

FRANK B.FUHRER WHOLESALE COMPANY

May01, 2017
Issue 3



May & June Newsletter

Rhinegeist Brewery

As of May 1st Rhinegeist 12oz six and four pack cans are now Available widespread . Year Round Offering beers include: Truth (IPA), Cougar (Blonde Ale), Knowledge (Imperial IPA), Mosaic (Pale Ale) and cider options–Semi Dry, Dry Hopped and Bubbles (a delicious Rosé Cider). As a consistently adventurous and innovative brewery they offer a slew of limited release seasonal specials.



Special points of interest

- * **Anheuser-Busch Division
Everyday Offerings**
- * **Anheuser-Busch Division
Seasonal Offerings**
- * **Coors/Diageo/Boston
Division Everyday Packages**
- * **Coors/Diageo/Boston
Division Seasonal Packages**
- * **Yuengling /Import/Specialty
Division Year Round
Offerings**
- * **Yuengling /Import/Specialty
Division Seasonal Offerings**
- * **Brewery News and
Happenings**

ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES



Beginning May 1st Busch and Busch Light 30pk Cans as well as the 25oz Cans will feature Kevin Harvick and the No. 4 Ford racing graphics



Here's an interesting new package coming from Budweiser.

This Summer, Budweiser is proud to continue its support of the military by offering limited edition 16oz aluminum camouflage bottles 3/8pk. Leading up to Memorial Day (May 29th), Budweiser will be donating 1 cent to the Folds of Honor Foundation for every America can and bottle sold (including Camo) with a maximum donation of \$1 million. The aim of this program is to support Budweiser's message of: Proud to serve those who serve.

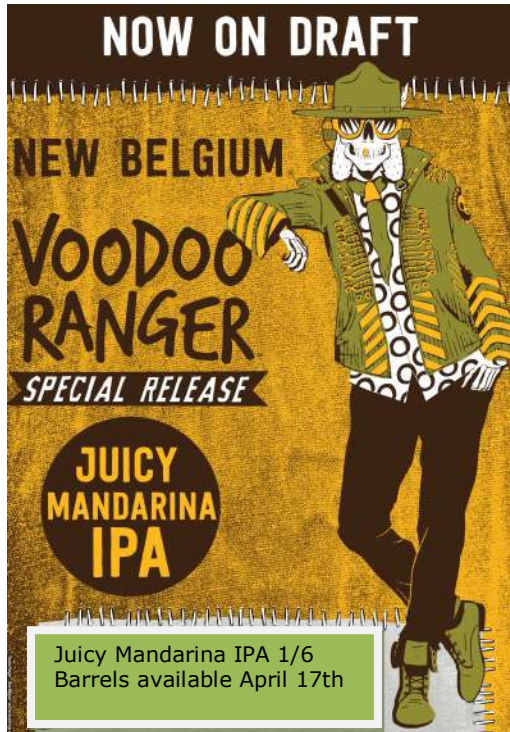
Available May 22nd.



NOW AVAILABLE
Duquesne Pilsener 12oz Bottles 2/12 Packs



ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



New Belgium Voodoo Ranger Juicy Mandarin IPA is now hitting shelves nationally this month.

In late 2016, New Belgium signaled a few lineup changes with the addition of the Voodoo Ranger Series. Initial releases include Voodoo Ranger Imperial IPA, and 8 Hop Pale Ale.

*This month, New Belgium **Voodoo Ranger Juicy Mandarin** will be available for a limited time, perfect for warm weather drinking. The base beer is an unfiltered wheat based IPA that is big on trop hops including German Mandarin Bavaria and Australian Galaxy. Translation: juicy.*

Drink up now, because this summer a Passionfruit Imperial IPA is headed to the series.

*New Belgium **Voodoo Ranger Juicy Mandarin IPA** is available in 1/6 BBLS for a limited time.*

Coming Soon:

Breckenridge Nitro Series Orange Cream Ale.

Available in 16oz Can 6/4, ½ and 1/6 Barrel Draught.

Our innovate Nitro Series packaging is nitrogen charged, producing a silky smooth cascading head right inside the can. This allows you to take it anywhere-drinking it from a glass or straight from the can.

Nitro Orange Cream Ale give a refreshing summer twist to a historical American Beer style. Its orange flavor and citrus aroma come from Mandarin Bavaria hops and orange zest added during fermentation. This special dry hop treatment results in a slightly more pronounced hop aroma and finish than a standard cream ale. Nitrogen accentuates the already smooth character of this medium-bodied,crisp,easy-drinking ale.





FRENCH OAK SAISON BARREL AGED SOUR FARMHOUSE ALE

To understand “Belgian-Style Beer” is to understand Belgium’s nuanced regions and historical past. To the north, we have Flanders, a region invaded and occupied by many foreign powers over hundreds of years, known for everything from white beer to oak-aged sour brown ales. To the south, we have Wallonia, a region known for its rich farmland, industrial coalfields, French culture and farmhouse ales like Biere De Garde and Saison. Our French Oak Saison pulls inspiration from both regions by marrying a dry, hop-forward Wallonia-style saison with a golden ale soured in French oak foeders for 15 to 18 months – a method derived from Flanders. The rye and spelt grains in the saison contribute to a medium-light body while the Huell Melon and Tettnang Hops give aromas of honeydew and white pepper. The result is a rustic, goldenrod yellow saison offering pleasant lemon and white grape aromas and a bright, mouthwatering sourness with a clean, dry finish. A true blending of inspirations.

Available April 17th in 22oz Bottles and 1/6 barrel draught.

Available April 17th New Belgium Folly Pack Bottles.



Juicy Watermelon – Combining classic summer flavors of watermelon and lime, Juicy Watermelon Ale bursts with bright fruity flavor and wraps up with a thirst-quenching finish.

Fat Tire – Fat Tire perfectly balances light malt sweetness, fresh hops and subtle notes of fruit for a wonderfully complex body and refreshing finish.

Citradelic – A crisp, refreshing golden ale bursting with juicy Persian Lime, fresh coriander and a hint of cracked black pepper.



Available April 17th New Belgium Folly

Juicy Watermelon – Combining classic summer flavors of watermelon and lime, Juicy Watermelon Ale bursts with bright fruity flavor and wraps up with a thirst-quenching finish.

Fat Tire – Fat Tire perfectly balances light malt sweetness, fresh hops and subtle notes of fruit for a wonderfully complex body and refreshing finish.

Voodoo Ranger 8 Hop Pale Ale – Brilliantly balanced for easy drinking, this pale ale is packed with citrus and tropical fruit flavors from eight different hop varieties.

A Beer Alternative

Smirnoff Ice Electric Flavors were designed to be the perfect drink for an exciting day or night, packaged for portability in re-closable 'grab and go' bottles. Enjoy it at house parties, music festivals, concerts, the beach, stadiums or wherever get-togethers with friends might take you.

Choose from two delicious non-carbonated flavors with perfectly balanced sweetness: •Electric Berry & Electric Mandarin

This premium malt beverage is 5% Alcohol by Volume and available in: •4-pack of 16 oz. PET bottles line priced with Smirnoff Ice 6-Packs



Four Loko Introduces New "Bold Series"

President, Jim Sloan. "Four Loko drinkers are spontaneous, choosing to live in the moment. We wanted to take the spirit of the Four Loko brand and build on it. This led us to create the Four Loko Bold Series – the first line in a series of product innovations Four Loko will be releasing in 2017. Everything about Bold is based on a thirst for adventure, from the product design to unconventional flavor names."

Four Loko Bold Series comes in 23.5 fluid oz. cans, and is now available in retail stores nationwide.



Spiked Sparkling Seltzer Variety Pack

Enjoy all three Smirnoff Spiked Sparkling Hard Seltzers – Cranberry Lime, Watermelon and Orange Mango – in one convenient mix pack!





Crabbie's Alcoholic Ginger Beer introduced its Scottish Raspberry flavor to its line of alcohol ginger beers. Crabbie's Raspberry Alcoholic Ginger Beer combines steeped ginger with exotic spices and Scottish raspberry flavor for a distinct, raspberry-ginger flavor, the company says. The 4.8 percent alcohol by volume ginger beer is available for purchase nationwide in four-packs of 11-ounce bottles and a single-serve 16.9-ounce bottle

CRABBIE'S SCOTTISH RASPBERRY ALCOHOLIC GINGER BEER

SweetWater Blue



Always the funky favorite at any outdoor beer festival, SweetWater Blue is a unique light-bodied ale with a hint of fresh blueberries. It begins with an appealing blueberry aroma and finishes as a surprisingly thirst-quenching ale.

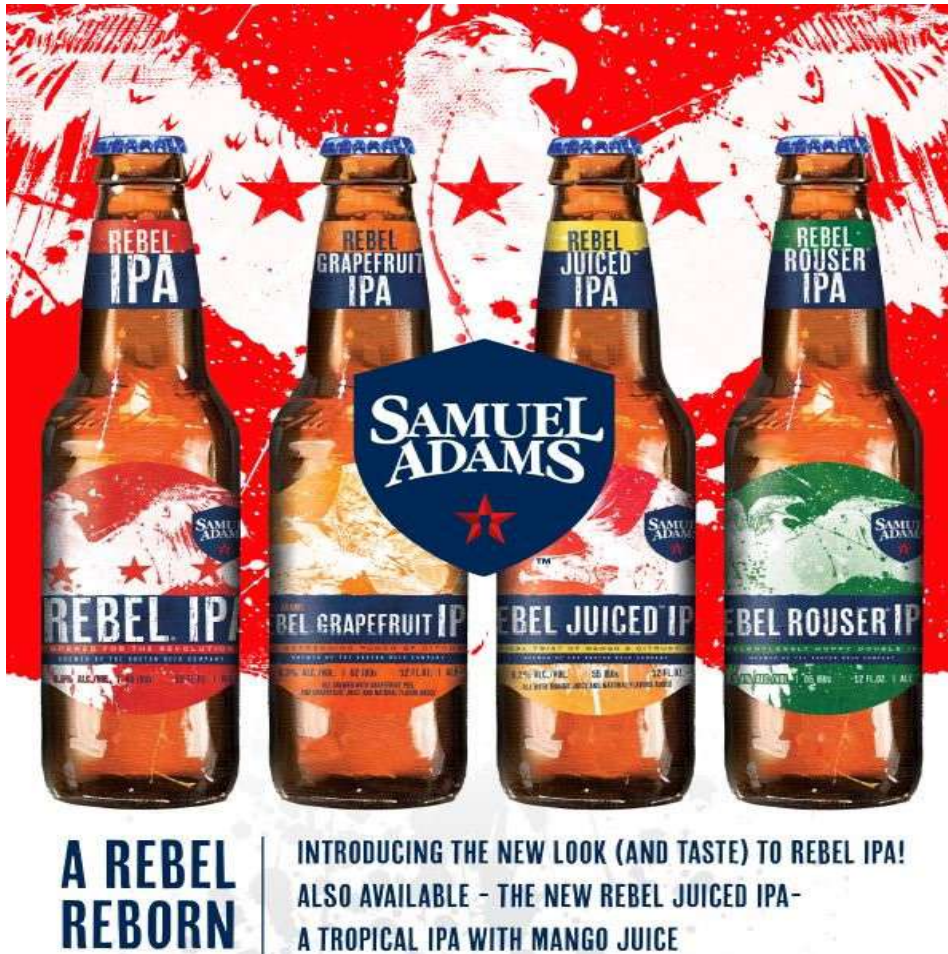
Spec – 4.6% Alcohol, 6-packs, 15.5 Gallon ½ Bbl kegs (US Sankey), 5 Gallon torpedo

Shiner Light Blonde

The folks at the little brewery in Shiner, TX (pop. 2,070) are proud of this refreshing, 99-calorie addition to the Spoetzl family of beers. It's brewed with the same handcrafted, small-batch pride you expect from Shiner, delivering a unique light beer. So when you're looking for a smooth, easy-drinking brew, pick up an ice-cold Shiner Light Blonde. It's light done right. Can be found in 12 oz. bottles



COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES



A New Look for Samuel Adams Rebels

The Samuel Adams Rebel family has some new duds! Rebel IPA, Rebel Rouser IPA and Rebel Grapefruit IPA all have new label graphics. And the look isn't all that's changed for Rebel IPA, which now features a new recipe as well!

Rebel IPA is now brewed with two new hop varieties, HBC 566 and HBC 682. HBC 566 is a proprietary and exclusive hop variety to Sam Adams that has been in development since 2013, and adds a touch of lemon/lime, orange and eucalyptus flavor. HBC 682 is used solely as a bittering hop in this beer to impart a pleasant bitterness with a strong and earthy aroma. The new Rebel IPA offers an intense, juicy, tropical and citrus flavor, supported by a leaner body and a crisp, clean finish to optimize the hop character. **ABV:** 6.5% **Packages:** 12 oz. bottles, 12 oz. cans and draught **Availability:** Now, year-round

Keystone Light 15 Pack Cans

Previously available in 2/12 and 30 packs, Keystone Light 12 oz. cans are now available in 15 packs as well!

Availability: Now, year-round



Blue Moon Aluminum beer bottles

MillerCoors is putting the major craft player Blue Moon Belgian White Belgian-Style Wheat Ale in aluminum beer bottles.

Aluminum bottles are resealable, offering consumers a better container for occasions like festivals and the beach, where glass may be prohibited and sand in your beer can is definitely frowned on.



A New Look for UFO



A new UFO is landing near you! This spring, UFO will have fresh new packaging for all of its beers, including UFO White, UFO Hefeweizen, UFO Raspberry and the new summer seasonal, UFO Huckleberry! Between the new packaging and the new beer, your spring/summer will be out of this world! Availability: Year-round, beginning in April

"Carlsberg launches 1-L King Can"

1LCAN = •33.8 FL OZ • 1 QT, 1.8 FL OZ •1000 mL

Image is to scale



North Coast Heritage Pack

North Coast Brewing Company is thrilled to announce their new Heritage 12-Pack! For the first time, four of their classic beers are together in one variety package. Representing nearly 30 years of craft brewing, those are the ones that started it all. And they're coming soon to a store near you!

Our **Heritage 12-Pack** contains three bottles each of our award-winning classic brews: Red Seal Ale, Scrimshaw Pilsner-Style, Blue Star Wheat Beer, and our Dublin Style Old No. 38 Stout. We can't think of a better way to introduce North Coast Brewing to your friends and family.





Shiner Strawberry Blonde is available now and will be hanging around through the summer months. Seasonal release. Pale and Wheat malts lay the foundation for this beer, and then the brewers at **Shiner** give it a refreshing infusion of “juicy homegrown strawberries from Poteet, Texas.” At just 4.3% ABV, Shiner Strawberry Blonde comes together as an incredibly quenching beer with a crisp finish.

This Seasonal offering can be found in 12 oz. bottles, and



Shiner Adding Brewer's Country Peach Wheat

This wheat ale is brewed with juicy, perfectly ripe peaches from the Texas Hill Country. These peaches, along with caramel and wheat malts, make for a slightly sweet, refreshing ale. Barely filtered, this brew has a golden, hazy color and it tastes like it came fresh from the orchard. **ABV:** 4.5% **Package:** Draught only (bottles available in Family Reunion Variety Pack) **Availability:** April This beer will hit 4.5%-AbV and it will be released in 12oz bottles, 24oz bottles (below) and kegs.



Available April through August

- Ready for all of your summer parties! A mix pack for Everything your summer calendar brings.

UFO White Ale

UFO Huckleberry (Summer seasonal)

UFO Hefeweizen

UFO Raspberry

.... Cannonball!!!



Sam Adams Rebel Raw

A big, beautiful IPA with a huge aroma and a resinous, piney punch. We used pounds of Zeus, Cascade, Simcoe and Centennial hops for intense dry hopping, which brings a big, bright hop aroma and enhances the bold grapefruit and pine flavors.



Smirnoff Ice Red, White & Berry

Just in time for the warmer months comes a flavored malt beverage with an amazingly cooling taste of blue raspberry, cherry and citrus flavors – all combined for a blast of summer fun.

ABV: 4.5% Package: 11.2 oz.bottles only



Smirnoff Ice Seasonal Variety Pack

Smirnoff Ice has combined the season's best flavors into one festive pack. The America-themed variety includes: **Smirnoff Ice Original, Strawberry** and limited edition **Red, White & Berry**, a cool mix of blue raspberry, cherry and citrus flavor.

Availability: April



SweetWater Adding NEW Catch & Release Cool Breeze Cucumber Saison



A fresh and refreshing way to find that chill spot this summer. This cucumber flavored Belgian-style saison is light in body and laid back in spirit. Notes of fresh cucumber and lime flavors come through in this hazy golden summer crusher.

Availability: 12oz Bottles, Draft.

Flowing early May through late July



Seth Roggenbier

Strong coppery appearance. A moderate spicy rye aroma and flavors intermingled with Bavarian weizen yeast characters of banana, clove, and citrus. Thick long lasting moussy white head. Bittered with German Perle Hops. Finished with Idaho 7 Hops to accentuate the citrus and fruit character from the yeast.



Tangerine Swirl

Tangerine Cream Ale.

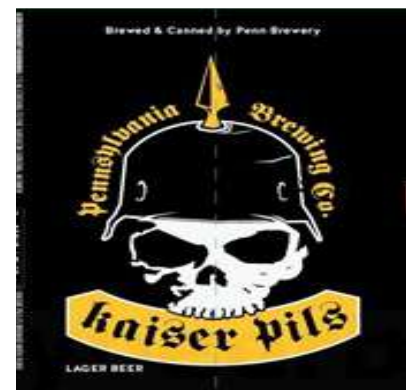
Citrus forward, American hop aroma, and a hint of real vanilla and cream. Tangerine Swirl is made with real tangerine and Madagascar vanilla. Summit and 7c's hops, two-row malt, and a touch of lactose make this effervescent beer a citrusy, creamy summertime treat. Tangerine Swirl has 4.9% ABV and 25 IBUs.

Look for it in six-packs, 12-packs, and on draft beginning in May.



Penn Brewery - Penndemonium Series - Kaiser Pils Cans

Here's a new can now available the Penndemonium Series from Penn Brewery. This is Kaiser Pils and this lager is packaged in 12oz cans.





Seasonal beers: alt nouveau (spring)

The “alt” in Altbier has dual meaning, referring both to the top-fermenting yeast used to make the beer (Latin— altus— high) and to the fact that this ale is literally the old style of beer in a country now famous for its lager beers (German—alt—old; from an earlier time). Made famous in the city of Dusseldorf, Altbier has a varied profile, depending on the brewer, from malty to hoppy.

Alt Nouveau is a decidedly hoppy take on the style, reviving a brand the brewery first released in the mid-nineties. The Art Nouveau style illustration on the label is inspired by the artichoke plantings at North Coast’s partner, Fortunate Farm, in Caspar

“Available nationwide. April 2017 Release.”



Tart Cherry Berliner Weisse

Michael Jackson describes “Berlin White Beer” as having an “insistent sparkle, a fragrant fruitiness in the nose, a sharp, dry palate, and a frisson of quenching, sour acidity in the finish.”

North Coast Tart Cherry Berliner Weisse is made with the juice of Michigan Montmorency cherries, whose addition softens the lactic finish of the beer and gives it a springtime blush.

This very limited release is available 22oz bottles as well as in 1/6 barrel kegs.

Samuel Adams Porch Rocker

Samuel Adams Porch Rocker Perfect on a summer day, Porch Rocker was inspired by traditional Bavarian Radlers that mix beer with German-style lemonade. For their bright and citrusy Radler, Sam Adams blended a Helles beer with lemon for a fresh-squeezed lemon taste, effervescent sweetness and a slightly tart, refreshing finish. A light malt character and a hint of hops balance out this refreshing brew ABV: 3.4% Packages: 12 oz, bottles, 12 oz cans and draught (also available in the Beers of Summer Can Variety Pack) Availability: May



Samuel Adams American Summer Variety

Sam Adams American Summer Variety Pack includes: **Boston Lager**, a perfectly balanced and complex lager made with the finest hand-selected ingredients; **Summer Ale**, a golden, hazy, thirst-quenching wheat ale; **Hefeweizen**, a hazy, golden-amber brew filled with smooth wheat character; **Berliner Weisse**, a slightly tart and highly effervescent beer with bright flavor and a light, bubbly body; **Tropic of Yuzu**, a distinctive brew that gets a citrusy punch from yuzu, a Japanese fruit with juicy hints of orange & grapefruit and **Golden Hour**, a light, golden lager with a dose of complexity from spicy, floral German Noble hops. **Availability:** May



Samuel Adams Summer Ale

Sam Summer is a golden, hazy, thirst-quenching wheat ale that is perfect on any summer day. It balances bright, citrus Noble hops and the peppery spice of Grains of Paradise for a lively brew.

ABV: 4.1% **Packages:** 12 oz. bottles, 12 oz. cans and draught (also available in the Samuel Adams American Summer Variety Pack and Beers of Summer Can Variety Pack) **Availability:** May



GRAINS OF
PARADISE



Mike's Flavors of America Party Pack

Mike's Flavors of America Party Pack has a new addition! **Mike's Hard Blood Orange** joins **Hard Lemonade**, **Hard Black Cherry Lemonade** and **Hard Peach Lemonade**.

Availability: Year-round, beginning in May

"Coming in May changes to variety packs, New additions of Flavors to Mike's Party Pack, Palm Breeze Variety and White Claw Variety packs."



Palm Breeze Key Lime Cherry joins **Pineapple Mandarin Orange**, **Ruby Red Grapefruit** and **Strawberry Pineapple** in the new Palm Breeze 12 pack variety.

Availability:

Year-round, beginning in May



There's a new White Claw in town! **Raspberry Hard Seltzer** joins **Natural Lime**, **Ruby Grapefruit** and **Black Cherry** in the White Claw 12 pack variety.

Availability:

Year-round, beginning in May

NIRVANA AND WITTE CANS TO ROLL-OUT FOR END SUMMER AND FALL RE-SETS



- Brewed at Brewery Ommegang in Cooperstown. Packaged at FX Matt in Utica.
- Opening orders Ship August 29th
- Initial Orders ship direct to wholesaler warehouses to ensure freshness
- Subsequent orders go through NJ like normal
- Digital Assets on Image Bank:
- Available Now: Posters, Sell Sheets, Package Renders
- Coming Soon: Shelf Talkers, Case Cards, Pole-toppers

Ommegang Adding New Fruition Dry-Hopped Wheat Ale

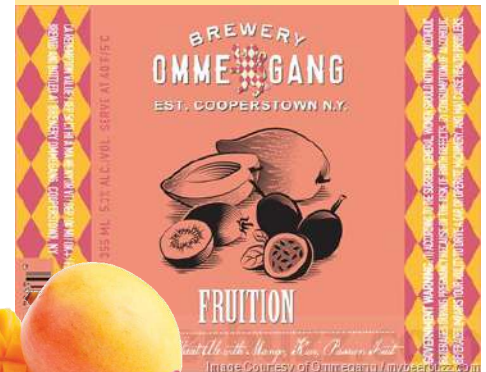
New beer heading to bottles (and kegs) from Brewery Ommegang. This is **Fruition** and it is a dry-hopped wheat ale with mango, kiwi and passion fruit. This beer will hit 5.3%-AbV and it will be packaged in 12oz bottles.

Now Available

Left Hand Milk Stout Nitro cans debut

One of the most recognizable milk stouts in the world is finally getting the can treatment. The smooth and creamy (and chocolatey) milk stout will soon go everywhere you go, with no glass limitations. The best part of this news? These babies are a full 16 ounces.

Available in June





Brooklyn Brewery Updates

Brooklyn Sorachi Ace and Defender Bottle price is now in line with the Brooklyn Lager bottle pricing.

A new Brooklyn Defender is among us. This year, for the first time ever, our explosively juicy West Coast-style red IPA will be standing guard not only around the country, but across the world, ready to slake thirsts and battle blandness all year long.

"Click to learn more about the beer, the parties, the story behind our masked hero, and the artist who brought him to life. Stay vigilant, and Defend Beer. "



Stocking up on beer for Memorial Day is no joke.

Whether you're barbecuing, boating, or just sitting at home, we've got you covered with Brooklyn American Ale and Summer Ale cans, bottles or draft. Snag your favorites for the weekend's festivities.

Year Round

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.



Seasonal

Brooklyn Summer Ale is a refreshing, flavorful pale ale made to accompany you on all your warm weather adventures .



Yuengling Summer Wheat

Yuengling Summer Wheat is a perfect beer for summer celebrations; combining the requisite banana, clove, and bubblegum aromas and flavors with the low ABV and a crisp, satisfying finish. This basically begs for a session. Enjoy it while you can, as this popular seasonal only comes around once a year.

Now available in 12oz bottles, 1/2 BBL and 1/6 BBL's



Yards Saison

Saisons were originally brewed to keep farmhands happy and hydrated during the warm summer months. Yards Saison, a summer wheat ale, is brewed with Belgian yeast, malted summer wheat and Styrian Goldings, which lend a touch of hoppiness to the palate. This refreshing blonde-colored ale is characterized by delicate notes of banana, clove and a subtle spice.

Available: May in 12oz bottles, 1/2 BBL and 1/6 BBL's.



Flying Dog Adding Summer Rental Radler

Flying Dog opted for a light lager brewed with grapefruit and passionfruit to create this refreshing, very low (4.5%) ABV offering. Slightly sweet and slightly tart with a crisp dry finish, this beer is a perfect starting point for any holdouts who have been waiting for the right beverage to get them into craft beer. For the seasoned experts, Summer Rental is begging for the cocktail treatment. Start by adding a shot of a boldy botanical gin for a quick and delicious gin radler.

Available: May- in 12oz NR, 1/2 BBL and 1/6 BBLs





Great Lakes Hop Madness Double IPA

Beware, drinker! Hop hysteria could happen to you after indulging in this maniacally dry-hopped, Double IPA's shockingly intense tropical aromas and hair-raising bitterness. Brewed with Simcoe, Warrior and Azacca hops, Hop Madness has a frenzy of juicy aromas and a formidable pine finish.

ABV: 8% Packages: 12 oz. bottles and draught Availability:



Sierra Nevada Party Pack

Good friends and great beer go hand in hand, so rally-up your crew, grab this variety pack and let the party begin. Sierra explored the spectrum of refreshing beer flavor – from light and dry, to tart, to hop-heavy and crisp – so chances are, you'll be covered. Just remember, with the promise of great beer, you might find you have a few more friends.

This all-new pack features: **Sierra Nevada Pale Ale, Otra Vez, Hoppy Lager and River Ryed**, an all-new rye pale ale.

Availability: May



Sierra Nevada Hoptimum

This summer will see the release of the new, reimagined Hoptimum Triple IPA 2017 edition. This is an all-new take on the hoppiest beer Sierra Nevada ever brewed, with a new look and a new recipe, updated for the modern age. Brewers selected the finest, most flavorful hops, pushed them beyond their limits and forged them into this triple IPA. This reinvented Hoptimum provides a blend of tropical and citrus hop aroma that delivers a refined, yet aggressive character.

ABV: 9.6% Packages: 12 oz. bottles and draught

Availability: May





Lagunitas Born Again Yesterday Ale

The Lagunitas brewers are part-time alchemists who discovered how to keep wet hops wet all year long! Born Again Yesterday is a pale ale, featuring a delicious concoction of those deliciously wet hops. This beer is available for the first time in bottles (2/12 pack) this year!

ABV: 7.5% Packages: 12 oz. bottles and draught

Availability: Now

Lagunitas Lucky 13

An ultra-mega-mondo red ale first made for the brewery's anniversary in 2006 to celebrate thirteen years of brewing ultra-mega-mondo ales.

ABV: 8.8% Packages: 12 oz. bottles and draught

Availability: May



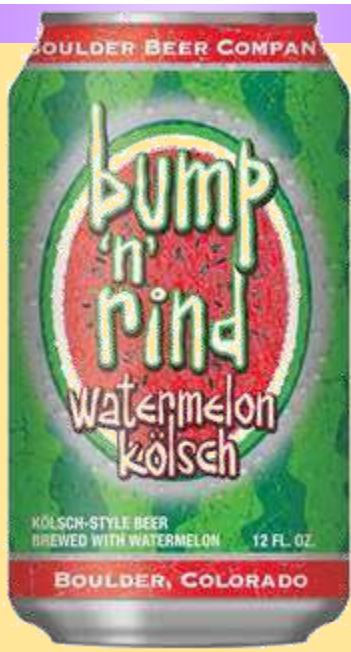
Lagunitas Eroica

This is a Lagunitas-ified version of a traditional Flemish farmhouse ale, aged in red wine oak barrels and funkyed up with Brettanomyces yeast. It's a golden saison-sour with a nice tartness that leaves your taste buds quenched and wanting more.

ABV: TBD Packages: 12 oz. bottles and draught

Availability: Limited quantities in May





Boulder Beer Company Release Bump 'n' Rind Watermelon Kolsch



Bump 'n' Rind will be available May through September in 12-oz 6-pack cans as well as draft in select markets where Boulder Beer is sold.

"Bump 'n' Rind is a crushable Kolsch-style beer with just the right amount of fresh watermelon zing," said Tess McFadden, Marketing Director at Boulder Beer Company. "Coming out in cans for the summer, it's going to make a perfect companion to just about any fun outdoor occasion."

Sweaty Betty Blonde Hefeweizen



Sweaty Betty Blonde is a refreshing, unfiltered Bavarian-style Hefeweizen. The Weihenstephan yeast gives this brew subtle hints of clove and banana with an attractive, hazy blonde color. For the best flavor, rouse any settled yeast by swirling the bottom of the bottle.

Available: Summer in 12oz bottles, 1/2 BBL and 1/6 BBL's.

GINGER LEMON RADLER



Ginger Lemon Radler is a zesty, refreshing take on the tradition of mixing beer with soda or lemonade to create a light, thirst-quenching beverage ideal for warm weather. Radler (literally "cyclist,") takes its name from active German sportsmen of a hundred years ago, but our version tastes just as good even if you do nothing more strenuous than lifting it to your lips. **Available 6 Months of the year**



CRANBERRY ORANGE RADLER



Cranberry Orange Radler is a zesty, refreshing take on the tradition of mixing beer with soda or lemonade to create a light, thirst-quenching beverage ideal for warm weather. Our winter interpretation marries tangy blood orange with tart cranberry to create a unique way to #TeamRadler during cooler months. **Available for six months of the year**





Rogue Ales Releases Paradise Pucker Hawaiian-Inspired Sour Ale

In a tropical collision of kindred spirits, Oregon's Rogue Ales and Hawaii's Paradise Beverage announce the release of Paradise Pucker, a Hawaiian-inspired sour ale brewed with passion fruit, orange and guava – better known as simply "POG."

Inspired by Rogue's longtime admiration for the state of Hawaii, Paradise Pucker is dedicated to the Mahalo spirit as well as Rogue's late founder, Jack Joyce, a lifelong lover of the islands and part-time resident.

POG will be available on draft and in serigraphed 22oz bottles May /June

"When Jack passed away in 2014, the Jack Joyce Scholarship was established in his honor "



Rogue Hot Tub Scholarship

This is **Hot Tub Scholarship Lager** and it is a German-style helles lager. This beer supports the Jack Joyce Scholarship fund to benefit Fermentation Science students at Oregon State University.

This beer pays tribute to one of Jack's scholarship students who used his funds in addition to helping pay for books/tuition/loans etc., the winner had taken a portion of the scholarship proceeds to buy the "most Rogue-ish thing possible" : a hot tub. So, inspired by the common passion of both Jack and this honest student, we created HotTub Scholarship Lager. A portion of the proceeds of Hot Tub Scholarship Lager will be donated to the Jack Joyce Scholarship and will help us continue to support Fermentation Science students at Oregon State University.



Hot Tub Scholarship Fund will hit 5.4%-AbV & 35 IBU and you're looking at the 12oz Crown can to be released in May.

Mother's Day is right around the corner! Stock up on these **Craft Brews**, perfect for the festivities!



Happy Mother's Day to all the craft beer-loving moms out there!

The Legend returns for a limited Time



Before there was Smirnoff Ice or Mike's Hard Lemonade, another oddball refreshment provided the world with a beer alternative: Zima.

In the first iteration of what's now referred to as a "[cooler](#)," the [Coors Brewing Company](#) rolled out Zima Clearmalt in 1993 with an alcohol by volume percentage of up to 5.3.

But just as many fads fade, Zima sales declined steadily until it was discontinued in 2008.

However, Zima is back in it's original Citrus flavor and Original fluted bottle. A one production run only in market June through Labor Day weekend.

Get your Jolly Ranchers ready !!!!

BREWERY NEWS AND HAPPENINGS



Open Up and Unwind with Smirnoff Spiked Sparkling Seltzer

This spring/summer, Smirnoff Spiked Sparkling Seltzer will encourage consumers to “Open Up and Unwind” with crisp, bubbly flavor. At only 90 calories and one gram of carbs per serving, Smirnoff Spiked Sparkling Seltzer shows people that they can have balance in their lifestyle. They don’t need to give up happy hour, they just need to #drinksmarter

Open Up Summer with Smirnoff Ice

This year, Smirnoff Ice will “Open Up Summer” by bringing more fun and flavor to more occasions. Beginning March 1st, Smirnoff Ice will literally open up consumers’ weekends by giving away 20 weekend getaways. POS will direct consumers to a microsite where they will submit a photo showing how they “open up the weekend” with Smirnoff Ice. Prizes will include vouchers to cover a weekend getaway – \$1,500 in total!



Smirnoff Ice Supports Our Troops with iPads for Soldiers

Smirnoff Ice is proud to support and honor the soldiers and families who are giving the most to America. To show their appreciation, Smirnoff Ice is donating \$50,000 to iPads for Soldiers, an organization dedicated to connecting those fighting overseas to their families back home, through technology.

BREWERY NEWS AND HAPPENINGS

Traveler: The Unofficial Beer of Outside

Traveler Beer Co. is celebrating summertime and the great outdoors with the Unofficial Beer of Outside program! Beginning May 1st, Traveler will be running an online sweepstakes as part of this exciting program. Consumers will enter at travelerbeer.com/unofficialoutside for the chance to win \$500.00 and the ultimate backyard party pack that includes: a cornhole set, a Traveler-branded cooler,



Coney Island Invites You to Nathan's International Hot Dog Eating Contest

International



Coney Island Brewery is partnering with the Nathan's Famous International Hot Dog Eating Contest for a major summer promotion!

Fans can enter an online sweepstakes for a chance to win a trip to Coney Island to be an official judge at the Nathan's 2018 Hot Dog Eating Contest on 7/4/18.

One winner and a guest will win a trip to New York City, courtesy of Coney Island Brewery, including airfare, hotel and spending money.



Raise the BARbe-que with Guinness Blonde American Lager

Guinness offers consumers the opportunity to trade up to "better beers" and this spring/summer Guinness will help consumers elevate their grilling occasions. Lager is the best-selling beer style in the U.S., especially during the warmer months. POS will feature Guinness Blonde American Lager to capitalize on the strength of lagers during the summer season and promote a sweepstakes for consumers to win the ultimate grill



BREWERY NEWS AND HAPPENINGS

2017 SUMMER PROGRAM



#SUMMERPOUR



5.15.17 – 9.4.17

Show us how Great Lakes beer inspires your perfect summer moment. Tag your photo with #SummerPour, or upload it at greatlakesbrewing.com/summerpour. You could win a GLBC branded Coleman® cooler!

Additional rules and restrictions apply. Prizes awarded weekly. Visit greatlakesbrewing.com/summerpour for full details.

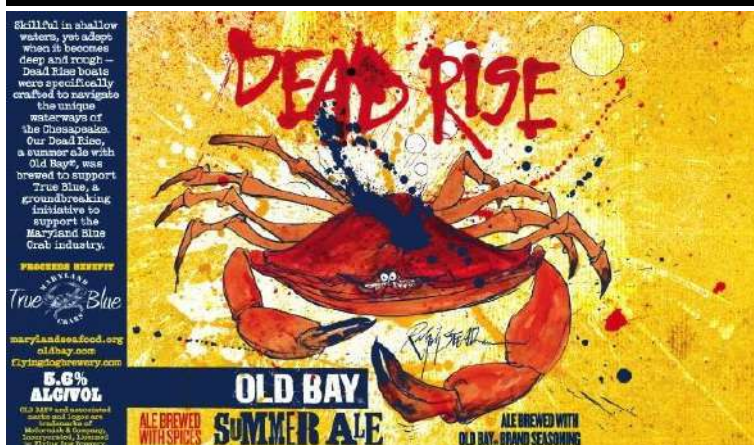
Photo Contest

- 16 weekly prizes - GLBC branded Coleman cooler
- Grand prize - GLBC branded kayak

Photo Engagement Highlights

- Entries: 800+
- Total Pageviews on GLBC website: 2,370+
- Total Entry Views: 5,750+
- Top 5 posts/calls to action had organic reach of 39,360

G R E A T L A K E S B R E W I N G C O



This Maryland masterpiece is in the brew kettle today and will be on shelves Memorial Day through Labor Day.

Dead Rise features new art from Gonzo illustrator Ralph Steadman, with the iconic Maryland Blue Crab is depicted in a chaotic yet charming way that only Ralph could achieve.

The name Dead Rise comes from deadrise boats, which are commercial fishing and crabbing vessels designed and built specifically to navigate the

unique waterways of the Chesapeake Bay. The bottom near the bow is a V-shape to cut through the often-choppy Bay. Then, it flattens out closer to the stern, making it more navigable in shallow water.

Proceeds from Dead Rise will benefit [True Blue](#), a restaurant certification and consumer awareness program that promotes sustainably harvested Maryland Blue Crab and rewards restaurants that serve Maryland crabmeat.



BREWERY NEWS AND HAPPENINGS

Old Milwaukee. 2017

MAIL-IN REBATE | OFFER EXPIRES 5/31/17

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Old Milwaukee. National Fishing Program

National Program

Win an offshore fishing trip with Brooke Thomas in Florida.
1 national winner (winner brings a friend)

Brooke Thomas

Insta: 101k

FB: 608K

Twitter: 8.2K

Snap: 24k views/snap

97% following are males 24-35

Wholesaler incentives/Smaller programming opp.

Separate trips for chains/wholesaler incentives w/ Brooke Thomas



WIN
A FISHING EXPEDITION WITH
BROOKE THOMAS
TEXT: OMTRIP
TO: 31996

Huk x Old Milwaukee

OLDMILWAUKEE.COM



Yuengling®

TO SHOW RESPECT AND GRATITUDE TO OUR NATION'S VETERANS, AMERICA'S OLDEST BREWERY® HAS ALIGNED WITH AMERICA'S LARGEST AND OLDEST COMBAT VETERANS' SERVICE ORGANIZATION, THE VFW.

Yuengling's Lagers For Heroes campaign will help to support the great work of the VFW's National Veterans Service program (NVS). Through NVS, the VFW's network of accredited advocates assist veterans in obtaining the benefits and entitlements they've earned from the Veterans Administration through their military service. This is a service the VFW is proud to offer to **all veterans, free of charge.**

"We are extremely appreciative of Yuengling's continued generosity and support. Together, we will continue to ensure our nation's service members, veterans and their families receive the assistance they've earned, and deserve." -Brian Duffy, VFW National Commander

"We are thankful to the brave and dedicated service men and women who made tremendous sacrifices and served our country. Generations of our family served, which reminds us today of the value and support VFW brings to our nation's heroes." - Richard 'Dick' Yuengling, President & Owner



GRAB A LAGER & TOAST A HERO
AS WE LEND A HAND TO VETERANS IN NEED.

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.

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Beer Central Pittsburgh: Coors Division

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

Blog

Beernomics by Frank B. Fuhrer Wholesale

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

"Let's Be Frank" The Story of Frank B. Fuhrer Jr. Written by Gerry Dulac

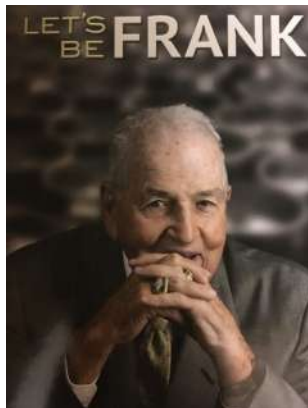


**Frank B. Fuhrer
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3100 EAST CARSON STREET
PITTSBURGH, PA. 15203

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

Fox Chapel businessman Frank B. Fuhrer is a self-made multi-millionaire who purchased a small beer distributorship and turned it into the 20th largest wholesaler in the country. But it is his love for the game of golf that inspired him to spend millions of his own money to support, grow and sponsor the sport like nobody else in Western Pennsylvania.



\$20.00

50% of the proceeds benefit the
Tri-State PGA Junior Golf Program

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