

MARCH AND APRIL NEWSLETTER

ISSUES 2

3/01/2017

FUHRER WHOLESALE WELCOMES RHINEGEIST BREWERY DISTRICT IN CINCINNATI, OH WILL BE SOLD BY THE YIS SALES DIVISION



Who is Rhinegeist ?

- Rhinegeist translates to “Ghost of the Rhine” and refers to our place in the historic Over-the-Rhine Brewery District in Cincinnati, OH
- Opened July 2013 with the goal of bringing hoppy & sessionable, West Coast-style beers to Cincinnati – a region with a rich brewing heritage yet under indexed for local craft
- We believe in the power of beer to bring great people together, foment fantastic ideas, and build a community that values craft beer and one another
- All of our Core, Power Pale, Seasonal, Rotation, and Ciders fall in the 4.2%-7.2% ABV range

- Even with our higher alcohol beers, we strive to make them with a flavor profile that keeps them supremely drinkable
- Ready to drink when released!
- Late hop additions = hop aroma and flavor without killing your palette

INTRO | PITTSBURGH TIMELINE

- DRAFT BEER ONLY for March and April
- Monday, March 6th Draft beer available to start shipping to retail Core, seasonal, and ciders
- Monday, May 1st Cans available to start shipping to retail

SPECIAL POINTS OF INTEREST:

- *Rhinegeist Introduction*
- *Magic Hat Refresh*
- *Yuengling Refresh*
- *Anchor Conversion*
- *Seasonal Supply N demand.*

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LET'S SELL SOME
BEER!

INTRODUCING PINE-APPLE-RITA SPLASH



Pine-Apple-Rita Splash combines the deliciously light flavor of Pineapple with a refreshing margarita taste. Pine-Apple-Rita Splash will hit 4%-AbV and 213 calories / 34.4g carbs per 12oz serving.



Available beginning March 6th in 12oz NR Bottles 4/6 packs.

“Bud Light Lime Grape-Ahh-Rita will be available March 6th in 8oz Cans 2/12 packs as well as 15pack 25oz Cans.”



BEST DAMN CREAM SODA



Our deliciously smooth Best Damn Cream Soda is aged on real vanilla beans during the brewing process, adding a touch of sweetness to a timeless recipe. We hope you love it as much as we do. Cheers!

Available March 6th in 24/12oz Bottles 4/6 Packs.

BEST DAMN Brewing Co. is on a mission to bring you the BEST DAMN thing you've had all day. They'll do whatever it takes to bring you delicious, easy drinking, full-flavored brews.

INTRODUCING SPIKED SELTZER BRANDS

Spiked Seltzer is an all natural, low carb, gluten free, non-malt beer. Flavored with natural fruit flavor and nothing artificial added. West Indies Lime, Indian River Grapefruit, Valencia Orange, and Cape Code Cranberry 12oz NR Bottles 4/6 available beginning March 6th.



“Spiked Seltzer
Variety Pack
12oz Cans 2/12
packs available
March 6th”

SPLASH VARIETY PACK

Lime-A-Rita is excited to introduce a new Splash Variety Pack featuring Straw-Ber-Rita Splash, along with brand new Pine-Apple-Rita Splash and Coco-Nut-Rita Splash! Each variant combines the deliciously light fruit flavor

with a refreshing margarita taste.

Available April 3rd in 12oz
Bottles 2/12 Packs.



CERVESAS CLASICAS VARIETY PACK



Constellation Brands is to launch a range of beers in a variety pack in an effort to capitalise on US consumers who want to try new products.

The company's beer division will roll out a new Cervezas Clásicas

variety pack, featuring Corona Extra, Corona Light, Victoria and Pacifico 12oz Bottles.

"Variety packs have grown in popularity over the years and provide sampling opportunities of various brands for consumers who like variety and trying new things," the company said.

Cervezas Clásicas will be

available in 12-pack and 24-pack bottles, with a Mexican design. The pack also features brand history and beer-tail recipes.

Available March 2017 in 12oz NR Bottles 2/12 packs.

"READY-TO-DRINK CHELADA WITH THE FLAVORS OF SWEET TAMARIND AND SPICY CHIPOTLE PEPPERS"

INTRODUCING MODELO CHELADA TAMARINDO PICANTE

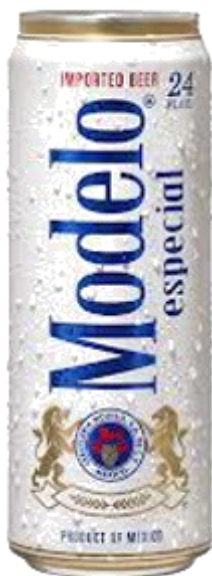
An authentic Modelo Chelada made with beer and the refreshing flavors of tomato, salt, and lime, along with tamarind and chipotle peppers for a spicy yet refreshing sweet taste.

Ready-to-drink chelada with the flavors of sweet tamarind and spicy chipotle peppers that are authentic

to Mexican cuisine and to Michelada traditions.

Available March 2017 in 24oz. cans.

Available year round

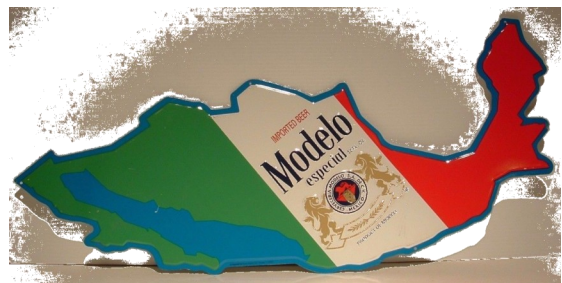


Now available Modelo Especial 24oz. Cans

First brewed in Tacuba, Mexico in 1925 to celebrate a revolution, Modelo Especial Beer is a golden, full-flavored Pilsner-style lager with a clean, crisp finish. Modelo Especial's drinkers are united by their fighting spirit. Because fighting for a better life deserves a

better quality beer.

4.4% alcohol by volume, 144 calories per 12 fl oz serving.



SCHOFFERHOFER GRAPEFRUIT

Schofferhofer Grapefruit now available in 12oz. Cans 2/12 Packs and 20 Liter draught Kegs.

Now that you've discovered the new unique taste of our beer, we salute your ways to keep it fresh. As an original - the first to combine Hefeweizen beer and grapefruit juice, we'd like to introduce you to the "proper" pronunciation of

our unusual and challenging name: Chauf-feur + ah + (The) Hoff + ah!

Practice, practice, practice and before you know it will roll off your tongue. And now that you can order it with no fear of uncoordinated vocals we invite you to hang



"Moosehead Radler now in Draught!

The refreshing blend of beer infused with the natural fruit flavors of grapefruit, grape and lemon now available in 50 Liter draught kegs."

ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS

New Belgium Juicy Watermelon Lime Ale

Brewed with juicy watermelon and zesty lime peel, this crushable ale rips with a blast of melon notes. Ripened fruit aromas of melon, papaya and citrus climax with an enticing aroma, and set up an

invigorating wash of fruity sweetness, grassy bitterness and the slightest touch of tartness. Super crisp and refreshing from start to finish,

New Belgium Juicy Watermelon will be available April 2017. Packages available 12oz NR 4/6,





GOOSE ISLAND SUMMERTIME KOLSCH

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

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



“Available
April 10th in
12oz Cans
2/12 packs.”

2017 GOOSE ISLAND'S SUMMER SESSION VARIETY PACK.

Goose Island is bringing back its popular Summer mix can pack. The 2017 Summer Session Variety Pack features a collection of beers that are perfect for summer drinking. Enjoy Goose IPA, Four Star Pils, 312 Wheat as well as fan favorite, Summertime Kolsch in this Summer Season can pack.



BUD LIGHT LIME PEACH-A-RITA

New Spring – Summer Seasonal Bud Light Lime Peach-a-Rita

Bud Light Lime Peach-A-Rita combines the sweet, refreshing taste of juicy peaches with a fresh margarita twist. This well-balanced, easy to

drink liquid is perfect for creating margarita moments throughout the Spring and Summer months. Try it straight out of the fridge, cold from your cooler, or in a glass over ice.

Available in 8oz Cans 2/12 packs beginning March 6th.



BRECKENRIDGE NITRO SERIES DRY IRISH STOUT

With St. Patrick's Day just around the corner, Breckenridge Brewery has channeled the luck of the Irish in their spring installment of the Nitro Series seasonal line: Nitro Dry Irish Stout. In collaboration with Boundary Brewing Cooperative of Belfast, Northern Ireland, they created a new world take on an old world classic in

this Dry Irish Stout with dark character and classy, creamy body.

Nitro Dry Irish Stout is a traditional Irish beer that offers a drinking experience only nitrogen can create by lending a remarkably smooth, balanced flavor and a velvety head. Made with roasted barley and Irish

Stout Malt, this black beer has subtle flavors of coffee and hints of grain. Well-balanced hops in harmony with the roasted malts give it a particularly dry finish.

Available in 16oz Cans 6/4 pack as well as ½ barrel draught.



ITHACA BEER COMPANY HAPPY PILS GERMAN PILSNER

Brilliantly clear and refreshing, our Happy Pils boasts a healthy amount of spicy noble German hops, and a dynamic yet restrained malt backbone. Using a traditional German lager yeast, our brewers execute in true German fashion a flawless lager fermentation. Our Happy Pils is bound to bring a

smile to any craft beer lover's face.

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



ITHACA BEER COMPANY CAYUGA CRUISER

Ithaca Beer Company Cayuga Cruiser is our slightly tart and exceptionally refreshing Berliner-Weisse style ale. Mildly hazy in appearance and light in body, this beer delivers the perfect combination of elements resulting in supreme and satisfying drinkability.

Whether you're on a boat or in your back yard, this beer is the quintessential summer refresher.

Available in 12oz Bottles 4/6 packs as well as ½ barrel draught.





SWEETWATER GOING COASTAL IPA W/PINEAPPLE

Slip into some sunshine and step off the grid by Goin' Coastal with this pineapple laced IPA. The bright aromas of the five citrus hop additions are accentuated by the tropical fruit of the pineapple. And just like those three day weekends, its finish is quick. Golden copper in color with a full malt bill to bring balance to our latest Year Round offering.

Flowing Year Round Starting March 1

Drinking Options:

Draft - 1/2 bbl, 1/6 bbl

Bottles - 12 oz. 6-Packs, Summer Variety 12-Packs

Cans - 12 oz. 12-Packs and Summer Variety 12-Packs, 16 oz. 24-Packs

Malts: 2 Row, Munich, Wheat, Premium English,

Crystal Malts

Hops: Columbus, Cascade, Simcoe,

Goldings, Centennial

Dry Hops: Cascade, Simcoe, Golding, Centennial

ABV: 6.1% IBU's: 50



LEMON & YUZU

There is nothing more refreshing than the hint of fresh squeezed lemon. The juicy tartness in Truly Spiked & Sparkling is complemented by the more fragrant and tart Yuzu fruit. Yuzu is a Japanese citrus fruit which adds a bright, citrusy character with notes of lemon, grapefruit and

mandarin orange.

Package Availability :12 oz Bottle 4/6

ABV-5.00%



CONEY ISLAND HARD LEMON LIME TWIST

Dive right in and join the journey where sea meets sand. Just bring yourself, no shades or suits required.

Like the cool ocean mist on a bright and hazy summer day, Coney Island Hard Lemon

Lime Twist citrus ale serves up the sensational

tastes of lemon, lime and vanilla. Sip at your own risk; refreshment may be extreme.

Package Availability :12 oz Bottle 4/6

ABV-5.40%



APPLE PIE

This is actually the second in a line split. The brewery made industry news with the release of Not Your Father's Root Beer – an alcoholic root beer. Shortly thereafter came Not Your Father's Ginger Ale. In June, Not Your Father's Cream Ale expanded the lineup. The color of a crisp, ripe, golden apple. The nose is an immersion into apple

sauce, light cinnamon, light cloves and light biscuit. On the second sip you'll swear you can taste the crust.

Not Your Mom's Apple Pie will be a 12 ounce bottle

ABV:
5.5%



STRAWBERRY RHUBARB

Soon – Not Your Mom's Strawberry Rhubarb, another pie flavored beer brewed with strawberry, rhubarb, cinnamon and madagascar vanilla beans will join the lineup.

doesn't remind you of your mom's Strawberry Rhubarb pie, nothing will.

Not Your Mom's Strawberry Rhubarb will be a 12 ounce bottle

ABV: 5.9%



ICED TEA

Another classic flavor, Iced Tea serves up the comfort of home with a twist. Made with real lemon juice, this brew is perfectly balanced and refreshing.

24 OZ Can

ABV: 5.0%

Not Your Mom's Ice tea will be a 12 ounce bottle and also available in March in a





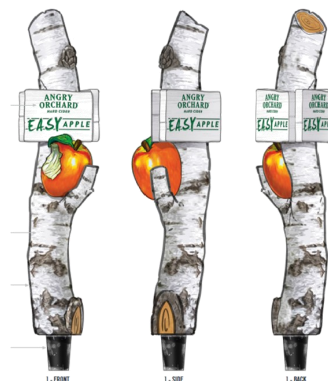
INTRODUCING... ANGRY ORCHARD EASY

Angry Orchard Easy Apple is a less sweet, refreshing and easy-to-drink hard cider. It is unfiltered with an apple-forward taste, slightly hazy appearance and a refreshingly dry finish. It never weighs you down, making it the perfect drink choice for those long, relaxing days.

Angry Orchard Easy Apple achieves its balanced flavor

profile with a blend of culinary apples, including Braeburn, Fuji, and Granny Smith, and bittersweet apples like Bisquet, Dabinett, Frequin Rouge and Harry Master Jersey

PACKAGING: In market 2/1: 12oz bottle 6pk, 16oz can loose, 24oz can loose



In market 2/13: 1/2 and 1/6 bbls



CIDER HOUSE COLLECTION WALDEN HOLLOW

Walden Hollow is an annual vintage cider made with our cider maker's choice of New York state apple varieties, including apple from our own orchard in Walden, NY. Expect intense apple aroma, mouth feel and complexity as well as aromas of butterscotch and almonds.

•Availability: Nationwide, Year-round

8% ABV

PACKAGING- 6/ 750ml bottles per case



CIDER HOUSE COLLECTION THE MUSE

The Muse is a bubbly, effervescent cider made from culinary and bittersweet apples and aged on French oak. It is sweet upfront with a juicy apple aroma and bright acidity with notes of clove and vanilla, and slightly drying on the finish.

•Availability: Nationwide, Year-round

7.7% ABV

PACKAGING- 6/ 750ml bottles per case

CALIFRESCA SANGRIA FLAVORED MALT

Sangria's are on fire

NEW Califresca Sangria FMB is blended to perfection with the right balance of sweetness and refreshing taste.

Sangria is an instant crowd pleaser and one of the most versatile cocktails

Enjoy your favorite combination of fruit

flavors for the perfect daytime or mealtime gathering with friends. You can have it with food, on its own, day and night .

AVAILABLE IN 2 DELICIOUS FLAVORS

•**Red Sangria** – A delicious combination of red wine, berry, grape

and citrus notes combined with a sparkling mouthfeel

•**White Sangria** – A crisp blend of Orchard fruits, blood orange, and champagne flavors with a touch of bubbly

Availability: Year Round 12oz bottle



“REPLACING
TRAVELER
GRAPEFRUIT
2/12 CANS
TARGET
IN-MARKET:
EARLY APRIL
2017— WILL BE
EVERYDAY ITEM”



COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

GUINNESS IRISH WHEAT: SEASONAL 6PK

Guinness brewers twist on the classic wheat style beer...

A group of enterprising brewers on a quest to explore new recipes, reinterpret old ones and collaborate freely to bring exciting beers to

life. Brewed with Guinness ale yeast and 100% Irish Wheat.

Our 120 year old top fermenting yeast shows off its versatility presenting distinctive Hefeweizen characteristics.

Clean, low bitterness with a subtle clove/ banana flavour and a hint of zesty citrus



GUINNESS DRAUGHT SPECIAL EDITION



COLLECTIBLE CAN

Leading in to St. Patrick's Day consumers will enjoy Guinness Draught in a Special Edition Collectible Can celebrating the famed Guinness campaigns of the 1930s, '40s and '50s, by artist John Gilroy.

The iconic Toucan image will surprise and delight

consumers and drive incremental sales on our core variant.

This pack will be central to our St. Patrick's Day promotions, leading PR outreach with lifestyle media and sending consumers to seek out this piece of Guinness history!

SAM ADAMS SUMMER ALE

"ONE BEER IN A VARIETY OF SUMMER COLORS COMMUNICATION ON BACK OF CAN & 12PK WRAP."



SAM ADAMS BEERS OF SUMMER 12PK CANS



Includes Porch Rocker, Summer Ale and new Session IPA This beer's bright citrus hop aroma gives way to flavorful notes of grapefruit and pine, with slight herbal and lemon notes. A subtle malt sweetness balances the hops for a clean, crisp, and easy-drinking IPA.



TRAVELER 12 CAN REFRESHMENT VARIETY PACK

Offer drinkers seasonal variety in cans with 3 styles for the summer months: • Curious Traveler Lemon Shandy • Aloha Traveler Pineapple Shandy • Grapefruit Traveler Shandy

Traveler Mixed 12 Pack Can Wrap and Traveler Mixed 12 Pack Can Tray

Timing • April – August 2017



YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES

SOUTHERN TIER NU SKOOL IPA

AN INDIA PALE ALE
BREWED WITH A NEW
AMERICAN HOPS AND A
TROPICAL TWIST.

We spent over a year prototyping R&D versions of Nu Skool. This final version is one special beer. It is an IPA with a slight malty sweetness, but

overall balanced & brimming with tropical, fruity, spicy, piney & citrus character. To contrast our IPA, which most closely resembles a traditional English IPA in malt & hop bills, we wanted to brew an India Pale Ale in a new way. West Coast brewers have been brewing lighter, more “Americanized,” yet

still full of hop character & our brewers wanted to try their hand by brewing their take.

AVAILABILITY: YEAR
ROUND / Cans (12oz.
6pk) / 12oz Bottles
(6pk) / Draught



SOUTHERN TIER 2X SMASH

2XSMASH is now available year round in 12oz. bottles. Not only that, it's now easier to discover than ever as a part of Super Pack and our new 15 Can Variety pack. 2XSMASH is the newest in our line of single varietal IPAs brewed with Mosaic hops & Special pale malt.

Even simplified to one variety of hop and one type of malt, the flavor is incredibly complex. Mosaic hops; known for their luxurious tropical notes like mango & passion fruit, work absolutely brilliantly with the richness of Special Pale malt.

BREWED SINCE: 2016
ABV: 8.1%

AVAILABILITY: YEAR
ROUND beginning Feb
2017 in 12oz NR • 8.1%
ABV • 60 IBU



SOUTHERN TIER "OVERPACK'D" 15PK CAN VARIETY



Southern Tier Brewing Company is excited to introduce our newest innovation in Variety Packs! Their new "Overpack'd" is one of Craft Beer's 1st Variety 15pks and will include 5 different brands, with 3 cans each of: Nu Skool IPA, Citra Hopped Live,

Tanger, Pilsner, and 2XSMaSH. "Overpack'd" is an ideal sampling opportunity for their innovation and core brands. Southern Tier customers will find a wide range of flavor profiles, value, and an introduction their year-round brands also available in additional packaging formats.



SOUTHERN TIER UNEARTHLY IMPERIAL INDIA PALE ALE

Vigorously hopped beer is our standard and inspiration. Unearthly is a manifestation of the brewer's craft; skillfully balancing art and the forces of nature to produce a divine liquid. Delicately pour a taste into a fluted glass. Smell the enchanting aromas of the hops waft forward as your first sip

divulges this beer's fervent soul. To under estimate Unearthly is to trifle with the mysteries of the universe, so please consume wisely.

AVAILABILITY:

Year-round

ABV: 9.5%

Now available in 12oz

FOUR PACKS replacing 22oz BOTTLES

UPDATED in 2016 w/ more Equinox & Simcoe hops!



21ST BLOOD ORANGE IPA



Four hop varieties and seven blood oranges ago, our founders brought forth in this brewery, a new beer, conceived in Liberty, and dedicated to the proposition that not all IPA's are created equal.

Because sometimes real fruit just makes things even more delicious. Blood Orange Brew Free! is brewed like our original west coast style Brew Free! Or Die IPA, but with an abundance of fresh blood orange puree

and a twist of citrusy dry hops. Refreshingly different. As Abe would say, "Whatever you are, be a good one."

Available year round in 1/2 BBLS. 1/6 bbls and 12oz cans 4/6 pack coming soon.

21ST AMENDMENT BLAH BLAH BLAH IPA

We are huge fans of IPA and love our hops like anyone else, but we also like to have fun. Our Blah Blah Blah IPA is a tongue-in-cheek commentary on the popularity of this style, and all the sub-styles that have become part of craft beer conversations and offerings. At 8% ABV, this double IPA is

jammed packed with hop flavors and aromas. Nine different hop varieties to be exact, plus a 2-pound per barrel dry hop punch and late-kettle boil additions that give this beer a juicy, hop chewy flavor. IPAs are here to stay and Blah Blah Blah in many ways is a tribute to their prevalence.

Blah Blah Blah

IPA Now
Available in Year-
Round Six Pack.



21ST AMENDMENT 15 PACK VARIETY

21st Amendment introducing year round core variety 15 pack. Package contains Hell or High Watermelon Wheat, Blah Blah Blah Ipa, El Sully, Down to Earth Session Ale, and Brew Free or Die IPA.

Available year round starting March/April



ANCHOR BREWING DEBUTS BLACKBERRY DAZE IPA

Because the blackberry was once wildly rampant in California, it is our ideal choice for this singular Anchor brew. Blackberry Daze IPA (6.5% ABV) gets its hop bitterness and some hop aroma in the brewhouse, but most of the action happens in the cellar when the fruit is added

during secondary fermentation. A special blend of loamy, herbaceous hops for dry-hopping complements the brightness and deep complexity of the blackberries. The result is a funky synthesis of rich earth and ripe fruit, hop bitterness and blackberry

tartness, with alluring color and aromas up front, sublimely intense flavors, and a refreshingly dry finish.

Available in March

In 12oz bottles and draft.



YES WE CAN. YES WE DID.



Flying Dog adds to the can lineup. The new everyday can lineup includes Bloodline Blood Orange Ale and Raging Bitch IPA. They'll join the ranks of Snake Dog IPA of which have a refreshing new look. These bad boys will look great in your hand

AND reduce noise when you make that late-night trek to the recycling bin.

All will be available in 12oz Can 2/12 pack in April.



BROOKLYN AMERICAN ALE



Brooklyn American Ale is easygoing, versatile, and dependable. It's a beer you and your friends can hang out with, no matter where you're from. Try it alongside pizza, burgers, spicy foods, sharp cheese, or just another bottle of

American Ale.

Will be available sometime in late March Early April in 12oz Bottles 4/6 NR only !!

FIRST LOOK LEFT HAND MILK STOUT NITRO CANS



First Look: Milk Stout Nitro Cans

A very special announcement about.....wait for it.....MILK STOUT NITRO 4PK CANS!

The complete Nitro package is here – Milk Stout Nitro is available in draft, bottle and new in

2017... Nitro Cans!

Nitro cans take it a step further: Good to Go – drink from the can. Like a Pro – pour in a glass.

LOOK FOR SOON !!

THE SHAPE OF HOPS TO COME GOING FULL-TIME

Starting March 1st, 2017 The Shape of Hops to Come Imperial IPA 16oz Cans and 1/6 bbls will be a regular, full-time offering from Neshaminy Creek Brewing. "Can I scream...." for more hops? You sure can. Two row American barley jammed packed with as much Apollo, Newport, Simcoe, Topaz, and Citra

hops we could get our hands on, The Shape of Hops to Come is an 8.5% ABV American-styled imperial IPA hopped with Apollo, Newport, Simcoe, Topaz, and Citra hops that's got a ton of bitterness, along with juicy, dank resinous pine-like, and citrus forward hop character that

is worthy of it's name. Dry hopped for two weeks this hop bomb has as much hop power we can muster!



A FLAVORFUL JOURNEY: BLAZE BOX VARIETY PACK

A play on the white blaze that guides hikers through the Long Trail, we put together this **Blaze Box variety pack** to guide you on a flavorful journey through *Green Blaze's* hoppy trail. The goal of this box is to take the naturally occurring flavors from hopping and deliver them through different means.

In **Grapefruit Blaze**, our crew added grapefruit essential oils the further accentuate the citrus hop flavors that Equinox provides; **Citra Blaze** is single-hopped Citra hops that isolate and elevate the intense tropical fruit notes that Mosaic hops provide in the original Green Blaze recipe while **Evergreen**

Blaze uses spruce tips to heighten the pine and resin flavors characteristics provided by Columbus and Chinook hops.

The Blaze Box variety pack is headed to a beer store near you in early 2017.



SAMUEL SMITH ORGANIC PERRY

Samuel Smith's Organic Perry is UK Soils Association & USDA Certified Organic. Made from gluten-free ingredients, it's also naturally gluten-free.

Pear juice used to produce Samuel Smith's

Perry contains a mix of varieties selected to balance fresh pear flavor with tartness, acidity, and sweetness. Samuel Smith's uses a wine yeast strain to ferment Perry, providing a clean finish and highlighting pure pear flavor and aroma all

the way through to the finish.

Available now - 12-ounce (355 ml) bottles / 6 - 4 packs (24 bottles) per case

ABV: 5.0%

Nutritional info: Serving Size - 12 oz. (355 ml). Calories: 191





MAGIC HAT MOTHER LAGER

The Evolved Euro-Style Lager. Brewed to spur the people to unite in the fight for imbibing emancipation and smash the oppressive tyranny of malt monotony! Mother Lager was a refreshing, evolved alternative to the familiar Euro-style imports, exported from the People's Republic of

Vermont.

A revolutionary Euro-style lager with a mild malt sweetness, finishing with an assertive hop bitterness.

Brewed with Pilsner Malts, Apollo, Hallertaur Hops.

5.0%/ABV

30 IBU 4 SRM

In Market: 4/1-5/31



Available Year Round in 6 pack, 24 pack and draft.



INTRODUCING TURN TABLE PILS AS THE 6TH YEAR ROUND

Flip that record and wax nostalgic about Ohio's deep-cut music legacy with our refreshing pilsner. Consider this our reissue of a classic style.

The A-side? Earthy, fresh hop aromas. The B-side? A smooth, balanced malt groove.

Spotlight Ingredient

Sterling Hops

An American hop with subtle spice, herbal, and floral aromas. Sterling hops are similar to Saaz hops which are commonly used in Czech-style lagers and pilsners.

Packaging: now available

Are 6 pack, 12 pack, draft



DESCHUTES BREWERY RELEASES NEW YEAR-ROUND LAGER: PACIFIC WONDERLAND

We've always believed the best way to respect tradition is to brew the unexpected. So when we set out to create a sessionable lager befitting of the Pacific Northwest, our sense of exploration led us to this dry-hopped wonder befitting of eve-

ryday adventure. Citrusy Tettnang Mandarin hops combine with the crisp, bright character of a traditional lager to deliver a beer that is truly refreshing, and undoubtedly worth sharing.

It is now available in 12oz NR bottles 4/6, 12oz bottles 2/12, 1/2bbls and 1/6 bbls.





MAGIC HAT WEE HEAVY CHAMP

Just to the west of Burlington lie the majestic waters of Lake Champlain. A diverse population of creatures resides in and around her shores, including the mythical lake monster Champ. This Scotch Ale, or Wee Heavy as the Scots say, is brewed in celebration of Lake Champlain, all of its inhabitants, and the legend of Champ himself. Catch

him if you can.

A rich, robust, yet smooth, malt character rises to the surface where notes of caramel, chocolate and wheat can be discovered. A light addition of hops is present for balance in this big, complex and soon-to-be legendary brew.

Brewed with Wheat, Pale, Bonlander Munich,

Caramel 80L, Chocolate **Malts**, Northern Brewer, Hallertau **Hops**.

8.0%/ABV

30IBU

LIMITED AVAILABILITY!

In Market: Feb-Mar

Available in Draft and 4 pack bottles.

MAGIC HAT CIRCUS BOY CHOOSE YOUR HEFE



Magic hat Split pack contains twelve bottles of Circus Boy is a American Pale Wheat Ale style beer and twelve bottles Magic Hat Zirkus Boy German-style Hefeweizen

(4.5%)

In Market: 3/15 - 5/31



MAGIC HAT JAM PAK VARIETY



A gathering of some of our greatest hits jamming with guest to put on a delicious performance.

Jam Pak (Would be Summer Variety) contains Mother Lager, Elder Betty, Blind

Faith, and Hocus Pocus
Jam on til the break of dawn!

In Market: 4/1 - 8/31



MAGIC HAT IPA PLAYLIST #2 VARIETY PACK

MAGIC HAT IPA PLAYLIST #2 VARIETY PACK IS A ROTATING LINE UP A LIVELY LIST OF HOPPED FAVORITES SPANNING FROM SEVERAL GENRES OF IPA'S.

Available in 12 and 24 packs. The Package contains: Electric Peel a

Grapefruit IPA, Low Key a Session IPA, Blind Faith a English IPA and Ticket to Rye a Rye IPA.

Ships: 4/1 In Market:
4/15 - 8/31



SIERRA SUMMERFEST

Since their invention in the 1840s, Pilsener-style beers have become the world's most popular style. With a nod toward the original Czech tradition, Summerfest is brewed to feature the best of Bohemian nature. Crisp, golden, dry and incredibly drinkable, Summerfest has a delicate and complex

malt flavor and spicy and floral hop character—the perfect warm weather beer .

ALCOHOL
CONTENT 5.0% by
volume

Packages: 12 oz. bottles
6-pack, 12 oz. bottle
12-pack, 15.5 gal and 5 gal
draught.

Available 4/1 – 7/30



SIERRA NEVADA OVILO WHITE ALE

Belgian Style White Ale
brewed with orange
rind and coriander

ABV: 5.3%, IBU: 27

Available 3/1/17

This beer is in
development currently

Packages: 12oz bottles
6pk and ,15.5 gal and
5 gal draught



GREAT LAKES FRIDGE FILLER VARIETY PACK

RETURNING FAVORITE

Holy Moses White Ale:

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

ABV: 5.4% IBU: 20

NEW Oats

MacDonald Pale Ale:

Perhaps Pub Brewer Steve was inspired by our brewpub's past life as the Herman-McLean feed-and-seed when he developed his newest creation:

a citrus-forward pale ale infused with oats. While you sip this smooth, creamy brew at our taproom bar, trot around the corner across from BrewhouseNo. 1 where you'll find the feed-and-seed's original scale.

ABV: 5.7% IBU: 35

NEW LightkeeperBlonde

Ale: Reminiscent of a German-style kolsch, our version of the pale blonde is distinctly American, with a hop kick providing a citrusy, floral finish. Pale blonde ales are

generally low in alcohol, well-balanced, and refreshing, and our LightkeeperBlonde Ale is no exception.

ABV: 6.6% IBU: 30

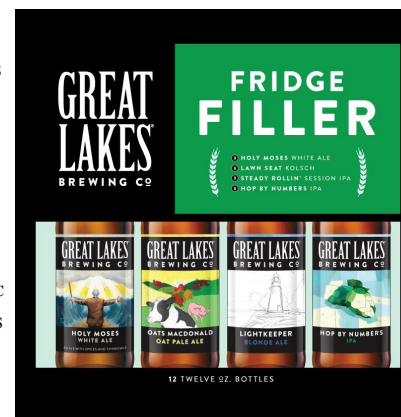
*NEW

EXPERIMENTAL

HOP* Hop By

Numbers IPA: Aromatic citrus accents and strokes of pine bitterness blend to highlight a bright amber palette.

ABV: 7.2% IBU: 80



GREAT LAKES GRANDES LAGOS LAGER

GLBC is known for producing award-winning balanced lagers, but Grandes Lagos Lager is a first for its contemporary and experimental twist: the addition of hibiscus flowers, which give the pale lager a pink tone and a sweet, slightly tart flavor. A 2016 product of Pub Brewer Steve's small-batch innovation, Grandes Lagos

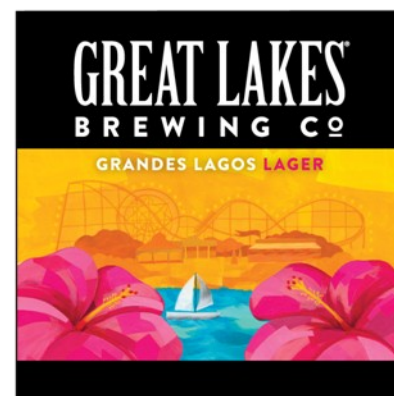
Lager was an instant hit amongst staff and customers for its approachable yet unique taste. Grandes Lagos Lager releases in spring, a time when the Great Lakes region begins to thaw, making it a perfect escape and a sign that summer relaxation and recreation aren't far away. A smooth, light-bodied Mexican-Style Lager with

floral aromas and a subtle sweet finish. Brewed with hibiscus.

Packaging:

6 pack, 12 pack, draft

RELEASE: 3.27.17



GREAT LAKES HOP MADNESS

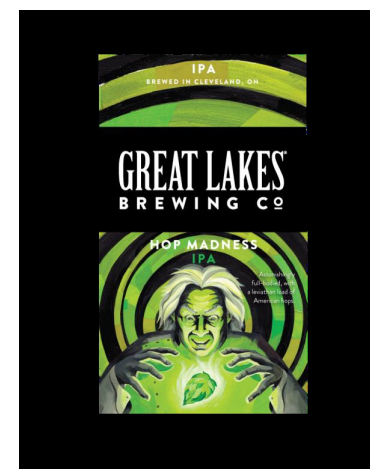
A dry-hopped, West Coast-style India Pale Ale with tropical, citrus, and pine notes. It's 5PM. Do you know where your hophead is? Inspired by 40s and 50s era exploitation films like "Reefer Madness", Hop Madness IPA presents a cautionary (and tantalizing) tale. This extreme IPA's

label warns unwitting drinkers of the dangers of that addictive green plant, and the oh-so-real threat of palate fatigue! Hop Madness IPA can strike even the most disciplined drinker, inspiring uncontrollable fits of hop-fueled abandon. Lock up your wives, sons, and

beer nerd buddies—you wouldn't want them getting anywhere near your stash.

Packaging: 4 pack, draft

RELEASE: 4.24.17





There's no "I" in beer, but there is one in win!

Temperatures might be on the decline outside, but competition is heating up from coast to coast as our beloved sports teams head into the playoffs. There's nothing quite like being a diehard fan when you have a great crew of friends and great beer to share the ride. So, whether it's at your favorite local watering hole or right at home on your favorite couch, raise a Samuel Adams to toast your team.

One lucky grand prize winner will receive a gift card to get close enough to hear your favorite players' sneakers squeak on the court. Five first prize winners will win our barrel chair with a built-in cooler for your favorite Sam beers; 5,000 second prize winners will receive our limited-edition basketball-themed bottle opener.

Want to take your game to the next level? [Enter Here](#).

There are few things in life that fit together like beer and sports. Whether you're heading to an at-home watch party and you're looking for a unique dish to pass, or hosting a tailgate and want to have crowd pleasing beers for everyone, we have you covered.

<http://www.samueladams.com/no-i-in-beer>



SIERRA SUMMER

Consumer Giveaway:

Weekly giveaways throughout the program to keep retailers and consumers engaged.

Giveaways will align with our drinker's outdoor lifestyles and support their summer adventures.

Weekly Prize: gear giveaways ; Monthly Prize: ultimate summer adventures

Consumers enter via text-to-win, microsite and *#SierraSummer*

COURTSIDE PRIZE PACK

YOU COULD

WIN A COURTSIDE PRIZE PACK!

**TEXT HOOPS
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*Must be 21 or older. No purchase necessary. No charge for contest. Standard text charges do apply.
Void where prohibited. Winners selected at random. For official contest rules, see yuengling.com.
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PRIZE: LARGE GRIZZLY COOLER, UNDER ARMOUR BACK PACK, BASKETBALL PRIZE PACK COST: \$285.00

KEYWORD:HOOPS

TEXT CODE:5575

DATES- 2/27-4/3

MAGIC HAT BREWING NEW LOOK



NEW SUMMER 2017 LOOKS FOR CORE 16OZ CANS



New Yuengling Core Brands Packaging 4/1/17



New Mother Cartons



New Mother Cartons



New Mother Cartons

ANCHOR BREWING CONVERSION

“After March 13th all 50 liter kegs will be converted to 15.5 gallon stainless sankey keg”



ROGUE ALES RELEASES 6 HOP IPA CANS

- **Press Release**
- Feb. 21, 2017 at 4:03 PM

Independence, OR — In a dedication to Mother Nature, Rogue Ales has canned 6 Hop IPA to take this farm-grown beer back outside.

The six proprietary hop varietals chosen by Brewmaster John Maier to craft 6 Hop IPA were grown on Rogue's 52-acre hopyard in the heart of the Willamette Valley. Field-guide-style illustrations on the bright green can depict the hops inside. From ground to glass to gold, 6 Hop IPA was awarded a gold medal at the 2016 World Beer Championships.



“It’s like having a piece of the farm in your hand,” said Rogue President Brett Joyce. “The aroma reminds us of the farm during hop harvest and the new cans are perfect for getting outside and wandering among the bines of the hopyard.”

6 Hop IPA’s big, beautiful bite is now available in 12-ounce can six-packs, 22-ounce bottles and on draft worldwide. Find 6 Hop IPA near you using the Rogue Finder tool. For more information about the Revolution, visit rogue.com.



February 21, 2017
FOR IMMEDIATE RELEASE

RELEASE THE HOUNDS: WYNDRIDGE FARM BREWING LAUNCHES THE HUNT SERIES

Dallastown, PA

The hunt is over for a new line-up of seasonal, farm-crafted beers and ciders from Wyndridge Farm Brewing. The Hunt Series was inspired by Wyndridge Farm's natural beauty and its iconic mark...a scarf-wearing fox. The essence of the elegant, sly and crafty fox captures the spirit that is Wyndridge Farm. A place to celebrate and enjoy life's moments with friends, family, great food and crafty beverages.

"The Hunt Series represents a significant milestone for Wyndridge Farm Brewing in our continued effort to expand our seasonal program. We are excited to be offering the Hunt Series as our first canned product. Cans give us the flexibility to bring a wide variety of new products to market while also providing our customers with a package that can easily be enjoyed in the great outdoors," said, Steve Groff, Wyndridge Farm Owner. The Hunt Series will rollout new beverages throughout the year starting with a Double India Pale Ale and a Dark Rye Barrel Cider. Other Hunt Series releases this year include a Mosaic Rye Ale, Pear Cider, Unfiltered Pale Ale, Mojito Cider, Harvest Ale, Snow Owl Imperial Stout and Farmhouse Grapefruit Cider.

As Head Brewer, Pete Koelsch, explained, "The Hunt series really allowed us to branch out and brew seasonal beers & ciders that were previously only available in our tasting room on a much larger scale. Out of literally hundreds of experimental seasonal batches that were brewed on our pilot system, we narrowed it down to only the very best for the Hunt Series." He continued, "the first beer in the series, a Double India Pale Ale, is strong enough to help get you through the end of winter, but refreshing enough to enjoy on a warm spring day. The beer combines many of my favorite hops from around the globe. Hops from the United States, Germany, and New Zealand are combined to make this incredibly juicy double IPA that has notes of papaya, mango and Mandarine oranges. The malt bill for this beer consists of oats, wheat, and 2-row barley providing a silky smooth base which allows for the layers of juicy hops to shine through."

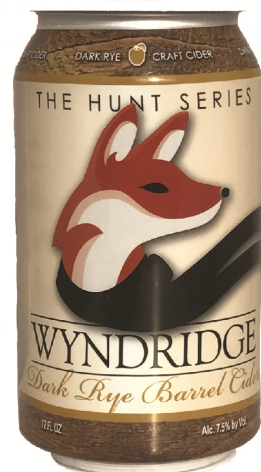
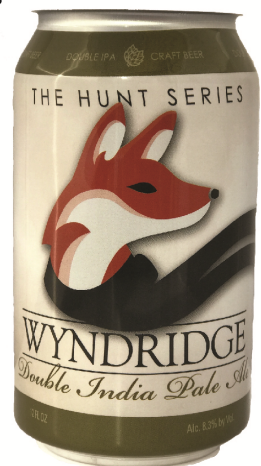
Scott Topel, Wyndridge's Cider Master is a bourbon lover and enjoys trying different cocktails made with Rye Whiskey. "Bulleit Rye Old Fashions are one of my current favorites, so I thought it would be cool to emulate that flavor in a cider, said Topel." He continued, "this cider uses late harvest apples along with caramelized sugar giving it a full body which supports the oak tannins and rye whiskey notes. It's a nice introduction to some of the other cider making techniques we use here on the farm. Fermenting and aging in oak barrels is a long standing tradition with cider, and barrels previously used for whiskey only add to the flavors. Cider and what the apples had to offer was the focus, but a love of whiskey and cider were bound to intersect at some point!" .

Wyndridge Farm® is a historic American farm nestled on 77 acres of rolling hills in Central Pennsylvania. Along with the 5,000 sq. ft. automated Brewhouse there is a rustic, but elegant restaurant featuring French-American cuisine and an exquisitely restored barn for weddings and events. The Hunt Series and Wyndridge Farm Brewing's six Flagship beverages are distributed throughout AL, DC, GA, MD, NC, OH, NJ, NY, PA, RI, VA and WV.

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885 S. Pleasant Ave., Dallastown, PA 17313





An Irish tradition dating back to the 19th century, Guinness is made with unmalted roasted barley, which gives the beer a dryness and slight acid edge not found in most American stouts.



Innovation gave the brewery a chance to reconnect with its past. While developing Nitro IPA, the company stumbled upon the “legend” of Michael Ash, the person who invented nitro beer for Guinness back in the 1950s. “We took the opportunity to tell his story which reinforces our brewing heritage with consumers.”



A great option for those who like lager, the ingredients in Guinness Blonde American Lager come together to tell the story of Irish beer in



The Guinness brewers built their reputation on dark, flavorful beer back in the 1800s. They invite you to explore this variety of porters and stouts including: Guinness Draught, Dublin Porter, West Indies Porter and Foreign Extra Stout.





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SEASONAL AND SPECIALTY RELEASES

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

