

May 03, 2021

Issue 3

May & June Newsletter



Seasonal and Specialty Releases

INSIDE THIS ISSUE:

COORS/DIAGEO/ BOSTON DIVISION	2
YUENGLING/IMPORT/ CRAFT DIVISION	7
ANHUESER BUSCH DIVISION	22
BREWERY NEWS	27

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.

Blue Moon Share Pack NOW in Cans only



For 2021, we are further simplifying and optimizing our Share pack from bottle to cans to align with current growth trends and we are offering a more cohesive & approachable flavor line up. Discontinuing 12pk 12oz bottles.

The Share Pack will offer :

- ⇒ (6) Blue Moon Belgian Wheat
- ⇒ (3) Mango Wheat
- ⇒ (3) Honey Daze
- ⇒ UPC: New UPC & OSKU will replace current 12 pk bottle of Share Pack.
- ⇒ Pricing Guidance: Aligned with current share pack price



Available: April 2021



Blue Moon Mango NOW in Cans only

Same great wheat beer which is created with mango and a hint of honey for a mild sweetness with a bright yellow-orange color and cloudy wheat haze now in cans only.

We are further simplifying and optimizing Mango Wheat from bottle to cans to align with current growth trends and open new consumption occasions. Discontinuing 6pk 12oz bottles

- UPC: New UPC & OSKU will replace current 6 pk bottle of Mango Wheat.
- Pricing Guidance: Aligned with current Mango Wheat price

Available: Spring 2021



New Truly Extra Hard Seltzer

Truly Extra arrives in two flavors, Black Raspberry and Peach Mango a slimmer option with only one gram of sugar and 220 calories per 16-ounce can. The new product will target the convenience store crowd as a single-serve option.

Nutritionals per 16oz serving:

- 8% Alc./Vol.
- 1g sugars
- 220 calories
- Gluten Free

Pricing: Match 16oz Truly



NEW Truly Lemonade Freeze Pops – In & Out Package

NEW Truly Lemonade Freeze Pops are a new, surprisingly fun way to enjoy the delicious refreshment of Truly Hard Seltzer ABV: 5% .

Pack Sizes:

- Freeze pop sleeve: 100mL = ~3.4oz
- Sell unit: 12 pop sleeves (variety pack)
- Display-ready shipper carton: 6 x 12pks
- Full Pallet: 72 shippers

Flavors:

- Original Lemonade
- Strawberry Lemonade
- Mango Lemonade

Nutritionals: 5% alc./vol., 80 calories, 12g sugar per sleeve, Gluten Free



Package: 12 pop sleeves variety packs. Available: Summer 2021

INTRODUCING Truly Punch Hard Seltzer

NEW Introducing Truly Punch Hard Seltzer. An explosion of fruit flavor, while still having the light, crisp, and refreshing finish that Truly is known for.

Will be introduced in a variety pack featuring the following flavors: Fruit Punch, Berry Punch, Tropical Punch and Citrus Punch.

Truly Fruit Punch will also be available as a single 24oz Can. ABV: 5% Package:
12oz & 24oz Cans Available: May 2021



4 NEW Flavors:
Fruit Punch, Tropical Punch, Berry Punch, Citrus Punch

Smirnoff Ice Zero Black Cherry

If you are looking for a crisp, delicious, and refreshing tasting beverage to relax and enjoy with, but want to avoid sugar - you're in luck!

Smirnoff Ice ZERO Sugar Black Cherry is a sugar-free premium flavored malt beverage from the brand that started it all. Enjoy chilled and drink responsibly. Smirnoff Ice ZERO Sugar Black Cherry has a 4.5% ABV.

Package: 12oz Cans Available: Spring 2021



Smirnoff Ice Zero Sugar Variety

100% Smirnoff Ice flavor, zero sugar and under 100 calories.



Now in variety pack with flavors including:

- ◆ Original
- ◆ Black Cherry
- ◆ Raspberry
- ◆ Orange

Package: 12oz Can Available: Spring 2021

COMING SOON – Beatbox Party Punch



BeatBox Beverages, the fastest selling ready-to-drink (RTD) brand in the U.S. market, announced this week with the launch of its Zero Sugar BeatBox, it will be one of the first ever fermented fruit beverage products to be sold by beer distributors in the control state of Pennsylvania

Zero Sugar BeatBox was created for consumers who sought 'better for you' products. The product is 6% ABV, contains zero sugar, gluten free, with only 90 calories per serving and formulated with all-natural flavors. The newest offering will be the newest product offering in BeatBox's expansive lineup of party-ready punches, comes in five flavors including Pink Lemonade, Tropical Punch, Fresh Watermelon, Peach Punch, and Fruit Punch.

Package: 500ml carton which is equal to 4 light beers.

Smirnoff Slushies



Blue Moon Honey Daze (Seasonal)

Craft Beer for Summer, 3.9% ABV, 6-pack 12-oz cans drinking. Light, refreshing and quite sessionable, grab this Blue Moon beer in cans for a summer beer, baseball beer, grilling beer, or any outdoor occasion for daytime drinkers. Once you crack open a can, you'll find this honey wheat beer has a golden straw color and slight haze. With honey as the predominant flavor, this light wheat beer is rounded out with a hint of orange peel for a great taste.

- ⇒ Crafted with clover honey and orange peel. ABV: 4%
- ⇒ UPC: New UPC & OSKU will replace current 6 pk bottle of Summer Seasonal.
- ⇒ Pricing Guidance: Aligned with current summer seasonal

Package: 12oz Cans Available: Spring 2021



Harpoon Camp Wannamango (Seasonal)

This mango infused Pale Ale begins with a subtle tropical aroma of passion fruit and mango. Golden copper in color it has a light body, slight hop bitterness and malty sweetness and finishes with a kiss of mango. ABV: 5%

Package: 12oz Can and draft Available: May 2021



Rebel Berry Crisp Latte (Seasonal)

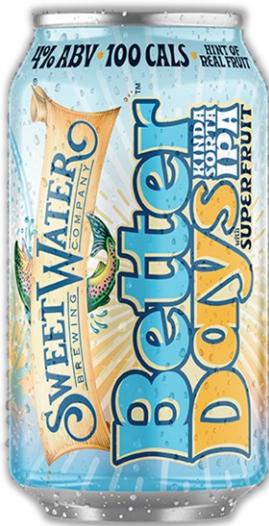
Twelve5 Beverage Company has released its new seasonal collection of REBEL Hard Coffee for summertime sipping. REBEL Hard Coffee's Hard Berry Crisp Latte showcases a refreshing blend of berries and smooth cream to bring coffee-cravers to the fringes of extraordinary.

- 100% Arabica coffee
- Crisp, blueberry and blackberry accents embellished with creamy undertones
- Bright, refreshing finish
- 5.0% ABV

The sweet and fruity hard coffee is a perfect seasonal addition to any outdoor activity – from sunbathing on Memorial Day to backyard barbeques on the Fourth of July.

Package: 12oz Can Available: Summer 2021





Sweetwater Better Days Kinda Sorta IPA-(NEW Seasonal)

Easy drinking 100 calorie fruited IPA with low bitterness, alcohol, carbs, and calories for maximum session-ability. Peach and Papaya natural flavors pair well with the intense hoppy notes of melon and citrus from the heavy dry hop.

You're in a better place right here right now with this "summer in a can" in hand and an eff 2020 finger in the air. ABV: 4%

Package: 12oz Can and draft Available: Summer 2021

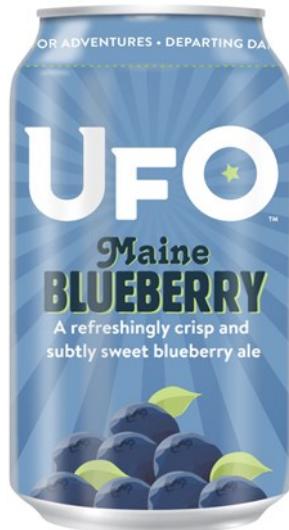


Sweetwater Goin' Coastal-(Seasonal)

Slip into some sunshine and step off the grid by Goin Coastal with this pineapple laced IPA. The bright armoas of the five citrus hop additions are accentuated by the tropical fruit of the pineapple.

And just like those three day weekends, its finish is quick. Golden copper in color with a full malt bill to bring the balance. ABV: 6.1%

Package: 12oz Can and draft Available: May 2021



UFO Maine Blueberry-(Seasonal)

Formerly a Maine only release this is a refreshingly crisp and subtly sweet blueberry ale. ABV: 4.8%

- Blueberry Ale (brewed with real Maine blueberries!)
- Formerly A Maine-Only Release
- 6-Pk Cans & Draft
- Summer Limited Release
- Shipping April

Package: 12oz Can Available: Summer 2021

UFO Georgia Peach-(Seasonal)

A delectable wave of fresh and juicy peach flavor accompanies each sip of Georgia Peach.

Just the right touch of sweetness pairs perfectly with a light body and crispness that keep Georgia Peach as a supremely refreshing and satisfying beer for even the most oppressive heat. ABV: 5.1%

Package: 12oz Can Available: Summer 2021



YUENGLING/IMPORT/CRAFT DIVISION NEW YEAR ROUND PACKAGES

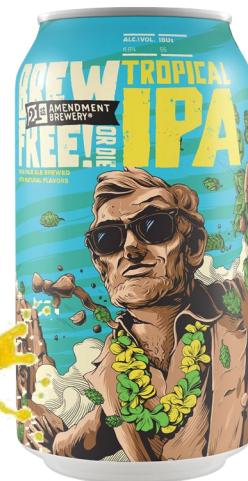
21st Brew Free! Or Die Tropical IPA

Brew Free! or Die Tropical IPA takes you on a vacation in the can and pint glass.

Part of our Brew Free! line-up of IPAs, our tropical version is a bit lighter in color and lower in bitterness with tropical forward hops and a splash of pineapple. Refreshing and approachable.

Year Round (June launch) ABV: 6.8%

Packages: 12oz cans 4/6 & 2/12, 1/2BBL, 1/6BBL



Allagash River Trip New Core in May

A companion to backyards, backwoods, and balconies alike.

River Trip is a low-ABV, Belgian-style table beer with hop-forward grapefruit and stone fruit notes. It's brewed with local grains and spiced with coriander for an extra hint of citrus.

Dry hopping with Comet and Azacca contributes to the mix of melon and grapefruit notes in the beer's aroma. Good for any adventure.

Packages: 12oz can 2/12



Aurochs New Hazy IPA



Dynamic tropical fruit flavor and aroma. The hops pack a punch to the nose with notes of papaya, mango, peach, and orange. A soft, pillow-y mouthfeel that rests on your tongue. Extra quinoa for turbidity.

Hazy and juicy. Brewed with millet, quinoa, buckwheat, hops, and yeast. 2020 Great American Beer Festival Gold Medal Winner - Gluten-Free Beer category.

Calories: 170 Total Carbs: 7g Protein: 1.3g/ 6.7% ABV 29 IBU

Package Availability: 6/4/12oz Cans /Month Available: Starting in May - Core



Bold Rock Draft Back in Stock

Crisp and refreshing, in this expertly crafted blend of Blue Ridge apples, the tart and vibrant taste of Granny Smith comes through in every sip.

Slightly higher acidity and sparkling effervescence give it liveliness that dances on the tongue.

Available: ½ BBL now available



Flying Dog Draft Back In Stock

Core draft back in stock – Thunderpeel IPA and Vicious Hook Sour Ale

Thunderpeel is Flying Dog's unique and intensely aromatic take on the New England IPA. With low bitterness, high juiciness and haze for daze, And despite the fact that no citrus fruits were harmed in the making of this beer, you'll swear we murdered an entire Florida orange grove.

Vicious Hook is a one-two combo of sweet and tart that stuns you with a pucker punch. Delivering on its fruit punch promise, Vicious Hook's big juicy tropical flavors pop making this an innovative sour that offers high pucker and low bitterness.

JW Dundee Honeybrown

DISCONTINUED →



Man first brewed with honey more than 2,000 years ago. Back then, fermented honey was proclaimed the drink of kings.

They first brewed Original Honey Brown Lager nearly 20 years ago. And they like to think every batch is still fit for a king. In the years since,

Honey Brown has been brewed with the same premium barley, hops and pure Manitoba White Clover Honey to produce a great-tasting, medium-bodied lager.

NEW PACKAGING COMING SOON : 24/12OZ CAN 2/12pk REPLACES 12OZ NR

Labatt Blue Light Seltzer Chilled Peach Lemonade 24oz

PRISTINE SPARKLING REFRESHMENT

Perfectly balances the crisp refreshment and drinkability of a seltzer with the bright, tart flavor of a hard lemonade. Flavorful but not overpowering in Chilled Peach Lemonade.



Labatt Blue Light Seltzer Lemonade Launch

Introducing Labatt Blue Light Seltzer Lemonade

Perfectly balances the crisp, refreshment and drinkability of a seltzer with the bright, tart flavor of hard lemonade. Flavorful but not overpowering. 12-can variety packs with four unique flavors: Chilled Raspberry, Chilled Lemonade, Chilled Black Cherry and Chilled Peach.

NOW: AVAILABLE YEAR ROUND



New Slim Cans Same Favorite Flavors

Beginning this spring, Mike's 12-pack cans are being converted from classic 12 oz. cans to 12 oz. slim cans.

These sleek can packages are sure to attract new, high-end consumers to the Mike's franchise.

Availability: Year-round, beginning in April





Reissdorf Koelsch

Reissdorf Kolsch has a minty, hop aroma; sweet, vanilla like, malt flavors; and a crisp, dry, cedar finish. Alc./Vol.: 4.8

The town of Cologne, the namesake for Koelsch, not only has more breweries than any other city in the world, but also has a federal law protecting its right to brew this pale, top-fermenting ale (appellation controllée). Available: 16oz Can & 50 Liters

Sierra Nevada The Sampler



As the warm months approach, sit back and enjoy two Sierra Nevada favorites, Pale Ale and Torpedo, along with the brewery's two newest beers, Dankful West Coast IPA and Wanderland Nectarine Ale.

The newest mix pack will bring a smile to those wishing to sample the faithful and the new from Sierra Nevada.

This variety pack will replace Sierra's current Sampler Variety Pack.

Southern Tier New Overpack'd Graphics

Overpack'd is updated to include the all new Nu Haze Hazy Smooth IPA, the most crushable Hazy IPA in the game! Hazy IPAs are one of the hottest styles in craft and Overpack'd includes two.

- ⇒ Overpack'd's new mix includes an assortment of surefire styles including 1 Double IPA, 2 Hazy IPAs and 2 Session Ales.
- ⇒ Overpack'd is the #1 craft can 15 pack variety in the country 2, even with limited availability.

NEW Interactive Packaging!



White Claw Hard Seltzer Iced Tea Variety Pack

Hard seltzer leader White Claw has an iced tea line extension of their own on the way, expected this April.



White Claw® Hard Seltzer Iced Tea is an exciting new take on White Claw. White Claw® Hard Seltzer Iced Tea is crafted using a unique BrewPure® process, sustainably sourced brewed tea, and the finest flavors to deliver a wave of pure refreshment like no other.

This variety pack features four refreshing flavors – Lemon, Raspberry, Mango and Peach. Each 12oz can contains 100 calories, 1g sugar and 5% alcohol.

White Claw Hard Seltzer Surge Blood Orange

As you take a sip of White Claw Hard Seltzer Surge Blood Orange, a potent, unmistakable blood orange taste bursts through, perfectly balanced with the right acidity and a hint of sweetness.

Not overpowering, the new flavor is both refined and mouth-watering, like a mixed drink muddled with fresh blood orange.

ABV: 8% Package: 16 oz. cans only

Availability: Year-round,



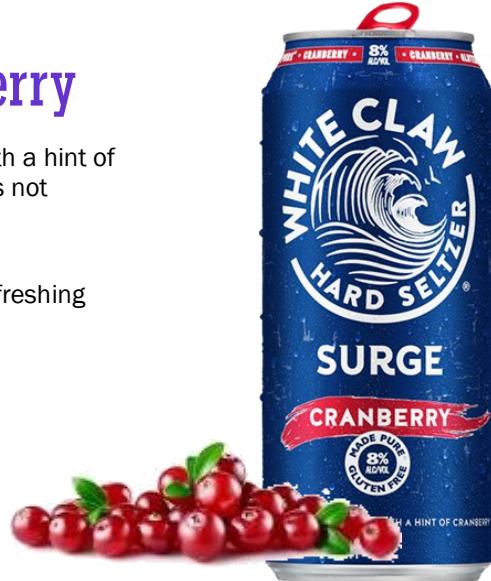
White Claw Hard Seltzer Surge Cranberry

Complete with an authentic, tart cranberry flavor thoughtfully paired with a hint of sweetness, White Claw Hard Seltzer Surge Cranberry is subtle and does not overwhelm the palate, even with 8% ABV!

With just the right level of carbonation, the new offering makes for a refreshing alternative to mixed drinks, such as a vodka cranberry.

ABV: 8% Package: 16 oz. cans only

Availability: Year-round



White Claw Watermelon 4/6 and 2/12-Packs

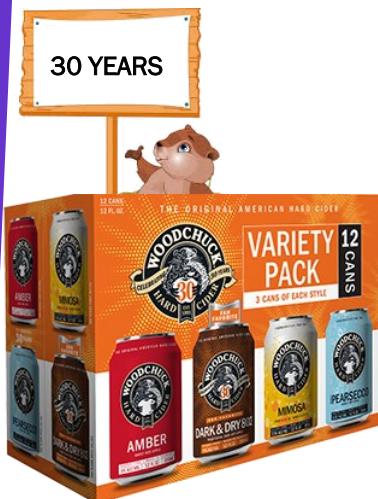
White Claw Watermelon will be available year-round in 4/6 and 2/12- packs this spring! A popular flavor in the variety packs, Watermelon has the 3rd highest social media mentions behind Mango & Black Cherry.

This sweet and refreshing flavor is complemented by the pure refreshment of White Claw Hard Seltzer. Delight in the delicate taste of fresh watermelon.

ABV: 5% Package: 12 oz. cans only

Availability: Now, year-round





Woodchuck Celebrating 30 Years Variety Pack

In celebration of Woodchuck's 30th year, they will be rotating past fan-favorite ciders into their Woodchuck 2/12 can Variety Pack at three different times throughout the year.

The first "favorite" to be included in the mix is Dark & Dry 802, a semi-sweet cider full of strong apple notes, which will join Amber, Mimosa and Bubbly Pearsecco.

Note: The UPC for this package is the same as the current 12-pack variety.

Availability: Year-round

YUENGLING/IMPORT/CRAFT DIVISION Q3 PRE ORDER OFFERINGS



Abita Pecan

Pecan Ale is made with real Louisiana roasted pecans for a subtle, nutty flavor and aroma. It's brewed with pale, Munich, biscuit and caramel malts, and Willamette hops. The roasted pecans are added in the brewhouse.

Packages Available: 12oz NR 4/6 and 1/4 BBL / September Release

Crack one open and geaux nuts!



Allagash Haunted House

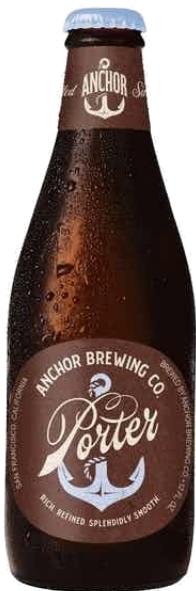


Cursed by our love of roasty porters, we summoned the recipe for Haunted House. Roasted barley and Blackprinz malt cloak this ale in a gravely dark hue.

Hopped with Crystal, Nugget, Cascade, and Northern Brewer, its flavor is filled with hauntingly balanced notes of coffee, malt, and a devilish hint of hops.

Package Size: 16 fl oz. Cans / September Release





Anchor Porter

RICH. REFINED. SPLENDIDLY SMOOTH.

Made from a blend of pale, caramel, chocolate, and black malts, this beer is deep and layered. Kind of like a good book or that one show you like.

Just kick back, take a sip, and let the rich delicious flavor take you away. This iconic American Porter has been the gold standard of the style since 1972.

Packages Available: 12oz NR 4/6 / September Release



Aurochs Pumpkin Ale

Deep caramel coloring with a slightly tan head on top. Fall incarnate. Warming cinnamon rolls into sweet waves of honey, vanilla, and molasses punctuated with cloves and nutmeg.

The graham cracker-y finish recalls that last bite of pumpkin pie kissed with a bit of whipped cream. Brewed with millet, quinoa, buckwheat, pumpkin, molasses, honey, spices, hops, and yeast
6.3% ABV 11 IBU Calories: 151 Total Carbs: 6g Protein: 0.9

Available: 24/12 CAN 6/4 / September Release



Block House Pumpkin Ale

This medium-body ale pours a glowing golden-orange color with subtle reddish shading, and enchants the nose with a wallop of graham cracker crust, ginger snap cookies, and subtle notes of brown sugar.

The boldness of the 7.0% ABV is hidden beneath layers of creamy vanilla, hearty nutmeg and a hint of caramel that when blended together creates a homemade pumpkin pie taste.

Packages: 12 OZ NR 4/6 , 1/2BBL and 1/4BBL



Bold Rock Honey Crisp Cider

Honeycrisp Hard Cider- Seasonal Pre order only 4.7 % ABV 6/4 NR Crisp with a refreshing bite.



Bold Rock Honeycrisp Cider is a tasty blend featuring America's new favorite apple, harvested in the heart of the Blue Ridge!

Packages: 24/12oz NR 4/6, 1/2BBL and 1/6BBL



Brooklyn Oktoberfest

Our take on the classic Märzen lager style with sweet, bready malts and German noble hops. Brewed from the finest German malt and hops.



Pack it along for fall celebrations from the first day of jacket weather to internationally famous bierfestivals.

Packages: 12OZ CANS, 1/2BBL, and 1/6 BBL



Brooklyn Post Road Pumpkin Ale

Their colonial style Pumpkin Ale

They use a touch of spices and pounds of real pumpkins to create a warm but surprisingly crisp spin on the traditional pumpkin ales made by American colonists.



TASTING NOTES

REAL DICKINSON PUMPKINS AND WARMING NUTMEG

Packages: 24/12oz NR 4/6, 1/2BBL and 1/6BBL



Deschutes Chasin Freshies IPA Fresh Hop



A fresh hop collaboration with Bitburger (~7% ABV | ~55 IBUs) September release (based on timing of hop harvest) in 12-ounce cans.

Deschutes' #1 fresh hop beer goes international with this Bitbuger collab! A celebration of 2 iconic, independent, family owned breweries exchanging brewing expertise and comradery.

This collaboration incorporates the Bitburger influenced German hop "Callista" with Triumph and Cashmere American hops selected during the 2020 hop harvest.

Availability: 4/6 Can Released Q3, timing depends on hop harvest



DuClaw Mad Bishop



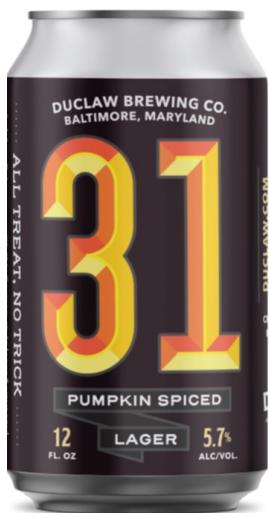
Faithfully delivers a sermon of rich, toasted malt flavor that goes down easy with a crisp, clean finish. 5.8% ABV

- ◆ AROMA: Sweet malty notes and no hop aroma.
- ◆ APPEARANCE: Copper with an off-white head.
- ◆ FLAVOR: Mild malt sweetness balanced with a light hop bitterness.

GERMAN-STYLE OKTOBERFEST LIMITED RELEASE | 12 OZ CANS



DuClaw 31 Pumpkin Spice Lager



This amber colored, medium-bodied German-style lager tricks you with its smooth, malty flavor profile and moderate 5.7% ABV, then treats your senses with a spicy, crisp finish of cinnamon, nutmeg and pumpkin.

- ◆ AROMA: Sweet malt combined with a pleasant "fall spice" presence.
- ◆ APPEARANCE: Medium to medium dark amber with an off-white head.
- ◆ FLAVOR: A crisp, light malt sweetness combined with flavors of cinnamon, clove, nutmeg and a bit of pumpkin.

PUMPKIN SPICED LAGER SEASONAL RELEASE | 12 OZ CANS | DRAFT



Firestone Walker Oktoberfest

CELEBRATE OKTOBERFEST WITH OAKTOBERFEST

Grab Your Stein And Dust Off Your Lederhosen, Because Our Beloved Fall Seasonal Is Back For 2021. Oktoberfest Combines The Crisp Malt Profile Of The Classic Marzen Style With A Subtle Hint Of Hoppiness.

This New Edition Is Lagered In Neutral Oak Barrels For Two Months To Create A Smoother Mouthfeel.

Packages: 24/12 NR 4/6, 50 LITER BBLS and 1/6 BBLS



Flying Dog Dogtoberfest & The Fear Imperial

Flying Dog Dogtoberfest -5.6%

Brewed with 100% imported German ingredients, this quintessential Marzen offers malty flavors of caramel and graham cracker sweetness with a finish more crisp and clean than you will be after a few days at d'Wiesn.

Flying Dog The Fear Imperial Pumpkin Ale- 9.0%

Spice-forward but not overly sweet, this monstrous 9% imperial pumpkin ale bares its fangs and bites back. Don't hesitate to embrace The Fear when sitting down for a meal, this unique ale will provide both a complement and counterpoint to many dishes.

AVAILABLE IN 12oz BOTTLES, 6-PACK BOTTLES, 24-PACK BOTTLES



Genesee Oktoberfest

Genesee Oktoberfest is a recipe inspired by centuries of brewing and our proud German heritage.

Our Oktoberfest is a deep-golden lager, big on malt flavor and complimented by subtle herbal notes of noble hops. We hope this beer gives you good reason to raise a stein and celebrate.

5.5% AVD

AVAILABLE IN 2/12 PK-12OZ CANS, 1/2BBL AND 1/6BBLS





Great Lakes Nosferatu

Don't be afraid of things that go hop in the night! Rich roasted malt flavors haunt the shadows of our Imperial Red IPA's bitter teeth.

Sink your teeth into rich, roasted malt and a stunning hop bite 8.0% ABV

BEER AVAILABILITY: AUGUST

PACKAGES: 4-PACK 16 oz. CANS 1/2 BBL, 1/6 BBLS



Helltown Octoberfest

July	August	September
BLQ METAL 2021	Helltown OKTOBERFEST	Helltown GOOD INTENTIONS PORTER

BLQ Metal 2021 is a hazy, straw colored IPA, with a medium-light body, and strong orange rind and grapefruit aromas. Soft malt mouthfeel combines with bright orange and lemongrass flavors, with dry and crisp finish. 6.0% ABV

A German-style Marzen/Octoberfest, deep copper in color with rich bready aroma. Flavor is lightly sweet and malt forward, balanced with subtle herbal and spice notes from German Noble hops, with a crisp and dry finish. 6.0% ABV

Porter A full bodied ale, with notes of dark chocolate and coffee, followed by a hint of raisin from English yeast allows this porter to be drinkable and highly flavorful all at the same time. 6.5% ABV

PACKAGES: 24/12oz CANS 4/6, 1/2 BBL, 1/6 BBLS



Hershey Chocolate Porter

Yuengling Hershey's Chocolate Porter is available starting mid-October – just in time for fall and the holiday season.

Our chocolatey brew is the perfect way to toast to life's most special occasions from Halloween through Valentine's Day. It even pairs well with holiday dishes – from hearty meats to cheeses and desserts.

PACKAGES: 24/12oz BOTTLES 4/6, AND 2/12 PK, 1/2 BBL, 1/4BBLS



Left Hand White Russian Nitro

Abide with The Nitro, or White Russian Nitro, if you're not into the whole brevity thing. White Russian Nitro is takin' er super smooth for all us craft beer drinkers out there.

There's a beverage here that's for strikes and gutters; ups and downs. And, I don't know about you, but I take comfort in that. With coffee, vanilla and notes of chocolate, this is a beer that really ties it all together. But, well, that's just, like, our opinion, man.

**Now Accepting
PRE-
ORDERS**

PACKAGES; 24/12 NR 4/6 AND 1/2 BBLS-AUGUST RELEASE



Sierra Nevada Narwhal

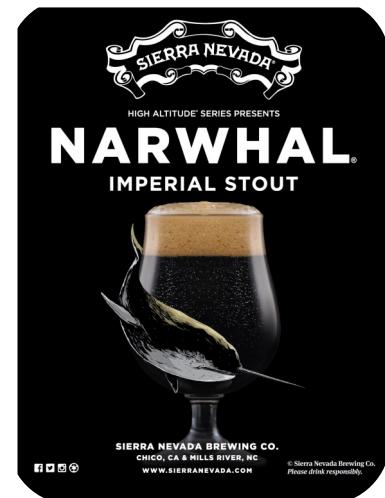
Story: Narwhal Imperial Stout is inspired by the mysterious creature that thrives in the deepest fathoms of the frigid Arctic Ocean.

Rich with notes of espresso, baker's cocoa, roasted grain and a light hint of smoke, Narwhal brims with malt complexity.

**Now Accepting
PRE-
ORDERS**

Aggressive but refined with a velvety smooth body and decadent finish, Narwhal will age in the bottle for years to come. 10.2% Imperial Stout

PACKAGES; 24/12 NR 4/6 AND 1/6 BBLS. -MID AUGUST RELEASE



Sierra Nevada Northern Hemisphere

Story: Northern Hemisphere drops you into a hop field, the beer's profound flavor like strolling under the lush canopy.

This year, we picked Centennial hops at their peak, rushing the harvest into our brew kettles the very same day to make a wet hop IPA loaded with notes of citrus blossom, rose, and pine. 6.7% 67 IBU's Wet Hop IPA.

**Now Accepting
PRE-
ORDERS**

PACKAGES; 24/12 NR 4/6 , 1/2 7 1/6 BBLS-LATE SEPTEMBER RELEASE





Sierra Nevada Oktoberfest

Story: Our Festbier is a refreshing ode to beer's biggest party. Toasty malts and German hops yield notes of fresh bread and floral, fruity character for a balanced, crisp lager that makes any moment festive. 6% Festbier.

PACKAGES: 6 PK CANS, 12 PK CANS & 1/2 & 1/6 BBLS—

EARLY AUGUST RELEASE



Southern Tier Harvest

The pick of the Fall Season. Our Harvest IPA is brewed with American hops, cracked barely and hard work as a tribute to what makes our beer so special – the harvest. The deep ruby color evokes a bright autumn mountainside where a warm sweater, a good beer and the gratitude for the seasons are all you need. Cheers to the harvest, whatever it may bring you.

Harvest - Seasonal Pre order only

6.7% ABV



Southern Tier Pumking

Pumking is the #1 pumpkin beer in the country! When we set forth to brew the king of all pumpkin beers in 2007, we raised the bar to new heights.

High gravity, luscious pie-like flavors and just the right amount of sweetness brought us the crown. This fall, ascend to your own throne with Pumking.

Imperial Pumking Ale 8.6% ABV – Seasonal Pre order only
6/4 NR, 1/2 BBL and 1/6 BBL



Southern Tier Imperial Pumking Ale Nitro

The King of Pumpkin Beers is now in cans and on nitro. Pumking's magical spell has been electrified with the power of nitro, like a lightning bolt to the senses as you hear, see, smell and taste the power of nitro.



Imperial Pumking Ale Nitro -Seasonal Pre order only
8.6% ABV
6/4 13.6 fluid oz. widget Nitro Cans



Southern Tier Cold Pressed Coffee Nitro Pumking

Meet Cold Brew Coffee Pumking. Settle in with smooth roasty cold brew coffee combined with pumpkin pie spice. Each sip provides a sense of comfort like a morning's first brewed batch of perfectly roasted coffee.



Cold Pressed Coffee Nitro Pumking - Seasonal Pre order only
8.6% ABV
6/4 13.6 fluid oz. widget Nitro Cans



Southern Tier Warlock

The unbeatable Pumking recipe was adapted for the stout beer style in 2011. Dark and mysterious, reignite your senses with Warlock's huge roasted malt character, moderate carbonation and a spiced pumpkin aroma.



Warlock - Seasonal Pre order only
8.6% ABV
6/4 NR, 1/6 BBL





Six Point Hyper Beam

Idaho 7 and Azacca hops are the foundation of this beer, but the real stars of the show are the immensely tropical flavors of guava and passionfruit. Mix in a soft and silky grain bill of oat and wheat and just a touch of lactose, and Hyper Beam will make you bend the elements of time and space. Suddenly you're sipping seaside on a sunny beach.

Hyper Beam IIPA - Seasonal Pre order only
8.0% ABV 7 IBU
6/4 Sleek Cans, ½ BBL and 1/6 BBL



Winding Path Cashmere Hibiscus Lime IPA

Additions of hibiscus, lime juice, & lime zest at the end of fermentation make this light-bodied IPA into a tropical refresher, complimentary flavors of lemongrass & citrus pith.

ABV7%
PACKAGES; 16oz 4-PACKS, SIXTELS, AND HALF BBLS
AVAILABILITY; JULY-SEPTEMBER



Winding Path NEW Hard Cider Fall Variety 12 Packs



MAPLE BOURBON

Cider fermented and matured in Bourbon barrels used to age maple syrup.

PUMPKIN SPICE

This cider is cold fermented with dates and maple syrup to dryness with a touch of maple added to soften the acidity of the tart Gold Rush.

CARAMEL APPLE

This cider is steeped with Madagascar vanilla beans and thick sweet caramel heated with fresh juice for blending. The juice and caramel together bring out lush fruit character with hints of roasted toffee.

CRANBERRY

Made with PA apples and real cranberry juice from Wisconsin farms, our Cranberry hard cider is refreshingly tart and crisp.

Bud Light Seltzer Iced Tea



The classic taste of iced tea meets the refreshment of seltzer in this Variety Pack from Bud Light. Featuring Iced Tea flavors,

- ◆ Peach
- ◆ Raspberry
- ◆ Apple
- ◆ Tangerine
- ◆ Each can is 100 calories and has less than 1g of sugar. ABV 5%



Available May in 12oz 12-packs and 25oz Singles (Peach only)

Bud Light Seltzer Mix Pack



For a limited time this summer, Lemonade and Iced Tea meet in one pack! The taste of iced tea and the taste of lemonade meet the refreshment of seltzer. At only 100 calories and less than 1g of sugar. ABV 5%

This variety pack features three Iced Tea flavors:

1. Raspberry
2. Peach
3. Apple

Three Lemonade Flavors:

1. Original
2. Strawberry
3. Black Cherry



Available in May in 12oz 24-pack varieties.



Platform Mango Mi Mosa

New for 2021 is this refreshing, craft cider made with local farm apple juice and notes of fruity mango and citrus.

Refreshing and crisp apple ale inspired by your favorite brunch beverage, but this time with Mangos. Brilliant fresh juicy Mango aromas lead into a sparkling light body Only 100 calories! ABV 3.8%

Available now in 12oz can 4/6, 1/2, and 1/6



Platform Pink Martian

This slushee style sour is fermented with strong notes of mango and pink guava. These over the top tropical flavors give way to a thick and creamy sour that hits all the right notes. Additions of lactose and vanilla give hints of sweetness to round out this massive brew .

ABV. ABV 8.5%

Available July in 16oz can 6/4, 1/2, and 1/6



Wicked Weed Watermelon Dragonfruit Burst

North Carolina- Session Sour Ale- 4.5% ABV. Light-bodied and juicy sweet with a tart, dry, crisp finish.

Burst into an explosion of tart fruit flavor that refreshes your senses with every sip. Vibrant colors, Notes of watermelon, tropical fruit, and citrus. We hope you enjoy this Session Sour!

ABV 4.5%

Available April in 1/2 Keg, 1/6 Keg, 12oz can 4/6



Wicked Weed Fresh Pressed

Juicy, juicy, juicy! This big aroma leads into a refreshing, fruit-forward sip with notes of mango, pineapple, and guava, ending with a crisp, semi-dry finish, and a retro-nasal blast of pineapple and mango.

Fresh Pressed is a great fruited wheat ale that uses a combination of fruit purees and concentrates to maximize flavor potential.

ABV 5.2%

Available April in 12oz Can 4/6



Wicked Weed Coastal Love Hazy IPA



Features flavor notes of citrus peel, tropical fruit, and grapefruit pith and the aroma of pineapple, tropical fruit, and lemon.

A portion of the proceeds from this Hazy IPA are donated to hurricane relief efforts and non-profits working to protect our shorelines. ABV 6.3%

Available April in 1/2 and 1/6BBL

#BeersThatBuild
program



Wicked Weed Pernicious IPA

Pernicious implies influence that is harmful in a way not easily noticed. This beer is harmful, not because of overwhelming hop bitterness, but for its balanced brightness, which insidiously ruins your expectations for all other IPAs.

This hop delivery vehicle is crafted to enjoy fresh and often, and because of its drinkability and clean finish, you'll never look at IPAs the same way again.
ABV 7.3%

Available April in 1/2 and 1/6BBL



Wicked Weed Splash Pack

This refreshing variety pack features two Wicked Weed brews perfect for summer – a Watermelon Dragonfruit Burst session sour (ABV 4.5%) and a Fresh Pressed Mango/Pineapple/Guava wheat ale (ABV 5.2%).

Available May in 12oz Can 2/12



Bud Light Seltzer Retro Summer

Enjoy Bud Light Seltzer this summer in its new, limited-time only look with nostalgic flavors that take you back to the 90s!

Featuring Blue Raspberry, Cherry Limeade, and Summer Ice (combining flavors of blueberry, cherry, and lemonade), each can has 100 calories, less than 1g of sugar, 2g of carbs and is gluten free! ABV 5%

Available June-August in 12oz sleek can 12-packs and 12oz sleek can 24-packs (Cherry Limeade only)



Bud Light Seltzer Frozen Icicles

Tie dye is back with this limited-edition package! Bud Light Seltzer is even more light and refreshing in these hard seltzer icicles made with pure cane sugar, sparkling water, and natural fruit flavor with just a hint of color.

Available in Blue Raspberry, Cherry Limeade, and Summer Ice, each icicle has less than 1g sugars and 2g Carbs, and they're Gluten Free! ABV 5%

Available June-August in 12oz 12-pack varieties.



Bud Light Slush Lemonade

Now you can enjoy the refreshingly sweet taste and fruity flavor of Bud Light Lemonade And Bud Light Strawberry Lemonade in a frozen slush!

Perfect for hot summer days and backyard get-togethers. Made with real fruit juice, they contain 30% less sugar than other brands.

ABV 4.2%

Available May-September in 10oz pouch 24-packs.





Naturdays Frozen Icicles

Introducing the first ever frozen addition to the Natural Light family! These delicious frozen icicles are the perfect treat to cool down with all summer long.

Enjoy these frozen, fun, and delicious pops in Pineapple Lemonade and Strawberry Lemonade flavors for around 50 calories!

The icicles have an 8% ABV and come in packs of 12. ABV 8%

Available May-September in 2oz 12-pack varieties



Natural Light Sour Seltzer

Natural Light Seltzer is once again changing the game, but this time with a variety pack like no other.

Introducing Natural Light Sour Seltzers, four light, refreshing seltzers each with a fruit flavor sweetness and a delicious hint of sour sure to excite every seltzer drinker! This variety pack features Watermelon, Lemon, Blue Raspberry, and

Apple flavors. ABV 6%

Available May in 12oz 12-pack varieties and 25oz singles (Watermelon only)

BREWERY HAPPENINGS AND NEWS



Now more than ever it's important to protect our open spaces. That's why Breckenridge Brewery is launching the In Good CO campaign. From now until the end of summer, we are donating 1% of proceeds from all Breck Beers – pint or package – across the nation to the [National Parks Conservation Association](#). Grab your favorite Breck Brew and help us reach our goal of \$100,000 to support our National Parks!

In celebration of our 1% giveback to NPCA, we're encouraging you to spend 1% of your year in a tent – just 3.65 days – outside enjoying nature. Snap a pic of yourself in a tent & use [#InGoodCoSweepstakes](#) and you will be entered for your chance to win a serious tent upgrade – a custom teardrop camping trailer from our friends at [Escapod](#). We'll be taking the Escapod on the road to this summer to spread the word on our 1%. Follow along on our adventure on Breck social @breckbrew



Coors Light is Ready to Kick Off “How We Chill” With the success of last summer’s sunglasses packaging and promotion, Coors Light is ready to kick off the Chill with Summer 2.0. The new aviator sunglasses design evolves the laid-back look, and the new scannable functionality on the Coors Light cans makes winning even easier.

That means even better recruitment, continued engagement and more brand love! The program, dubbed “How We Chill,” invites shoppers to maximize their chill time with interactive sunglasses packaging that they can scan to unlock an AR experience, take a selfie with the cans over their eyes and win covetable prizes.

Across every class of trade, the new promotional POS will pull in shoppers and show off what they can instantly win. No matter how they Chill, when they’ve got a Coors Light, they’ll be Chilling their way... the best way.

Take a Summer Stonecation with Keystone Light This summer



Keystone Light is helping fans take the “stonecation” of their dreams with the chance to win a \$10,000 cash prize. Sweepstakes messaging will appear through engaging POS, digital ads and retail displays to drive frequency all summer long.

The sweeps prize is sure to recruit new drinkers and drive repeat engagement during the summer. Who can say no to \$10,000 for the perfect vacation, courtesy of their favorite beer?

Grab Your Shovels and Dig Out Your Grills: THE BEER OF SUMMER IS HERE FOR SPRING!

Enjoy RRK responsibly with a new BBQ Recipe



Baby Back Ribs With Ruby Red Kolsch Marinade



INGREDIENTS

Baby back pork ribs
1 1/2 cup Ruby Red Kolsch
1 1/2 cup store-bought barbecue sauce
1/3 cup soy sauce
1/3 cup maple syrup
1 lime, zest and juice
1/2 teaspoon dried chilli flakes

DIRECTIONS

- 1) Preheat oven to 325°F. Line a roasting pan with foil.
- 2) Remove the membrane from the underside of the ribs and cut them into sections. Place in pan, cover with foil and bake for 1½-2 hours until tender.
- 3) While ribs are baking, combine all the remaining ingredients in a saucepan. Bring to a simmer and cook until reduced by half
- 4) Heat the grill or barbecue. Brush the ribs generously with sauce and grill, basting as required, until glaze is bubbling and ribs are piping hot.



Ruby Red Kolsch
Now Available!
Enjoy with BBQ Recipe!

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 flavors.

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 flavors. Prost!

Did you know?
The Kolsch style is traditionally served in a glass called a stange.

Stanges are sometimes referred to as the “champagne flutes of the beer world” and are tall and narrow with straight sides, typically holding fewer than 12 ounces.

THE SQUEEZE

JUICY NEWS YOU CAN USE



White Claw Hard Seltzer Iced Tea is Driving Buzz with Media!

After only one week since the official launch announcement, White Claw Hard Seltzer Iced Tea earned **85 placements** and **174MM total impressions**. Check out some of the coverage!



White Claw Is Launching a Hard Seltzer Iced Tea & You Can Already Get It

THRILLIST

WHITE CLAW NOW MAKES HARD SELTZER ICED TEA, SO SUMMER SIPPING CAN START NOW

We have our eyes on the porch flavor.

BEST PRODUCTS

White Claw's Back for the Summer with Four New Flavors

The drink of the season now comes blended with iced tea.



Topo Chico, Spindrift, Cacti and other new hard seltzers to drink this spring



The 26 Best-Tasting, Most Refreshing Hard Seltzers To Crack Open This Year

delish

White Claw Just Launched Four New Boozy Iced Teas—and They Only Have 100 Calories

EatingWell

White Claw Hard Seltzer Introduces Iced Tea Flavors

Coming in Lemon, Raspberry, Mango and Peach.

HYPEBEAST

White Claw Is Launching New Hard Seltzer Iced Teas

Simplemost



It's Mango Season

IC Light Mango is NOW on a shelf near you



Do More with Your Mangos

Mangmosas

1. Fill your glass 2/3 of the way up with IC Light Mango
2. Top off with Orange Juice (about 1/3 of the glass)

Mangoritas

1. Combine ice, 4oz Tequila, 2oz Cointreau, and 2oz IC Light Mango in a cocktail shaker
2. Shake for 15 seconds
3. Strain into an ice-filled glass
4. Garnish the rim with salt and a mango slice (if you're feeling fancy)



The Beer Drinker's Beer For 160 Years



Celebrating 160 Years

This year marks our 160th birthday. With our new brewery being built in Creighton, we have plenty to celebrate.

To start the festivities, [this month's Shirt of the Month commemorates the occasion.](#)

Later this year, we'll also be revealing limited edition packaging. Stay tuned for more.

Yuengling
+TRADITIONAL+
LAGER



Stars & Stripes with
LEE BRICE

YUENGLING IS CELEBRATING AMERICA ALL SUMMER LONG!

America's Oldest Brewery is highlighting the patriotic holidays, cheering on our athletes in the summer games and helping to raise awareness for charitable partner Team Red, White & Blue with the help of our stars like brand ambassador, Lee Brice.

Join Yuengling in Cheering on the Stars & Stripes this Summer!



LET'S GO USA!

70% of Americans say it's important to buy U.S. made brands, particularly during the patriotic holidays.

Snapchat
With interactive Patriotic lens



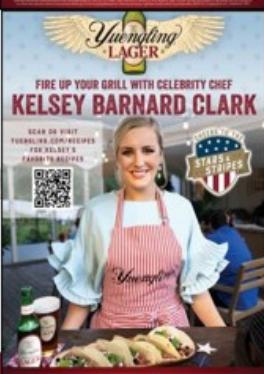
Digital Rebate
5/17-9/09

EARN UP TO \$4.00 BACK

Limited Edition Camo Cans
with Team Red, White and Blue logos (24oz & 12oz)

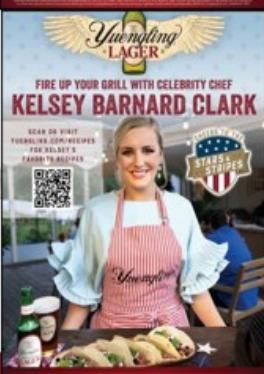
Sweepstakes
Win tickets to see Country Star **Lee Brice**
See displays to enter





RUNNING MAY-AUGUST 2021





AMERICA'S OLDEST BREWERY.

BREWERY HAPPENINGS AND NEWS

PAGE 32

MAY & JUNE NEWSLETTER



Stars & Stripes with LAUREN ALAINA

Off Premise Beer Selling Holidays
#1 July 4th, #2 Memorial Day

RUNNING MAY-JULY 2021

JOIN YUENGLING IN CELEBRATING AMERICA ALL SUMMER LONG!

America's Oldest Brewery is highlighting the patriotic holidays, cheering on our athletes in the summer games and helping to raise awareness for charitable partner Team Red, White & Blue with the help of our stars like brand ambassador, Lauren Alaina.

Join Yuengling in Cheering on the Stars & Stripes this Summer!

FLIGHT is perfect for summer with 95 calories and 2.6 grams of carbs.

Displays include NEW 12oz /12pk can packs and a chance to win tickets to see Lauren Alaina in concert.



COUNTRY MUSIC SENSATION LAUREN ALAINA

Lauren Alaina is a Platinum-selling star who toured with Alan Jackson, Carrie Underwood, Luke Bryan, Martina McBride, Jason Aldean, and Blake Shelton. Awards include ACM's new female vocalist of the year, CMT breakthrough video of the year, and CMT's collaborative video. This summer, consumers have the chance to win tickets to see country music sensation Lauren Alaina from FLIGHT by Yuengling.



Sweepstakes- Win Tickets to
see Lauren Alaina
See FLIGHT displays to enter

EARN UP TO
\$4.00 BACK

Purchase any two 12 oz cans or four 12 oz boxes and get \$4 back. Purchase any two (2) participating Yuengling 12 pack or four 12 oz cans and get \$2 back. Offer valid on FLIGHT by Yuengling.



TO SUBMIT YOUR RECEIPT,
SCAN THE QR CODE OR VISIT
SAVEONYUENGLING.COM

FLIGHT by Yuengling
Digital Rebate
5/17-9/09

FLIGHT

Supporting Team RWB

Yuengling

America's Oldest Brewery is proud to be fiercely independent for nearly 192 years. At D.G. Yuengling & Son, Inc., we are thankful and proud of the brave and dedicated men and women who have made tremendous sacrifices to protect our country's freedom, honor and independence. In 2021 Yuengling's partnering with Lee Brice, Lauren Alaina, Rose Lavelle, Kelsey Barnard Clark & Aaron Nola to support Team Red White & Blue. Yuengling is working with these folks to raise awareness and funds for Team RWB, a charitable partner since 2018.

Team RWB's mission is to forge America's leading health and wellness community for military veterans' families and their supporters. Team RWB has more than 220,000 members spread across more than 200 chapters and communities nationwide.

Join Us in Supporting Team RWB this Summer!

Donate by visiting Yuengling.com/USA or scan the snap code on the Limited Edition Camo Cans featuring Team Red White & Blue.



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

<https://fuhrerwholesale.com/>



Like us on Facebook or read our Blog

Pgh Beer Buzz: AB Brands

<http://www.facebook.com/PghBeerBuzz>

Pints Over Pittsburgh: Yuengling & Specialty Division

<https://www.facebook.com/PintsOverPittsburgh>

Beer Central Pittsburgh: Coors Division

<http://www.facebook.com/BeerCentral>

Blog

Beernomics by Frank B. Fuhrer Wholesale

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

As if anyone needs an occasion for a boozy brunch, let us remind you that Mother's Day is coming up on Sunday, May 9th. Fruit lambics and fresh flowers make the most amazing gift for the most amazing mom in your life! Sprinkle with extra love and let the good times begin.

