



March And April Newsletter

Want a better beer shelf? Understand what shoppers want

By PETER FROST

To get a handle on the changing beer consumer, MillerCoors over the last three years conducted interviews with more than 30,000 consumers, analyzed more than 2.5 billion retail transactions and audited 2,000 shopper studies. What the company found was that a healthy category relies on a balanced approach to retail shelves and that all segments play a role in the path to profitable growth, Doyle said. It's not as simple, for instance, as the high-end/low-end approach that some are advocating.

The company's approach is guided by four key principles:

Which beers consumers choose to buy is driven first by occasion. And there are four distinct occasions for drinkers: relaxing with one to two people; connecting with small groups, friends or family; social interactions with small- to medium-sized groups; and celebrations with medium- to large-sized groups.

Every segment plays a role. The premium segment, which includes brands like Miller Lite and Coors Banquet, is critical to beer category success; 62 percent of consumers say they went into a store with a premium brand in mind. And the average premium SKU velocity is three times that of above premium. Economy remains important as well, despite assertions to the contrary. About 23 percent of consumers choose a store based on perceived value, second only to convenience, according to MillerCoors research.

The core matters. More than three quarters of consumers say they knew from which category they were going to buy before they walked into the store. A combined 66 percent of beer volume is driven by baby boomers and Generation X drinkers, consumers that are predisposed to shop by brand and pack size. If retailers don't have their brand or pack size in stock, they risk losing that visit. While millennials are less-focused on brand and pack size, a significant percentage of them still care.

Innovation matters. Fifty percent of industry growth over the last five years has come from innovation. It's especially key with millennials; some 18 percent of them plan to look for something new when they shop and they're far more engaged in new products than their older counterparts. But too much confuses consumers, clogs up shelves and drives down productivity.

Running an effective beer program "is far more complicated than moving all drinkers up to the high end," Doyle said. "Economy drinkers are very loyal. Premium light drinkers are very loyal. If (retailers) don't give these drinkers the beer they want to buy, when they want it, they'll go somewhere else."

Cheers!



Inside this issue

Anheuser Busch New Everyday Packages 2-3

Anheuser Busch Seasonal Releases 4-7

Coors/Boston/Diageo New Everyday Packages 8

Coors/Boston/Diageo Seasonal Releases 9

Yuengling/Import/Specialty Everyday Packages 10-14

Yuengling/Import/Specialty Seasonal Releases 15-19

Brewery news 20-23

Special points of interest

- Understand what shoppers want
- Seasonal and Specialty Releases supply and demand
- Like us on Facebook or read our Blog



Bud Light Lime – New Taste, New Bottle, New Label

Introducing the re-launch of BUD LIGHT LIME – now brewed with real lime peels and a fresh, modern upgrade in packaging. Available April 2nd.



Introducing the new BUD LIGHT ORANGE

Brewed with real orange peels - to unlock a new way to taste summer refreshment – clean and crisp with natural citrus flavors in every sip. Made with essential ingredients and at 4.2% ABV*, it's a refreshing take on America's light lager – with a real twist!

Available April 2nd in 12oz Bottles 6pk and 12pk as well



Rita's Family Announce New Line Up

We are excited to announce the launch of our new line-up of 6pk 12oz Bottles for the Ritas Family!

Launching March 26th, Bud Light Lime Straw-ber-rita and Mang-o-rita will be available year round.



ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES



New Belgium Variety

Now available New Belgium Variety Pack. Each 12-Pack contains 3 Fat Tire Belgian Style Ale, Voodoo Ranger IPA, Fat Tire Belgian White and Citradelic Tangerine IPA Bottles.

New Belgium Voodoo Ranger Juicy Haze IPA 16oz
Cans 6/4pk now available!



NITRO IRISH STOUT



IRISH INSPIRED. COLORADO CRAFTED.

Brewed with Irish malts and roasted barley, this easy-going stout adds a welcoming Colorado spirit to a classic old world style. Dark malty flavors evolve into a notable dry character, while the nitrogen charge creates a soft pillowy head that smoothes every sip.

No glass? No worries. We've canned the cascade. Indulge in the nitro experience anywhere life takes you.

Available year round in 13.6oz Can 6-4pk, ½ and 1/6 Barrel draught.

Best Damn Brewing Co. is excited to announce our national launch of Hard Tea beverages on March 5, 2018.

Best Damn Hard Teas are caffeine free and aged on real black tea leaves for a refreshingly smooth iced tea taste. In addition to our flagship product, Best Damn Original Hard Tea, we will also be introducing Best Damn Peach Hard Tea, brewed with natural peach flavors for a delightful hint of sweetness.

We hope you love our Hard Teas as much as we do. Cheers! Available in 12oz Bottles 6-pk.



Shock Top Lemon is back

Shock Top Lemon Shandy is back again for our Summer Seasonal. Lemon Shandy is summer in a bottle. A classic, refreshingly balanced sweet and crisp lemon recipe.



Available March 12th in 6-pk Bottles, 15-pk Cans and 1/6 Barrel draught.

Goose Island Summer Hours

A crisp & refreshing lager that has a light, bready malt character balanced with a clean Noble hop flavor aroma.

Available April 2nd in 12oz Bottles 6pk, 12pk as well as ½ and 1/6 Barrel Draught.



Elysian Superfuzz Blood Orange Pale Ale

Superfuzz is a mind-bending whirl of the aromas and flavors of blood orange and Northwest hops.

Available in 12oz Bottles 6pk and ½ Barrel draught. Available April 2018.



Golden Road

A series inspired by the iconic fruit cart vendors of Los Angeles. Mango Cart is a light Wheat Ale bursting with lots of fresh mango flavor and aroma, finishing crisp and refreshing.

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



Melon Cart tastes like freshly cut melons and the California sun right in your hand. This light, crisp Wheat Ale is bursting with watermelon, honeydew, and cantaloupe flavors, finishing bright and refreshing.

Available April in 12oz Can 4/6, ½ and 1/6 Barrel draught.



Devils Backbone Trail Angel Weiss



A Bavarian-style Hefeweizen that is honey colored and light to medium in body with a fruity, spicy finish. The recipe for Trail Angel Weiss has been brewed since day one at Devils Backbone and is the style of beer that inspired founders Stave & Heidi Crandall to build their own brewery! Devils Backbone donates \$1 from every case sold to the Appalachian Trail Conservancy. The taste of trail magic in a pint!

Available Late April in 12oz NR 4/6, ½ and 1/6 Barrel draught.

BALLAST POINT MOSCOWMULE ALE ALE WITH GINGER AND LIME ADDED

Our Moscow Mule Ale is a tart and refreshing beer version of the classic cocktail. Loaded with lime zest and ginger over a kettle-soured base beer, Moscow Mule Ale tantalizes your taste buds with tangy and effervescent flavors, finishing with a slight hint of spice from the ginger. It's the perfect way to enjoy a Moscow Mule without the shaker or copper mug.

Available April in 12oz NR 4/6, ½ and 1/6 Barrel Draught.



New Belgium Tartastic Strawberry Lemon Ale



Coming April 2nd the next in the Tartastic Fruit Series, New Belgium Tartastic Strawberry Lemon Ale is a delightful combination of strawberry and lemon purees fills the senses with an enticing balance of sweet and sour fruit.

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

New Belgium Voodoo Ranger Guava Spruce DIPA

The next offering in the Voodoo Ranger Special Release Series is a Double IPA brewed with Guava and Spruce Tip. This beer will hit 7.6%-ABV

Guava Spruce Double IPA will be available April 2nd in 16oz Cans 6/4 Pk.



Fat Tire Belgian White and Voodoo Ranger IPA will be available in 15/19.3oz Cans

Fat Tire Belgian White is made with Seville oranges and Indian coriander, both freshly ground less than a mile from our Fort Collins brewery. It's a fresh, perfectly sweet, natural tasting Belgian White.

Voodoo Ranger IPA is Bursting with tropical aromas and juicy fruit flavors from Mosaic and Amarillo hops, this golden IPA is perfectly bitter with a refreshing, sublime finish.



An exciting new offering that'll change the way you think about hoppy beers is coming your way.



Coming April 2nd The Hemperor HPA
Get ready: an exciting new offering that'll change the way you think about hoppy beers is coming your way. The brewers at New Belgium have created a new style of IPA: The Hemperor HPA. With the popularity of hoppy beers, our brewers are always on the lookout for different hop varieties and the complexities and flavors new strains can bring. That's where hemp comes into the picture. Without getting too nerdy, we found a unique way to recreate hemp terpene flavors in a beer, which complement the inclusion of hop flavors and hemp hearts (seeds) in a brand new, delicious way—not to mention this beer is extremely dank! The flavors and aromas are so unique that it's a style unto itself, hence HPA®.

Keep an eye out for The Hemperor HPA and brace yourself for a new experience in hoppy beer. The Hemperor HPA will be available in ½ and 1/6 barrel draft in April.

Mo' Kölsch German Style Ale



Mo Kolsch uniquely uses Mosaic and Glacier hops instead of more traditional German hops. The berry and stone fruit like character of Mosaic and Glacier pairs very well with the very subtle fruit character of the Kolsch yeast making them an almost natural pairing. The effect is a very soft and fruity, yet clean and drinkable beer with great clarity and an unmistakably refreshing finish. MALTS German Pils, German Vienna, 2-Row Pale

Yeast: German Kölsch Hops: Mosaic, Glacier ABV 5.75%

Packages: 1/2 Keg, 1/6 Keg, 4/6 12oz Bottles Available Mid-April

SCOTTISH CRAFT BREWER INNIS & GUNN

Blood Red Sky – Rum Barrel Red Beer sets a scene. Warm Caribbean sand, flickering candles, cold beer and anticipation of the night to come. From this place came the inspiration for this brew. Jamaican rum barrels meet Scottish red beer in an explosion of cool, spicy rum notes, vanilla and rich fruit. 6.8% ABV

Available early March in 11.2oz NR 6/4pk and 1/6 barrel draught.

Bourbon Barrel Porter is the coming together of Kentucky and Tennessee bourbon barrels and Scottish craft beer. Complex and dark, this beer is matured using our unique barrel ageing process to give it a depth of flavor with notes of chocolate, vanilla and orange. 7.4% ABV

Available early April in 11.2oz NR 6/4pk and 1/6 barrel draught.



Mango Wheat Story

Head Brewmaster, Keith Villa, got the idea for this refreshing beer from spending time on the beaches in Puerto Vallarta, Mazatlan and Cancun and wanting a beer that was refreshing with a taste of ripe mangos. The fruit vendors would bring freshly cut mangos and put them on a stick to enjoy in the sunshine. This wheat beer is created with mango and a hint of honey for a mild sweetness with a bright yellow-orange color and cloudy wheat haze.



Blue Moon Mango

Wheat beer created with mango and a hint of honey for a mild sweetness with a bright yellow-orange color and cloudy wheat haze.

Available – Year Round replacing Cinnamon Horchata. Packages 12oz NR 4/6 and Draft



Avoid beer lines and back rows with our new 24 oz. Big Boy cans.

Introducing 24 fl. oz. cans from Shiner. One of the hottest configurations currently in the retail channel along with large venues and arenas. A unique selling proposition within the craft segment and the newest addition to the Shiner family, this can is set to do some big things.

COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

Zima - Coming back for Summer 2018. May 2018 to August 2018

ZIMA was a summer hit with Gen-Xers and Millennials in '17, and the return of the original FMB is coming back in 2018 much the same way – for a limited time, so get it before you can't.

Nothing about the product will change (6pk offering, packaging, flavor, etc)

Refreshing, clear, citrus, tastes like summer



SMIRNOFF ICE RED, WHITE & BERRY LIMITED EDITION PACK

Flavored malt beverage has an amazingly cooling taste of blue raspberry, cherry and citrus flavors, all combined for a blast of fun! ABV: 4.5%

Available: 12oz NR and New this year 16oz Can
Releasing: late March, early April



Shiner Strawberry Blonde

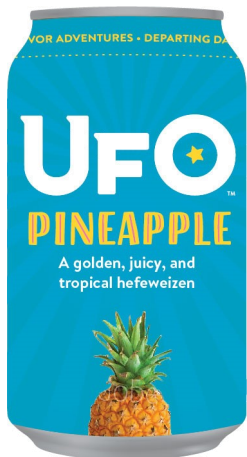
Brewed with juicy, homegrown strawberries from the strawberry capital of Texas – and a mix of pale and wheat malts for a crisp finish. ABV:4.3%



Shiner Ruby Redbird

Popping the top on this brew is like slicing into a ripe Texas red grapefruit. Bold kick of ginger combines with the citrus for a tart, refreshing lager. ABV: 4%

Packages 12oz NR and Draft – Seasonal



Harpoon UFO Pineapple

Introducing UFO's first new year-round product in 8 years, UFO Pineapple is a golden, juicy & tropical hefeweizen that helps you get your luau on. ABV:5.2%

Available: 4/6pack 12oz Can and draft



Harpoon UFO Pink Lemonade

Sunny. Citrusy. Fun. UFO Pink Lemonade Shandy is the perfect summertime beer. ABV:4.4%

Available March as a seasonal in 12oz NRs, Cans and Draft

Brooklyn Mix Volume 2 is Your Primer , With Three Cans of Each



- Pilsner
- Summer Ale
- Brooklyn Lager
- Naranjito

Brooklyn Bel Air Sour Is Here To Stay

Brooklyn Bel Air Sour is full of surprises. Our sour ale starts up with bright notes of tropical fruit yet finishes crisp and gently tart. It's a trip that's laid back, breezy, and completely refreshing.

ABV: 4.5%

Availability: Year round (you asked, we listened) in 12oz bottles and on draft



Wyndridge Now Available in Cans

Wyndridge Crafty Cranberry and 12oz cans 4/6 pack available now and Wyndridge Crafty Cider coming soon.



Boulevard Year-Round Smokestack Series

WHISKEY BARREL STOUT BARREL-AGED IMPERIAL STOUT

Over-the-top but surprisingly approachable, this twist on the classic style starts with several types of malted barley, rye, oats and wheat. Robust flavors of vanilla, espresso, whiskey, chocolate and roasted grain are balanced by hints of date and plum, with just enough hops to round it all out. Roughly one-third of the final blend is freshly brewed beer; the rest is aged for up to a year (or more!) in both first and second use whiskey casks.

BOURBON BARREL QUAD WHISKEY BARREL-Based loosely on the Smokestack Series' The Sixth Glass, this abbey-style quadrupel is separated into a number of oak bourbon barrels where it ages for varying lengths of time, some for up to three years. Cherries are added to make up for the "angel's share" of beer lost during barrel aging. Selected barrels are then blended for optimum flavor. The resulting beer retains only very subtle cherry characteristics, with toffee and vanilla notes coming to the fore.



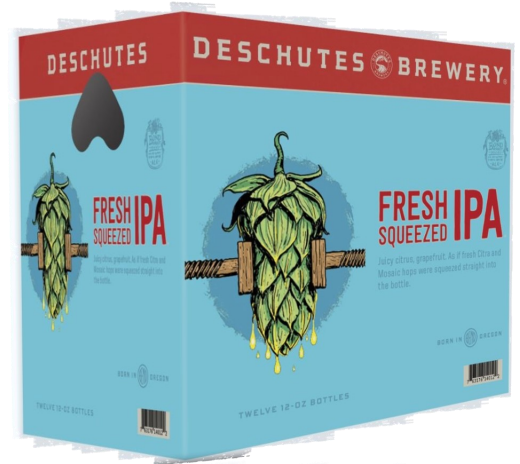


Rhinegeist Truth 12pk Cans coming March 1st

Rare are moments of truth, when you've struck the last match, belting out tunes with your friends, staring deep into the campfire – times when you feel infinite. Our Truth is found in the scintillating brilliance of hops. Brewed with a nod to the Pacific, hops sizzle with tropical fruit aroma, grapefruit and mango notes and a dry finish.

Deschutes Fresh Squeezed 2/12 Bottles coming March/April

This mouthwateringly delicious IPA gets its flavor from a heavy helping of citra and mosaic hops. Don't worry, no fruit was harmed in the making of this beer.



HOP HENGE IPA
EXPERIMENTAL INDIA PALE ALE

Deschutes Hop Henge is a discovery. Chinook, Cascade, Centennial, and Galaxy hops come together to erect a hop sanctuary. Revere the almighty hop!

Brewer Notes

The deft balance between a multitude of whole flower hops.

Deschutes Brewery to Begin Canning

You can find Fresh Squeezed IPA, Mirror Pond Pale Ale and Pacific Wonderland Lager in cans across their nationwide footprint starting March/April/May . Cheers!

The shift to aluminum was an easy decision for Deschutes President and CEO, Michael LaLonde, as it became clear through market research that this format was what the current craft beer drinker prefers:

While Deschutes might be arriving late to the 12oz party, they intend to make a splash in the new frontier of larger can formats with 19.2oz'ers of Fresh Squeezed coming in the future. I have a feeling that both canned formats of Fresh Squeezed will do incredibly well and might offer some stiff competition to the current canned IPA powerhouse that is Founders All Day IPA.



Yuengling Adding NEW Golden Pilsner Cans

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

Rollout – July 1st

Package: 12oz Cans 2/12, 12oz Nr 4/6 and 2/12, 1/2 & 1/4



Southern Tier Brewing - 8 Days A Week Cans



RELEASING MARCH 01, 2018

The only way to describe this beer is Infinitely Drinkable. This is smooth liquid refreshment with a hint of Centennial hops for fruity notes and low bitterness for an easy finish. ALC 4.8 % BY VOL

Available in an 8 pack 12oz cans, yep that's right 8 cans, because when a beer is Infinitely Drinkable, six just isn't enough! 1/2bbl and 1/6 bbls.

Southern Tier Brewing - 2x Smash

2XSMASH is brewed with ONLY Mosaic hops and Special Pale malt. Even simplified to one variety of hop and one type of malt, it is amazing how complex the flavor is. Mosaic hops are known for their luxurious tropical citrus notes like passion fruit and work absolutely brilliantly with the richness of Special Pale malt. Cheers!

12oz Cans coming in June



Abita Adding Hop On

Cloudy with a 100% Chance of Juicy

Abita Hop-On The newest addition to Abita's year-round lineup, Hop-On is a juicy pale ale, packed with Citra, Cascade and Ekuanot hops to deliver refreshing tropical notes. This beer is vibrant, light gold in color with a 'juiced' haziness.

ABV: 6% Packages: 12 oz. cans and draught
Availability: Year-round, beginning in March



The Real Peel IPA

YEAR ROUND BREWS

IPA 6.3% ABV

Inspired by a summer's day and crafted to crush year-round, our IPA twists real tangerine peel and citrusy hops into this juicy experience. It's the real deal!

Now Available-6-Pack Cans

Cayman Jack is coming back to the Pittsburgh

Cayman Jack 6 Packs- Cayman Jack is coming back to the Pittsburgh Market! After back to back years of double digit growth nationally, this is now 1 million Case brand for Mike's Hard Lemonade and needs to be sold in this critical market. Cayman Jack is made with premium ingredients including, organic limes, 100% blue agave nectar, real cane sugar and traditional mojito mint to make it a true crafted cocktail.

As of March we will start selling 6 Packs of Margarita and the Cuban Mojito. (Year Round Package)



Refreshed Packaging

New Variety Pack Bottle Design features the same flavors of this top selling item.

New Flavors of America Design adds Strawberry Lemonade with Lemonade, Black Cherry and Peach.



Mike's Harder Variety 8 Pack 16oz Can

This new variety pack offers consumers the opportunity to buy HARDER'S most popular flavors in one convenient pack: Lemonade, Strawberry, Blood Orange and Purple Grape!

This Package from Mike's has the brands most popular size in 16oz cans and offers customers a better per oz Value than the 8oz 12 Pack.

(Year round product)



Left Hand Mixed Pack

Left Hand 12pack Can 2/12 Variety will be taking place of Mix Variety 2/12oz Bottles.

Three each of four great beers, will usually include: Milk Stout, Extrovert IPA, Sawtooth Ale, and Travelin' Light.

Each quarter, Travelin' Light may switch to one of our seasonals, package will say.



Crisp Summertime Lager

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.

ABV:5.0% by volume

Packages: 12 oz. Bottles and draught

Availability: beginning in March

“A weiss-style ale with bready malt flavor balanced by a touch of hops and complemented by the tart berry flavor of elderberry”.

ELDER BETTY

ELDERBERRY WEISS

The wisdom of ages hangs sweet and free from the branches of Elder Betty's elderberry tree. She is the matriarch of the summer sun and the spirit in our bare dancing feet. Listen for her on warm waves and winds, as the joy of a thousand lifetimes flows from the earth through her branches, and drink her offering with ecstatic abandon.

A weiss-style ale with bready malt flavor balanced by a touch of hops and complemented by the tart berry flavor of elderberry.

Brewed with 2-Row Pale, Wheat Malts, Apollo Hops, and Elderberry.

Magic Hat Announces #ShesBack: Elder Betty Makes A Seasonal Return



Magic Hat's #1 Most Requested Beer

Mike's Harder Deadpool

Due to the success of the 2016 partnership, Mike's Harder will be sponsoring the Deadpool Sequel set to come out on May 18th nationwide. In order to create awareness, all Mike's Harder Packaging will feature limited edition Deadpool Characters from April- June (NO UPC CHANGES).

There also will be a national sweepstakes starting in April giving customers an opportunity to attend Deadpool 2 Premiere, Attend Comic Con, or win Deadpool 2 Swag.

Limited Edition

8x16 Cans Variety Pack



24oz Cans

16oz Cans



Mike's Hard Lemonade Seasonal

Mike's blend of tart lemonade and natural tasting watermelon is back for the third year in a row.

It is the best performing seasonal from the Mike's portfolio and will be available all spring and summer.

Timing (March- August)

21st Amendment Watermelon Wheat Rollout

Hell or High Watermelon Wheat is a summer seasonal beer available from April through September in six pack cans and on draft.

They start by brewing a classic American wheat beer, which undergoes a traditional secondary fermentation using fresh watermelon. A straw-colored, refreshing beer with a kiss of watermelon aroma and flavor.

Alcohol Content 4.9% by volume



Wyndridge Farm Brewing Announces Hunt Series Lineup

DALLASTOWN, Pa. — Wyndridge Farm Brewing, a brewery in York County, PA, today announced its 2018 Hunt Series line-up, a seasonal selection of farm-crafted beer and hard cider. The hunt continues in 2018 with a bold new look, a fresh farm vibe and five amazing new products!

The much anticipated third release of The Hunt Series has arrived. The 2018 Hunt Series has some incredible offerings and fantastic new packaging. This selection of farm-crafted seasonal beer and hard cider uses only the freshest ingredients from the hops, grain and local apples to seasonal flavorings such as fruits and herbs. Available on draft & canned.



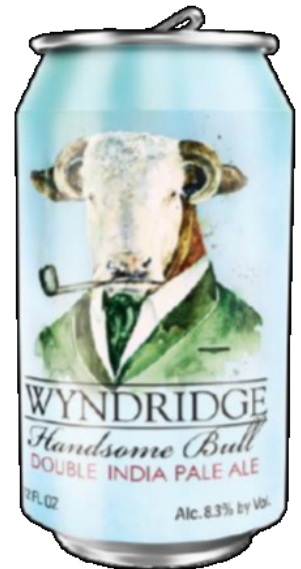
“The hunt continues in 2018 with a bold new look, a fresh farm vibe and five amazing new products!”

Wyndridge Handsome Bull Double India Pale Ale

From the windswept hills of PA comes Handsome Bull, a bold and full bodied farm crafted Double India Pale Ale. Our brewmaster took the bull by the horns and corralled some of the rarest and most sought after hops — Mosaic, Citra, Mandarin Bavaria, Waimea & Calypso.

These hops create the layers of this Ale’s intense tropical flavors. Oats and wheat are added to tame Handsome Bull allowing his hops to shine through. Pound for pound, the most full bodied flavor on our farm. Alc. 8.3% by Volume

Available in 12oz Cans and Draft



Rhinegeist Hugh HEFEWEIZEN



This traditionally brewed Bavarian style Hefeweizen serves light notes of clove and banana atop a creamy, yet dry wheat character. Cares drift by the roadside as Hugh leans into turns on his motorbike, passing blurred golden wheat fields, his chuckles drowned out by the guttural groan of his thrusting engine.

ABV: 5.4 %

Available: April-May

Flying Dog East Coast Hop Project Variety Pack



Exciting new bottles coming soon from Flying Dog. Up first are several East Coast Hop Project beers. These beer seek to highlight a different hop farm on the east coast and the hops they produce. IPA will feature Black Locust Hop Cascade and Chinook hops and the beer hits 7.1%-AbV. Pale Ale will feature Cascade and Nugget hops from Pleasant Valley Hops (5.6%-AbV) and Rye Pale Ale will feature Centennial, Mt. Hood and Chinook hops from Pedersen Farms (6.8%-AbV).

Package 24/12 NR 2/12 Available in April



“NEW SEASONAL FLYING DOG THORW BACK VARIETY 12 PACK, INCLUDES ROAD DOG PORTER, TIRE BITE GOLDEN ALE, OLD SCRATCH AMBER LAGER & IN HEAT WHEAT HEFEWEIZEN “

NEW IPA CONFIGURATION IN 2018

BLAZE BOX CONSISTS OF: Green Blaze – Guide yourself through the lupulin landscape of pine, resin and tropical fruit hops in this trail-worthy IPA. Mandarin Blaze IPA brewed with natural Mandarin orange flavors & Double Dry Hopped Blaze IPA (DDH Blaze IPA) and it is brewed with Simcoe and Amarillo hops.

18

LONG TRAIL BREWING CO.

BLAZE BOX™

IPA

OFF THE BEATEN BLAZE

A FLAVOR INFUSED VARIETY PACK

Featuring

MANDARIN BLAZE IPA

Infused with mandarin orange to deliver an added citrus punch to Green Blaze's hoppy landscape.

GREEN BLAZE™ IPA

Guide yourself through the lupulin landscape of pine, resin and tropical fruit hops in this trail-worthy IPA.

DOUBLE DRY HOPPED

A side trip through Green Blaze's biscuity malt base: double dry hopped with Simcoe and Amarillo hops.

TAKE A HIKE! LONGTRAIL.COM

A new can coming from Long Trail Brewing

This is VT IPA and it is an IPA with “pronounced hop notes of tropical fruit.” The beer hits 6%-AbV and it will be packaged in 12oz cans and kegs.

Their take on the hazy, hoppy style coming from the Green Mountains. VT IPA features a soft, hazy base from the use of flaked oats in the mash. Late additions of Citra and Amarillo hops provide mountains of tropical fruit and citrus notes like tangerine, mango, pineapple and grapefruit alongside subtle hints of spice.



Long Trail Adding Cranberry Gose 12oz Cans



The beer is actually brewed with New England cranberries, coriander and salt and it will roll in at 5.2%-AbV and 8 IBU. This is the 12oz Crown can and it will also carry the new Independent Craft Seal from the Brewers Association.



Samuel Smith Nut Brown Ale

Now, for the first time, will be sold on draft in the United States. Its bottled beers including its Oatmeal Stout, Nut Brown Ale and Taddy Porter have been distributed in the United States for decades, and helped inspire many of the first wave of American craft brewers.

Draft will be available in March/April.

BREWERY NEWS AND HAPPENINGS



Labatt Blue and Blue Light 30pk 12oz cans

The 2018 Labatt Loving Pennsylvania promotion encourages consumers to get out and enjoy their great state this summer by highlighting local destinations on Labatt Blue and Blue Light 30pk 12oz cans.

In Market: May – July 2018, or while supplies last



Pocono Mountains

Ben Franklin Bridge



Dobbins Landing

Golden Triangle

“2018 LOVING PENNSYLVANIA SUMMER PROMOTION”

Zubaz Camo Cans

To top off Labatt social media push for the Bear throughout the year, they will include him on the cans. This will give them a way to create a lot of social currency through all the social media channels. Zubaz proprietary pattern!

Zubaz Camo Cans





Tell us why our crowd-pleasing lager is all yours. Post your review via text (or better yet, video) and you could win tons of great swag. Just tag it with [#GLBCismine](#). We might even make Great Lakes Brewing Company all your for a day. Literally.

Guinness Give A 'Stache

Guinness Give A 'Stache Drive excitement in the months leading up to St. Patrick's Day using the famous Guinness foam mustache to engage consumers and help raise money for charity. As we all know, when enjoyed slowly, each pint of Guinness stout leaves behind a foamy mustache after the first sip. And this year, the 'stache will again be Guinness' symbol for building bonds. Leading into St Patrick's Day, Guinness will donate \$1 to charity (up to \$100K!) for every photo shared with @GuinnessUs using #StacheForCharity on social media. Leverage Guinness' suite of POS featuring the charitable campaign and have consumers share pictures of their 'staches – self-grown, Guinnessenhanced or drawn-on – on social media. Last year's successful Give A 'Stache campaign raised \$100K for Hurricane Harvey relief efforts



Celebrate St. Patrick's Day

Celebrate St. Patrick's Day with Guinness 2018 marks the 200th St. Patrick's Day in America for Guinness! Consumer spend rose 20% last year and exceeded \$5 billion for St. Patrick's Day. And again this year, Guinness will lead the celebration, bringing together their brewers in Dublin, Guinness adores and a new set of drinkers, with their iconic beers. The brand is a distinct part of St. Patrick's Day tradition, so be sure to build displays and decorate your account using thematic POS. Guinness St. Patrick's Day programming will be supported by digital and social media advertising as well as TV ads, which will kick off the first week of March, with the heaviest weighting during the holiday week

NATTY LIGHT'S Regional Super Bowl Ad Plugs Student Debt Payoff Contest

Natural Light is making a new appeal to cheap beer fans by offering some student debt relief. The Anheuser-Busch InBev economy brand will run a Super Bowl spot in 10 local markets to plug a new program in which it's giving away \$1 million to help people pay off student loans.

The beer brand will be giving away \$1,000,000 to help 25 lucky drinkers pay off their student debt. In order to compete for one of these prizes, participants must submit a short video showcasing a green tab from a can of Natty Light and share what made their college experience special. There's a special hashtag,

too: #nattystories. For all that work, folks get the chance to be one of 25 winners chosen by the brand to get \$40,000 each to help pay off debt.

The media buy targets medium and small markets, including college-friendly towns, such as Johnstown, Pennsylvania; Madison, Wisconsin; Dayton, Ohio; Kansas City, Missouri; Cincinnati; and Pittsburgh.



LAGERS FOR HEROES- GRAB A LAGER AND TOAST A HERO

America's Oldest Brewery and our Military have always had a natural affiliation. Lagers For Heroes brings that to life through a sponsorship of TAPS. This program directly helps to fund programs that support families of America's Fallen Heroes.

Consumer Donation at Retail Programs

- Tear pad with barcode -programmed to ring for \$1.00 (or any amount)
- Barcode is used to track donations by retailer
- Donation is added to their bill total
- Customers write the name of their personal HERO, a veteran close to them
- Sheets are then hung in a prominent location to create Hero Tribute Wall



Omar & David Hysong

A SALUTE TO YOU, MY HERO



Anheuser-Busch Turns To Line Extensions To Boost Bud Light Sale

Peter Frost: January 29, 2018



Anheuser-Busch's plan to halt Bud Light's prolonged sales swoon isn't all "Dilly Dilly."

The beer company appears to be preparing to launch another bolt-on to its top-selling Bud Light brand this year, a line-extension called "Bud Light Blends."

Described on labels submitted to federal regulators as a "light lager" with natural fruit flavors, Bud Light Blends will come in at least two flavors, Grapefruit and Lemonade, and check in at 3.5 percent alcohol-by-volume. That's below the ABV of Bud Light, which is 4.2 percent.

Per the labels that cleared the federal Alcohol and Tobacco Tax and Trade Bureau late last week, Bud Light Blends' lemonade flavor will be sold in 25-ounce cans and pack 135 calories per 12-ounce serving. The grapefruit version will be packaged in 12-ounce cans that clock in at 180 calories per 12-ounce serving.



Bud Light also has re-designed the labels for its Bud Light Lime beer and plans to introduce Bud Light Orange, according to new label applications approved in late November. The new Bud Light Lime label features a photo of a lime and the description: "Light lager brewed with real lime peels and natural lime flavors." The Bud Light Orange label similarly features a photo of an orange and says it is brewed with "real orange peels" and "natural citrus flavors."

An Anheuser-Busch spokesman declined to comment.

Anheuser-Busch previously branched off Bud Light with Bud Light Golden Wheat (discontinued in 2012) and a line of "Ritas," margarita-inspired malt beverages that will introduce three new flavors in 25-ounce cans and no longer carry the Bud Light logo starting later this year, according to Beer Marketer's Insights.

The company also gave Budweiser a limited-time boost last year with Budweiser 1933 Repeal Reserve and plans another limited-time offering this year called Budweiser Freedom Reserve Red Lager. Its red-hot Michelob Ultra Light is also getting a line extension, an organic beer called Michelob Ultra Pure Gold.

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.

Like us on Facebook or read our Blog

Pgh Beer Buzz: AB Brands

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

Pints Over Pittsburgh: Yuengling & Specialty Division

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

Beer Central Pittsburgh: Coors Division

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

Blog

Beernomics by Frank B. Fuhrer Wholesale

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

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

By now you should be dusting off your “Kiss Me I’m Irish” T-shirt and prepping the corned beef and cabbage to celebrate St. Patrick’s Day on March 17th. Even if your Irish heritage is a bit contrived, no one asks questions as long as you’re wearing green.

Although not an official holiday anywhere in the U.S., there are hundreds of parades across the country. According to *Niche* in “[Best Cities to Celebrate St. Patrick’s Day](#),” the cities below are the ten best places to celebrate.

10 Great St. Patrick’s Day Cities

1. Pittsburgh, Pennsylvania
2. Boston, Massachusetts
3. Davenport, Iowa
4. Buffalo, New York
5. Philadelphia, Pennsylvania
6. Savannah, Georgia
7. Kansas City, Missouri
8. Cleveland, Ohio
9. St. Louis, Missouri
10. Chicago, Illinois

