

March And April Newsletter

FRANK B. FUHRER WHOLESALE COMPANY

The Brewer's Dilemma: Are hard seltzer and NA a trend or the future of the industry?

February 25, 2019 by Paige Latham Didora

Hard seltzer is set to make big waves in 2019. Late last year, several national craft breweries and cideries announced the addition of a hard seltzer to their portfolios.

The sudden success of hard seltzers across a widening demographic of female and male drinkers is partly attributed to Americans' heightened interest in health and fitness. The beverage contains no allergens, around 120 calories, an average of two to four grams of sugar, and about 5% ABV.

We know consumers were rethinking beer from a nutritional standpoint the same way we know everything: Twitter. Last year saw a sharp increase in tweets pairing the words "beer" and "carbs." Simultaneously, dollar sales of White Claw variety packs went up—by a whopping 453 percent—during the first 10 months of 2018.

Making a hard seltzer is straightforward—add sugar to water and ferment it with yeast—and can be done on regular brewing equipment. Yet this seemingly manageable process involves a surprisingly steep learning curve. Yeast behaves differently in this solution than in wort, and, because sugar and yeast nutrient don't entirely mimic what grains provide, the fermentation cycles don't play out as they do in beer. The results are fermentation by-products, many of which aren't palatable.

For craft breweries, choosing to make non-traditional beverages is largely about inclusivity. Hard seltzer is gluten-free and low-calorie. Craft NA beer gives non-drinkers—or drinkers craving a break from booze—a good-tasting beer option.

But even with the market potential inherent in the hard seltzer, NA, and non-beer markets, not all breweries are ready to diversify beyond beer.

Some Breweries see growth into the non-beer realm as at least helpful, if not—eventually—necessary.

The steady trend in health and fitness, coupled with the fact that consumers are more likely to try new beverages in the warmer months, adds up to excellent timing for breweries to release their own craft seltzers. The national brands have already highlighted what the masses are looking for, now it's time for craft brands to deliver where distributors can't keep up.



Volume 1, Issue 1

Newsletter Date
3/04/2019

Special points of interest:

- *HARD SELTZER DILEMMA*
- *MILESTONES*
- *JOB OPENINGS*

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NATTY RUSH MOUNTAIN MADNESS

We are excited to announce the launch of **Mountain Madness**, the newest flavor from Natty RUSH.

Mountain Madness Lemon-Lime Citrus flavor will be available this Spring in 25oz Cans.



WELCOME BACK BUD LIGHT ORANGE !



Brewed with real orange peels – clean and crisp with natural citrus flavors in every sip for the ultimate refreshment.

Packages: 12oz Can 2/12pk, 18pk 12oz Can, 25oz Can, 12oz Bottle 4/6pk AND 12oz Bottle 2/12pk

Available April 1.

MICHELOB ULTRA INFUSIONS LIME & PRICKLY PEAR CACTUS

At Michelob ULTRA, we believe that the key to living a fulfilled life is finding balance, and have discovered a selection of exotic fruits that have allowed us to brew a unique flavored beer.

The future of flavored beer. A crisp, refreshing light lager infused with real exotic fruit. At just 95 calories and 4.0% ABV, Infusions is perfectly balanced, with no artificial sweeteners and a clean finish. This unique flavored beer is brewed to be a superior choice for those who live a balanced, active lifestyle.

Available this Spring in 12oz Can 2/12pk, 12oz NR Bottle 2/12pk and 12oz NR Bottle 4/6pk.



MICHELOB ULTRA PURE GOLD

Experience Pure Gold – beer in its organic form. Michelob ULTRA Pure Gold is a USDA certified organic light lager with a pure, refreshing taste.

With only 2.5 carbs and 85 calories, Pure Gold is triple-filtered and brewed free of artificial colors and flavors. Inspired by nature, enjoyed in nature.

Now available in 12oz Can 2/12pks



KONA BREWING RELEASES 18 PACKS

Kona Brewing Company announces it is rolling out its two most popular beers, Big Wave Golden Ale and Longboard Island Lager, in new 18-packs of cans for the first time.

The new package delivers 18 delicious 12-ounce cans, enough to ensure that the entire Ohana can enjoy their favorite Liquid Aloha this summer. The 18-packs will be available beginning April 1st.



10 BARREL BREWING CRUSH



Cucumber Crush. This masterpiece is the product of our Bend R&D brewer Tonya Cornett taking her award winning Berliner Weisse base and infusing it with cucumber. It might sound like a strange flavor for a beer...But it is the most refreshing and crushable sour you could ask for.

Still don't believe us? Well as it happens, Cucumber Crush is by far out most award winning beer. No big deal, but his one has taken home multiple medals from GABF, including a gold in 2014. 5% ABV / 7 IBUs

Raspberry Crush is tart like the fruit but also crisp and refreshing. Pour it into your favorite glass and take note of its pink-reddish hue that is crowned with a white rocky head.

As you ease into the beer our palate will be tickled by fruity sweetness that gives way to the tartness of the raspberry. Just like your first crush, it's unforgettable. 6.5% ABV / 7IBUs

Brewed to appeal to any palate or virgins of the sour craze, this award winning beer is light, crisp, and refreshing. Made for you to crush anywhere, anytime... the time is now.

Available in March



CISCO BREWERS LAUNCHES GRIPAH GRAPEFRUIT IPA



Cisco Brewers is bringing Gripah IPA, a citrusy IPA bursting with ruby red grapefruit, to beer drinkers across the Northeast in six-pack bottles.

Gripah IPA gets its tropical fruit flavors from the zest of the ruby red grapefruit along with additions of Citra, Amarillo, Galaxy and El Dorado hops. This Cisco brew strikes the perfect balance between sweet and tart and at 5.5 percent ABV is the perfect beach IPA.

Cisco Gripah IPA available April 1st in 12oz NR 4/6pks.

BUDWEISER DISCOVERY RESERVE AMERICAN RED LAGER

For Spring & Summer 2019, Budweiser is proud to celebrate the 50th anniversary of the moon landing and continue our 100+ years of support the U.S. Troops with the introduction of the next chapter of the Reserve Collection: Budweiser Discovery Reserve American Red Lager. It will be brewed by Budweiser Brewmaster and Air Force Captain Karissa Norrington with \$1 per every case donated to Folds of Honor, Budweiser's long-time non-profit partner who provides educational scholarships to the families of American veterans.

This specialty lager has a light hoppy aroma, a toasted barley malt taste with a hint of toffee, and a sharp finish. Discovery Reserve is inspired by an archive recipe Budweiser released around the time of the Apollo moon missions with toasted Voyager barley malt for a reddish color reminiscent of the next frontier – Mars.

Available April 1 in 12oz NR Bottles 4/6pk



COMING SOON



CHERRY-LIME-RITA

We are excited to announce the launch of the newest addition to our 25oz RITAS flavor lineup, Cherry-Lime-Rita! Cherry-Lime-Rita will be available this Spring in 25oz Cans.

GOLDEN ROAD SPIKED AGUA FRESCA

Agua Frescas are classic Mexican fruit drinks made with fresh fruit and pure water.

Enjoy this refreshing, subtly sweet Agua Fresca mix pack with cucumber lime, mango and strawberry pineapple flavors.

Available March 4th in 12oz Can Variety 2/12pks.



BRECKENRIDGE SUMMER PILS

Noble Saaz hops add earthy and floral aromas to this soft and balanced Bohemian style pilsner. Subtle spice hop notes meet a slightly malty sweetness to create harmony in a bottle.

With a golden sunset color, bright carbonation and a crisp, dry finish, Summer Pils makes a cool companion for any adventure this season.

5.0% ABV / 30 IBUs

Available April 1st in 12oz NR 4/6, 1.2 and 1/6 Barrels draught.



AUSTIN EASTCIDERS ROSE` DRY CIDER



A well rounded cider using hibiscus and real rose for a uniquely light, dry take on rosé. This is rosé done the Texas way. Available April 1 in 12oz Can 4/6pks.

ELYSIAN SALUTE THE SUN PALE ALE

This pale ale is conditioned on sun-dried black limes and vibrates with a ridiculous amount of Citra hops. Slightly tart, highly citrusy, super chill.

5.2% ABV / 32 IBUs

Available April 1st in 12oz NR 4/6pk and ½ barrel draught.



A DIFFERENT SPIN ON URBAN WHEAT

Goose Island 312 Dry-Hopped

During the most recent hop harvest, our Brewmaster, Jared, got the notion to put some fresh hops in to his pint of 312. He liked it so much that we decided to introduce it to Chicago.

312 Dry-Hopped has all of the lemony, doughy notes we love in 312 with extra brightness from the dry-hopping. Drink it fresh. Hope you like it. 4.2% ABV 20 IBUs

EXTRA LEMONY. EXTRA BRIGHT.

Available late March in 12oz Can 4/6pk and ½ barrel draught.



GOOSE ISALND SUMMERTIME KÖLSCH



With a light fruity aroma and a bright, crisp finish, Goose Island Summertime Kölsch is the perfect summer session ale.

A Kölsch beer brewed in the traditional German fashion, you'll find yourself enjoying and savoring each sip of Summertime as much as you do those hot summer days and cool summer nights.

SUNSHINE COLOR, GRASS AROMA, BREAD AND LEMON FLAVOR, LIGHT BODY.

Available in 12oz Bottles 4/6 and 2/12 as well as ½ and 1/6 barrel draught early March.

NEW BELGIUM MURAL AGUA FRESCA CERVEZA

An innovative new concept in craft beer that merges the tradition of Mexico's refreshing agua fresco drinks with the ingenuity and craftsmanship of two breweries:

New Belgium and Mexico City's premiere craft brewery, Cervecería Primus. 4%ABV

Mural 12oz Can 4/6 Available March

Mural ½ Barrel Draught Available April



Hey Folks! It's Mr. Sticky and he's here to take you on the Pineapple Express!

ITHACA MR. STICKY DOUBLE IPA

The second in Ithaca's 2019 Double IPA series, Mr. Sticky explodes with the potent aroma and flavor of pineapple & tropical dankness due to the unique combination of Mosaic, Ekuanot, and Simcoe hops.

Soft and slightly hazy, Mr. Sticky oozes heady terpenes to satisfy the discerning hop-head.

Available Mid-March in 16oz Can 3/8pk.



CORONA REFRESCA is a premium spiked refresher from Corona.



*It comes in two delicious tropical flavors –
Passion fruit Lime and Guava Lime.*

*The variety pack also features Coconut Lime.
Individual flavors available in 12oz can 4/6 and
the variety in 12oz Can 2/12 Beginning April 1.*

NEW BELGIUM PASSION FRUIT KÖLSCH COMING TO CANS

This refreshing Kölsch style ale is brewed with passion fruit and ready for your next escape.

Inspired by tropical punch, this refresher will leave you digging through the cooler for your next.

4.3% ABV Available April 1st in 12oz Can 4/6pk, ½ and 1/6 barrel draught.



A CLEAN DRINKING BEER WITH NOTES OF HONEYSUCKLE AND LIGHT BANANA

Ballast Point Lager

Our Ballast Point Lager is the quintessential cooler beer for lively adventures or leisurely days. At only 99 calories, this incredibly bright lager still packs a ton of flavor.

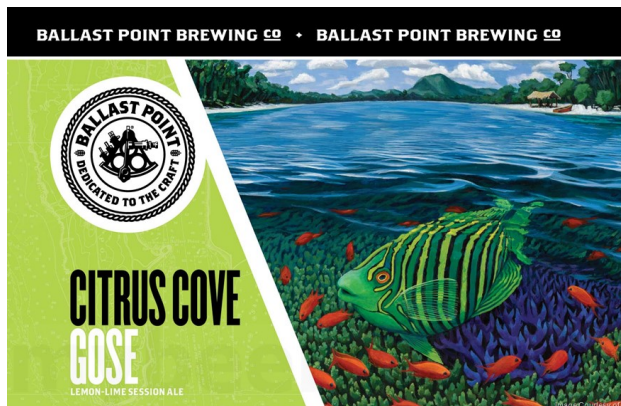
Brewed with 100% 2-row barley and a light touch of Apollo hops, Ballast Point Lager is a refreshing choice for any occasion.

Whether you're docked or at sea, it's the perfect companion for whatever destination lies ahead. 4.2% ABV 10 IBUs

Available March in 12oz Can 4/6pk, 19.2oz Cans as well as ½ barrel draught.



BALLAST POINT CITRUS COVE GOSE COMING TO 12OZ CANS



Citrus Cove captures the salty spray of an ocean wind mingled with a bright tropical character that begs one refreshing sip after the other. Crisp, lemon citrus acidity leads the way to a nice, dry, salt and lime zest finish.

The result is a surprisingly fresh take on the classic Gose style, turning all hours into happy hour. 4.2% ABV 5 IBUs

Available March in 12oz Can 4/6pk, ½ and 1/6 barrel draught.

COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES

SAM ADAMS MARATHON 26.2 BREW:

This golden, hazy beer has a crisp body with slight notes of citrus and wheat. A touch of coriander adds a slight pepper note and the addition of sea salt makes this brew thirst quenching, with a clean finish.

Refreshing beer whether you're celebrating the end of a marathon or a day of work.

ABV: 4% Package: 12oz NR, Can and draft. Available: Year Round



WILD LEAF CRAFT HARD TEAS

Drinkers love tea, but not the sugar. Wild Leaf delivers the best of both worlds. Made using hand-picked teas from Finlay's, a 200-year-old tea purveyor, natural ingredients and hints of real fruit flavor.

Available in two flavors, Black Tea with Lemon & Honeysuckle and Green Tea with Apple & Honey.

ABV: 5% Packages: Black Tea, 12oz NR and Cans, Green Tea 12oz NR Available: Year



JOHN DALY TEA AND HALF AND HALF



John Daly Tea and Half & Half: Our unique blend of black tea and lemonade flavors hits hard, just like John Daly's swing. You've seen this drink before, but we're serving it up the right way, at 8% ABV.

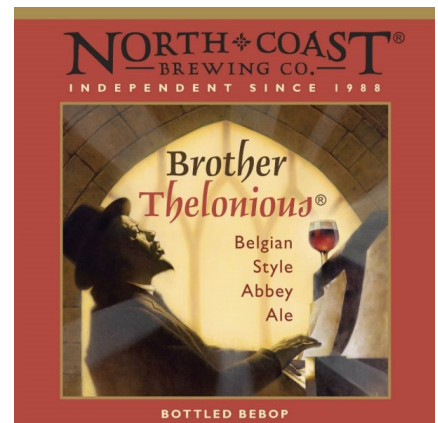
New package available: 12oz Can Slim Can Available: Year Round

SAME GREAT BEER WITH A NEW

North Coast Brewing Company Reintroduces Brother Thelonious with New Label

With all the interest in Belgian ales and in the monasteries that brew them, it's time to remind the world that here in the U.S. we have a Monk of our own. Jazz legend Thelonious Monk is the inspiration for North Coast Brewing's Belgian-style Abbey Ale with an ABV of 9.4%.

North Coast Brewing is pledging a portion of the proceeds of every bottle and keg sold of this "Strong Dark Ale" to the Monterey Jazz Festival's Next Generation Jazz Education Program. Coming April 2019 Year Round



SWEETWATER G13 MANGO KUSH WHEAT ALE

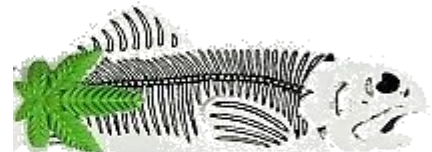


This is 420 Strain Mango Kush Wheat Ale and it will be a "second sticky hit from 420 Strain An American Wheat with a tropical mango kick in the face up front, a touch of sweetness on the back end and an exhale of that dankness you expect from the real deal.

This American wheat ale brewed with mango and "hemp-type" flavors will hit ABV: 5%

Package: 12oz NR and draft

Available: May 2019 Year Round



COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES

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CROOK & MARKER SPIKED & SPARKLING NEW BRAND!

ZERO NEVER TASTED THIS GOOD

What's In a Name: The black sheep is also known as a "Marker." A shepherd places one Marker among every 100 white sheep to help him keep track of his flock. As he watches over them, the shepherd wields a heavy Crook to corral his sheep. But the Marker is a fighter who resists the shepherd's power and refuses to be penned in – a standout who leads the flock on a journey to Be Unbound.

Our Story: In founding Bai Antioxidant Beverages, I launched a "Bevolution" to overturn the conventional wisdom that says "good for you" and "great taste" can't co-exist. We clashed for years against Big Soda to deliver flavor-packed drinks without mounds of sugar and artificial ingredients.

Now I'm at it again. With Crook & Marker, we're going to battle with the traditional shepherds of the alcohol industry to prove that people can feel better about what they drink while still having a good time. Our weapon? The only spiked and sparkling beverages of their kind: Zero sugar. Made with organic alcohol. Overflowing with bold, refreshing flavor. We're determined to help people to Be Unbound from the same old choices. – Ben Weiss, Founder

8 Flavors: Black Cherry, Tangerine, Strawberry Lemon, Blackberry Lime, Grapefruit, Peach, Mango, Coconut Pineapple. Zero Sugar, less than 1g net carbs, Naturally Sweetened, Organic Alcohol.

ABV: 4% Coming later March, early April 2019



COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

ADD SOME ZEST TO YOUR SUMMER

Shiner Lemon Pilsner: A twist on the classic Pilsner style, this limited time seasonal beer is the perfect combination of flavor and refreshment.

Brewed with Meyer lemons and dry-hopped with Lemondrop hops, Shiner Lemon Pils is crisp and clean with a splash of lemony citrus on the finish.

ABV: 4.8%

Package: 12oz NR, 12oz Can and Draft Available: April 2019 Seasonal





HARD FRESCOS BREWING COMPANY: NEW BRAND

Brewed like a craft beer, Hard Frescos are the only cold-fermented aguas frescas brewed from real fruit and all natural ingredients.

4 Flavors: Guava Citrus, Hibiscus, Tamarind, Cucumber Lime.

ABV: 5.7% Package: 12oz Cans Coming April 2019



BACK FOR THE FIRST TIME SINCE 2016!



UFO Big Squeeze: Sweet with a hint of tartness, this Shandy is perfect for all summer adventures.

Back for the first time since 2016!

ABV: 4.5% Package: 12oz Can and draft

HARPOON ONE HAZY SUMMER

Juicy, Vibrant and soft, New England Pale Ale style

ABV: 5.5%

Package: 12oz NR, Can and draft Available: April 2019

Summer Seasonal



ESSENCE OF SUMMER UFO & POLAR COLLABORATION



UFO and Polar Summer Variety: Well known for their creative and flavorful seltzers, Polar Seltzer knows a thing or two about innovation. At UFO Beers, we're not afraid of a flavor adventure either!

Collaboration beers in this variety include: Blueberry Lemonade, Watermelon Lemonade, Blood Orange Lemonade and Mango Limeade

ABV: 4.8% for all flavors

Package: 12oz Can Available: April 2019 Summer Seasonal



NEW LOOK! LABATT BLUE LIGHT LIME

Labatt Blue Light Lime is a premium light lager brewed with a twist of natural lime flavor that's easy drinking and extremely refreshing.

Media: Summer media plan will feature full Labatt Family portfolio and will include: OOH, social media, digital (online display and video), local radio, streaming audio POS: display enhancers, electronic POS

12pk 12oz Bottles and 30pk 12oz Cans



IC LIGHT MANGO NEW PACKAGING



Be on the lookout for the transition of the old Mango wrap and packaging to the new Mango wrap and packaging. Don't forget these refreshing beverages are only 95 calories and are the perfect summer drink! Whether at a barbeque, tailgate, or family party, be sure to stock up today!

Available in 24oz Cans, 12oz cans, 16oz Cans and 12oz NR

YUENGLING GOLDEN PILSNER 24OZ CAN

Yuengling Golden Pilsner is the newest beer from D. G. Yuengling and Son Inc. America's Oldest Brewery.

The highly sessionable beer is our interpretation of an outstanding modern pilsner, born from six generations of brewing expertise. Golden in both name and color, Yuengling Golden Pilsner is the perfect balance of hop and malt character for crisp and smooth thirst quenching refreshment.

It will become available in a 24oz Can in March 2019.



"GREAT FOR ST. PATTY'S DAY !!



Come and get it, old sport! Wyndridge Farm Brewing brings you Barn Dog, a farm-crafted chocolate vanilla imperial porter. Barn Dog is a good-natured, hard-working porter for a refined palate.

Crafted with Madagascar vanilla beans and Ghana cacao nibs, Barn Dog is a rich, dark smooth, and exceptionally delicious brew. One sip and this porter will have you drooling and wagging your tail.

6 PACK CAN 1/6 KEG, 1/2 KEG NITRO,

FIFCO USA Launches Hemp-Style FMB Line Called Hemptails

Hemp is here. FIFCO USA, formerly North American Breweries, launched a new hemp-style flavored malt beverage. Hemptails is a ready-to-drink, alcoholic beverage perfect for consumers looking to embrace the hemp movement in their drinking experience.

With an 8% ABV, Hemptails is made with organic, sterilized hemp seeds and contains no psychoactive ingredients, allowing consumers to enjoy an herbal hemp aroma and flavor in a delicious FMB.

Hemptails now available nationwide in single-serve 23.5-ounce cans and four packs of 16-ounce cans.

Consumers can choose from two chilled out flavors: Hemp'd, and Passionfruit Express. Each flavor balances the earthy hemp quality with a light, fruity taste.



NOW AVAILABLE

COMING IN MARCH 2019



Two new 19.2oz cans!

•#1 New Craft Brand in 2018 (Hazy Little Thing)
A hop-heavy, unfiltered, hazy little thing called IPA.
ALCOHOL CONTENT 6.7% by volume

•Sierra Nevada's fastest selling spring seasonal (Hop Bullet)
Brewed with a double-barreled blast of Magnum hops and
lupulin dust
ALCOHOL CONTENT 8.0% by volume

SIERRA HAZY LITTLE THING EXPANSION

COMING IN MARCH 2019

SIERRA NEVADA HAZY LITTLE THING AVAILABLE IN 12pk CANS

Thing is a juicy, unfiltered IPA that's as hazy as the day is long. Serving this one raw and straight from the tanks into the cans to let the fruit-forward hop flavors shine.



WHEELS GOSE ' ROUND LEMON + RASPBERRY GOSE

Team Left Hand is dedicated to solving the riddle which Is Multiple Sclerosis.

Since 2008, we have raised over \$3.6 million, and hope you'll consider joining us to raise funds and awareness for the millions of people around the world who are fighting this disease today.

Packaging Keg, 6pk 12oz Cans



GREAT LAKES IPA



To celebrate our family of employee-owners, we crafted a lightly filtered, citrus-forward IPA that's as bright and approachable as our crew. Hard work never tasted so good.

Flavor: A dry-hopped, easy-drinking American IPA by the people, for the people (who happen to be our employee-owners!) ABV: 6.5% IBU: 50

Packaging: 6-Pack Bottles, 12-Pack Bottles, Draft

SWIPE LIGHT ISN'T LIKE THE OTHER BASIC LIGHT BEERS

A Craft Light brewed with a focus on flavor, it's complex and refined. Clean, with subtle, yet bright Citra and Mosaic hop character and a touch of malt sweetness.

At 4% ABV and only 110 calories, it's a match for those who crave a refreshing, easy drinking experience.

Now Available in 2/12 12oz cans, 4/6 12oz cans, 1/2 BBL and 1/6 BBL



NOW THAT IS SOMETHING NU!



SOUTHERN TIER NU JUICE IPA (Nu Juice will be replacing Nu Skool SAME UPC)

After "more than a year of development" that had Southern Tier "[leveraging] the latest brewing techniques and ingredients", Nu Juice is finally ready for widespread distribution as a Year -Round release.

This Juicy India Pale Ale sees additions of "Mosaic, Ekuanot, and Simcoe hops over a multi-day period, creating a refreshingly juicy and approachable IPA."

Coming in at 6% ABV and a low 30 IBUs, Nu Juice "could be the smoothest IPA ever brewed."

Now available 12 oz. bottle 6pk 12 oz. can 6pk 12 oz. can 12pk 16 oz. can 4pk Draught

THREE WORDS DESCRIBE LAKE SHORE FOG:

Hazy, juicy, refreshing. Three more: aromatic, delicious, golden. A year of brewing development has captured these attributes and rolled them into a brilliant new beer. We are using absurd amounts of hops, dry hopped on 4 different days, making it a juicy flavor an aroma bomb.

A slight malty sweetness balances a dry and very mild finish which melds perfectly with its hazy appearance. Tropical, citrus, and stone fruit, and pleasingly floral character is marked with notes of big, dank, resinous Mosaic, Citra, and Amarillo hops. Enjoy!

Available in 6/4pk 16oz and ½ BBLs



RHINEGEIST 12OZ CANS



SWIZZLE

Lemongrass & Ginger
A dry, effervescent cider with
a twist. Infusions of
lemongrass and ginger give
way to nimble notes of apple
and pear.

Available at the end of March



LITTLE BUBS

*A bright and refined Session
Rosé Ale with apple, peach
and cranberry. A tight and
crisp expression, with smaller
ABV compared to its bigger
cousin, Little Bubs whispers
tartness and sparkles with
refreshment.*

RHINEGEIST 16OZ CANS COMING

Cheetah –swift in body and mind, Cheetah sprints ever forward. A blur of pure instinct. Buena onda. Pure, crisp, clean. Blissful simplicity. Savor this moment. All we have and all we need is now. Feel free and therefore you are free.

12oz 12pk cans and 16oz Can Available at the end of March.

Bubbles-A bright, dry, and lithe Rosé Ale with apple, peach, and cranberry for tartness and blush. Bubbles erupts with effervescence and evanescence.

Available at the end of March in 16oz Cans



WYNDRIDGE SPOTTED HILLS IPA

ROTATING EXPERIMENTAL SERIES 08

Wyndridge Silo Series is a playground for their brewers to create new & exciting IPA's on bi-monthly basis.

These 2019 beers were conceived with wild imagination, brewed in small batches and funneled into 16 oz. can 4 packs.

Tasting Notes: Peaches, Cream, Orange Zest Hops: Mandarina Bavaria, Zythos

Alcohol 6.5% by Volume | IBU 45

AVAILABLE: March – April 4 PACKS 16 oz. CANS



LABATT BLUE LIGHT MIXER PACK WITH NEW FLAVOR LABATT BLUE LIGHT BLOOD ORANGE



Labatt Blue Light Blood Orange features the perfect balance of tart and sweet with the flavor of natural blood orange.

Labatt Blue Light Lime is a premium light lager brewed with a twist of natural lime flavor that's easy drinking and extremely refreshing.

Labatt Blue Light Grapefruit has the perfect touch of natural grapefruit flavor, creating a satisfying, smooth and exceptionally refreshing drinking experience.

12pk 12oz Cans

April – August 2019, or while supplies last

*“INTRODUCING LABATT BLUE
LIGHT BLOOD ORANGE
ALONGSIDE LIME AND
GRAPEFRUIT IN THIS YEAR'S
MIXER PACK
CRISP, CLEAN, REFRESHMENT
WITH A TWIST”*

NEW LOOK! LABATT BLUE LIGHT GRAPEFRUIT

Labatt Blue Light Grapefruit has the perfect touch of natural grapefruit flavor, creating a satisfying, smooth and exceptionally refreshing drinking experience.

6pk 16oz cans

April – August 2019, or while supplies last



BLOCKHOUSE SUMMER BREAK

Be on the lookout for Pittsburgh Brewing Company's annual return of our Blockhouse Summer Break craft beer.

With a smooth and crisp grapefruit taste, these will leave you feeling cool and refreshed as the Summer months approach. Sit back, Kick your feet up and savor your summer break

Available in 16oz cans, 1/2 BBL's and 1/6 BBL's



PYNK- SPARKLING BERRY TART

THE TYANNA
FOUNDATION



Yards PYNK is a beer like no other. We add 3,300 pounds of sour and sweet cherries and raspberries to each batch, resulting in a tart berry ale that's effervescent and pleasantly pink in color.

This light-bodied brew finishes refreshingly dry and is perfect for a summer gatherings. Yards has proudly donated a portion of PYNK sales to the Tyanna Foundation to help increase awareness and improve the lives of breast cancer patients since 2013.

Yards PYNK will be releasing as a year round product on April 1. PYNK is available in draft, 4/6 12oz bottles and 2/12 12oz. CANS

NESHAMINY MARCH RELEASE

LEON RUSSIAN IMPERIAL STOUT

Leon is a big beer. So big, it has twice as much malt as any other beer we brew.. On top of the copious amounts of two row barley, Munich, Victory, Chocolate, Black Patent, and Caramel 80 malt in this beer each 15 barrel brew has 50 pounds of freshly in-house handmade marshmallow fluff as well as 16 pounds of bittersweet bakers chocolate, and 30 pounds of crumbled graham crackers.

Leon clocks in at just over 80 IBUs and 11.6% ABV. Does it taste like a Smore's? That's for you to decide, but either way this is one fun beer to make, not to mention drink.

ABV 11.6 % AVAILABILITY: Draft and Bottle



NESHAMINY APRIL RELEASE

PASSIVE THOUGH KÖLSCH

Neshaminy's take on a Cologne area German-style Pale Ale hopped with Mandarina Bavaria. Passive Thought boasts a fruity aroma, sweet stone fruit character, and clean, crisp bitterness ABV 5%

AVAILABILITY: Draft and Can

CLOUD CUTTER HOPPY WHEAT ALE

(RETURNING SEASONAL)

Zesty, sunny hop aromas zip across friendly, lightly filtered wheat skies in our high-flying tribute to the historic Cleveland Air Races.

Flavor: Citrusy hop flavors and aromas barrel roll through a cloud cover of pillowy wheat and crisp malt.

ABV: 5.1%

IBU: 40

Packaging: 6-Pack, 12-Pack, Draft

Available April 01, 2019



BUCKIN' MULE MOSCOW MULE ALE



The cocktail-inspired beer was developed on the brewery's two-barrel pilot system. It was made with ginger, lime peel, rye and Citra hops.

Buckin' Mule is a departure from the traditional Great Lakes beers. The brewing team wanted to create a beer that tastes like beer but with a Moscow Mule flavor. The Moscow Mule cocktail features vodka, ginger and lime.

It will debut in June in four-packs and draft. The label features a bucking mule in a Western-inspired scene with cacti and a lime sunset.

INGREDIENTS: PAIRS WITH: Spicy Thai noodles, sweet potatoes, and a copper mug

ABV: 6.5% IBU: 25 MALTS: Harrington 2-Row, Rye, Crystal, Carapils

BUCKIN' MULE PACKAGING: 4-Pack, Draft

FLAVOR: Fresh ginger and lime saddle up with citrusy hops to put a little pep in your giddy-up HOPS:

Willamette, Citra SPECIALS: Ginger, Lime Peel

AVAILABLE
JUNE

THE MOSES MIX VARIETY 12-PACK

Holy Moses! We re-imagined our classic White Ale to create an exciting trio of flavors worthy of exploration and discovery.

It will feature Holy Moses White Ale, Holy Moses Raspberry White Ale and Midnight Moses Dark Belgian-Style Ale.

The pack will include four of each beer and be available for a limited time in May.



Barroom Hero

When Boston legends
the
**Dropkick
Murphys**

ship up to your brewery, you better be ready to brew with them. We were, and we did, and together we created Barroom Hero. This traditional pub ale benefits their Claddagh Fund. Be a Barroom Hero. Visit claddaghfund.org and find out how.



Markets: All
First ship: Dec 15th
In Market: Jan - March
Support
Digital ads
Social media
Print media
Radio
Public relations
Exclusive merch

Check this video out!

<https://www.youtube.com/watch?v=nN4nZYSH8>

Donation to Claddagh Fund



The **Claddagh Fund** is the charitable foundation of the Dropkick Murphys, founded in 2009 by band frontman, Ken Casey. The Claddagh Fund honors the three attributes of the Claddagh Ring: Friendship, Love & Loyalty.

Understanding the power of their position to harness the passion and generosity of their fans, the Claddagh Fund was created to raise funds for and broaden the impact on worthy, underfunded non-profits that support the most vulnerable individuals in our communities.

Barroom Hero is a special collaboration between Dropkick Murphys & Magic Hat Brewing Company. Sales of this english pub-style ale raise money for The Claddagh Fund and its mission to help underfunded nonprofits that support children's charities, veterans and people on a path of recovery from drugs and alcohol.

<https://www.claddaghfund.org/barroom-hero>



OUR NEWEST BLUE IS GREEN.



Sampling Guidelines

DRIVING TRIAL IS KEY TO A SUCCESSFUL LAUNCH OF LABATT BLUE CITRA

J F M
Appeal to Loyal
Happy Consumers' Desire for Exploration
by Providing News

Sampling Program Best Practices

- Labatt Blue Citra should be sampled cold
- Choose a sampling location that receives high store traffic
- Sampling station should include a minimum of 10 case display near by for consumers to purchase
- Sampling staff should familiarize themselves with any promotional incentives (i.e. MIR, sweepstakes)

Features & Benefits

- Hoppy profile combined with drinkability
- 4.7% ABV, lower than most hoppy beers
- Line priced with Labatt Blue Packages

Tasting Notes

Labatt Blue Citra is a hoppy session lager with a **BRIGHT HOP AROMA AND CRISP CLEAN FINISH** for ultimate drinkability.

It's brewed with Citra and Mosaic hops, pale malt and clocks in at only 4.7% ABV - the same as Labatt Blue.

This beer will be available in time for the Iron Maiden's 2019 North American Legacy of the Beast Tour, which starts in July. Fans will be looking for Trooper for their listening parties and pre-show blowouts and new items are particularly attractive to Iron Maiden fans!

Tour stop August 17th in Pittsburgh at PPG Arena.



Light Brigade is a golden beer created by Iron Maiden vocalist Bruce Dickinson with Robinsons Brewery. Made using Chinook hops to give a fruity taste, complemented by Goldings for a rounded after taste. The flavor is malty with a citrus hop note and refreshing character and aroma.

A portion of proceeds from the sale of this beer will be contributed to Help For Heroes (www.helpforheroes.org.uk).

Exclusively imported in the U.S. by
Artisanal Imports.
www.artisanalimports.com

LAUNCHES FEBRUARY 2019



5P PER BOTTLE
6P PER PINT
DONATED
IN SUPPORT OF
HELP for
HEROES

TROOPER
LIGHT BRIGADE
4.1% VOL. GOLDEN BEER



EMPLOYEE MILESTONES

Volume 1, Issue 1

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The following employees received Frank B. Fuhrer Wholesale Co. Service Awards on Saturday, February 2, 2019

30 Years of Service

Dick Abbiatici	AB Warehouse	Gary Bittner	YIS Sales
Glenn Barber	CYI Warehouse	Don Maser	Inventory
Bob Bartley	YIS Sales	Bob McNeill	AB Warehouse

20 Years of Service

Bob Beisner	AB Sales	Paul Sargo	AB Delivery
Jim Deutsch	YIS Sales	Craig Stimpel	CYI Delivery
Don Litz	AB Sales		

10 Years of Service

Ken Alechnewith	Inventory	Lou Garritan	YIS Sales
Tom Barbao	CMBD Sales	Shawn Kunesky	AB Delivery
Wayne Bruschi	Fleet Maintenance	Paul McCann	AB Delivery
Jarrod Bupka	YIS Sales	Rich Nowicki	AB Delivery
Christian Cortazzo	AB Delivery	Wes Panzer,	YIS Sales



**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



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

We are on the web
<http://fuhrerwholesale.com/>

SEASONAL SELECTIONS

When Demand Exceeds Supply

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.

START YOUR
CAREER

WE ARE HIRING

MORE INFO

Visit our Employment page today!

JOB OPENINGS

Frank B. Fuhrer is looking for hard-working, honest employees to serve our customers in the following positions:

- ⇒ DIESEL TECHNICIAN -Full-Time, Monday-Friday
- ⇒ WAREHOUSE WORKERS/LOADERS-Sunday-Thursday 2nd & 3rd shifts
- ⇒ DELIVERY HELPERS-Monday-Friday Daylight
- ⇒ DELIVERY DRIVER-Monday – Friday, local deliveries
- ⇒ GENERAL APPLICATION

Visit our employment page to fill out an application ! <http://fuhrerwholesale.com/employment/>