish. 11 INGREDIENTS: 2-Row, C120, Chocolate & Rogue Farms Dare™ and Risk™ Malts; Rogue Farms Rebel™ Hops; Rolled Oats, Roasted Barley, Chocolate; Free Range Coastal Water and Pacman Yeast



### Inside this issue:

Seasonal Offerings

Craft Beer

12 Beers of Christmas

Jim's Tasting Room

Mike's Gluten Seal

Holiday Schedule



## Southern Tier Choklat Stout

ABV: 10.0%

Choklat delivers a solid chocolate stout taste with hints of vanilla on the front and finish. The killer feature of this beer is the alcohol content. At 10%, you don't notice the strength until you realize how well it balances the chocolate. The higher alcohol in this stout helps to balance the intense chocolate aroma and taste, giving a good all around.



## Samuel Smith's Organic Chocolate Stout

5 % ABV, England

This dark-roasted malt and chocolate brew from famed British brewer Samuel Smith hit U.S. shores this past fall, and it couldn't have happened soon enough. A top pick among all the chocolate Stouts sampled, this certified organic Stout is packed with notes of fudgy chocolate and vanilla. It's pure chocolaty goodness, through and through.



## Young's Double Chocolate Stout

5.2% ABV, England

Black and bubbly with a creamy, pillow-puffed cap, this cocoa scented stout is as decadent as it gets with flavors of roasted malts, dried fruits and lots of chocolate. More bitter than sweet, its subtle Sweep of hops Brushes against the palate on the finish.



## Sweet Baby Jesus 6.5% abv

First brewed in 2011, this Chocolate Peanut Butter Porter is jet black in color with a tan, rocky head, full body and creamy, luxurious mouthfeel. Its lightly sweet, malty flavor is accented by rich flavors of chocolate, coffee and peanut butter, and balanced by a subtle hop character and moderate 6.5% abv. Sweet Baby Jesus finishes smooth, dry, and roasty with lingering notes of chocolate and peanut butter so savory, you will exclaim its name!





Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

# SEASONAL OFFERINGS

## SAMUEL ADAMS MERRY MAKER



Beginning to ship in late October this Gingerbread Stout is lively and festive with a devilish streak. This rich dark brew entices with the aromas of the holidays, hinting at the merriment and spices within. The flavor of gingerbread comes alive beginning with the smooth sweetness and heartiness of dark roasted malts and a touch of wheat. But it's the intensity and spices of cinnamon, clove, nutmeg, and ginger that add a wicked kick for a jolly playful brew full of merry mischief.



8.5% ABV, 25 IBUs, 35 SRM Available in 22oz NR and Draft

Stout

### Blue Moon

## GINGERBREAD SPICED ALE - LIMITED WINTER RELEASE

For Blue Moon's "Craft the New Moon" contest in 2012, fans on social media suggested ingredients for a new limited winter release that would fit the season. Blue Moon brewers shared the top three beers at tasting events and invited fans to vote for their favorite. Gingerbread Spiced Ale was the winner. With tastes of ginger, cinnamon and molasses, it's certainly no surprise why. For the first time, Gingerbread Spiced Ale will be available on draft with a retail start of Nov. 1.

Gingerbread Spiced Ale will replace Mountain Abbey Ale on draft, while both winter beers will be available in Blue Moon winter variety packs



Limited release Available in draft



### Blue Moon

## MOUNTAIN ABBEY ALE



Leave the Hustle and Bustle at the

It's no secret that it gets pretty cold in the brewery's history, their create a beer that would do the trick Today, we craft our winter wonder dark. Belgian candi sugar for rich

It's perfect on those winter days when you're stuck inside.



Door.

in Colorado. So early on brewmasters wanted to on a snowy winter day. with roasted malts and caramel and toffee notes.

Available in 12-oz. bottles, 6-pack, 12-pack, Draft



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.



### Sam Adams Boston Lager

Our original beer is full-flavored with a balance of malty sweetness contrasted by hop spiciness and a smooth finish.



### Sam Adams Winter Lager

This hearty wheat lager is subtly spiced with fresh ground cinnamon, ginger, and orange peel.



### Sam Adams Old Fezziwig Ale

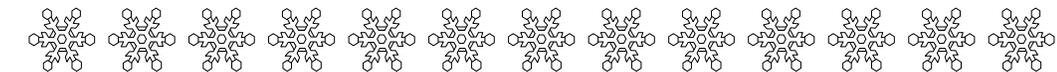
**(only available in VP)** – This ale is bursting with flavors of the season from traditional holiday spices to sweet toffee and caramel malt notes.

*4 bottles per 24pk*



### Sam Adams White Christmas

This white ale lightens up the holiday with a slight citrus note complemented by a blend of cinnamon and nutmeg.



### Sam Adams Chocolate Bock

**(only available in VP)** – This smooth, rich, and dark bock is a delicious treat with the robust flavor and creamy texture of chocolate.





Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

# SEASONAL OFFERINGS



## WINTER WARMER

Harpoon Winter Warmer was the first seasonal beer Harpoon brewed and, as a matter of fact, it was one of the first seasonal beers in the country. To this day, they still look forward to the first Winter Warmer bottling of the season as a sign of the approaching holidays. From the label to the aroma to the flavor, it all reminds them of family get-togethers, and the beers that help make the holidays so festive. Cinnamon and nutmeg dominate the



aroma. The taste is a rich combination of the holiday spices and the hearty malt backbone. There is a mild sweetness to the finish along with the lingering flavor of the spices. **Bottle 6-packs, 12-packs, cases Draft Widely Available from November-January**



## SIERRA NEVADA CELEBRATION® ALE



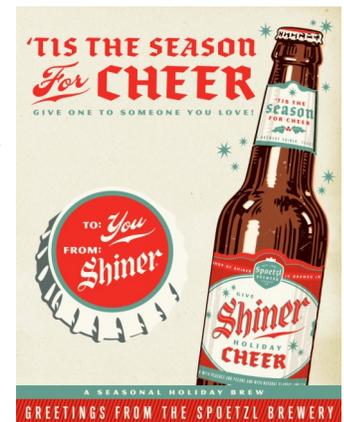
**Festive fresh hop holiday fun.** First brewed in 1981, Celebration Ale is one of the earliest examples of an American -style IPA and one of the few hop-forward holiday beers. Famous for its intense citrus and pine aromas, Celebration is bold and intense, featuring Cascade, Centennial and Chinook hops—honoring everything they have at Sierra Nevada.

Available in 12oz Nr and Draft



## SHINER HOLIDAY CHEER

The beer pours to a bright mahogany color with a thick, creamy head formation and a soft malty, very fruity nose. The palate is crisp from the wheat and has some lightly chocolaty, toasty nutty malt going on like a good dunkelweizen should, although the clove and banana from the yeast is lacking. That might make sense here, though, since it might detract from the subtle pecan nuttiness and more pronounced peach fruit flavors. Those make this beer a lot of fun and add some bright holiday cheer, almost like a slice of holiday fruitcake in a glass.



# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.



## NEW MIKE'S HARDER FIREBOMB CINNAMON SPIKE APPLE ALE

Cinnamon spiked apple ale ... set your taste buds on fire!  
Mike's Harder is passionate about making things better, harder and more intensely flavorful which is why Mike's held a competition, asking creative minds to design and name their new cinnamon ale for a chance to win. The winning designs are emblazoned on limited edition cans of Mike's Harder Apple Firebomb across the U.S. this fall!  
ABV: 8%

Package: 16 oz. cans only Availability: November



## NEW TWISTED TEA FROSTED CHERRY!

Twisted Tea Black Cherry is now Twisted Tea Frosted Cherry!  
The new name and updated packaging connote seasonality.  
Frosted Cherry will be available for the fall/winter season.



## ANGRY ORCHARD CINNFUL APPLE

Crisp and refreshing with a spicy twist. The flavor is balanced with cinnamon spice, slight heat.-5% Alcohol by Volume-Gluten

Available in 6-packs & 12pks



sweet, slightly tart apple adding hints of cocoa and a Free.

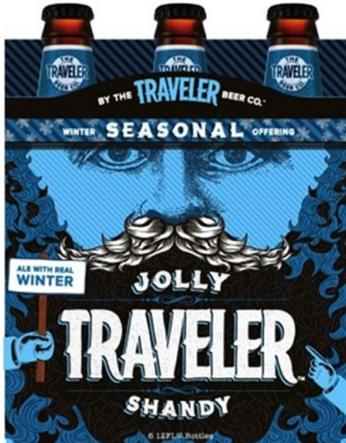


# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

## JOLLY TRAVELER



### A TRUE HOLIDAY SHANDY

Wheat ale brewed with cinnamon, orange zest and pomegranate

The beer will be “holiday” in the aroma but remain as drinkable as all of our shandy’s.

Traveler has extended the season on shandy with Jack-O-Traveler We’ll do it AGAIN with Jolly Traveler.

**This shandy will be packaged in 12oz bottles and come in at 4.4% ABV  
NOVEMBER 1 – DECEMBER 31st.**

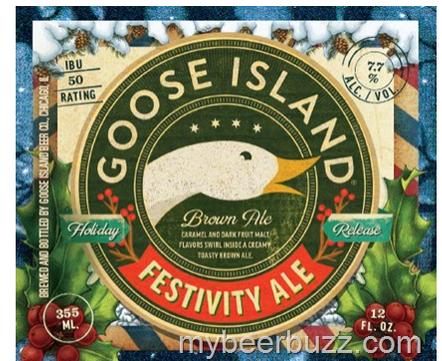


## GOOSE ISLAND FESTIVITY ALE



Goose Island Festivity Ale: Every year we brew a brown ale to celebrate the holidays. To make each year’s special, we alter the recipe. This year we wrapped caramel and dark fruit malt flavors inside a creamy toasty brown ale. May your holidays be filled with Festivity. ABV 7.7%, IBU 50.

**Goose Island Festivity Ale will be available beginning November 3, 2014 in 12oz NR 4/6 and half barrels.**



## ITHACA EMBRR – RYE PORTER



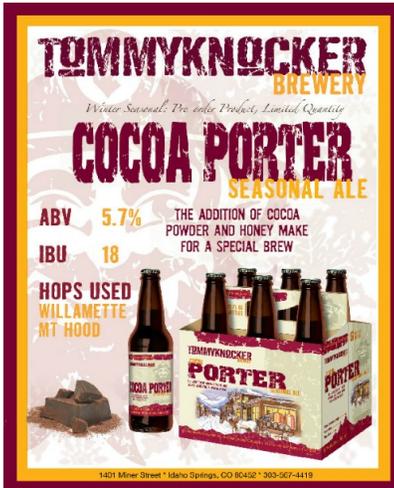
A cold weather game changer of a beer. Embr is every bit as rich and tasty as its sonorous name suggests. A true wake-up call if you haven’t started packing away your summer whites yet. Embr (not a typo!) is brewed with a hefty portion of rye and flaked rye to give this smooth porter a rich chocolaty body and hint of spice. Embr is brewed with 2-row, Chocolate, Rye, Flaked Rye, Crystal, Roasted Barley, and Sybilla hops. ABV 6.6%. Available in 12oz NR 4/6, half and sixth barrels.

# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

## TOMMYKNOCKER COCOA PORTER SEASONAL



Tommyknocker Cocoa Porter Seasonal Ale is an uncommonly smooth traditional dark brown ale with a multitude of complex light chocolate and coffee flavors. A light addition of domestic Perle and Willimette hops balances the complexity of this beer. The addition of pure cocoa powder and Colorado honey enhances the roasted malt used in this special winter ale. The overall balance of this beer makes it a very drinkable session porter. ABV 5.7%, 18 IBU.

Tommyknocker Cocoa Porter will be available in 12oz NR 4/6 and half barrels.



## Omission

### LAGER



Omission Lager is a refreshing and crisp beer, brewed in the traditional lager style. Perfect for a variety of beer drinking occasions, Omission Lager's aromatic hop profile offers a unique, easy-drinking beer for those looking for a lighter and approachable beer style. ABV 4.6 % IBU 20.



## BUD LT LIME CRAN-BRRR-RITA



Just in time for the holidays, Bud Light Lime Cran-brrr-rita is back. Bud Light Lime Cran-brrr-rita combines the delicious flavor of a cranberry margarita with a refreshing twist of Bud Light Lime.

Available in 8oz Can 2/12 beginning November 3, 2014



# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

## BRECKENRIDGE AVALANCHE ALE

Slides down easy.

That's what makes our Avalanche amber ale such a treat. We blend pale and caramel malts — and just a kiss of bittering hops — to create a refreshing-but-flavorful, anytime beer.



## FADE TO BLACK, VOL. 1



FOREIGN EXPORT STOUT 2013 & 2010 Gold Medal Winner at the Great American Beer Festival in the Foreign Stout category.

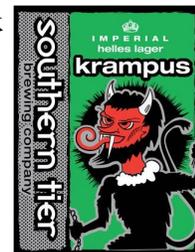
**That time of year when the day seems to fade away.** Drifting further into the darkness with each passing day. Volume 1 – Foreign Stout – Pours black with licorice, espresso bean, molasses, and black cardamom notes that give way to a feeling of self loathing, burnt opportunities and smoked relationships.

Available in 12oz NR 4/6 and 1/2 BBLs



## SOUTHERN TIER KRAMPUS

This Imperial Helles Lager will warm even the darkest hearts. Dark malts and aromatic hops create the diabolical spirit of this brew. It is finished with lager yeast and aged cold for no less than 30 days. This season, replace the cookies with a bottle of Krampus. Merry Kramp-mas to all, and to all a good pint!



Holiday Seasonal ,November release/22oz NR/ 1/6BBLs



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

# SEASONAL OFFERINGS

## ZWARTE PIET'S CHRISTMAS



Brewed with ginger, cloves and bitter orange peel, this Belgian-style brown ale is a little sweet up front. You should notice some toffee, a touch of caramel, a hint of raisin and a slight little touch of chocolate wrapped throughout that initial sweetness. The infused ginger should be apparent, but not overwhelming, from the beginning as well, and that will fade into the slightly more pronounced flavor of cloves. The hops were kept low to allow the bitter orange peel and cloves handle the very light bitter finish. The same yeast used in our Trippel is featured in this ale to add its own light clovy essence to the party.

**Available in draft only**

## HARPOON UFO GINGERLAND

This year, we are also very pleased to announce the debut of UFO Gingerland. Following on the heels of the amazingly successful introduction of UFO Big Squeeze Shandy and the strong track record of UFO Pumpkin, we are pleased to announce our newest UFO Seasonal: UFO Gingerland. Inspired by the classic story of the gingerbread man and the warm flavors and aromas of gingerbread, this spiced wheat beer pairs perfectly with the true season and flavors of winter.

**Available 12oz NR 4/6 and draft.**



## NORTH COAST BREWING COMPANY WINTERTIME ALE



Wintertime Ale is creamy smooth after the style made famous in the north of England. It's toasty with hints of cherry and black currant. Wintertime Ale is brewed according to tradition with high dried and brown malt, and lightly finished with the Noble hops Tettnang and Hallertau. The result is a very drinkable beer that can be enjoyed for an entire evening.

**Limit Seasonal available in 12oz NR and Draft**



# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

## PENN ST. NIKOLAUS BOCK



Deep mahogany in color and lush with malty notes of chocolate, toffee, and caramel, all balanced with a warm roasted malt character. This beer is perfect with cookies after creeping quietly down the chimney

Availability: 12oz Bottle Twelve Pack ,12 oz Bottle 6-pack ,1/2 Bbl 1/4Bbl ,1/6Bbl



## PENN NUT ROLL ALE

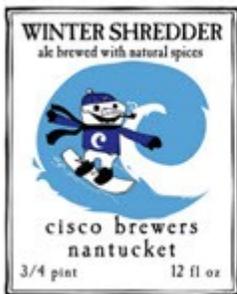
This ale is defined by the aroma of cinnamon and vanilla, has sweet malty middle, a wonderful nutty character and dry finish. Reminiscent of the nut rolls grandma used to make!



Availability: 12oz Bottle Twelve Pack ,12 oz Bottle 6-pack ,1/2 Bbl 1/4Bbl ,1/6Bbl



## WINTER SHREDDER-CISCO BREWERS



Shredder pours a deep mahogany color with ruby-reddish hues. A frothy, tan-colored head sticks to the glass after each sip. On the nose, notes of chocolate, orange, cinnamon and clove all fight to get noticed by your olfactory. Dark fruits, toasted malt and roast dominate the flavor profile while more subtle flavors of chocolate, nutmeg and caramel dance on your palate. And while a slightly dry, alcohol flavor lingers for a bit, overall Winter Shredder is one fine winter drink.

Available in 12oz NR Bottles and draft.

# SEASONAL OFFERINGS



## GREAT LAKES CHRISTMAS ALE



Style Origin: The tradition of holiday brews has its origins in the Middle Ages when spices were commonly used instead of hops to add flavor and medicinal qualities to beer. The style re-emerged in the early 1900s in the northern countries of Western Europe when local brewers began creating specialty holiday brews for their favored patrons. Today, most breweries make their holiday beers darker and more potent and often add spices like ginger and cinnamon for a more pronounced holiday flavor.

**Available starting October 27th in 12oz NR and Draft**

## SOUTHERN TIER 2XMAS IS BACK!

2XMAS combines traditional brewing ingredients with figs, orange peels, cardamon, cinnamon, clove & ginger root. It pours a dark ruby red with a light carbonation. Aromas greet your nose with notes of spice cake, dried fruit and a mulled wine. Delish! Flavor notes are balanced with sweet malt and a hint of hop bitterness in a medium-bodied beer. Southern Tier introduced 2XMAS last year to rave reviews! It was extremely well received and hard to come by. This year we have it back again! Limited Availability – if you missed out last year, Get It Soon! **This Won't Last Long!**



## WOODCHUCK WINTER CHILL



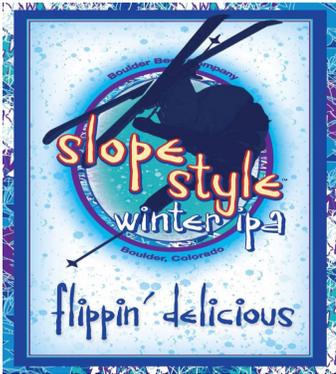
The chill of winter sends some running for the mountains, while others prefer to stay cozy in the comfort of the great indoors. Whichever way you enjoy winter, this cider is built to get you through. Aged in premium French and traditional american oak, Winter Chill brings a rich depth of apple flavor with hints of vanilla and Oak throughout.

**Available in 12oz NR 4/6, half and sixth barrels.**



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

# OUT WITH THE OLD IN WITH THE NEW



## INTRODUCING SLOPE STYLE WINTER IPA!

So you're into full-bodied red ales with a big, piney hop kicker at the finish? We like your style! Whatever your altitude you can drink-in Colorado with Slope Style Winter IPA. Red in color with a perfect blend of five quality malts and a blast of Horizon hops, Slope Style is a hearty, cold weather IPA that's off the rails!



Replacing Boulder Never Summer. Look for Slope Style in bottles and draught.



## INTRODUCING LONG TRAIL SICK DAY!

The snow dance worked! Emails can wait. Invoke the powder clause and have a "sick day." An unfiltered IPA built for winter's deepest days, "Sick Day" IPA is knee-deep in piney, spicy hop flavors and nicely balanced by a warming, toasty malt presence that'll warm your soul after a day in the snow. Grab your gear and call out, because some days are too good to miss. Enjoy a "Sick Day" this winter.



Replacing Long Trail Hibernator  
Available in 12oz, 1/2 BBL, and 1/6BBLs

# FLYING DOG REINVENTS DOGGIE STYLE CLASSIC PALE



## FLYING DOG DOGGIE STYLE IS NOW FLYING DOG PALE ALE



For their latest dose of unconventional craft brewing, Flying Dog has changed the recipe of one of their flagship beers, Doggie Style Classic Pale Ale. There is a natural evolution of craft beer styles and of the palates of craft beer drinkers that we've all seen as the industry continues to grow. That, combined with new hop varieties available to us, sparked an internal desire to allow Doggie Style to also evolve. Here's what they changed specifically: Dialed back the caramel malt by 40% Increased the whirlpool addition of Cascade hops from 8.5 to 20 pounds.



# SEASONAL OFFERINGS



Please ask your sales representative for a full list of the Seasonal beer selections and for availability.

## SAMUEL SMITH'S WINTER WELCOME (25TH ANNIVERSARY RELEASE!)

### America's first imported winter seasonal beer

is still the benchmark: deep honey gold; full body and wonderful malty richness; soft floral finish plus fruity notes from fermentation in open-topped stone vessels. (Yes, stone: "Yorkshire Squares" made of slate.) Inviting, elegant, and satisfying!

**Product Sizes and Quantities** 18.7 ounce (550 ml) "Victorian Pint" bottles / 12 per case  
12 ounce (355 ml) bottles / 6 - 4 packs per case



Winter Welcome Ale has a collectable label.

The picture in the middle of the label changes every year

## GUINNESS 1759-LIMITED EDITION



Guinness Master Brewers release small-batch brews to share the history of beer reimagined through modern expressions of Guinness. In this first release, Guinness pays homage to the shared beginnings of beer and whiskey, by incorporating peated whiskey malt into the mash or grain recipe of the brew. This 100% malt construction of this imported brew includes peated whiskey malt and imparts a subtle sweet character and vibrant depth to his noble brew. Butterscotch aroma provides a first impression, followed by mellow hop notes and crisp earthy flavor and hints of smoke that are reminiscent of whiskey. At 9% ABV, this specialty brew is complex yet approachable and like wine, is easily paired with a meal.

**This limited edition, imported brew sits squarely in Luxury Beer segment.**  
Sizes: 750ml (6 units per case) Launch Date – November 2014



Sometimes, the best gift is plain and simply a case of beer. We offer a wide variety of craft, imported and domestic beers.



## SEASONAL VARIETY PACKS FOR 2014



### SEASONAL PACK: SMIRNOFF ICE® CELEBRATION PACK

In honor of Smirnoff's 150<sup>th</sup> Anniversary, SMIRNOFF ICE® is introducing a New Celebration

- 12 Pack featuring the limited edition Moscow Mule
- Smirnoff Ice® Original (Flagship)
- Smirnoff Ice® Peach Bellini
- Smirnoff Ice® Sparkling Watermelon Mimosa
- NEW!** Smirnoff Ice® Moscow Mule



Ship October 1<sup>st</sup>. On shelf Oct through March.

### INTRODUCING: THE AMAZING ALES PACK



This pack consists of four of the best ales in the world – Two of these are limited editions available for purchase in this pack



**Guinness Generous Ale**  
*Beautiful aromas of roasting pumpkins and crackling tinder*

**Guinness Draught**  
*The original nitro. No.1 selling sku for Guinness in off premise*

**Smithwick's Winter Spirit**  
*Richer, Deeper flavors in a nutty balanced ale*

**Kilkenny Cream Ale**  
*A sharp edge of sourdough flavor with smooth, dry finish*

### LONG TRAIL WINTER VARIETY PACK

While three of the brews in Vermont's Long Trail Brewing Co.'s winter survival pack are usually available year round, the brewing company makes beers that are awesome for parties. This Seasonal sampler will include Long Trail Ale, Sick Day IPA, Double Bag & Long Trail India Pale Ale.



Now available at your local Distributor



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## SEASONAL VARIETY PACKS FOR 2014

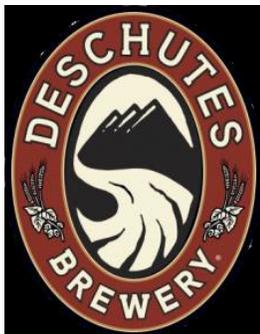


# GOOSE ISLAND VARIETY PACK

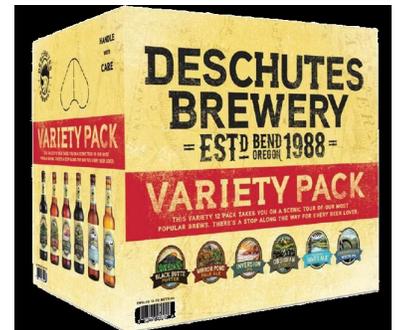
Goose Island Variety Pack 12oz NR 2/12 will be available December 1<sup>st</sup>. Each twelve-pack will include India Pale Ale, Honkers Ale, Ten Hills Pale Ale and exclusive to the variety pack, Nut Brown Ale.



# REVISED FOR 2014: DESCHUTES VARIETY



Updated Deschutes Variety Pack consists of 2 bottles each of 6 Mainline brands :Mirror Pond Pale Ale, Black Butte Porter, Chainbreaker White IPA, Inversion IPA (only available in VP), and Obsidian Stout River Ale. (only available in VP).



# OMMEGANG GIFT SET



This gift set comes with a 750ml bottle of Hennepin Saison, Three Philosophers Quadrupel, and Chocolate Indulgence Stout. An oversized Chalice is included in the set." 3 Pack of 750ml Bottles





Sometimes, the best gift is plain and simply a case of beer. We offer a wide variety of craft, imported and domestic beers.



## SEASONAL VARIETY PACKS FOR 2014



Blue Moon

### WINTER SAMPLE PACK



**Brewmasters Sampler Pack;**  
**Inside the Pack:(Available November-December)**

- Belgian White:Belgian-Style Wheat Ale x 2 in pack
- Rounder:Belgian-Style Pale x 2 in pack
- Farmhouse Red Ale x 2 in pack
- Mountain Abbey Ale x 3 in pack
- Gingerbread Spiced Ale x 3 in pack



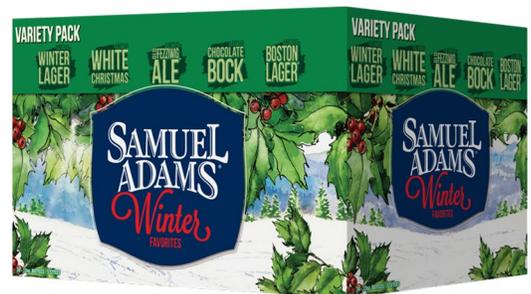
### SAMUEL ADAMS WINTER FAVORITES 2014 VARIETY 24-PACK



Offer drinkers seasonal variety with 5 beers perfect for the winter:

- Boston Lager
- Winter Lager
- White Christmas
- Chocolate Bock – limited seasonal VP beer
- Old Fezziwig Ale – limited seasonal VP beer

Bottle count: Boston Lager (4 per 124pk), Winter Lager (8 per 24pk), White Christmas (4 per 24pk), Old Fezziwig Ale (4 per 24pk), Chocolate Bock (4 per 24pk)



Available November 2014

## HARPOON NEW WINTER MIX PACK - SNOWED IN!



We're excited to announce Harpoon's new seasonal mix pack, Snowed In! To help you get through the winter, we've put Harpoon IPA, UFO White, Chocolate Stout, and Winter Warmer in one convenient 12-pack. No matter how cold it gets outside, this 12-pack will keep you nice and toasty.





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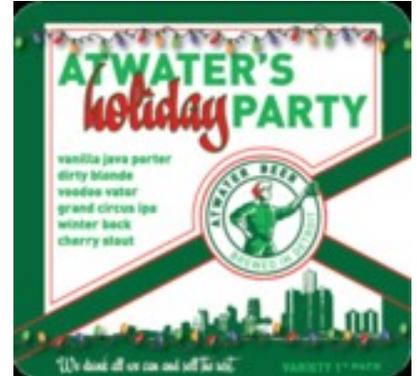
## SEASONAL VARIETY PACKS FOR 2014



# ATWATER HOLIDAY PARTY VARIETY PACK



Bringing in this holiday season, an Atwater variety 12 pack including Vanilla Java Porter, Dirty Blonde, Voodoo Vator, Grand Circus IPA, Winter Bock & Cherry Stout.



# MAGIC HAT WINTERLAND PACK



Magic Hat's Winterland Variety Pak, bringing the tidings of the coming season in their wake. They have the winter favorites and usual brews like #9, Encore and Heart of Darkness, but this year they've added something new to the case. G-Thing is the new addition this year, exclusive to the variety pack. This ginger-spiced beer has zing with warm roasty notes and cinnamon spiciness. It stands at 5.7% ABV, and its seasoned flavor is perfect for the season of gingerbread men and pumpkin-spiced foods. Magic Hat has one of the best brewery websites it appears they are having fun and loving what they do, check it out <http://www.magichat.net>

## “SIERRA NEVADA FENDS OFF THE COLD WITH BRAND NEW “SNOWPACK”



Sierra Nevada Brewing Co. filled its third and final seasonal mixed 12-pack of the year with beers that ward off winter's bite. Aptly named, Snowpack. The 12-pack features two Sierra Nevada standards—Pale Ale and Porter—and two brand new beers, Boomerang IPA and Coffee Stout. The 12-pack will be sold through January 2015. Whether harnessing the comfort of coffee or borrowing a little bit of summer from the Southern Hemisphere, Snowpack helps uplift those hunkering down for the storm. As Snowpack makes its way into stores, folks can track down the variety pack using Sierra Nevada's Beer Locator. The brewery is dialing in its 2015 lineup, which will weave in a fourth seasonal variety 12-pack to fill the calendar with even more diversity for craft drinkers.



Learn more at [www.sierranevada.com](http://www.sierranevada.com).





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**SEASONAL VARIETY PACKS FOR 2014**

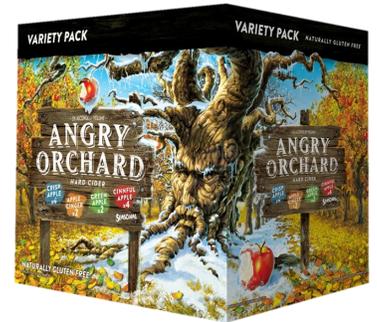
**PENN PILSNER HOLIDAY  
GOURMET SELECTION  
PACK**

In addition to St Nikolaus Bock and Nut Roll Ale, the pack also includes Penn Pilsner , Penn Weizen, Penn Gold, and Penn Dark .



**Angry Orchard Fall / Winter Variety Pack**

Style Line-up:  
 4x Crisp Apple 2x Apple Ginger  
 2x Green Apple 4x Cinnful Apple  
 Timing: August 2014 – March 2015



**SHOCK TOP WINTER VARIETY**



will be available  
 October 20<sup>th</sup>  
 while supplies

**GET READY FOR THE  
 PERFECT WINTRY MIX!**

**NOW IN 4 VARIETIES  
 PERFECT FOR WINTER**

- Belgian White
- Honey Bourbon Cask Wheat
- Seasonal Shockolate Wheat
- Limited Edition Twisted Pretzel Wheat



Sometimes, the best gift is plain and simply a case of beer. We offer a wide variety of craft, imported and domestic beers.

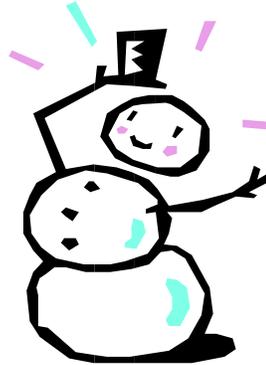
## SEASONAL VARIETY PACKS FOR 2014



# ITHACA BOX OF HOPS



Ithaca Box of Hops our special 2014 hoppy beers will include: Flower Double IPA, Dark Vine Black IPA, Red Rye.



collection of four extra Power IPA, Creeker and Rustic Harvest



# CHIMAY SAMPLER PACK



Coming in November just in time for the Holidays: Chimay Sampler Pack, which contains Chimay Premiere, Cinq Cents, Grande Reserve 11.2oz Bottles as well as a Chimay Chalice. Also available, Chimay Grande Reserve 1.5 Liter bottles and Chimay Grande Reserve 3.0 Liter bottles.



# KONA BREWING CO. ISLAND HOPPER VARIETY PACK BEER



Introducing Kona Brewing Company's newest variety 12 pack, Island Hopper. Island Hopper Variety Pack includes Kona Longboard Lager, Big Wave Golden Ale, Fire Rock Pale and Castaway IPA.





Sometimes, the best gift is plain and simply a case of beer. We offer a wide variety of craft, imported and domestic beers.



## WINTER CRAFT BEERS ARE COMIN' TO TOWN IT'S THE MOST WONDERFUL TIME OF THE YEAR

It's the most wonderful time of the year—for craft beer! The flavors and smells indicative of the winter months—cinnamon, spruce, allspice, gingerbread and smoke—are on display in craft beers that will bring a new dimension to your holiday table. The holidays are a special time for everyone, particularly craft brewers who seize the opportunity to showcase their creativity with winter's festive spices and robust ingredients. Many of the winter seasonal craft beers offer flavors of chocolate, coffee, fruit, malt, cinnamon and oatmeal. Find your own holiday cheer with delightful offerings.



## THE COLORS OF THE SEASON



## LINDEMANS BEERS



### Framboise

Magnificent aroma, delicate palate of raspberries with undertones of fruity acidity; elegant, sparkling clean taste.

### Kriek

Bouquet of freshly harvested cherries; sparkling, smooth, fruity and refreshing, finishing dry.

### Cassis

Deep reddish-purple color with exceptional aroma, flavor, and complexity. Fuller bodied and soft, while still being refreshing and crisp.

### Faro

Fruit and caramel aroma, balanced by subtle complexity and refreshing acidity. The flavor starts sweet, with suggestions of brown sugar or orange marmalade, and finishes with crisp tartness.

### Pomme

Smooth, light body with the fresh flavor of real apples and a light green-apple tartness.

### Peche

Golden in color; with a nose that fills the room with fresh peaches. Sparkling, crisp and refreshing balance of fruit and acid.

### Cuvee Rene

Golden color, cidery, winery palate; reminiscent, perhaps, of bubbly dry vermouth with a more complex and natural flavor.



Sometimes, the best gift is plain and simply a case of beer. We offer a wide variety of craft, imported and domestic beers.

***COME GET IN THE HOLIDAY SPIRIT AND TRY ONE OR MORE OF THE....***



Everyone has a favorite craft beer of the season. Here are 12 that are jingling my bells this year.

1. **21st Amendment Fireside Chat**- Like FDR's Depression-era radio addresses, which were like a kick in the butt and a hug at the same time, our Fireside Chat is a subtle twist on the traditional seasonal brew. We begin with a rich, dark, English-style ale and then we improvise with spices until we know we have a beer worth sharing with the nation.
2. **Anchor Steam Christmas Ale**- Our Special Ale is the granddaddy of Christmas beer, and in my opinion the craft beer that reignited America's passion for holiday ales. Famously flavored with a secret mix of spices that changes each year, this dark ale's body is enhanced with delicious fruit-like malts.
3. **Corsendonk Christmas Ale**-is brewed every year during the holiday season. For this reddish brown Christmas beer, the Corsendonk brewery used roasted special malts, the finest hops and selected yeasts, spiced with a touch of coriander. Corsendonk Christmas Ale has everything what only the best Christmas beer could possible offer: a round, balanced taste with a dry and refined aftertaste.
4. **Breckenridge Christmas**-This beer is known for its heartiness and rich flavors of caramel and chocolate. Unlike many holiday and winter beers, Breckenridge doesn't add any spice to its Christmas Ale. The spicy characteristics of this ale come from the Chinook and Mt. Hood hops.
5. **Rogue Yellow Snow**-This golden, hoppy ale with a fruity aroma was originally introduced for the Winter Olympics. Yellow Snow is Rogue's tribute to winter sports everywhere
6. **Great Lakes Christmas**-this honey ale draws raves from similarly impassioned fans who count down the days till its annual release t has a nice, spicy kick thanks to the addition of fresh ginger and cinnamon.
7. **La Chouffe Nice**-Deep, dark limited edition beer brewed for winter, 10% ABV rich in aroma and taste, complex fruity and berry flavors malt overtones.
8. **Rogue Santa Private Reserve**-always strikes me as an unusual ale for the holidays, and not just because its so distinctively hoppy. It's the label's raised clenched fist that throws me – a very un-Santa-like pose.
9. **Sierra Nevada Celebration**-This beer continues to dazzle the hophead in me, even in an age of double and triple IPAs. The aroma of its Cascade and Centennial hops just explodes from a billowing head above its copper-colored body. It's as bright and fresh as a decorated tree on Christmas Eve.
10. **Southern Tier 2XMAS**-Southern Tier's-Though it's brewed with figs, orange peel and spices, it's not one of those over-bearing Red Zinger-like tea mixes. Its body is rich and creamy, not unlike the brewery's highly-regarded autumn seasonal
11. **St. Bernardus Christmas Ale** A downright perfect representation of its style, it pours a dark red-brown with a gigantic head. It smells like figs and dried fruit, and that wonderful Belgian yeast smacks your tongue right away. Pricey but worth it once a year. -
12. **St. Nikolaus Bock Bier** - this doppelbock has a full, luscious body. Though named for the fourth-century patron saint of Christmas, that's actually American illustrator Thomas Nast's nineteenth-century portrait of Santa Claus on the label.



## BREWERY NEWS & HAPPENINGS



### FIND MY PHONE!

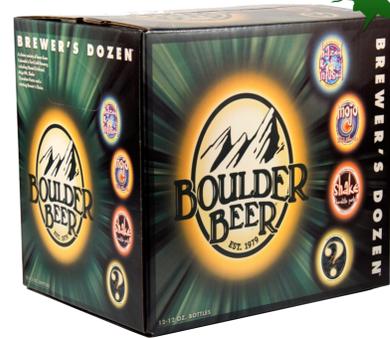
& GET FREE BEER GEAR!

IF YOU FIND A PHONE IN A BOX OF OUR BREWER'S DOZEN, CALL THE NUMBER AND WE'LL SEND SOME COOL BOULDER BEER GEAR YOUR WAY.

VISIT OUR SITE FOR THE STORY...  
WWW.BOULDERBEER.COM



CAN YOU BEER ME NOW?



## WOODCHUCK REBATE

SAVE \$5.00 OR \$8.00



Save \$5.00 on the purchase of two (2) 6-packs or One (1) 12-pack of Woodchuck Hard Cider. Any style: or \$8.00 on the purchase of four (4) 6-packs or two (2) 12-packs or more or one (1) case of Woodchuck Hard Cider. Any style.

Mail in rebate offer Valid June 01, 2014-  
December 31, 2014



## JIM'S TASTING ROOM

Coupled with the fantastic Craft beer sales growth, the Craft beer culture has also been growing. There are now thousands of beer festivals and beer-centric events happening around the US each year. And of all the beer festivals across the country, The Great American Beer Festival will always have special meaning to me. The 32nd GABF, which kicks off in Denver October 2nd is always a great event. Think of a giant beer hall where over 49,000 attendees and over 700 breweries convene to showcase and sample the finest in American Craft brews. It was at this event 30 years ago that Samuel Adams Boston Lager, my new beer, a family recipe helped change the way people thought about beer, winning the first of four "Best Beer In America" awards. If you make the trip to the GABF this year, please stop by to say hello and share a beer with us. *Jim Koch Brewer and Founder*



### CRAFTED TO REMOVE GLUTEN SEAL

Recently, the Alcohol and Tobacco Tax and Trade Bureau (TTB) - the Federal government organization that oversees labeling for alcoholic beverages - granted us permission to introduce a special seal for our product packaging to communicate that mike's products are crafted to remove gluten. This seal is the first of its kind for fermented malt beverages having a gluten-containing grain, which in our case is barley. Since Mike's Hard Lemonade Co.'s Chief

Lemon Squeezer and his family follow a gluten-removed diet, the team at mike's is thrilled to be able to place our Crafted to Remove Gluten seal on our packaging.

At mike's, we are committed to ensuring every batch meets our team's high standards for quality and taste. Each is tested by an independent agency using the R5 Competitive ELISA test. So, you can continue to enjoy the great, refreshing taste of our products, including mike's LITE hard lemonade and mike's Hard Smashed Apple Ale, knowing they have now been crafted to remove gluten. Our proprietary process is not used by any other fermented malt beverage in the industry and helps us create that clean taste unique just to mike's!

This new designation, that our products are crafted to remove gluten, is not meant to encourage you to drink more. In fact, we encourage you to consult with your doctor if you have extreme sensitivities since our product may contain gluten traces. mike's is fermented from grains that contain gluten and crafted to remove gluten. The gluten content cannot be verified and this product may contain gluten.

**Frank B. Fuhrer Wholesale Company**

3100 East Carson Street  
Pittsburgh, PA. 15203

Phone: 1-800-837-2212-Receptionist  
Phone: 1-800-837-8845-Voice Mail Attendant  
Fax: 412-995-4099-Order Department

<http://WWW.Fuhrerwholesale.com>

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

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**Blog**

**Beernomics by Frank B. Fuhrer Wholesale**

<http://beernomics.tumblr.com/>

## **FUHRER WHOLESALE & FUHRER EAGLE HOLIDAY WEEK DELIVERY SCHEDULE**

**Christmas Day December 25, 2014 and New Year's Day January 1, 2015**

When The Holiday Falls on Thursday and Your Standard Delivery Day Is:

- Monday, delivery day will be moved to Saturday
- Tuesday, your delivery day will be moved to Monday
- Wednesday, your delivery day will be moved to Tuesday
- Thursday, your delivery day will be moved to Wednesday
- Friday, your delivery day will remain Friday



Happy  
Holidays!

**\*FUHRER WILL NOT BE OPERATING ON THE  
HOLIDAY TO RECEIVE CUSTOMER ORDERS\***



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