

Frank B. Fuhrer Wholesale Company

Issue 5

10/01/2021



September and October Newsletter

Seasonal and Specialty Releases

Special points of interest:

- YIS Seasonal Packages limit inventory remaining
- Service Award Recognition



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- ⇒ 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.
- ⇒ We strive to provide top quality service while representing the highest quality brewers and brands available in the market today.



Breckenridge Christmas Ale



The chill of winter calls for a beer with extra flavor and strength, and this take on a classic strong ale does just that – it soothes the soul and warms the spirit.

Flavors of caramel and chocolate are derived from an abundance of carefully roasted malts. Christmas Ale is a cozy holiday companion worthy of sharing.

ABV 7.1%

Available in October in 12oz NR 2/12, 12oz NR 4/6, 1/2, 1/6, and 5L Mini Keg

Brewdog Holiday Mix Pack

Get cozy and crack one open! Loaded with some of the biggest tastes in modern day craft beers, Brewdog's Holiday Mix is the perfect pack to experience the range and quality that Brewdog strives to deliver everyday.

Contains one each of

- ◇ Punk IPA,
- ◇ Elvis Juice,
- ◇ Hazy Jane,
- ◇ Clockwork
- ◇ Tangerine,
- ◇ Lost Lager, and
- ◇ Jet Black Heart
- ◇ plus four Mystery Beers and two Mystery Ciders.



Brewdog Hoppy Xmas

Buckle up for this seasonal Simcoe sled ride. A fruity festive fellow that delivers an all-out Blitzen of citrus flavor by the sack load.

Citrus and tropical fruits on the Red nose. Tangy citrus, papaya, and pineapple Dancer across the palate, all resting on a firm malty undercarriage. A happy but bitter end awaits. ABV 6%

Available in November in 12oz can 4/6, 1/2, 1/6

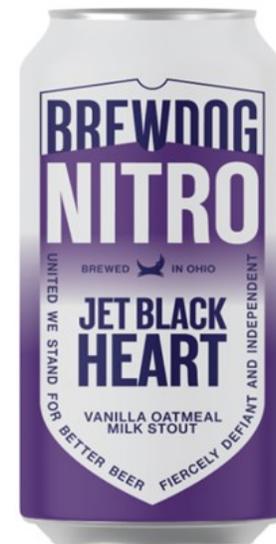
Brewdog Jet Black Heart

This stout is black as pitch and smooth as hell. Jet Black Heart is a milk stout with an ebony core. Loaded with oatmeal and primed for a velvet smooth delivery. Cacao, roasted coffee and berry fruits linger in its deepest darkest depths. Full-bodied, rich and decadent to the core.

Jet Black Heart - beer to blacken your soul.

ABV 6%

Available in October in 16oz can 4/6, 1/2, 1/6



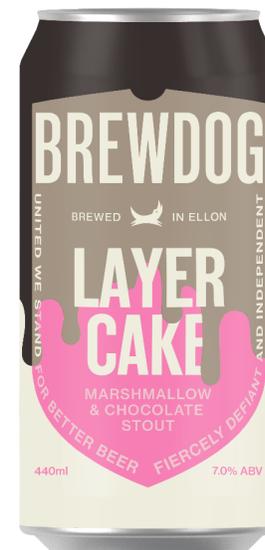
Brewdog Layer Cake

The stout's underlying bitterness is offset by an indulgent sweetness with a full-bodied mouthfeel and silky smooth delivery that combines chocolate brownies & sticky marshmallow.

A rich and decadent stout that has to be tried to be believed. Layering marshmallow, chocolate brownie, vanilla, and cocoa nibs, this is dessert in a can.

ABV 7%

Available in October in 12oz can 4/6, 1/2, 1/6

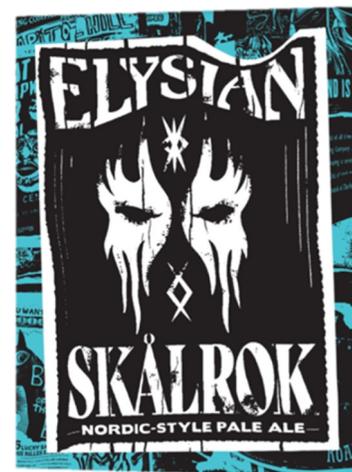


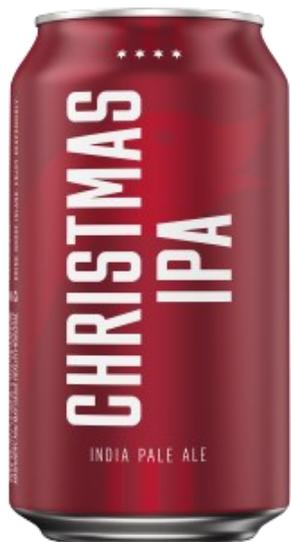
Elysian Skalrok Kviek Ale

The design for Skålrök celebrates the oft overlooked, yet extremely well loved, telephone pole. For without its existence, many events would be amiss: concerts, festivals, dance parties, block parties, missing dogs and cats and lizards and llamas, signs of help, dramatic declarations that mean everything in the world to only that one person.

A strong performance of malts and hops give this beer a moderately sweet, slightly bitter, and subtly tart taste; but the real star in this group is the Kveik yeast that gives this Nordic Pale Ale a well-balanced flavor and unforgettable citrus-forward aroma. Plunge into the mosh pit and see for yourself. ABV 4.9%

Available in November in 12oz NR 4/6, 1/2, 1/6





Goose Island Christmas IPA

All you want for Christmas (if all you want is hops).

Christmas IPA is malt forward, using 6 different hops throughout the process. Subtle stone fruit and wood notes balance with an old school feel on the malt side with caramel malt and a lovely red hue.

Nicely balanced and dry this little number dons a big fruity aroma. ABV 7.5%

Available in October in 12oz can 4/6, 1/2, 1/6



New Belgium 1554 Dark Ale

1554 defies the style guidelines of modern times. Although dark in color, 1554 is not a porter, stout, schwartzbier or bock. Rather, it is a rebirth of a lost beer style called zwert (Flemish for black), which uses gruit for bittering.

However, Peter and Phil's inspiration came from a book published in 1554 at the height of popularity of zwert beer. Original recipes reference grains and water, but no spices. Our whimsical improvisation includes a variety of specialty dark malts, a dash of licorice root, and a European lager yeast that's fermented at ale temperatures. ABV 4.2%

Available in October in 12oz NR 4/6, 1/2, 1/6



New Belgium Accumulation

Inspired by super fluffy, wispy winter snowfalls, this hazy IPA delivers a powdery soft body and a flurry of fruit-forward hop aromas.

ABV 6.5%

Available in November in 12oz can 4/6, 1/2, 1/6

New Belgium Oakspire Bourbon Barrel Ale

New Belgium & Knob Creek Bourbon collaborated to create Oakspire.

A Bourbon-Inspired beer with flavor pulled from 9+ year old Knob Creek barrels creating smooth notes of vanilla, toffee, caramel and toasted oak on a base rye ale. ABV 9%

Available In November for a limited time in 12oz NR 4/6, 1/2, 1/6



Platform Holiday Twelve

This mixed bag of Santa's favorite brews provides you with six of each of Platform's two best seasonals –

- ◆ South Pole Elf Christmas Ale (ABV 8%)
- ◆ Yule Jude Hazy IPA (ABV 6%).

Available in October in 12oz can 2/12

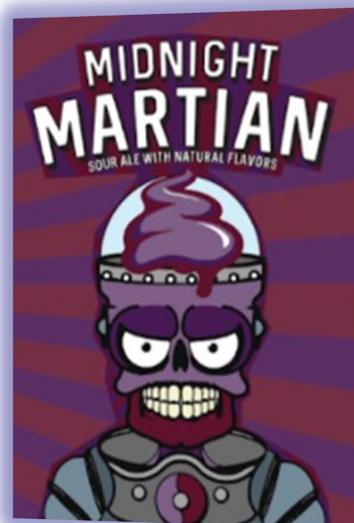


Platform Midnight Martian

This slushie-style over fruited ale is tart, crisp, and bold with a fruit-forward aroma.

Flavors from blackberry and vanilla give the Martian a natural color that's dark as midnight. ABV 6.5%

Available in October in 16oz can 6/4, 1/2, 1/6





Platform South Pole Elf

Platform's newest tradition of holiday cheer, South Pole Elf is a warming Christmas Ale with a gingerbread cookie backdrop, a balanced amount of winter spice and of course...all things nice!

ABV 8%

Available in October in 12oz can 4/6, 1/2, 1/6



Platform Strawberry Cheesecake Porter

This brand-new seasonal collaboration with Bones Coffee Co. from Florida creates a wonderful blend of coffee, fruit, and creamy cheesecake resulting in a taste explosion with huge aromatics and a pillowy mouthfeel.

ABV 6.5%

Available in November in 12oz can 4/6, 1/2, 1/6



Platform Yule Jude

Yule Jude exists for those who love the holidays but don't necessarily love holiday ales. Based on Platform's hit Haze Jude IPA, Yule's citrus notes are amped up with tangy blood orange while brewing with just a dusting of wintery cinnamon.

ABV 6%

Available in October in 12oz can 4/6, 1/2, 1/6



Wicked Weed Guilty Pleasures Variety

Wicked Weed's latest variety pack offers Imperial Stouts in four decadent flavors inspired by classic desserts: Brownie (ABV 8.7%), S'mores (ABV 9%), German Chocolate Cake (ABV 8.8%), and Milk and Cookies (ABV 8.5%).

The Guilty Pleasures variety pack is truly the perfect balance of decadent desserts and imperial stout.

Available in October in 12oz can 6/4



COORS/DIAGEO/BOSTON DIVISION NEW YEAR ROUND PACKAGES

Beatbox Blue Raz

The party starter and finisher, low sugar, low calories, vegan, gluten free. Do the party math, one 500ml party punch equals 4 light beers. Now in 6% Blue Razzberry flavor



PASS THE PUNCH
WIN GAMEDAY WITH 6% ABV PARTY PUNCH

Crook&Marker Paloma Grapefruit Lime

New flavor made with tequila Elevate the style and substance of your cocktail hour with Crook & Marker Grapefruit Lime Paloma. Close your eyes and take a sip. Are you in Playa? The Spanish Riviera?

Containing zero sugar and a perfect combination of natural flavors made with organic tequila, this Paloma will simply take you to where you'd rather be.

ABV: 5%





Smirnoff Pink Lemonade Seltzer

A brand new hard seltzer from Smirnoff.

Flavored Malt Beverage- 4.5% ABV.

A refreshing combination of tart juicy lemon notes and sweet red berries, for a flavor you know and love.

Delicious enough to elevate your most iconic moments of summer; for when the sunsets are so good, they're pink.

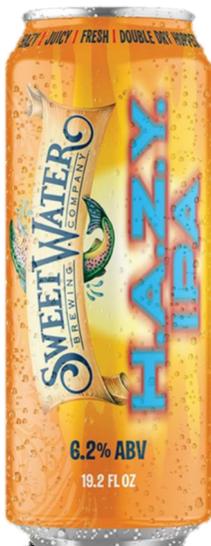


Sweetwater Golden Isles Hard Tea

A naturally brewed paradise in a can, SweetWater Golden Isles Hard Tea (Half Iced Tea / Half Lemonade) will make sure you're escaping from the everyday.

Featuring fresh brewed organic Yingde Black tea, real lemon juice, and superfruit in the base, this is an incredibly flavorful hard iced tea with the right amount of sweetness and iced tea/lemonade taste and refreshment the consumer is looking for.

ABV: 5% Package: 12oz Can. Preorder now for September release



Sweetwater Hazy IPA

We endowed this straight up juice bomb with a double dry hop of Mosaic, Citra, El Dorado and Azacca for a blast of mango, stone fruit, lime, and pine.

It's not a mirage, but a tasty refreshing oasis in your pursuit of haziness.

ABV: 6.2% Package: 19.2oz Can. Preorder now for October release

Sweetwater Imperial IPA

Craft classic deserves imperial treatment. A fresh take on ingredients from the original 420, this bold, flavor-packed new brother features a fresh combo of hops for added intensity and complexity, creating flavors and aromas of mango, peach, pineapple, citrus, and pine.

The result is a well-balanced Imperial IPA that's a super-tasty, higher ABV brew

Sweetwater Hazy IPA. ABV: 9.1% Package: 19.2oz Can. Preorder now for October release



Sweetwater Oasis Lemonade Hard Seltzer Variety

Contains electrolytes plus antioxidant vitamin C from all natural organic superfruit additions, Sweetwater Oasis Lemonade Hard Seltzer is a crisp, clear lemonade hard seltzer balancing pleasing carbonation, a touch of flavor, and a steady 5% abv

Package: 12oz Cans. Preorder now for September release



Corsendonk Christmas

Brewed with Pale, Munich and Caramunich malts; Kent Goldings hops.

This is a rich, dark, joyous brew with which to celebrate the holiday season. Its aroma of chocolate malt and spiciness is reminiscent of the wonderful smells of holiday baking.

Package: 12oz bottles





Dogfish Head Camp Amp

Our s'mores-inspired milk stout!

Formerly named Campfire Amplifier this brew is Inspired by cold nights around the campfire, this milk stout is brewed with marshmallows, graham crackers, cocoa nibs, cinnamon, Madagascar vanilla beans and smoked malt. ABV: 6.5%

Package: 12oz bottles and draft. Preorder now for November release



Guinness Chocolate Mint Stout

In this stout, dried mint is used in the brewing process, along with being aged in Bulleit bourbon barrels. After being taken out of the barrel the brewers added pure cacao.

ABV: 11%

Package: 11.2oz Bottles Preorder now for October release



Guinness OGB Gingerbread Stout

This Gingerbread spiced stout is different from its bourbon barrel aged predecessor, which was an LTO in 2020, in that it is lower abv at 6% and has not been barrel aged. The malt and spices were adjusted and balanced to fit the new abv and new drinking occasions. In this flavorful stout ,we bring together approachable but exciting flavors that will suit a variety of drinkers this holiday season. ABV: 6%

Package: 11.2oz Bottles Available: October 2021

Harpoon Winter Warmer

Brewed since 1988, this beer has become a New England seasonal classic. 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. ABV: 5.9%

Package: 12oz Can & Draft. Preorder now for October release



Penn Nut Roll

Holiday Spiced Ale. A semi-sweet nut brown ale spiced with cinnamon and vanilla. Reminiscent of the nut rolls Grandma used to bake.

ABV: 5%

Package: 12oz Bottle & Draft. Preorder now for October release



Penn St Nik Bock

Holiday European-style Bock beer. Very rich, strong, malty lager, dark ruby in color with notes of chocolate and roasted malts.

ABV: 6.5%

Package: 12oz Bottles & draft. Preorder now for November release





Sam Adams Holiday White Ale

This beer is your trusty plus one for all holiday events, smoothing things over with citrusy orange flavors that balance spicy cinnamon and earthy nutmeg. ABV: 5.8%

Package: 12oz Bottles and cans. Preorder now for November release

Old Fezzi is back !



Sam Adams Winter Classics Variety

Sam's Winter Classics Variety has a new mix this year! , styles include:

- ◆ Sam Adams Winter Lager,
- ◆ Holiday White Ale,
- ◆ Old Fezziwig Ale,
- ◆ Holiday Porter
- ◆ A new IPA.

This variety is perfect for any holiday get-together.

Package: 12oz bottles and cans. Preorder now for November release.



Sam Adams Winter Lager

Now crisper and brighter, Winter Lager has been reformulated! For colder nights, lean on Winter Lager, a crisp bock with citrus and spices.

The new, brighter clementine orange aroma is especially refreshing during holiday meals and celebrations. Hints of spice complement the rich maltiness of light caramel and roasted malt, with a smooth and warming finish.

ABV: 5.6%

Package: 12oz bottles, can and draft. Preorder now for November release.

Shiner Bonfire Brewskis Variety

As the seasons change and the air begins to cool, people begin to gather in backyards and the great outdoors.

No matter where they are, there's something great about paring a warm fire with a cold beer. Bonfire Brewskis includes three beers that make these good times even better: S'more Ale, Toasted Amber Lager, and Trail Ale.

Package: 12oz Can variety. Preorder now for October release



Shiner Holiday Cheer

A Bavarian-style Dar Wheat Ale, Dunkelweizen, brewed with Texas peaches and roasted pecans.

The malty flavors are enhanced through the use of malted barley and wheat. And Krausening ensures a smoothness that makes the subtle peach and pecan flavors all more satisfying. ABV: 5.4%

Package: 12oz Bottles & Draft. Preorder now for November release



Smirnoff Red, White & Merry

Limited edition apple, cranberry and cinnamon flavored holiday seltzer ABV: 4.5% . Under 100 calories , and 1 g sugar per can.

Perfect for Holiday get together, afterwork, weekends or evening friends

Available: October 2021





Sweetwater Almond Milk Stout

Side up to the perfect pint pub for an innovative new deliciously smooth, dark and indulgent classic-style milk stout, but with a tasty dairy-free almond milk twist. All of the flavor and mouthfeel of a bold tasting stout, yet lighter-better-faster, with a nod to the new non-dairy day dawning.

Super stouty and nicely balanced, this cow-less coup is an authentic tasting milk stout featuring flavors of roasted coffee, milk and dark chocolates. Almond flavor with some roasted malt smooooths it all out for a whole new off the mainstream brew.

ABV: 5.4%

Package: 12oz Can and draft. Preorder now for September release



Sweetwater Festive

Just in time for the holidays is this strong cheerfully spiced seasonal ale with big complex flavors to keep you warm and toasted all season long.

Brewed only one day per year, this high octane brew has a sleighload of Centennial and Golding hops and is capped with a dose of cinnamon and nutmeg. ABV: 8.1%

Package: 12oz Bottles and draft. Preorder now for November release

Truly Holiday Variety Pack

This limited edition holiday party pack has 4 new flavors of Truly including:

- ◇ Cran Orange Sparkler
- ◇ Pom Ginger Fizz
- ◇ Holiday Sangria Style
- ◇ Spiked Apple Spice

Package: 12oz Cans Preorder now for November release



UFO Winter Blonde

Vanilla coffee meets a refreshing hefeweizen.... Absolutely delicious. Have you ever tasted a light wheat beer that tastes like vanilla coffee? We hadn't either until our brewers made this delicious little treat. Made with vanilla cold brew from a local partner, you won't believe how light and refreshing this beer is for your next holiday jingle!

ABV: 4.9%

Package: 12oz Can & Draft. Preorder now for October release



YUENGLING/IMPORT/CRAFT DIVISION NEW YEAR ROUND PACKAGES

Great Lakes Tropicostal IPA -NEW year-round offering

SAY HELLO TO TROPICOASTAL TROPICAL IPA!
Make a splash landing into paradise and discover a golden oasis of tropical fruit notes. It's a hoppy hideaway you'll want to escape to again and again! Slip away to a shimmering cove of refreshment, bursting with ripe tropical fruit flavors. 6.0% ABV, 60 IBU's

DRAFT ONLY FOR NOW-
1/2BBL's + 1/6BBL's



Lagunitas IPA 12oz Can 4/6 Now available

RUTHLESSLY DELICIOUS
A well-rounded, Highly drinkable India Pale Ale. A bit of Caramel Malt barley provides the richness that mellows out the twang of the hops, including Cascade, Centennial, Chinook and a splash of honorary "C" hop, Simcoe. Designed to pair well with food and pretty much everything else!

Available year round in 24/12oz
cans 4/6





Rhinegeist Hop Box Variety Pack

The Hop Box contains four of Rhinegeist's most cherished hop creations, including Vision Pale Ale, a Hop Box exclusive release.

Whether you're heading out with friends or going off the grid for the weekend, this mix has the bases covered. Available in 12 Packs.

Package Includes: 3 x Truth IPA - 3 x Mathlete Low Cal IPA - 3 x Knowledge Imperial IPA - 3 x Vision Pale Ale (HOP BOX EXCLUSIVE)

Launches in September



Rogue Dead Guy 19.2 oz Cans

Dead Guy Ale is a Maibock style ale with a robust malt profile and a sweetness that is balanced by the liberal use of bittering hops.

Deep reddish amber hue. Generous toasty malt aromas and earthy hops follow through on a moderately full-bodied palate with fruity accents and a long spicy hop finish. A delicious hybrid style with bock-like maltiness but ale-like hopping.

Available year round now in 19.2 oz cans



White Claw Surge Blackberry & Lime 16oz Cans

White Claw® Singles are the top selling Hard Seltzer Singles in Convenience and consumers want more! 8% alcohol - 16oz can - 2g sugar

With 8% alcohol, White Claw® Hard Seltzer Surge is what happens when hard seltzer reaches new heights. Discover bold refreshment in four flavors Cranberry, Blood Orange, Blackberry and Natural Lime.

Available year round now !!!



Great Lakes Conway's Irish

A pint for Pa Conway! Our co-owners' grandfather and policeman who'd likely uphold that an Irish Ale with full-bodied caramel malt flavors is just the ticket.

Stationed at the intersection of sweet and toasty, where biscuit and caramel malt flavors always have the right-of-way. ABV 6.3%

AVAILABLE : 12-Pack 12 oz. Cans, 6-Pack Bottles and draft

PRE-ORDER NOW



Great Lakes Lake Erie Monster

Issue a small craft advisory: this South Bay Bessie-inspired brew launches an intense hop attack amid torrid tropical fruit flavors. Face your fears with a full-bodied hop behemoth. ABV 9.5%

PACKAGING: 4-Pack 16 oz. Cans and Draft

PRE-ORDER NOW



Mike's Blackberry Pear is back for the Fall 2021 Seasonal Pick

When you take a nose, you'll notice the crisp, authentic Bosc pear aroma. Now taste the fresh blackberry with the perfect hint of Bosc pear and citrus. There's an ideal balance of tartness and sweetness in every sip that makes Mike's Hard Lemonade Blackberry Pear extremely drinkable. The clean finish makes every sip incredibly refreshing.

Nobody Makes Lemonade Like Mike's.

PACKAGING: 12oz NR 4/6

AVAILABLE NOW





Sierra Nevada Bigfoot

Bigfoot is a beast of a beer, brimming with bold flavors of bittersweet malt and heaps of aggressive whole-cone Pacific Northwest hops. Bigfoot is a cult-classic beer brewed in the barleywine style, meaning a strong, robust, bruiser of a beer with the refined intensity of a wine. Bigfoot is prized by beer collectors for its supreme cellarability. Under the proper conditions, it can age like a fine wine, developing new flavors and character as it matures in the bottle. ABV: 9.6%

AVAILABLE PACKAGING; 12OZ NR 4/6 NAD 1/6 BBL

PRE-ORDER NOW



Southern Tier Hot Cocoa

Southern Tier's Blackwater NITRO Series introduces NEW flavor, Hot Cocoa.

Each can releases nitro into the stouts, creating cascading foam and delicious, creamy flavor. It is a fully sensational drinking experience that you can hear, see and taste.

With rich natural chocolate and hints of marshmallow, Hot Cocoa is the perfect pairing to stay warm during a cozy night.

AVAILABLE PACKAGING; 24/9.6oz 6/4 CAN and 1/6 BBL

PRE-ORDER NOW



Southern Tier Shamrock Shake

Raise a pint to good fortune with this deliciously lucky Shamrock Shake. This Irish cocktail inspired Stout features hearty dark malts with a subtle balance of hops to create a dark ale of comfort.

Specialty natural flavors and milk sugar provide our own unique take on a shake with a sure-fire to the famous spirit. Slainte! ABV 5.8%

AVAILABLE PACKAGES; 12OZ NR 4/6 , 1/2 BBL AND 1/6 BBL

PRE-ORDER NOW

Boulevard Spacecamp Major — Limited Available Cases

From the deepest recesses of space, she came. Though it was foretold that one day an imperial IPA would arrive with insurmountable cosmic hop power, our palates were little prepared.

Behold, as the balance of light (juicy fruit) and dark (dank and resinous) interplay, creating a nebula of flavor and aroma, heretofore unknown in our galaxy.

PACKAGE AVAILABLE: 24/12oz CAN



Boldrock Honeycrisp-Limited Available Cases

Honeycrisp Hard Cider- Crisp with a refreshing bite, Bold Rock Honeycrisp Cider is a vibrant apple-forward blend featuring a beautiful golden hue reminiscent of fall colors with a juicy and balanced finish.

Bold Rock Honeycrisp Cider is a tasty blend featuring America's new favorite apple, harvested in the heart of the Blue Ridge! 4.7 % ABV

PACKAGE AVAILABLE: 24/12oz NR 4/6



Lagunitas Stereohopic Volume #3-Limited Available Cases

AN EXPERIMENTAL SERIES FOCUSING ON TWO HOP VARIETELS AT A TIME

The StereoHopic IPA Series channels our 25+ year hop love affair into a spotlight on two special varietals at a time—and the interestingness that occurs between.

When two hops come together, the combination can be better than the sum of its parts... Passion fruit & guava interplay with Nectaron's juicy yellow peaches; resulting in a veritable Voltron of sticky hoppiness. ABV 7.2%

PACKAGE AVAILABLE: 24/12oz NR 4/6



Wyndridge Fall Variety—Limited Available Cases



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.



Windridge Pumpkin-Limited Available Cases

Roasted pumpkins from our ovens fermented with fresh pressed apples, blended with maple syrup, spices and dates. ABV 6%

PACKAGE AVAILABLE: 24/12oz CAN



Yards Unter Dog-Limited Available Cases

The Oktoberfest lager, a smooth, roasted, and malty brew, is represented by a regal German Shepherd that stands for the resilience of Philadelphians while alluding to Oktoberfest’s Bavarian spirit.

“As the weather changes, people shift to heavier and richer flavors, making the mild but bold flavor of Unter Dog the ideal, in-between brew for the fall season,” 5.6%ABV

PACKAGE AVAILABLE: 24/12oz CAN and 12oz NR 4/6



LIMITED EDITION PENGUINS BOTTLES COMING IN NOVEMBER





for your
HALLOWEEN
party

GENESEE

Brewing Beer & Ale Company

**IT'S AN ICE-BREAKER.
IT'S A FUN-MAKER.**



LAGUNITAS

"DECK THE FRIDGE WITH SUMPIN' TASTY

FA LA LA LA LA

LAGUNITAS"



SCAN THE QR CODE TO RECEIVE

\$3 OFF

ONE (1) 12-pack OR TWO (2) 6-packs of ANY Lagunitas



SHOP.

ONE (1) 12-pack OR TWO (2) 6-packs of ANY Lagunitas



SNAP.

A photo of your receipt.



EARN.

Look both ways PayPal or Venmo

FOR A LIMITED TIME: MUST BE A RESIDENT OF A U.S. STATE WITH AN OPEN ALCOHOL PURCHASE ACCOUNT TO RECEIVE. \$3 OFF ONE (1) 12-pack OR TWO (2) 6-packs of ANY Lagunitas. Offer requires receipt to be scanned between 11/01/21 and 11/30/21. See www.lagunitas.com for details. © 2021 Lagunitas Brewing Company, Fremont, CA.

Yuengling FOOTBALL



60% of Americans claim to be football fans

65% of fans said beer is their favorite bar or tailgate beverage on gameday



WHY FEATURE YUENGLING?



MIX: Yuengling's limited mix of core packs maximizes the efficiency of your space.

| SUPPLIER | \$ SALES | AVG SKU PER STORE | AVG \$ SALES PER ITEM |
|------------------|-----------------|-------------------|-----------------------|
| Constellation | \$835 MM | 16.4 | \$32.1 MM |
| ABI | \$3,060 MM | 61.9 | \$29.3 MM |
| Mark Anthony | \$514 MM | 11.8 | \$27.5 MM |
| YUENGLING | \$234 MM | 8.3 | \$19.8 MM |
| Heineken USA | \$323 MM | 10.6 | \$18.9 MM |
| Boston Beer | \$469 MM | 14.9 | \$16.9 MM |
| FIFCO USA | \$155 MM | 7.0 | \$12.0 MM |

Margin: With a mix of core packs and a high rate of base sales, Yuengling delivers strong margin to the beer category.



Movement: Velocity rates rival domestic premium and significantly outperform craft brands.

| Family | Sales/PT. of Dist |
|---------------|-------------------|
| Yuengling | \$2.62 MM |
| Truly | \$2.58 MM |
| Modelo | \$2.32MM |
| Stella Artois | \$1.62 MM |
| Bud Specialty | \$1.37 MM |
| Blue Moon | \$1.37 MM |

*IRI DGY Footprint - Multi-outlet

DISPLAYS CREATE IMPACT WITH SHOPPERS

Be ready for busy shoppers with engaging displays that offer solutions and rewards.



SEASON KICK OFF DATES



College Football: Saturday, August 28th

Pro Football: Thursday, September 9th

CONNECTING WITH SHOPPERS



UP TO \$96,000 IN PRIZES!

Pre-Shop: 31 FREE TO ENTER contests on Draft Kings over 17 weeks of the season.

Yuengling is reaching fans long before they hit the beer aisle or barstool!

- 60% of Draft Kings users, +12 million are in our footprint
- LDA 21+: Makes up nearly 98% of the Draft Kings audience
- 92% of Draft Kings users drink alcoholic beverages
- Football is the most popular betting sport in the United States
- More money is wagered on Pro Football than NBA, MLB, and NHL combined
- After Pro Football, the College Football Championship Game last year had the most game play of any single sporting event on Draft Kings



Yuengling Celebrity Chef Kelsey Barnard Clark connects with the grocery channel shopper with recipes that offer solutions for football party hosting.

To find recipes, visit: www.yuengling.com/recipes/

WHY YUENGLING LAGER DRAFT?

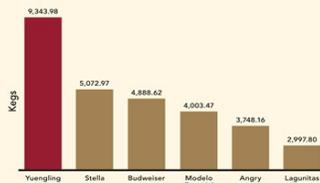


Yuengling Traditional Lager is a premium draft beer offering available at a mainstream price.

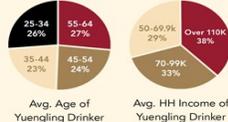
When combined with its high velocity, Lager creates the sweet spot for all on premise occasions.

Value: Yuengling Traditional Lager holds a unique position as a high quality draft offering at domestic light beer pricing.

Velocity: Yuengling Lager draft sales make up a 4.5 share of the beer category out performing many well known brands.*



Versatility: Yuengling Lager's mass appeal is a great tool in both keeping existing and attracting new customers.



YUENGLING LAGER FOOTBALL ON PREMISE SUPPORT



UP TO \$96,000 IN PRIZES!

Pre-Shop: 31 FREE TO ENTER contests on Draft Kings over 17 weeks of the season.

Yuengling is reaching fans long before they hit the beer aisle or barstool!

- 60% of Draft Kings users, +12 million are in our footprint
- LDA 21+: Makes up nearly 98% of the Draft Kings audience
- 92% of Draft Kings users drink alcoholic beverages
- Football is the most popular betting sport in the United States
- More money is wagered on Pro Football than NBA, MLB, and NHL combined
- After Pro Football, the College Football Championship Game last year had the most game play of any single sporting event on Draft Kings

SEASON KICK OFF DATES

College Football: Saturday, August 28th

Pro Football: Thursday, September 9th



ON PREMISE CONSUMER OFFER

EARN \$1.50 BACK



On Premise Digital Rebate Dates: 09/01-11/01

States List: CT, DC, DE, FL, GA, MA, MD, MS, NJ, NY, OH, SC, RI, TN

Frank B. Fuhrer Wholesale Company

3100 E. Carson Street
Pittsburgh, PA. 153203

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



Integrity, Fairness and Consistency

<https://fuhrerwholesale.com/>

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Pgh Beer Buzz: AB Brands

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<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/>

Service Award Recognition

Congratulations!

The following employees received Frank B. Fuhrer Wholesale Service Awards at a dinner in their honor on Saturday September 11, 2021

| 30 Years of Service | |
|---------------------|-------------------|
| Merle Klaes | AB Warehouse |
| Frank Perri | CYI Warehouse |
| Tm Shumar | CMBD Sales |
| | |
| 20 Years of Service | |
| Mike Holzer | AB Driver |
| Mike Laurent | AB Sales |
| Geoff Peluso | CMBD Sales |
| Sam Robick | AB Sales |
| Tom Smith | CYI Inventory |
| Dan Zolinas | CYI Warehouse |
| | |
| 10 Years of Service | |
| Matt Antram | YIS Sales |
| Bob Beadle | Fleet Maintenance |
| Kristen Conti | AB Sales |
| Travis Hart | CMBD Sales |
| Jason Lagace | CYI Driver |
| Bernie Veschio | CYI Warehouse |

