

# FRANK B. FUHRER WHOLESALE COMPANY

1/09/2018

## JANUARY AND FEBRUARY NEWSLETTER



**Happy New Year!**



Frank Fuhrer II & Frank Fuhrer III

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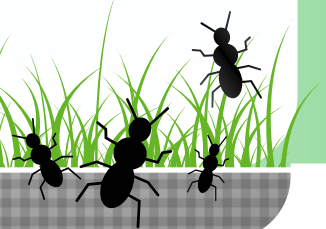
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# ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES

## The future of light beer.



Introducing Michelob ULTRA Pure Gold: the future of light beer. A great tasting golden lager, with lower calories than ULTRA, signature low carbs, and a clean, balanced finish. Pure Gold is brewed with organic rice and barley malt, elevating the quality of the beer while delivering a superior taste like nothing else in the market. Inside an elegant flint bottle and sustainably made packaging, Pure Gold is a superior choice to compliment a balanced, active lifestyle.

Michelob ULTRA Pure Gold will be available February 26, 2018 in 6-pack and 12-pack 12oz Bottles.

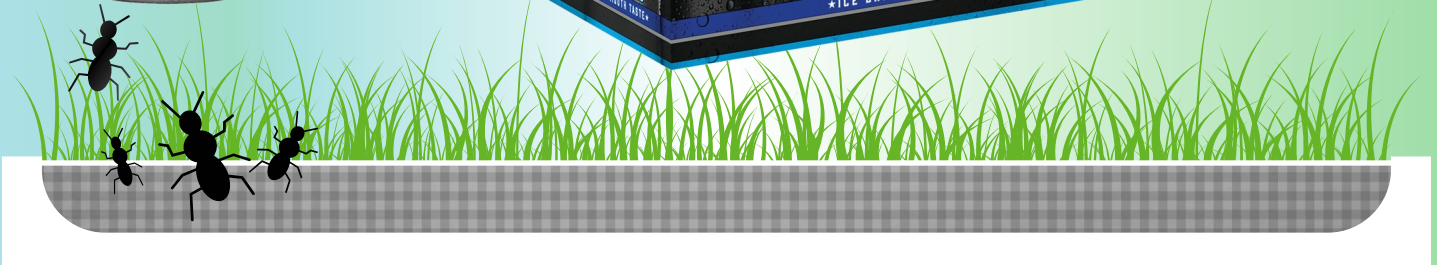
## Natural Family Converting



This February 26th, Natural Family will be converting all 12-pack cans to 15-pack cans, providing consumers with 3 extra Natties! The conversion will be on Natural Light, Natural Ice and Natty Daddy Brands.

## Refresh upcoming February!

We are excited to announce that Natural Ice will get a refreshed visual identity this upcoming February! The new graphics will be converting throughout February on all Natural Ice Packages.



# ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES

## Goose Island Updating Midway IPA

Playing tribute to the city we call home, Midway IPA is sessionable and refreshing, or as we like to refer to it – easy drinking. With a lower ABV, balanced IBU's, and a tropical fruit aroma, make Midway your new go-to, have more than one, easy drinking IPA.

Available February 19<sup>th</sup> in 12oz Cans 6-pack



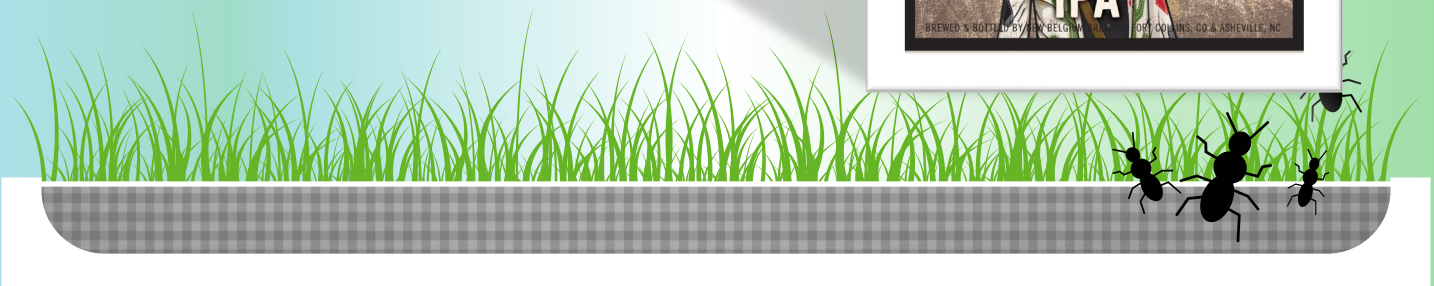
## Stella Artois Adding New 19.2oz Cans



Here we have another beer heading to 19.2oz cans...and today it's Stella Artois. This "imported lager beer" remains at 5%-AbV and it will now be released in 15-pack 19.2oz Cans will be available beginning January 29<sup>th</sup>

## Voodoo Ranger Juicy Haze IPA

Packed with bright tropical aromas and brilliant citrusy flavors, this unfiltered IPA wraps up with a pleasant smooth finish. Voodoo Ranger Juicy Haze IPA will be available December 23<sup>rd</sup> in 12oz 6pack and 12 pack Bottles as well as ½ and 1/6 Barrel Draught. We will also carry 16oz Cans 4packs beginning in March.



# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES

## Three New Flavors for 2018

The Ritas family is excited to announce the addition of three new flavors for 2018.

Coco-Nut-Rita, Grape-Fruit-Rita and Orange-A-Rita will be available February 5<sup>th</sup> in 15-pack 25oz. Can packages.



## Limited Edition Spring Seasonal

Pine-Apple-Rita will be available March 5 in 8oz Can 12pks and 25oz Cans.

## The “Party with Ritas”

The “Party with Ritas” variety pack will be available February 12<sup>th</sup> through Mid-August. This limited edition variety pack will feature Lime-a-rita, Mang-o-rita, Pine-apple-rita and Straw-ber-rita flavors in 12-pack 12oz bottles.



# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES



## Goose Island Fulton Street Blend

Fulton Street Blend is a unique collaboration with our neighbors at Intelligentsia Coffee. Name for the street in Chicago that we both call home, this golden ale is infused with Intelligentsia House Blend beans, lending rich coffee flavor and aroma.

Available January 1 in 12oz bottles 6-pack.

## Breckenridge Snow Glare Hoppy Wheat Ale

This refreshingly soft American wheat ale with a bright burst of hops took inspiration from sunshine reflecting off melted snow during winter's surrender into spring. Grounded by malted wheat, Snow Glare's medley of Mosaic, Centennial, and Palisade hops brings tropical and floral aromas and a crisp finish. When you're cool with winter but also thirsty for spring, this hoppy wheat ale helps embrace the in-between.

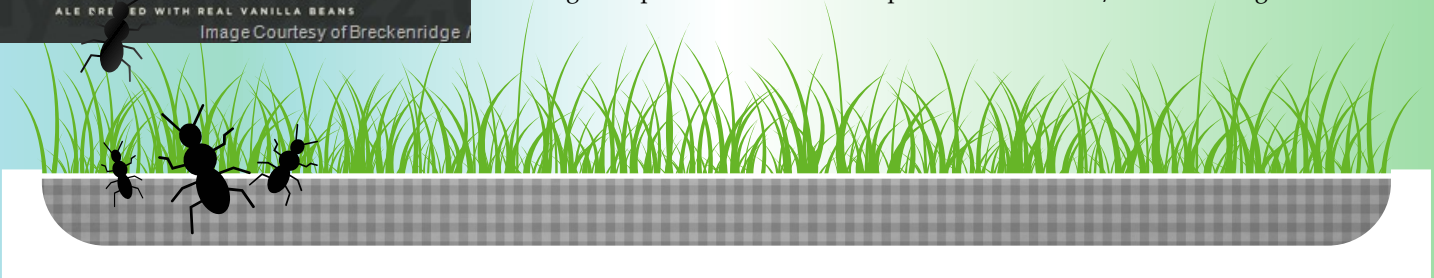
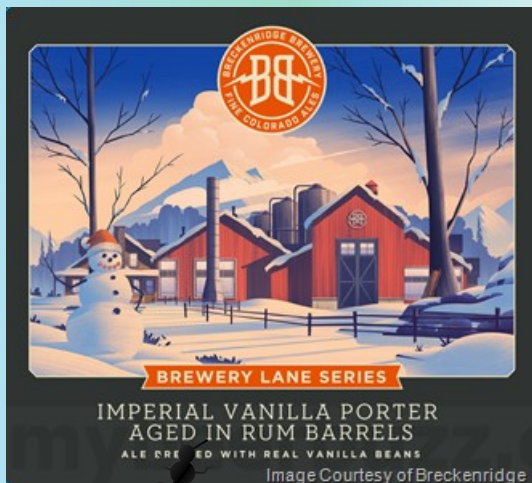
Available January – April in 6-pack 12oz. Bottles and ½ and 1/6 barrel draught



## Coming first quarter 2018 in limited quantities

Breckenridge Imperial Vanilla Porter Aged in Rum Barrels. In a stronger rendition of our renowned recipe, the Imperial Vanilla Porter is the latest creation coming from the beloved barrel room on Brewery Lane. Powerfully robust flavors and a strong alcohol content defines its distinguished imperial nature. Relaxing in rum barrels for 55 days, the beer soaks in both the subtle sweetness of rum and the savory vanilla flavors from fresh bundles of Madagascar vanilla beans. Roasty aromas make way to a smooth, rounded decadence that gives your pure luxury in a bottle.

Coming first quarter 2018 in limited quantities of ½ and 1/6 barrel draught.



# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES



## Breckenridge Brewery 15 Can Sampler Pack

This 15-pack can sampler is the epitome of portability and versatility. Light and unbreakable, it pleases the active and the outdoorsy...or simply those seeking a refreshing variety for sharing. This sampler pack includes five varieties offering a solid representation of styles that vary in character from golden, to amber, to hoppy.

3 Cans of Each Variety: Vanilla Porter, Breck Lager, Agave Wheat, Avalanche Amber Ale and Lucky U IPA

## Breckenridge Brewery Nitro Seasonal Dry Irish Stout.

Our innovative Nitro Series packaging is nitrogen charged, producing a silky smooth cascading head right inside the can. This allows you to take it anywhere – drinking it from a glass or straight from the can.

We partnered with Boundary Brewing Cooperative of Belfast, Northern Ireland, to create this traditional Dry Irish Stout with dark character and a classic, creamy body. Roasted barley, flaked barley, and Irish pale malt give this black beer flavors of coffee and hints of grain. English hops in harmony with the roasted malts make it quite dry, especially in the finish. Completing the overall drinking experience is our nitrogen treatment which produces remarkable smooth, balanced flavor and a velvety head.

Available February in 15.2oz Can 6/4 packs as well as ½ & 1/6 barrel draught.



## Shock Top Ruby Fresh

The Spring Seasonal from Shock Top Ruby Fresh will be available March 11<sup>th</sup> in 12oz Bottles 6pk and 12pk.

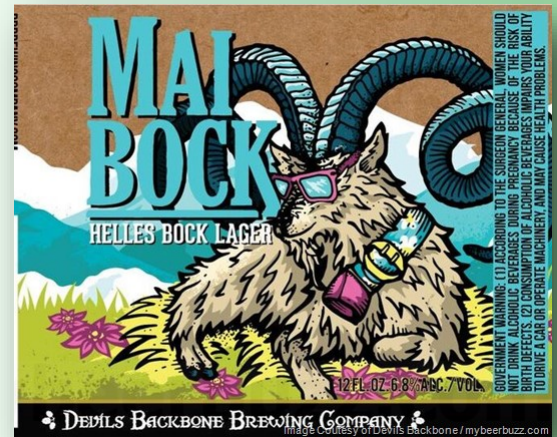


# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES

## Devils Backbone Maibock

A traditional German-style spring beer. Light copper in color with hints of fresh bread and a smooth lager finish.

Available February in 12oz bottles 6-pack as well as ½ and 1/6 barrel draught.



## Devils Backbone 16 Point Double IPA



We started with our Eight Point IPA, then added twice the amount of hops and kept going! Light bronze in color with tons of citrus & piney hop notes. Hoppy, Resin, Pine.



## Devils Backbone Gold Leaf Lager

Gold Leaf Lager harkens back to the days when refreshing beers were made 100% from malted barley. Gold Leaf is pale gold, light to medium bodied with subtle fresh bread notes, and a clean, crisp finish.

This seasonal offering will be available in January in 12oz bottles 6-pack as well as ½ and 1/6 barrel draught.



# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES



## Devils Backbone Adventure Pack Sampler

When first timers at Basecamp Brewpub & Meadows are overwhelmed by the array of beers, our helpful staff usually suggests a sampler. The Adventure Pack recreates that sampler experience for everyone who can't make it to Basecamp. Vienna Lager, Gold Leaf Lager, 16 Point IPA and Black Lager.

This seasonal offering will be available in January.

## Elysian Split Shot Stout

Split Shot combines the local talents of Elysian Brewing and Stumptown coffee in a deliciously smooth, very Northwest beer.

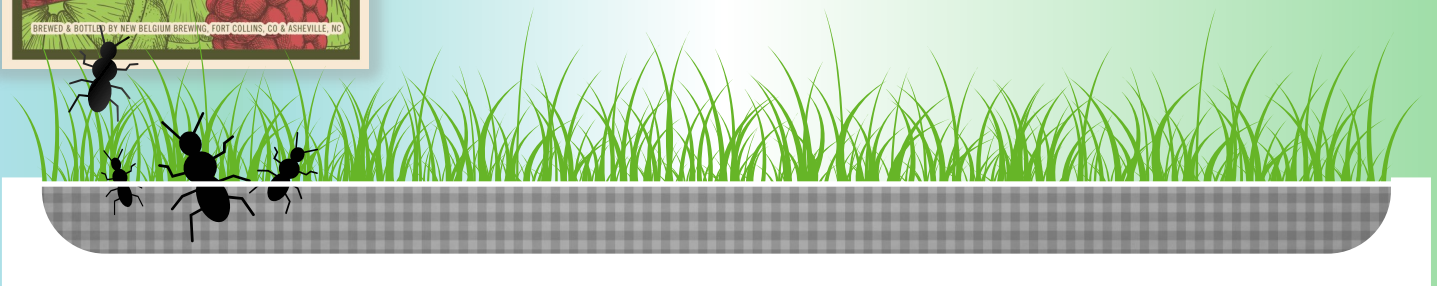
Available January in 12oz NR 4/6 bottles and ½ barrel draught.



## New Belgium looks to expand "Tart" series

The next seasonal in the Tartastic fruit series is Tartastic Raspberry Lime Ale. Brewed with raspberry and lime purees for an irresistibly playful sweet-tart sip that'll put a smile on your face every time

Available January 29th in 12oz 6-pack and 12-pack bottles as well as ½ and 1/6 barrel draught.



# ANHEUSER-BUSCH DIVISION SEASONAL PACKAGES

## Ithaca Raspberry Soiree Berliner Style Weisse Ale with Raspberry

Our new spring sour showcases the naturally flavor –packed raspberry with a unique and refreshing beer that strikes a perfect balance between tart and sweet. Enjoy the beautiful pink hue, and balanced profile of our latest limited release.

This limited release offering will be available January in 12oz NR 4/6 bottles as well as ½ and 1/6 barrel draught.



*“Hindsight, truly is 20/20. And so is this beer. Next year, we’ll be 20 and then we will proudly release Anniversary 20. “*

## Ithaca Beer Co. Anniversary 20/20 Hindsight

Enjoy the reflection with us. Anniversary 20/20: Hindsight is a beautifully crafted Wild Farmhouse Wheat Ale brewed with Mosaic, Galaxy, Nelson Sauvin and Citra hops and fermented with

Brettanomyces. Crisp, tart and ponderful.

This limited release offering will be available in January in 750ml bottles and 1/6 barrel draught.

BREWED & BOTTLED IN  
ITHACA, NY

**Ithaca Beer Co.**  
122 ITHACA BEER DR.  
ITHACA, NY 14850  
ITHACABEER.COM

*The Spirit of the  
FINGER LAKES*

750 ML / 1 PINT 9.4 FL. OZ.

CT, DE, IA, MA, ME, NY, OR, VT, 5c MI 10c REF

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

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**ITHACA  
BEER CO.**

**ANNIVERSARY  
20/20  
HINDSIGHT**

**FARMHOUSE WHEAT ALE WITH BRETTANOMYCES**

EXCELSIOR  
SERIES

Hindsight is 20/20. As we enter our 20th year of business, we reflect upon the many milestones that have made craft brewing such a rewarding experience. With a clear vision for the future, we celebrate Ithaca Beer's rich history with this year's Excelsior! Anniversary release: 20/20 Hindsight. A beautifully crafted Wild Farmhouse Wheat Ale brewed solely with Mosaic hops and fermented with Brettanomyces. 20/20 Hindsight is crisp, tart and ponderful. Pour a glass and enjoy the reflection with us.

Thank you for your support over the many years and cheers to many more!

Image Courtesy of Ithaca (@ithacbeer) on Instagram

# COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES

## Angry Orchard Rosé (pronounced like the wine)

Angry Orchard Rosé uses a combination of hibiscus and fresh juice from rare, red-fleshed apples sourced in France. This cider has a floral aroma, is apple forward in taste and complimented by refreshing light tannins, similar to semi-dry wine. ABV 5.5%

Availability: Year Round



## Truly Wild Berry

Mix of strawberries and raspberries from California with Marion blackberries brings the natural sweetness and juiciness of fresh picked berries to this refreshing blend, complete with a bubbly, clean finish. ABV 5%

Availability: Year Round



## Truly Wild Berry Variety

Flavors include: Wild Berry, Blueberry & Acai, Raspberry & Lime, Pomegranate. ABV 5%

Available: Year Round



## Twisted Tea Blackberry

The newest offering from Twisted Tea is a refreshing, hard iced tea with a blackberry twist. ABV: 5% Package: 24 oz cans only

Availability: Year-round, beginning in January



# COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES



## Sam Adams '76

Is the perfect union of lager and ale, giving you a craft beer with the flavor of an ale and the refreshment and crisp finish of a lager. ABV 4.7%.

Available in package January 2018 and Draft April 2018

## Sam Adams Rebel Anytime IPA

Huge citrus aroma gives way to grapefruit, tropical fruit and floral notes. Light bodied balances the hops for a bright and crisp IPA. ABV 4.7%

Available Year Round

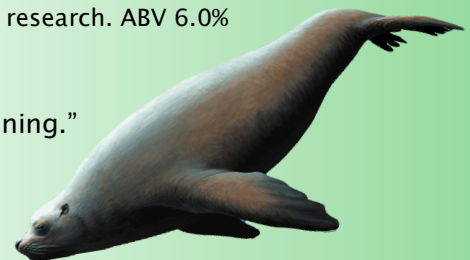


## North Coast Stellar IPA

IPA with an Baltic amber color. For every case sold North Coast makes a contribution to marine mammal research. ABV 6.0%

Available in February 2018

“An unparalleled hop happening.”



## North Coast Old Rasputin

Produced in the tradition of 19<sup>th</sup> century English brewers. It's a rich intense brew with big complex flavors and a warming finish. ABV 9%

Available January 2018



# COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS



## Lucky Traveler Blackberry Shandy

American craft wheat ale made with real blackberry. Captivates your attention with its purple hue and berry aroma which gives you refreshingly unique shandy. ABV 4.4%

Available January – April 2018



## Sam Adams Fresh as Hells

The soft citrus of orange blossom adds a bright accent to the slightly sweet honey malt notes in this helles lager. ABV 5.4%

Available returning February – March 2018



## Penn Chocolate Meltdown

Award winning chocolate stout with a lush and chocolaty aroma. 5.5% ABV, 25 IBUs, Various roast Malts, Lactose sugar & Betsy Ann Milk Chocolate

Seasonal Availability starting in January 2018



## Penn Marzen

Has a copper red color with a complex malt character. Full mouth feel and balanced hop finish. ABV 5.5%

Seasonal Availability starting in February 2018



## Sweetwater Grass Monkey

Created by dropping lemongrass hops into the kettle and the dry hop, delivering a big citrus blast. ABV 5.4%

Available February – April 2018



# COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS



## Harpoon Fresh Tracks

Single hop pale ale showcases the piney, citrusy character of centennial hops. Bright and golden, light and drinkable, the subtle malt flavor lets the hops shine. ABV 6.2%

Available January 2018

## Harpoon UFO Apricadabra

The spring can be a magical time – a new year to look forward to! We gave our brewers the challenge of creating a bright, refreshing, wheat beer for the new year and what did they come up with? UFO Apricadabra! Refreshing hefeweizen with a hint of apricot Ta-da! ABV 4.8%

Available January – March 2018



## Harpoon UFO Jet Pack Variety

Featuring UFO White Ale, UFO Hefeweizen, UFO Raspberry and UFO Apricadabra

Available January–March 2018

## Harpoon Opener Variety Pack

Featuring Harpoon The Craic, Harpoon Fresh Tracks, Harpoon Sweet Spot and Harpoon IPA



## Harpoon The Craic

Hybrid ale combines two classic styles, IPA and Irish Red Ale. The malt combination commonly used in Irish red ale brings a toasted, malty flavor that balances the citrusy and fruity character of the hops. ABV 7.0%

Available February 2018

## Harpoon Spring Cider

Crafted with sweet orange peel and coriander, this white cider is light golden in color with a hint of citrus from the orange peel, spice from the coriander and a dry finish. ABV 4.8%

Available February 2018



# YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY

## Sierra Nevada Hazy Little Thin IPA

A hop-heavy, unfiltered, hazy little thing called IPA. As brewers, we get the privilege to sample our beers straight from the tanks in all their raw glory. Some beers need a little polishing to get ready to go out into the world, while others—the hop-heavy, rowdy, crowd-pleasers—should just be left alone. We wanted to share this brewery-only treat with you, so we present this Hazy Little Thing, our unfiltered, unprocessed IPA, straight from the tanks and into the can. ABV 6.7%.

Available Now in 12oz cans, 1/2BBLs and 1/6BBLs



## Nooner Going All Cans

Sierra Nevada is replacing Nooner 6pk btls with 6pk cans as well as freshening up the graphics

Packages: 6-Pack 12oz Cans, 12-Pack 12oz Cans and Draught

Available in late March



## Now an IPA – More Hops, More Orange

Sierra Nevada pushed the complex and citrus-heavy flavors of hops to a new level with this orange-infused IPA. Combining bright and bold hops with real orange in the fermenter creates layers of citrus-crazy flavors, yet it maintains a balance and a crisp hop bite that make it the perfect aromatic IPA. 7.0% abv

Packages : 6-Pack 12 oz Glass Bottles and Draught

Available in late March



## New Lime and Agave Otra Vez

The combination of lime and sweet agave nectar in this tart Gose is the ultimate antidote to the heavy heat of the day. 4.9% ABV

Packages: 6-Pack 12oz Cans, and Draught

Available in late March





## Great Lakes Holy Moses White Ale

5.4% ABV 20 IBU

*Refreshment or bust!* Orange peel, coriander, and chamomile stake their claim in this unfiltered Wit, named for our fair city's founder, Moses Cleaveland.

Once a year-round offering, and then a seasonal offering before getting relegated to our pub exclusive sheet, Holy Moses White Ale slowly became a cult beer, inspiring "Bring Back Holy Moses" Facebook groups, and several customer phone calls, emails, and social media pleas.

Available : 12 OZ GLASS: 6PK, 12PK and 1/6 BBL, 1/2 BBL KEGS  
January/February release

## White Claw 19.2oz Cans (Year Round)

New single serve packaging for the top performing flavors of White Claw will now be available year round. Each case will come with 12 cans and is perfect for the on the go customer.

**Black Cherry:** A sparkling rush of pure seltzer water, our BrewPure™ alcohol and a hint of juicy black cherry is the perfect combination of pure refreshment and subtle ripe flavor

**Ruby Grapefruit:** Combining pure seltzer water, our BrewPure™ alcohol and a splash of crisp, mouth-watering grapefruit, gives refreshment and a fruity hit with every taste.

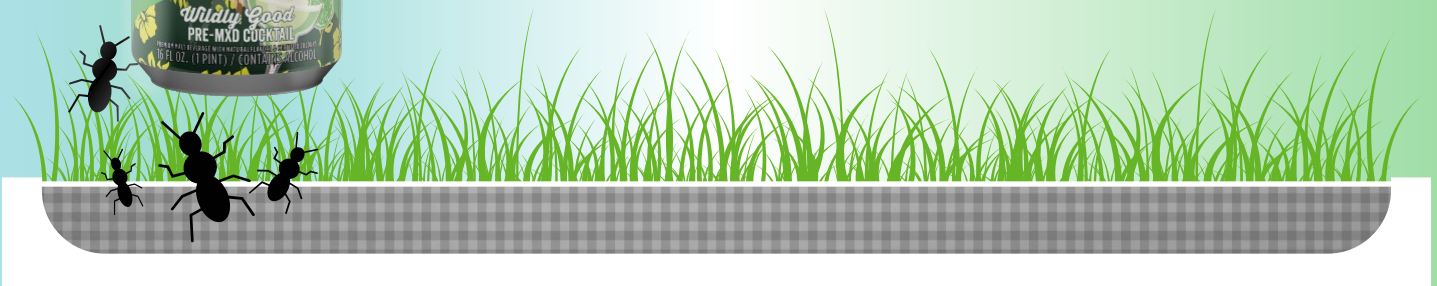
Timing = January



## MXD Cocktail Co. (Pronounced Mixed) 16oz Cans

Introducing MXD Cocktail Co. from Mike's Hard Lemonade. This new brand will be Mike's way of entering the rapidly growing high ABV FMB market. It will offer the best value and taste in 16oz Can FMB's and will start with two of the most popular cocktail flavors in Long Island Iced Tea and Margarita at 12% ABV.

Timing = February



## Magic Hat #9 15pk 12oz Cans

#9 is a sorta dry, crisp, refreshing ale whose mysterious and unusual palate will swirl across your tongue with subtle notes of fruit and a loral hop bitterness. Beyond that, we dare not tell you more, for with each sip, mysteries are revealed and still more questions raised.

Tasting Notes: Subtle notes of fruit and floral hop bitterness

Malt: Pale, Crystal Hops: Apollo and Cascade

ABV: 5.1%, IBU: 20, SRM: 8



February/March Release

## Magic Hat TFG 6pk 12oz Can

TFG acknowledges where we've come from – a groundbreaking, pioneering Vermont brewery – and showing where we're headed – doubling down on innovation through our pilot batch series and not taking for granted our place in the annals of craft beer.

Tasting Notes: Grapefruit, orange, peach, pine and mild spice

Malt: Pale, Victory, Oats, Cara malt, and Carapils

Hops: Magnum, Nugget, Simcoe, Amarillo, and Cascade

Dry Hop: Nugget, Amarillo, Cascade ABV: 6.6%,

February/March Release

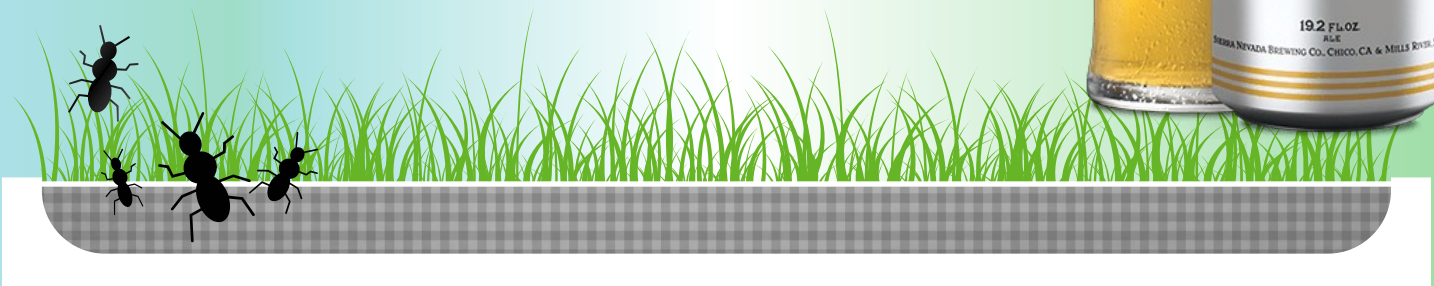


## Sierra Nevada BFD (Beer For Drinking)

There are days when you want a beer – just a beer – that hits all the right spots. Well, this is it. No snifters required, no special occasions, just an unfussy, uncomplicated, hoppy blonde ale brewed to fit in, no matter where it goes. This isn't beer for collecting, this is beer for drinking.

ABV: 4.8% Packages: 19.2 oz. cans and draught

Availability: Year-round, beginning in March





## Lagunitas Sumpin' Easy Now Available

### A PROMISE BUILT RIGHT INTO THE NAME

Dip beneath the flotsam of categories. Past nouns. Beyond exclamations! Down to the autological: words possessing the very property they express. Short is short. Sesquipedalian is long. Sumpin' has that thing on the tip of the tongue, and Easy just rolls off as easy as Sunday morning. Sumpin' Easy is everything we've learned about making hop-forward beer expressed in a moderate voice. Pale, cold, slightly alcoholic, and bitter. It's all we know. 5.7% ABV

12oz cans and draught

## AVAILABLE FOR THE FIRST TIME IN

### Rogue Releasing Hazelnut Brown Nectar Cans

Open up to hazelnuts with Hazelnut Brown Nectar, Rogue's Oregon twist on a classic European Brown Ale. Hazelnut Brown Nectar is now available in 12-ounce cans and is newly redesigned. The updated design features a hand-drawn cracked hazelnut, bringing the Pacific Northwest twist to the inside and out.

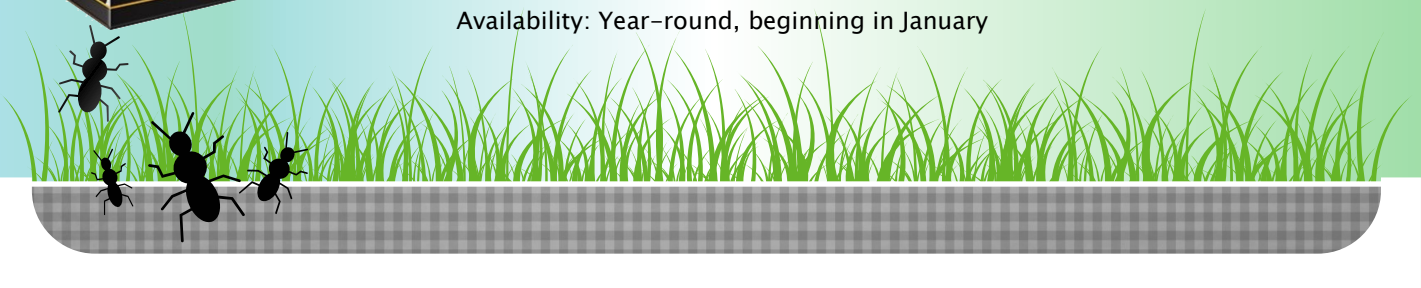
Available in January release



## New Addition To The Great Lakes Variety Pack

Beginning this winter, the Great Lakes Variety Pack will feature Commodore Perry IPA in place of Burning River Pale Ale. It's hard to choose just one of this brewery's award winning, handcrafted beers – trust us, we've tried. Hence this collection of hoppy, malty crowd pleasers. See? You really can have it all. Included in the updated variety are: Dortmund Gold Lager, Eliot Ness Amber Lager, Commodore Perry IPA and Edmund Fitzgerald Porter.

Availability: Year-round, beginning in January



## Sierra Nevada Hop Bullet™ Double IPA

Brewed with a double-barreled blast of Magnum hops and lupulin dust.

Hops are the name of the game with a Double IPA, but we knew we had to take it one step further. With Hop Bullet, we're using a new technique, hitting the beer with a double-barreled blast of Magnum hops and lupulin dust—pure, concentrated hop flavor—directly into the tank to emphasize the intense pine and citrus flavors of classic West Coast hop.



## Great Lakes Cloud Cutter Hoppy Wheat

(Spring 6/12pk Seasonal; Debuts March 2018)

Bursts of juicy citrus zip across friendly, lightly filtered wheat skies in our high-flying tribute to the historic Cleveland Air Races. Citrusy hop flavors and aromas barrel roll through a cloud cover of pillowy wheat and crisp malt. ABV 5.1%

PACKAGING: 6-Pack Bottles 12-Pack Bottles and Draft



## Great Lakes Conway's Irish Ale

Arrestingly smooth with a rap sheet of toasty biscuit and caramel malt flavors, this Irish ale is great with corned beef or stew after a hard day's work. ABV: 6.5% Packages: 12 oz bottles and draught

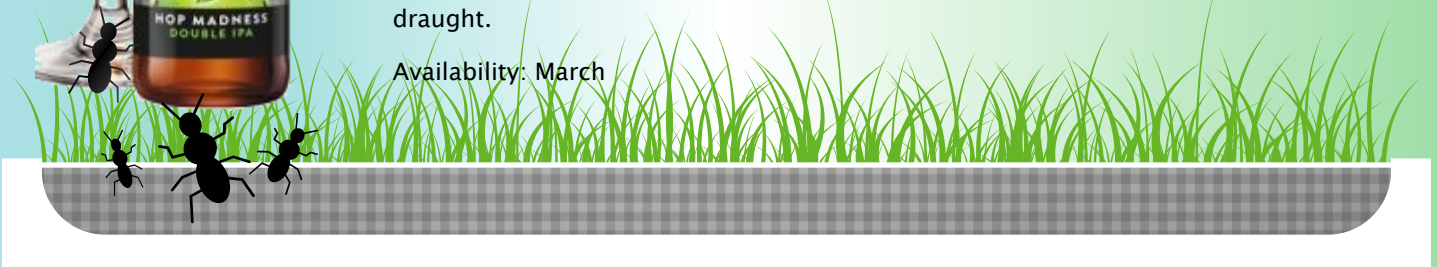
Availability: January



## Great Lakes Hop Madness

Great Lakes Double IPA is now even hoppier, with a higher ABV and more IBUs. Only a deranged brewer would dare add more hops to this devious drink. But beware! Hop Madness is back from the lab and hoppier than ever! Hopheads, fortify yourself for this dry-hopped DIPAs' shockingly juicy aromas and hair-raising bitterness – if you dare! ABV: 9% Packages: 12 oz bottles and draught.

Availability: March





## Magic Hat Jam Pak #1

Jam on 'til the break of dawn with Jam Pak! This bottle variety 12 pack includes: Single Chair, a medium-bodied golden ale with a bready aroma and malt forward flavor; Circus Boy, a unique and refreshing American-style hefeweizen brewed with lemongrass, Heart of Darkness is a diabolically delicious stout and Blind Faith is an extremely well-balanced India Pale Ale

Availability: Now!

## Rotating Variety Pack • 12pk bottles and 15pk cans

will have the different lineups • The on deck JamPak will begin to ship when inventory runs out of the current Jampak. Cans will contain: Elder Betty, TFG and Circus Boy and Bottles will contain: Hocus Pocus, Single Chair and Fat Angel.

## Rotating variety pack of IPAs

A lively list of highly hopped favorites spanning several genres of IPAs.

Playlist #1: 12pk of Bottles contains TFG, Blind Faith and Encore.

Playlist #1: 15pk of Cans contains TFG, Blind Faith and Encore.

- 12pk bottles and 15pk cans will have different lineups
- The next Playlist will begin to ship when inventory runs out of the current Playlist.

Playlist #2: 12pk of Bottles contains TFG, H.I.P.A and Lucky Kat

Playlist #2: 15pk of Cans contains Blind Faith, Lucky Kat and H.I.P.A.



# Dropkick Murphys

When Boston legends the ship up to your brewery, you better be ready to brew with them. We were, and we did, and together we created Barroom Hero. This traditional pub ale benefits their Claddagh Fund. Be a Barroom Hero. Visit [claddaghfund.org](http://claddaghfund.org)

Style Name (our pub ale is a sessionable dark amber ale)

February release



## Genesee Bock Beer

A seasonally relevant specialty brew that is a fun and fanciful nod to Genesee's German heritage, to drive incremental volume.

Available in 2-12pk Cans, 1/6 BBL & 1/2 BBL

In Market: January 2018 – March 2018



## Genesee Brew House Pilot Batch Cream Ale Variety Pack

This Cream Ale Variety Pack new launch will meet consumer demand for cans and variety during the summer. It will also get the Genesee Brew House brand into a new packtype – 12-pack can and a new price point. Package contains: Imperial Cream Ale, Dry Hopped Mosaic Cream Ale and Orange Honey Cream Ale.

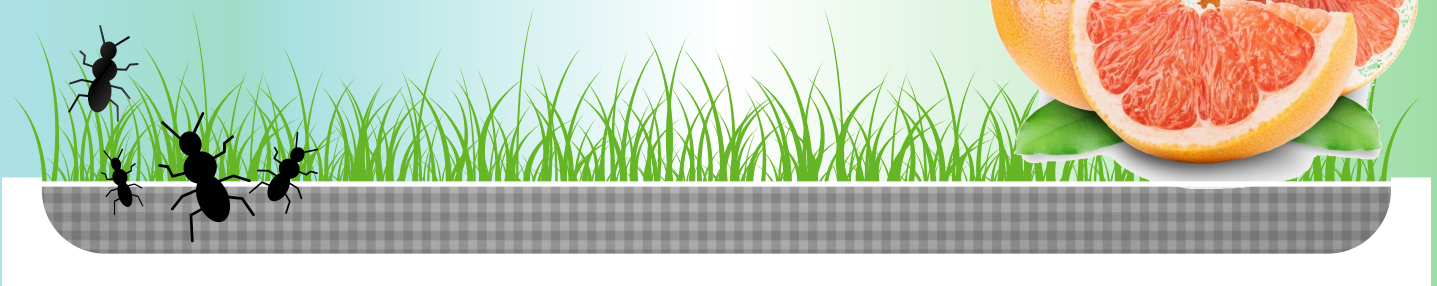
12pk 12oz Cans available April



## Genesee Ruby Red Kölsch Profile

In 19th century Germany, a new style of beer began to appear around the ports of Cologne. The drinkable Golden Ale was named for its city – Kölsch – and it was a refreshing answer to hot summer days on the banks of the Rhine River. Inspired by our German brewing lineage, we set out to brew a refreshing Kölsch, with a 21st century update of ruby red grapefruit. The result is a crisp, bright-golden ale with a bready malt body and a mild hop bitterness that complement the perfect addition of tart, mouthwatering grapefruit. Prost! ABV: 4.5%

Available: April





## AVAILABLE FOR THE FIRST TIME IN

### Rogue Adding New Cold Brew 2.0 Cans

This is **Cold Brew 2.0** and it is a blonde ale blended with cold brew coffee. This version uses Stumptown Coffee Roasters' Cold Brew Coffee and the beer will hit 5.6%–AbV and 30 IBU.

Available: March/April

## Mike's Harder Seasonal 23.5oz Cans

We will be bringing in the newest 23.5oz Can from Mike's Harder which will be two different flavors per year. The first flavor running from January– July is a mouth–watering Watermelon.

Hold on for an intensely refreshing blend of ripe, juicy watermelon and tart lemonade. The liquid is dark pink in color and the aroma is of freshly–cut, ripe watermelons Unlike the overly sweet, candy–like profile of other watermelon beverages, HARDER Watermelon delivers an authentic, mouth–watering watermelon taste before finishing clean, with no lingering sweetness

Mike's has produced this flavor for the Hard Lemonade brand and due to that success it will be expanding to the Harder in 2018.

Timing = January

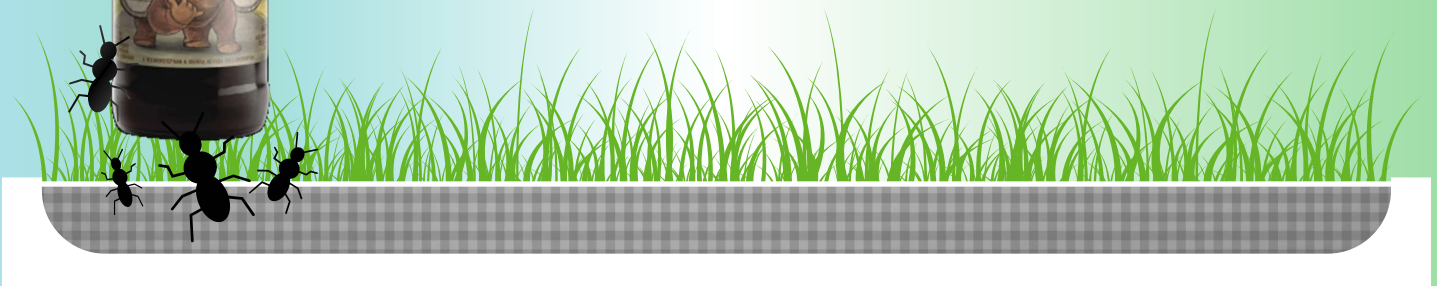


## Weihenstephaner Braupakt

A Weihenstephan & Sierra Nevada Collaboration

This naturally cloudy amber Hefeweissbier has a firm, creamy head and reveals fragrances of peach, apricot and citrus on the nose. The initial impression on the palate is of a bouquet of aromas, including subtle touches of banana plus refreshing grapefruit from the American Chinook hops. The fruity peach and apricot notes from the Amarillo hops are balanced by the gentle sweetness of the caramel malt. The beer has a delicate tartness that melds into a harmonious mouthfeel on the finish.

The selling season for Braupakt will be from April 1 – August 31



# BREWERY NEWS AND HAPPENINGS

## LABATT FAMILY FY18 – ULTIMATE PARTY PACKS

### Promotion Details:

Labatt Blue and Labatt Blue Light Ultimate Party Packs. Lime TBD based on volume projections.

Labatt Blue 24pk 16oz can, Labatt Blue Light 24pk 16oz can, Labatt Blue 18pk 16oz can, Labatt Blue Light 18pk 16oz can

Summer LTO April – June, or while supplies last



## LABATT FAMILY FY18 – LABATT BLUE LIGHT SUMMER MIXER



### Promotion Details:

Premium 4% ABV lager with the perfect touch of natural grapefruit flavor making this easy drinking brew the perfect summertime fling.

Labatt Blue Light Grapefruit 30pk 12oz cans, 12pk 12oz bottles, 1/2 BBL, 1/6 BBL

April – August 2017, or while supplies last

## LABATT FAMILY FY18 – LABATT BLUE LIGHT SUMMER MIXER

### Promotion Details:

The Labatt Blue Light Summer Mixer is a variety pack that includes 3 refreshing flavors, making it the perfect pack for summer.

Mixer Brands Labatt Blue Light Lime, Labatt Blue Light Grapefruit & Labatt Blue Light Tangerine

12pk 12oz bottles, 24pk 12oz bottles

April – August 2018, or while supplies last.

First Ships March.



# BREWERY NEWS AND HAPPENINGS



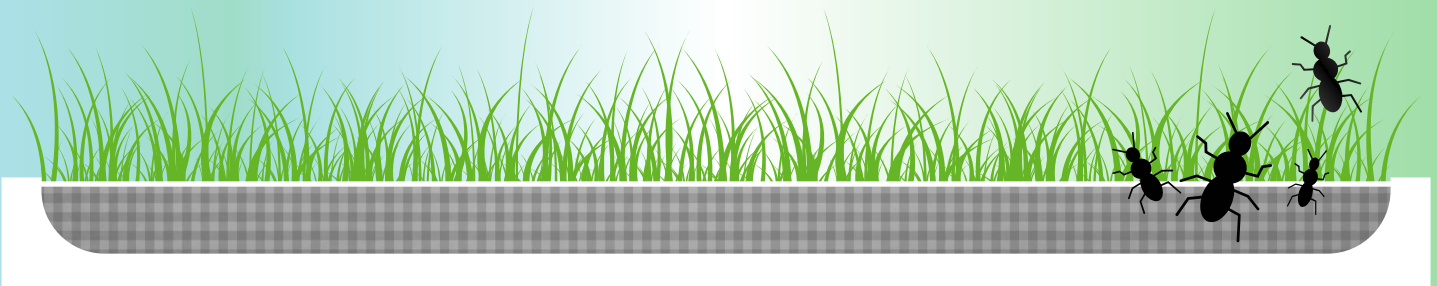
Twice in a Blue Moon  
Get ready to raise a glass twice to a rare sight in the sky. Between January and March, our calendar and the lunar calendar will be out of sync, not just once, but twice, creating a “Double Blue Moon” And what better beer to celebrate with than Blue Moon? At retail, Blue Moon POS tools will promote this rare lunar phenomenon, while on-premise, bartenders are encouraged to create Blue Moon drink specials.

## KEYSTONE LIGHT

Keystone Light is Owning the 'Stone

Last year, Keystone Light launched a refreshed look featuring simple can designs and a new secondary packaging.

This spring, Keystone Light will continue its focus on an equity-driven program of “owning the 'Stone” – through the use of bold retail POS that (literally) breaks through.



# America's Original

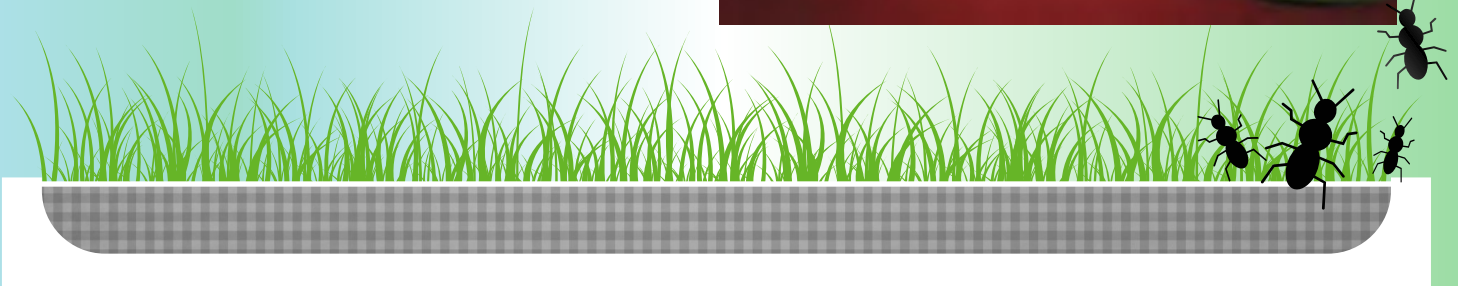


Playoff Favorite College and pro football playoff season brings with it the passion of loyal fans, rituals and traditions that are passed down for generations. With six generations of brewing, Yuengling embodies this passion and loyalty. Yuengling Lager is the Original Playoff Favorite and a perfect fit for every playoff celebration.

Throughout January and February, off-premise shoppers can save when buying their party snacks wherever they buy their Yuengling beer by using the mail in rebate (up to \$5.00) with the purchase of Yuengling brands and party essentials. On-premise game watchers can enjoy Yuengling 22 oz. football mugs and football promo prize packs. Consumers can also enter to win a Big Game Party Pack, which includes a dartboard and backer, Igloo® seat cooler and \$100 Stub Hub® gift card

# The Original Game Changer

Just like the underdogs of March Hoops, Yuengling knows about overcoming tough times to reach a dream. Everything changed for the historic brewery when the brewers created Yuengling Traditional Lager, The Original Game Changer. Throughout March and April, off-premise shoppers can save with a mail-in rebate offer for up to \$4.00 back on the purchase of Yuengling brands. Fans can follow their brackets on-premise, while enjoying 22 oz. Yuengling Lager drafts in new Yuengling Hoops glassware and win cool Hoops-themed promo prizes. Consumers can also enter to win a courtside prize pack, which includes a Yuengling backpack, Grizzly® cooler and a \$100 Stub Hub® gift card.



# Homebrewed Hero

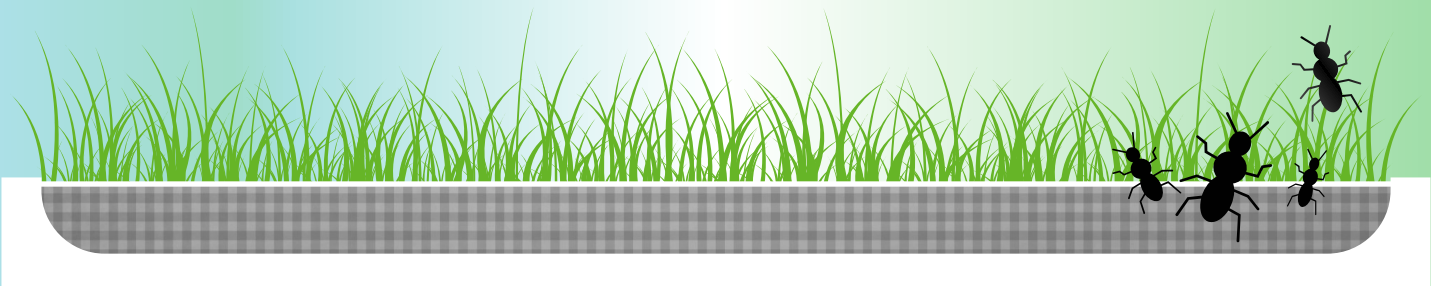
There was no such thing as craft beer in 1980, so, with just a few thousand dollars and some used dairy equipment, Ken Grossman founded Sierra Nevada Brewing Co. The success of Ken's award winning ales propelled him from homebrewer to craft brewer. Today, Ken and his family still own 100% of the company, one of the most successful independent craft breweries in America.

**SIERRA NEVADA BREWING CO.**

100% FAMILY OWNED, OPERATED & ARGUED OVER

## Be a Homebrewed Hero Program

Sometimes, the best things start in your garage, and Sierra Nevada is no exception! Integrating their national advertising campaign, this off-premise program (running February 1st through March 31st) introduces the Sierra Nevada story at retail with multi-dimensional display pieces, sized to support all retail channels. In addition, shoppers have the chance to win a custom Sierra Nevada homebrew kit with one of founder Ken Grossman's original recipes!



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INTEGRITY, FAIRNESS AND  
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**Beernomics by Frank B. Fuhrer Wholesale**

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## Seasonal and Specialty Releases

Many of our Seasonal and specialty releases are available in limited or extremely limited quantities. This publication is compiled prior to the decision made by the brewery to allocate their products to the wholesaler. Variations in production for some of these limited release offerings will fluctuate, resulting in lower quantities than anticipated. If you are interested in something you see in this publication and it is out of stock when you place your order, please contact your Frank Fuhrer Sales Representative to discuss a similar option.

