

# JULY AND AUGUST NEWSLETTER

FRANK B. FUHRER WHOLESALE COMPANY



## 'SILVER BULLET' DESIGNER'S LEGACY LIVES ON AS COORS LIGHT CELEBRATES 40TH YEAR -ERIK BROOKS JULY 2, 2018

Forty years ago, Marc Barrios finally had his golden opportunity: a once-in-a-lifetime chance to put his imprint on an enduring and indelible piece of American design.

By a twist of fate and a chance meeting with Pete Coors, the Cuban-born artist pulled off an upset, winning a competition to design the can that would become known as the Silver Bullet.

But whether Barrios' winning design would translate onto a can was another question.

With time closing in on the deadline to ship the first pallets of Coors Light to distributors, Barrios finally got his first look at the cans he designed. He distinctly remembers his reaction.

"I remember at 2 a.m. one morning, I went to Coors Container, the only time they had to print the test cans because they didn't want to slow production," Barrios says. "So here comes this first package, and it was the ugliest piece of silver I'd ever seen."

The silver cans presented a unique challenge for the brewery's in-house can production company, which for years had focused on making variations of the same can for the brewery's one big brand: Coors Banquet.

Instead of the vibrant silver he was aiming for, the first test cans rolled off the line with a slightly greenish hue, most likely due to troubles with the can coating.

"I went back and thought, 'How in the world are we going to tell the world we can't use silver?'" Barrios says.

But the proud workers at the can plant didn't give up. They stayed all night swapping out coatings and colors until they matched Barrios' intentions. "Sure enough, we went back a few nights later, and here comes a can that is beautiful."

Days later, on August 23, 1978, 23,000 cases worth of Coors Light cans were on the road, destined for Willow Distributors Inc. in Dallas, the first wholesaler to get its hands on the new light beer.

"We got us a convoy!" screamed the Coors Courier, the Coors employee newsletter, atop a photo showing 10 long-haul trucks leaving the brewery in Golden, Colo. "Law enforcement agencies in the various states where the convoy traveled were notified in advance and provided safety escorts in and near various cities."

The cans eventually would land throughout the brand's 16-state distribution area.

Today, Coors Light is the nation's second-best-selling beer, moving up to No. 2 in 2011, supplanting Budweiser. (Fellow MillerCoors brand Miller Lite leapfrogged Bud last year to earn the No. 3 spot.)

From product development to testing to brewing and shipping, the creation and launch of Coors Light was the effort of many. But the man behind Coors Light's distinctive can design still counts the effort among his highest professional achievements.

### Inside this issue:

Anheuser-Busch Division	2
Coors/Diageo/Boston	2
Yuengling /Import/ Specialty Division	2

## JULY AND AUGUST NEWSLETTER

Page 2

## Bud Light Pittsburgh Steelers Graphics 30pk Cans


**BUD LIGHT**

Coming to you this fall, Bud Light is excited to continue its successful tradition of offering NFL Team 30pk Cans to celebrate the football season with our consumers! Let's kick-off the 2018-19 NFL season together by raising a Bud Light with the Pittsburgh Steelers logo on it and join the digital fun through our Snapcodes added to the back of our primary packs.

Available August 13th 2018.

## Budweiser Reserve Collection Copper Lager

We are incredibly excited to announce a first-of-its-kind partnership between two of America's top heritage brands. Budweiser has collaborated with Jim Beam Bourbon to create the Limited-Edition Budweiser Reserve Copper Lager.

The brew is a flavorful American Copper Lager brewed with two-row barley and aged on real Jim Beam Bourbon Barrels Staves to create a toasted oak aroma, deliciously nutty taste with caramel rye and vanilla notes, with a smooth finish. ABV 6.2%

Available August 27th in 12oz NR 4/6 Bottles and 1/6 barrel draught



## New Party with Ritas Variety Pack 12oz NR 2/12



The "Party with Ritas" variety pack will be available beginning August 20th and will feature Lime-A-Rita, Straw-Ber-Rita, Mang-O-Rita and the new seasonal flavor Berry-A-Rita. The pack features football themed graphics, making it the perfect addition for our consumer to any tailgate or watch party.

LAUNCH A LIMITED EDITION PARTY WITH RITAS VARIETY PACK

## Berry-A\_Rita Fall/Winter Seasonal

We are excited to announce the launch of Berry-A-Rita as the newest Fall/Winter seasonal from RITAS. This limited edition product is the perfect flavor to enjoy in the chillier months!

Berry-A-Rita capitalizes on this trend by combining juicy, refreshing berry flavor with a margarita twist that consumers will be sure to love.

Available August 20th in 8oz Cans 2/12.



## Breckenridge Nitro Series Orange Cream Ale



Nitro Orange Cream Ale gives a refreshing summer twist to a historic American beer style. Its orange flavor and citrus aroma come from the winning combination of orange zest added during fermentation, and the dry hop addition of Mandarina Bavaria hops. Carefully balanced hops and malts create an easy-drinking, medium bodied beer. Nitrogen accentuates the already smooth character of this thirst-quenching Nitro Series summer seasonal.

Available August in 15.2oz Cans, ½ and 1/6 Barrel Draught.



## Breckenridge Hop Peak IPA

Simcoe and Citra dry hops form a pinnacle of lush citrus and pine aromas in this modern interpretation of the classic India Pale Ale. Our hopback infuses flavor from whole cone hops to build a complex body, further emboldened by the addition of an oil-rich, concentrated hop flower resin called lupulin powder. This potent powder kicks up a fresh hoppy dominance, which is supported by a backbone of unique specialty malts. Golden amber in color and refreshing in taste, Hop Peak IPA is a congratulatory drink for reaching any of life's summits.

Available year round beginning August in 12oz NR 4/6 bottles, ½ and 1/6 barrel draught.



## JULY AND AUGUST NEWSLETTER

Page 4



### New Belgium Voodoo Ranger Special Release Liquid Paradise IPA

Using the cutting edge new single hop innovation, Mosaic Incognito TM, Liquid Paradise boasts a mélange of tropical notes to create a delicately bitter and extremely aromatic IPA. 8%ABV

Available July 19th in 16oz Cans 6/4 and ½ barrel draught.

### New Belgium Special Release Voodoo Ranger Atomic Pumpkin

Not too spicy, not too sweet, and not like any pumpkin beer you've had before. This pumpkin ale was brewed with Saigon Cinnamon and Habanero and De Arbol peppers for an explosion of flavors that'll keep you coming back for more.

6.4 ABV

Available August 6th in 12oz NR bottles 4/6, 1/6 and ½ barrel draught.



### Tartastic Fruit Series

Real Lemon puree and lip-tingling ginger create a tantalizing sensation that'll keep you coming back for more. 4.2% ABV

Coming soon in 12oz NR 4/6 and ½ and 1/6 barrel draught.



## Goose Island Oktoberfest

Available July 30th Goose Island Oktoberfest. Notes of toasted malt and freshly baked rye bread. This light-bodied German lager is clean and crisp with a fine noble hop character and mild earthy bitterness. 5.7% ABV

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



## Goose Island Brewer's Variety Pack

Our New Brewers Variety Pack has four of our brewer's favorite recipes: the award winning Goose IPA; a throwback Amber Ale called Redub; Coywolf, a hoppy, dark ale; and Parka Porter, mildly roasted with chocolate & caramel notes.

Available August 20th in 15-pack 12oz cans.



## Elysian Night Owl Pumpkin Ale

Elysian Night Owl Pumpkin Ale is brewed with over 7 pounds of pumpkin per barrel and spiced with ginger, nutmeg, cinnamon, clove and allspice.

Available early August in 12oz NR 4/6, ½ and 1/6 barrels.



## JULY AND AUGUST NEWSLETTER

Page 6



### Devils Backbone O'Fest Oktoberfest

O'Fest is Devils Backbone's old school inspired Oktoberfest beer. It is reddish amber in color, medium in body, with rich malty notes of caramel and toasted dark bread. Brewed with imported malts and hops and a traditional decoction mash for authentic depth of flavor that exemplifies this traditional beer. Hoist a stein of O'Fest at your local beer hall!

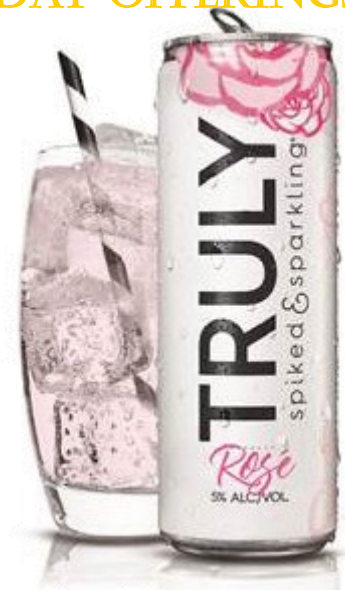
Available Mid-August in 12oz NR 4/6 bottles, ½ and 1/6 barrel draught.

## COORS/DIAGEO/BOSTON DIVISION EVERYDAY OFFERINGS

### Truly Rosé

Truly Rosé – Truly Spiked & Sparkling is giving drinkers a whole new way to Rosé! With a hint of the Rosé flavor and pink hue they know & love, and less sugar than a Rosé wine, Truly Rosé is sparkling, fun, and available in a ready-for-anything slim can. Meant to be enjoyed all day long-from beach to bar – without sacrificing refreshment, great taste or your wellness routine.

Available: Year Round Package: 12oz Can 2/12



### Angry Orchard Rosé

Angry Orchard Rosé – Made with Rare red flesh apples for a naturally refreshing hard cider

Now Available in 12oz and 16oz Cans

### Fuzzy Traveler

Fuzzy Traveler - This brand-new year-round release captures the essence of the classic Shandy with a twist; a juicy wheat ale, made with real peach, perfectly balanced with classic German hops and malt. ABV: 4.4%

Available: Year Round Package: 12oz Can 4/6pk and 1/6 Barrel Draft



## Pizza Boy will have a changing portfolio with new packages arriving weekly. Here are our current offerings.

Pizza Boy now in 16oz Cans: Don't Hop Believing and Finding Comfort in the End!

Pizza Boy Available in Draft: Turkey Burglar Raspberry Berliner Weisse, Country Lager, Murren River IPA, Profiles of the Future, Frontside Lipslide, Lemondairy IPA, Some New Kind of Kick Pale Ale, Spandex Glitter and Ego's IPA, Finding Comfort in the End Double IPA



## Harpoon Limey Vice

Harpoon Limey Vice – Sea salt, coriander, and lime bring sunny vibes to this crisp, hazy gose. Salty, sour, tart and refreshing, this is the perfect beer for every summer celebration.

Available: Summer 2018 While Supplies Last Package: 12oz Can 4/6pk

## Harpoon UFO Blueberry Lemonade

Brewers worked closely with the team from Polar to select a delicious flavor from their Seltzer'ade line that would pair well with a classic wheat beer. Hefeweizen brewed with the essence of Polay Blueberry Lemonade. ABV 4/8%

Available: Summer 2018 While Supplies Last Package: 12oz Can 4/6pk



## Pumpkin/Fall Beers Coming out in August 2018



**Penn Pumpkin Roll** – Made with real pumpkin puree along with flavors of nutmeg, cinnamon, all spice and ginger. ABV 6%.

**Available:** August-September 2018 **Package:** 12oz NR 2/12 & 4/6pk and draft



## JULY AND AUGUST NEWSLETTER

Page 8



## Penn Oktoberfest

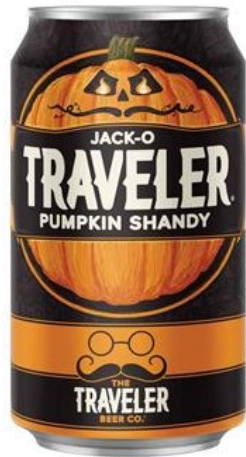
Penn Oktoberfest – a fresh malt aroma, golden-bronze in color, medium mouth feel with nutty, toasty, slightly roasted and caramel characteristics. ABV 5.5%

Available: August-September 2018 Package: 12oz NR 2/12 & 4/6pk and draft

## Penn Fall Variety

Included in the variety packs Pumpkin Roll, Oktoberfest, Dark, Pilsner and IPA

Available: August-September 2018 Package: 12oz NR 2/12



## Jacko Traveler

Representing the darker side of Shandy, Jack-O Traveler is an alluring wheat beer illuminated by the tastes of fall. It strikes a perfect balance between bright refreshment and seasonal spice. Jack is made with real pumpkin for a delicious dark-hued, Shandy-inspired beer. ABV 4.4%

Available: August-October 2018 Package: 12oz Can 2/12 & 4/6pk and draft

## Sam Adams Oktoberfest

Hearty and smooth with a deep malt character and roasty sweetness. ABV 5.3%

**Available:** August-October 2018 **Package:** 12oz NR 2/12 & 4/6pk, 12oz Can 2/12 and draft



## Twisted Tea Frosted Cherry

Real iced tea taste with notes of black cherry perfect for the fall and winter ABV: 5%

Available: August-September Package: 12oz NR 4/6pk



## Shiner Oktoberfest

Our festive Märzen-style ale uses traditional German malts for a rich flavor and a dry, moderately hoppy finish.

Made for stein raising, polka dancing and pretzel scarfing. ABV: 5.7%

Available: August – September 2018 Package: 12oz NR 4/6pk and draft

## Harpoon Flannel Friday

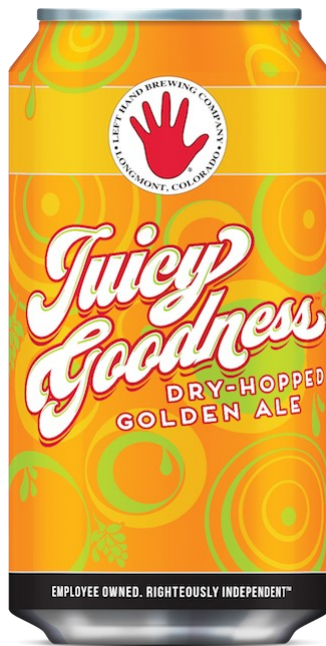
This Hoppy Amber Ale is our tribute to the quintessential season of change. A bright hop aroma from late hop additions plays with its strong malt backbone. Amber hued, medium bodied, with hints of citrus and pine this ale is made for the crisp days (and nights) of fall. ABV: 5.7%

Available: August-September 2018 Package: 12oz NR 4/6pk and draft



## JULY AND AUGUST NEWSLETTER

Page 10



## Left Hand Juicy Goodness

### DRY-HOPPED GOLDEN ALE

Hazy Golden Ale with tropical and citrus flavors from fruity hops. Hoppy and light with a tingly mouthfeel and fruity hop characteristics -- perfect for the hop head and hop-adverse. Delve into the complexity of the hops and delight in its golden drinkability. Juicy goodness -- it's always in season.

Available year round in 6pk and 1/2bb1

## White Claw Black Cherry 12pk Can

The number one hard seltzer company in the US is coming out with their best selling 6 pack flavor in a 12 Pack in order to provide more value to our retailers and customers.

It will come in the same package configuration as the variety in 12 oz slim cans.

Available now! available year-round



## Jasmine Tea Baby Lager

Master Gao, Nanjing China. Jasmine Tea Lager uses Jasmine Tea produced in Guangxi province. Each tea leaf is roasted with fresh Jasmine flowers at least six times in order to get the optimum amount of aroma, while adding fresh jasmine flowers to each roasting cycle. The tea is then brewed at a medium temperature for hours to extract the tea flavor but with minimal tannin extract, which adds to the final beer's richness. The overall tea flavor on the beer is mild as to complement the lager quality of the beer, making this a very easy to drinking & refreshing beer. 5.4% abv

Available now! available year-round in 24/11.2oz bottles



## Woodchuck Bubbly Rosé

Bubbly Blush Cider

A bubbly fruit-forward blush cider made with a blend of red apples delivering a crisp smooth finish.

Sweetened with 100% fresh pressed juice. No sugar added. Carbonated 6.1% ABV

Available package: 12oz can 6packs Launching August 2018



**Yards new production facility is open and we are proud to offer cans to the Keystone State for the first time ever!**



The brand new canning line at Yards Brewery has been hard at work getting ready for a BIG week. Starting now, you can find 12-pack cans of Philadelphia Pale Ale, Brawler, and IPA on shelves year-round!

Be one of the first to get your hands on Yards cans, Because as Yards says, everything tastes better in a can!

Now Available in 12oz and 16oz Cans

## Samuel Smith CANS have arrived in the US!

We've been importing great beer from Europe for 40 years, and now, for the first time, we are bringing in beer in CANS! This packaging format has exploded in recent years, and requests from consumers and retailers for cans have grown too.

Samuel Smith's Pure Brewed Organic Lager - clean, crisp, and USDA Certified Organic - and Samuel Smith's Nut Brown Ale, the beer that defines the style for English Brown Ale, will both be available in September in four-packs of 440 mL (14.9 oz.) cans.



## JULY AND AUGUST NEWSLETTER

Page 12



## Franz Oktoberfest Seasonal

Franz is our Oktoberfest beer. He's an autumnal brew, a bit of a dreamer, often hikes in the Alps and comes back with great ideas for delicious malts and is forever hoisting barrels over his head for 'ze exercize'. Franz is our Oktoberfest brau, and our first take on a German brew. Not traditional, but über German. These malts will PUMP you UP, jaaah!

AVAILABILITY : August- September in 12oz Can 4/6

## Coming back with Yuengling Oktoberfest

Yuengling Oktoberfest in Late August. With Summer Wheat being discontinued this year, Yuengling Oktoberfest is now their only seasonal offering.

A True Oktoberfest, Yuengling is proud to offer Oktoberfest as a homage to our German Heritage. A true representation of the style, Oktoberfest is a blend of Tettnang & Hallertau hops that pairs well with traditional German cuisine. Copper in color, this medium-bodied beer serves up a slightly sweet, toasted character and mild herbal bitterness.

It will be available in 4/6NR, 2/12NR, 1/2BBL, and 1/4bbl.



## Magic Hat Night of the Living Dead



This variety pack contains: A gathering of some of our greatest hits jamming with special guests to put on a delicious performance.

Circus Boy, Heart of Darkness and Blind Faith

Available as 12 Pak Bottles

In market Aug-Oct



## Genesee Oktoberfest

Here for a limited time!

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.

Available :August - October 12pk 12oz can



## 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 Ale's bitter teeth.

Ruby red in color with a toasty malt body lurking beneath a stunning hop bite

PACKAGING: 4-Pack, Draft



## Inside Story Headline

Prost! Our take on this classic German style is a celebration of maltiness— packed with rustic, autumnal flavors to put a little more oomph into your oom-pah-pah. Über smooth with vibrant malt flavors and a festive flourish of noble hops 6.5 % ABV

BEER AVAILABILITY: August

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

(lederhosen not included).





## JULY AND AUGUST NEWSLETTER

Page 14



## Southern Tier Pumking

Pumking will start shipping Mid-August with variant Pumking brands following afterwards (Cold Pressed Coffee, Chi Tea, Warlock, Rum Barrel aged Pumking).

"Hallow's Eve is a time of the year when spirits can make contact with the physical world, and when magic is most potent. It is thought that we harness this magic to brew our powerful pumpkin ale. Not so, but it is with great respect to the magic of their trade that our brewers produce this fine beer. Take a whiff of this complex ale and your journey has just begun. At first sip, a magical spell will bewitch your taste buds, yet another victim enraptured by the Pumking."

Pumking is available in 12oz Bottle, 1/2 BBL, 1/6 BBL

## Coming To Science Is The Art Collection Cans

This is Help! Is On The Way and it is an unfiltered double IPA brewed with mango purée, tropical hops and lactose.

This beer will fly in at 8.5%-ABV and it will be packaged in 16oz 4 packs Cans and ½ BBL that should ship in July.



Mango  
Milkshake



## NEW! DESSERT BEER WITH NOTES OF CHOCOLATE & CHERRY

Big, juicy cherries covered in rich chocolate? Yes! Not overly sweet, with just enough contrast between the fruit and chocolate, Cherry Cordial is every bit as tempting as it sounds.

We're well known for our affection for decadent, flavorful, dessert-like beers which has put us on an endless quest to brew the ultimate indulgence. Our dessert beers are a fusion of flavors, making each of them a perfect pairing when one craves an exceptional stout all of personality.

Cherry Cordial is available in 12oz bottles 1/2 BBL and 1/6 BBL. This is the first year for this brand. 10% ABV



## JULY AND AUGUST NEWSLETTER

Page 15

## Exciting changes are coming to this pack for the 2018 release!



Sierra Nevada is set to release its annual Fall Pack, a mix pack of 12 bottles featuring 4 different beers.

Pale Ale- is a delightful example of the classic pale ale style. It has a deep amber color and an exceptionally full-bodied, complex character

Tumbler Brown Ale –Full of roasted malt flavor but delicate on the palate and perfect for crisp fall days

Vienna Lager -It has bright reddish highlights and a pronounced bready malt aroma reminiscent of its Austrian counterparts.

Ruthless Rye IPA-s brewed with this rustic grain for refined flavors – combining the peppery spice of rye and the bright citrusy flavors of whole-cone hops.

## Sierra Single Hop Pack Coming Soon

Each hop varietal has its own distinct flavor and aroma that Sierra brewers use in various combinations to create different flavors in their beers. Sometimes though, they prefer to strip away those layers and let the bold flavor of an individual hop shine through.

Discover the flavors of these unique single hops in this all-new, 2/12 can variety pack



## Woodchuck Tank Series

This 2nd of three Tank Series ciders . Refreshing cider with a balance of cucumber and mint with notes of apple. Cucumber Mint is bursting with bright cucumber and mint for a light, refreshing taste experience. Cucumber Mint hits 5%-AbV

Package: 12 oz. cans only

Availability: Limited quantities



## Flying Dog - Alpha Initiative # 03



3rd release in the Alpha Initiative Pilot IPA Series from Flying Dog

This IPA brewed with hop oils and dry-hopped with Galaxy hops will hit 6.8%-AbV

Alpha Initiative #3 is available in 4/6 12 oz bottles, sixtels and halves.



## Flying Dogtoberfest Marzen

Brewed with 100% imported German ingredients, it will cut spice while pulling out sweetness. Flavor notes: Full-bodied caramel sweet with a light toasted and crisp, clean finish Pairs with: Mexican and Pepper Jack cheeses; sweet Asian sauces; spiced desserts; German foods

5.6% ABV 30 IBU

Dogtoberfest is available in 4/6 12 oz bottles, sixtels and halves.



## The Fear Imperial Pumpkin Ale

They brewed The Fear with a local pumpkin puree and secret blend of spices. But once you take a sniff and a sip, those spices become quite apparent. (Hint: Think pumpkin pie.) Anything seasonally spicy or sweet will beautifully complement this rich and complex brew. The Fear has bold pumpkin pie flavor complemented by graham cracker and chocolate notes. Embrace The Fear and achieve greatness.

The Fear is available in 4/6 12 oz bottles, sixtels and halves.





### SAM ADAMS TEAMS TO SUPPORT VETERAN-OWNED SMALL BUSINESSES

Samuel Adams founder Jim Koch knows a few things about what it takes to become a successful businessman, and that's exactly why he's giving back to American military veteran entrepreneurs.

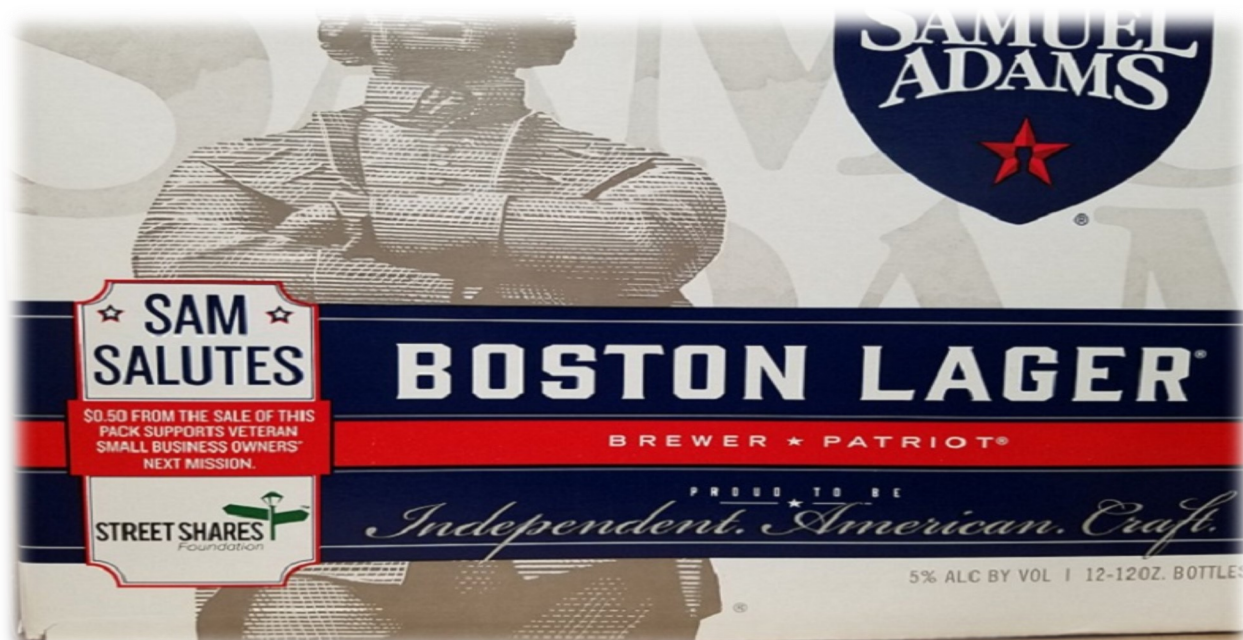
Through the company's Brewing the American Dream philanthropy program, veteran-owned small businesses in the food and beverage industries will be provided with aid via a partnership with the StreetShares Foundation, a nonprofit whose mission is to provide "inspirational success stories, educational content, or awards that provide a boost of financial support" for veterans to grow their business.

The partnership offers veteran small business owners – who held a majority stake in more than 2.5 million businesses in the U.S. in 2012 – education and capital, including \$100,000 toward grants, free educational events, mentoring and resources, as well as the popular "Speed Coaching" events where vets will receive one-on-one help from business experts.

"Veterans are some of the best entrepreneurs," Koch, who prefers to use the term "vetrepreneurs," told FOX Business. "I think the statistics [show] they are more entrepreneurial than regular civilians. And when they start a business they tend to outearn and be more successful than regular civilian entrepreneurs."

In another nod to helping veterans, 50 cents of every 12-pack of Sam Adams Boston Lager sold will be donated to the StreetShares Foundation to fund business grants and mentoring for veteran-owned businesses at participating locations until July 5. Businesses can receive up to \$150,000.

Drinkers can also text to donate to StreetShares and the brewery will match the donation dollar for dollar, up to \$20,000.



### Blue Moon dives into mixology, creates 4 new cocktails

By PETER FROST



America's top-selling craft beer is diving into mixology, unveiling four cocktail recipes featuring its flagship beer, Blue Moon Belgian White, that the brand has designed to be sold in bars and restaurants across the country.

The idea to build cocktail recipes around Blue Moon Belgian White comes as the beer has quietly been adopted as a cocktail base by a growing number of bartenders in large accounts, leading to incremental sales for the brand.

Designed by MillerCoors Master Cicerone Jason Pratt and built to spotlight Blue Moon Belgian White, the cocktails are made using the four most-popular spirits – vodka, tequila, whiskey and rum. Each is modeled after familiar cocktails and contains more than 50 percent beer.

"This is about transforming something that's approachable and familiar into something brand new and opening up new occasions for Blue Moon," Pratt says. "Blue Moon, with its bright, citrus elements from orange zest and a hint of subtle spice from coriander, is the perfect foundation to start layering flavors on top of. It has all the elements you'd want to make a cocktail from."

The most successful modern cocktails, Pratt says, layer flavors and strike a balance with the amount of spirit and mixer. Because Blue Moon Belgian White is unfiltered and built on a malt bill that contains white wheat and oats, the beer adds body and texture to cocktails. It also lends effervescence with the added benefit of flavor. Instead of choosing a flavorless soda water to add carbonation, for instance, swapping in Blue Moon brings the same spritz and refreshment while adding accretive flavors to the drink, he says.

The cocktail recipes "offer an interesting way to introduce Blue Moon to new legal-age drinkers as well as get bartenders to consider the brand as part of their cocktail-building arsenal," says Cris Rivera, senior director of national crafts for MillerCoors. "The end goal of the program is to sell more Blue Moon draft handles into key bars and restaurants, an ongoing focus for the brand on its journey to the No. 1 most-distributed tap handle in America."

[For recipe cards, click here to access the web-based version of this story.](#)



## Yuengling American Summer

Spread Your Wings this summer with an exciting Yuengling American Summer on-pack program! Consumers can enter to win an American Adventure through specially-marked Yuengling Traditional Lager and Light Lager 12-pack cans and bottles. Four grand prize winners will be awarded \$500 gift cards from Cloud9, where they can choose from thousands of unique and memorable experiences like driving a race car, learning to fly a plane, hang gliding and more! Hundreds of daily prizes including Martin Backpacker Travel Guitars, Fujifilm Instax Mini Instant Cameras, StubHub and Uber gift cards and Yuengling swag will also be awarded.

Consumers can enter the sweeps by visiting [YuenglingSummer.com](http://YuenglingSummer.com) or texting SUMMER to 55755 and entering the code found inside the specially-marked packs. New, eye-catching American Summer POS supports the on-pack program and features all the best things about summer: picnics, concerts, grilling, adventures and Yuengling!

WIN AN AMERICAN DVENTURE





**Spread Your Wings, and Light Lager ad campaign. There are several of these billboards up around the Pittsburgh Area.**



## FRANK B. FUHRER WHOLESALE COMPANY

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

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Beer Central Pittsburgh: Coors Division

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

Blog

Beernomics by Frank B. Fuhrer Wholesale

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

## 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.

