



FRANK B. FUHRER WHOLESALE COMPANY

Holiday beers are beginning to be poured!

Great Lakes Brewing's Christmas Ale First Pour party kicks off holiday season

CLEVELAND, Ohio – The unofficial start to Cleveland's holiday season is here: Great Lakes Brewing Co. held its First Pour party, complete with carolers, Santa, festivities and, of course, pours of Christmas Ale, the famed spicy seasonal ale.

After the doors opened Thursday to a rush of festive and thirsty folks, Santa brought the ceremonial keg to cheers and chants of "Christmas Ale, Christmas Ale!" the brewery's Marissa DeSantis thanked the crowd for coming and said the five magic words everyone had been waiting to hear:

"The taps are open everybody!"



Want to enjoy the First Pour of Christmas Ale but couldn't make it to Great Lakes brewpub? They are throwing official Christmas Ale First Pour parties in cities all over! Visit www.greatlakesbrewing.com/MerryChristmasAle to find a First Pour party near you.



10/31/18

Special points of interest:

- *FIFCO USA Announces 2019 Plans at National Sales Meeting*
- *Coors Light Updated Packaging*
- *Seasonal and Specialty Releases*

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Elysian Bifrost Winter Ale

Bifrost is our lively winter brew, a bold pale ale with citrus and earthy hop character balanced by a smooth malt backbone. Malt Crisp C-77 and Weyermann Munich Type 1 Hops Bittered with Magnum and finished with Amarillo and Styrian Goldings

ABV 8.3% IBUs 58

Coming in November in 12oz NR 4/6 Bottles.



New Belgium 1554 Enlightened Dark Ale

1554 defies the style guidelines of modern times. Although dark in color, 1554 is not a porter, stout, schwartzbier or bock. Rather, it is a rebirth of a lost beer style called zwert (Flemish for black), which uses gruit for bittering. The oldest reference to zwert beer that our brewers found is 1285. However, Peter and Phil's inspiration came from a book published in 1554 at the height of popularity of zwert beer. The style seems to have died out around 1770. Original recipes reference grains and water, but no spices. Our whimsical improvisation includes a variety of specialty dark malts, a dash of licorice root, and a European lager yeast that's fermented at ale temperatures. ABV 6% IBU 21

Available November 19th in 12oz NR 4/6 Bottles.



New Belgium Brut IPA

Bubbly, dry, crisp, and refreshing, Brut IPA is inspired by our favorite sparkling wines. With hints of tropical fruits and champagne, this effervescent brew is the perfect cheers to the New Year. ABV 6.7%

Available December 3rd in 12oz NR 4/6 Bottles and ½ and 1/6 Barrel Draught.





Ithaca Box of Hops Variety Pack

Featuring New York Double IPA, crafted with 100% NY grown hops and at least 60% NY grown malts. Accompanied by Citrapetal Force, an IPA brewed with citrus and lactose; the return of Dr Zaic, Dr Zaic all-Mosaic hopped IPA; and the cornerstone Flower Power IPA.

Available early November in 16oz Cans 3/8 pack.



Devils Backbone Danzig Baltic Porter

Danzig, which we named after a Baltic Sea town, isn't for the faint of heart...or mouth. It's a well-balanced, full-bodied blend of a strong English porter and a Germanic black lager, making it smooth with a sneaky high ABV. The intense mix of malts and hops provides flavors of chocolate, coffee, and caramelized sugar. No wonder it won Bronze in the World Beer Cup 2018. It's full-on! Hence the lightning bolt on the pack. ABV 8.0 IBU 28

Available November 11th in 12oz NR 4/6, ½ and 1/6 Barrel Draught.



Breckenridge Christmas Ale

The chill of winter calls for a beer with extra flavor and strength, and this take on a classic strong ale does just that – it soothes the soul and warms the spirit. Flavors of caramel and chocolate are derived from an abundance of carefully roasted malts. Chinook and Mt. Hood hops contribute a spiciness, lending balance and a clean finish. Christmas Ale is a cozy holiday companion worthy of sharing. ABV 7.1 % IBU 22

Available late November in 12oz NR 4/6 bottles and ½ and 1/6 barrel





Breckenridge Nitro Series: Chocolate Orange Stout

Our innovative 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.

Chocolate Orange Stout is brewed with orange zest and locally sourced cacao (cold-pressed unroasted cocoa beans). Mandarin hops impart subtle aromas of tangerine which enhance the citrus flavors. The velvety texture of the nitrogen head completes this decadent wintertime indulgence.

Available in 13.6oz Cans and ½ Barrel Draught November 2018.



Ballast Point Mocha Marlin

Our Black Marlin Porter is the perfect beer for a mocha mashup. The addition of coffee and cocoa plays perfectly off the roasty, chocolaty flavors of this English porter, while a hint of vanilla smooths it all out. It's full-bodied, but not too sweet; try it for breakfast...or dessert.

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



COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES

Guinness Blonde New Look and Reformulation

This fall will see a new Guinness Blonde! The recipe has been refined to update the hop character (Citra hops have been added for more citrus & tropical fruit) and lighten the color & malt character, slightly. The new label design clearly states BREWED IN BALTIMORE – the first brewery and beer brewed by Guinness in America in over 60 years.

ABV: 5% Packages: 12 oz. bottles and draught

Availability: Year-round, beginning in November





Sam Adams Winter Lager

Sam Adams version of a rich bock beer is spiced with cinnamon, ginger and orange peel for a deep flavor and malty finish that will warm you on a cold winter night. ABV: 5.6%

Package: Draft, Bottles and Cans

Available: Late October through January.



Sam Adams White Christmas

Unfiltered white ale has a unique and festive twist. Its crisp wheat character combines with the warming holiday spices of cinnamon, nutmeg and orange peel for a flavorful yet refreshing brew that's perfect for the season. ABV: 5.8%

Package: Draft and Bottles **Available:** Late October through January



Sam Adams Winter Classics Variety Pack

Winter Classics has a new mix! This year's variety includes Sam Adams Winter Lager, Boston Lager, Sam '76, Old Fezziwig, Holiday Porter and Chocolate Bock.

Available: November through January





Blue Moon Winter Wheat

Warm up to winter with Blue Moon's special, new, seasonal beer Winter Wheat. This spiced abbey ale is perfect to bring to any holiday occasion.

ABV: 5.9%

Packages: Draft and Bottles **Available:** November and December



Harpoon Dunkin' Coffee Porter

The folks at Harpoon have counted on Dunkin' to jumpstart their brew days from the beginning. Now they're percolating with excitement to be able to cap their nights with this rich, roasty porter brewed with a little help from their friends at Dunkin'.

The roast-on-roast flavor combination of coffee and porter is a classic match. This one will be brewed with Dunkin' Donuts coffee and clock in at 6 percent ABV.

Package: Draft and Bottles **Available:** Late October or early November



Harpoon Winter Warmer

When Harpoon first introduced Winter Warmer, let's just say that people weren't exactly sure what to make of it. But after decades of brewing this holiday treat, there is no greater fervor for any of their seasonal beers than this one right here. Bring on the spice! Winter Warmer, the second oldest craft seasonal in the country, return for its 30th year!

ABV: 5.9%

Package: Draft and Bottles **Available:** November



time for a...
winter warmer





Harpoon Tis the Season Variety

It's cold outside. Just the time to gather with friends and family to tell old stories and make new ones.

Harpoon cobbled together this perfect mix pack just for these occasions. Included in this seasonal variety: Harpoon IPA, House Golden, Dunkin' Coffee Porter and Winter Warmer.

Available: November



Harpoon UFO Winter Blonde

Whether skiing the snowy trails or enjoying a jovial game night, there's nothing like capping off winter adventures with UFO Winter Blonde, a delightfully refreshing unfiltered wheat beer with a touch of vanilla sweetness and a subtle coffee aroma.

ABV: 4.9%

Package: Draft and Bottles **Available:** November



Harpoon UFO Jingle all the Way Variety

Holiday party-goers rejoice!

This is the perfect mix of beers for even the pickiest in your friend circle. Included in this pack: UFO White, UFO Hefeweizen, UFO Raspberry and UFO Winter Blonde.

Available: November





Sweetwater Festive Ale

This strong cheerfully spiced seasonal ale with big complex flavors to keep you warm and toasted all season long.

Brewed only one day per year, this high octane brew has a sleighload of Centennial and Golding hops and is capped with a dose of cinnamon and nutmeg.

ABV: 8.1%

Package: Draft and Bottles **Available:** November



Sweetwater Winter Tacklebox

New Winter variety pack including: Triple Tail, 420, IPA, Exodus and 420 Strain G13 IPA

Available: November and December



Penn St. Nikolaus Bock

St. Nikolaus Bock Style: Winter Bock Bier

Deep mahogany in color and lush with malty notes of chocolate, toffee, and caramel, all balanced with a warm roasted malt character.

This beer is perfect with cookies after creeping quietly down the chimney.

ABV: 6.5%

Package: Draft and Bottles **Available:** November





Penn St. Nikolaus Bock Brewers' Reserve

St. Nikolaus Bock Brewer's Reserve Style: Winter Doppelbock

Lush and velvety with a full mouth feel and a wonderful balance of chocolate, roasted toffee and caramel characteristics.

Alcohol Content: 9% ABV

Package: Draft and Bottles **Available:** November



Penn Nut Roll

This ale is defined by the aroma of cinnamon and vanilla, has sweet malty middle, a wonderful nutty character and dry finish. Reminiscent of the nut rolls grandma used to make!

ABV: 5.5%

Package: Draft and Bottles **Available:** November



Penn Fall Variety

Fall 2018 Variety includes:

Penn Dark, IPA, Pilsner, Kaiser, Nut Roll, and
St Nick





Shiner Holiday Cheer

This holiday dunkelweizen practically unwraps itself with hints of Texas peaches and pecans. Caramelized malts give it a uniquely rich malt body that's perfect for the holidays. ABV: 5.4%

Packages: Draft and Bottles **Available:** November and December



Shiner Texas Cold Front Variety

This limited-edition variety pack will be here just in time for the cold winter months. Included in the mix are: Shiner Frost, a pale golden lager with hints of malt, Dark Cherry, a smooth dark lager brewed with Morello cherries, Candied Pecan Porter, a slightly sweet, full bodied porter with a rich pecan aroma.

Available: November



YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES

New 18 Pack 12oz Cans

Iron City Beer boast notes of sweet corn and smooth, crisp barley malt for a dry finish with very little bitterness.

IC Light Beer, Low on calories and carbs, this refreshing, crisp taste and smooth finish preferred by champions everywhere.

Available January 2019





Old German New 24z Can

Little Herman the German grew up watching his Opa and Omi brew beer in their small stone cottage in Hamburg, Germany. As demand for their charming concoction grew, and the hobby transformed into a business, the family made a promise to never let money or pride spoil the crisp taste of their easy-drinking lager.

Herman the German kept that promise when he took over the family business, and he continues to share his family's original recipe with the world at an honest price.

Now Available



American Light 1/2 BBLs

American Style Light Lager

Unofficially, the official beer of the United States of America, American Light is an easy-drinking light beer at a fair price. Clean and simple, it's perfect for parties, the big game and summertime cookouts.

Now Available

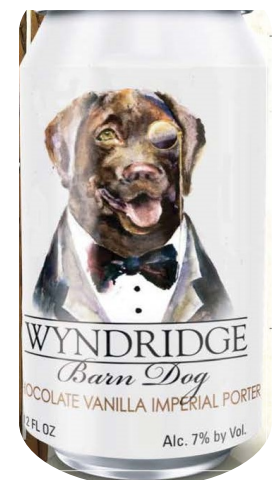


Wyndridge Barn Dog Porter Cans

Wyndridge Farm Brewing brings you Barn Dog, a farm-crafted chocolate vanilla imperial porter in 12oz cans 4/6.

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

ABV: 7%.





Genesee Brew House Juicy IPA

This IPA is bursting with citrus hop flavor and aroma. Its modest malt backdrop is balanced by a quadruple dry-hopping of Simcoe®, Crystal, Cascade & Amarillo®. The result is a wonderfully juicy IPA with a clean, refreshing hop finish.

The beer will hit 5.4%-ABV & 38 IBU

Re-launching Nov. 2018

16oz can (4pk hi-cone) + draft

Craft-relevant & profitable package!

Pays homage to authentic home but not directly associated with parent brand



Introducing Labatt Blue Citra Hoppy Session Lager

Labatt Blue announced plans to launch Labatt Blue Citra, a hoppy session lager with 4.7% ABV.

Labatt Blue Citra is brewed with Citra and Mosaic hops and Pale Malt, giving it a bright hop aroma with the clean, crisp finish of a lager.

The beer will be available on draft in November and will be released in 12-ounce, 16-ounce and 24-ounce cans starting February 2019.



Great Lakes Dortmunder Gold Lager

Yes, it's known for winning medals worldwide. But locally, it's known as "Dort," flagship lager that humbly maintains its smooth, balanced (and charmingly unpretentious) ways.

A smooth, award-winning (and deceptively unassuming) balance of sweet malt and dry hop flavors.

ABV: 5.8% BU: 30

Available in 6-Pack 12 oz. bottles, 12-Pack 12 oz. bottles, 1/6 BBL, 1/2 BBL





Here Comes Sierraveza

Light and easy lager Inspired by the classic cervezas served ice cold by the beach, we created our own take on those light and easy beers born south of the border. Sierraveza is golden and crisp, with a balanced malt flavor and a hit of floral hops that will have you calling out for another round.

The brew has been part of their Summer Variety Pack in the past, but now they're taking it out on its own this year and making it their sole year-round release in 2019. SierraVeza will hit next year in a single SKU (six-pack cans), as well as some draft, and will be priced in line with Pale Ale .



Lindemans Now in Four Packs

Lindemans popular fruit lambics have fresh fruit juice added and are lightly sweetened, becoming beautifully balanced, elegant masterpieces; Cuvée René Oude Gueuze and Oude Kriek are layered, sour, deep, unsweetened and traditional.

Raspberry, Peach and Strawberry 8.45oz NR 6/4 packs are in stock and available for sale



Aurochs Amber Ale

Aurochs third style of beer available in bottles! Amber Ale is a great style as we head into fall with notes of caramel, biscuit and toffee. A

Amber Ale bottles will be available in November

ABV - 5.6% IBU - 27 Hops - Cascade





INTRODUCING GBH SALTED CARAMEL CHOCOLATE PORTER

Re-launch Genesee craft brand in the right package design and container to position for growth outside of Rochester .

An elegant English-style porter, seductively complex with rich caramel aroma and flavors, balanced by a dark chocolate bittersweet finish. Brewed in collaboration with Hedonist Artisan Chocolates of Rochester, NY

Limited Time Offer November '18 – January '19 in 6/4pk 16oz Can hi-cone, 1/6 BBL & 1/2 BBL



Genesee Schwarzbier Dark Session Lager

Offer a seasonally relevant specialty brew, with ties to the Genesee German Lager brewing tradition, to drive incremental volume for the brand.

This lightly hopped, medium bodied, dark session lager has subtle dark malt characters and aroma that completely balances the malt sweetness without the associated bitterness. Pleasantly light, crisp and refreshing!

November 2018- January 2018-12pk 12oz Cans, 1/6 BBL & 1/2 BBL



Magic Hat Jam Pak #1

Jam pak 12 pack of Bottles MORE VARIETY!! From 3 to 4 styles for 12pk Bottles In-market: November - March

Contains: Number Nine-Not Quite Pale Ale, Bar Room Hero-Pub Ale, Art Hop Ale– Blonde Ale and Guitar Face– Lager

Jam Pak 15 pak Cans-5 beers, 3 of each! From 3 to 5 styles for 15pk cans In-market: December - March

Contains: Number Nine-Not Quite Pale Ale, Bar Room Hero-Pub Ale, Art Hop Ale– Blonde Ale, Guitar Face– Lager and Mad Patter





Mike's Hard Lemonade's New Seasonal

Mike's Hard Lemonade's new seasonal Tangerine Lemonade features a classic mix of tangerine with clementine and mandarin notes and of course, juice lemonade.

The taste is refreshing, juicy and full of citrus flavor. The combination of fresh tangerines and lemonade tartness deliver a nice clean finish with just the right balance of sweetness and citrus.

Mike's Hard 6 Pack Seasonal Timing- October- January



Great Lakes Chillwave Double IPA

Inspired by the North Coast's dedicated (and sometimes chilly) surf community, our Double IPA will melt the ice in your beard and never lose its balance.

Earthy, tropical Mosaic hops ride frontside here, followed by a deft cutback of sweet honey malt. *ABV*: 9.0% *IBU*: 80

Available in 4-Pack 12 oz. bottles, 1/6 BBL, ½ BBL

Release: Mid-February



Great Lakes Black Out Stout

Bold and dark as a power-less metropolis, this Russian Imperial stout commemorates the infamous 2003 blackout that briefly left some 55 million people utterly unplugged. Rich and kindled with black malt & roasted barley and illuminated by flickers of bitter hops, Blackout Stout pairs well with caviar, chocolate desserts and candlelight.

ABV: 9.9% Packages: 12 oz. bottles and draught

Availability: November





ANCHOR'S 44TH ANNUAL CHRISTMAS ALE

A subtly spiced and sumptuously smooth winter warmer, with roasted toasty cocoa notes, nutty candied yam aromatics and the flavors of freshly baked banana bread and biscuits.

Deep, mahogany brown with burnt orange and crimson undertones; fluffy tan head.

Brûléed sugars, roasted malts, and a full round finish.

AVAILABILITY

November – mid-January in bottles, 50.7oz Magnums, and on draught



Neshaminy Maximum Mocha

A **NEW BREW** that will satisfy all of your winter chocolate and coffee needs .

Maximum Mocha Porter - Robust Porter brewed with chocolate, lactose, and single source coffee from Rise Up!

this will be out in October but late October in Draft and Cans



Neshaminy Ecomis Double DIPA

9% -hop monster, brewed with Apollo and Chinook for bittering, and focuses on the use of Simcoe in the middle flavor and late aroma hopping combined with Columbus for some more dankness and Calypso for some tropical and stone fruit additions.

Dry hopped with 3.5 pounds of hops per barrel, a stupid amount of Simcoe and Citra hops were used over the course of two weeks and multiple dry hop additions in this small batch, very **LIMITED** beer. It also finishes dry as a bone and leaves you craving for more.

Out in middle November in Draft and Cans





Neshaminy Frühstück Stout

Frühstück Stout is 10% ABV breakfast stout brewed with Rise Up French Roast coffee, semi-sweet chocolate, and cacao nibs, and then blended with even more cold press coffee just before packaging.

The end result is a highly drinkable, high ABV, big bodied stout with a ton of coffee along with smooth chocolate, and toffee. This is a BIG beer, but drinks like an everyday session beer or cold brewed black coffee.

Out mid December in Draft and Bottles



Ommegang Adding 21st Anniversary Ale

Ommegang 21st Anniversary Ale Begins with an elegant Saison brewed with cinnamon, Ginger and lemon peel. Co-Fermented with special blend of New York States finest apple cider.

It is bottle conditioned to achieve a sparkling effervescence, crisp dry and delicious, there's no better way to toast the end of the beginning and the years to come.

No word on ABV, but the beer will be packaged in 750ml bottles and released in November.



Lagunitas Sparkling Swan

Limited Quantity

A tart, bubbly, grape ale... This sparkling beer-wine hybrid is something to toast to... brewed with red wine grapes and super bubbly like champagne, but with a gentle kiss of hops and a light malt backbone like a beer. It's a purple people pleaser, perfect for any celebration. Share it with 'buds this holiday season!

12oz 12pack Bottles Available :Nov. - Feb. -ish



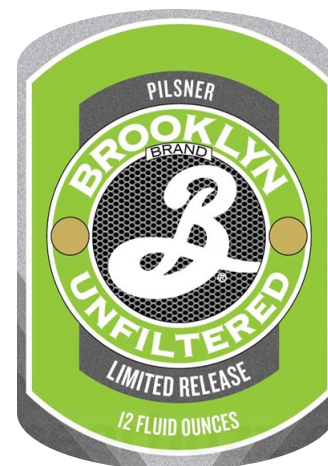


Brooklyn Brewery Unfiltered Pilsner

A new limited release beer coming soon from [Brooklyn Brewery](#)

Soft And Clean Malty-Biscuit-Y Aromas Mingle With Lightly Fruity And Slightly Herbal Notes. Malty Sweetness Balanced By Light To Medium Hoppy Bitterness. A Refreshing Anytime Lager, With Enough Complexity To Be Quaffable, But Approachable Enough To Suit Almost Any Occasion. 4.3% Abv

Available in January in bottles, 1/2bbls and 1/6 bbls



Boulevard Tequila Barrel Lime Gose

A traditional German-style sour beer, infused with sea salt, coriander and lime peel, goes on holiday to the home of the blue agave, sunny Mexico. The aroma offers assertive notes of oak, vanilla, caramelized banana, and coconut. A malty sweetness is balanced by tart lime and hints of lively tequila, tapering to a slightly salty finish. ¡Arriba!

Draft Available-January and Cans Available-February



Raspberry Milk Stout Coming From Left Hand Brewing

Raspberry Milk Stout Coming From Left Hand Brewing. Here's another exciting new milk stout coming from Left hand Brewing.

This is Raspberry Milk Stout and it is a stout with raspberries added. The beer will hit 5.7%-AbV & 23 IBU

Available in february in 12oz Cans and 1/2 BBLs





FIFCO USA Announces 2019 Plans at National Sales Meeting



BUFFALO, N.Y. – FIFCO USA, formerly North American Breweries, recently held its 2018 national sales meeting in Buffalo, New York. FIFCO USA shared its 2019 business plans for its portfolio of beer and Beyond Beer alcoholic beverages that include top brands such as Labatt Blue, Labatt Blue Light, Genesee Beer, and Magic Hat Brewing Company.

Labatt USA to Open Innovation Brewery: Labatt USA will open its first innovation brewery in the U.S. called the Labatt Brew House, in Buffalo N.Y.'s historic Cobblestone District. The brewery will offer an immersive experience for customers to taste and offer feedback on new beers, influencing which styles could become the next big Labatt brew. The brewery is slated to open November 2019.

Labatt Blue and Labatt Blue Light Get Packaging Refresh: In early 2019, both Labatt Blue and Labatt Blue Light will have an entirely new look and feel, with a packaging refresh that features a modern and premium design.

Genesee Brewery Celebrates 140th Anniversary: 2018 marked a milestone for New York State's oldest brewery as its 140th anniversary. In addition to celebrating its heritage throughout the year on packaging, social media and events at the Genesee Brew House, Genesee also focused on solidifying the future of the brewery. Mid-summer, a \$48.5 million brewery modernization that created a world-class brewery was completed. The new brewery allows for faster innovation, better efficiency and high-quality standards. Plans to roll out new packaging for heritage brands begin in Spring 2019.

Cream Ale to Debut a New Look: The #1 best-selling cream ale in the U.S. will roll out a completely new packaging refresh and campaign in early 2019. This American original, first launched in 1960, has received multiple awards over the years. Cream Ale is a 10-time Great American Beer Festival winner, three-time World Beer Cup medal winner, and an International Beer Festival silver medalist. The focus in 2019 will be to expand Cream Ale to more markets to unlock its full potential.

Genesee Brew House Wins Awards and Shifts to Cans: The Genesee Brew House Dark Chocolate Scotch Ale was widely celebrated in 2018, bringing home a gold medal from the World Beer Cup and a silver medal from the Great American Beer Festival. Now, the award-winning brand is spreading its wings outside of Rochester. Genesee Brew House has recently rolled out a new graphic can with more emphasis on style and ingredients, and its new Juicy IPA hit the shelves just last week.

The Magic Hat Brewing Company Expands Music Collaborations: The Magic Hat brand introduced an expanded Music Collaboration Series featuring DropKick Murphys and two additional band partnerships. Magic Hat also plans to expand distribution of its award-winning Vermont innovation beers through a variety pack program. Flagship beer, Magic Hat #9, will celebrate its 25th birthday in 2019.





SIERRA NEVADA

SHARE THE CELEBRATION

PALE ALE
HANDCRAFTED ALE
12 FL. OZ.
SIERRA NEVADA BREWING CO., CHICO, CA & MILLS RIVER, NC

2018 CELEBRATION
FRESH HOP IPA
SIERRA NEVADA BREWING CO., CHICO, CA & MILLS RIVER, NC

ENJOY OUTDOORS™

Please recycle. ©Sierra Nevada Brewing Co. | Please Drink Responsibly

In the spirit of the holiday season, Sierra Nevada is focusing on moments that inspire drinkers to Share the Celebration with family and friends. This program delivers high impact, holiday-themed display executions featuring their flagship Pale Ale and their top-selling seasonal, Celebration.





Here comes a re-brand for Not Your Father's

Not Your Father's, the Illinois-born, Pabst Brewing Co.-owned brand that made a splash a few years ago with the introduction of its hard root beer, is embarking on a re-brand, per labels approved recently by the federal Alcohol and Tobacco Tax and Trade Bureau.

The brand is ditching its old-timey feel for a modernized look that uses stark white labels with black, stylized text. Gone are the drawings of centuries-old sailing ships, black-and-white illustrations of sporting men and faux-wood paneling. In is a minimalist look, the tagline "Sweet Perfection," and color-coded bands denoting variation. So far, the brand has submitted versions for Root Beer and Lemonade.

The move comes amid an extended slump for the once-hot brand, which has since attempted to reinvent itself with a series of innovation flavors such as Mountain Ale, a spinoff of sweet FMBs called Not Your Mom's and even a contract-distilled bourbon.



Samuel Adams Expanding Hazy Line

Boston Beer Co.'s Samuel Adams has gained approval for labels of another hazy beer, a New England Pale Ale, per TTB filings.

The 5.5-percent ABV ale, which checks in a step below its 6.8-percent New England IPA, is described on its label as "Hazy & Mellow" with just 30 IBUs. Its IPA, by contrast, has 35 IBUs and is described as "Hazy & Juicy."

The brand has received approval for both 12-ounce and 16-ounce cans.



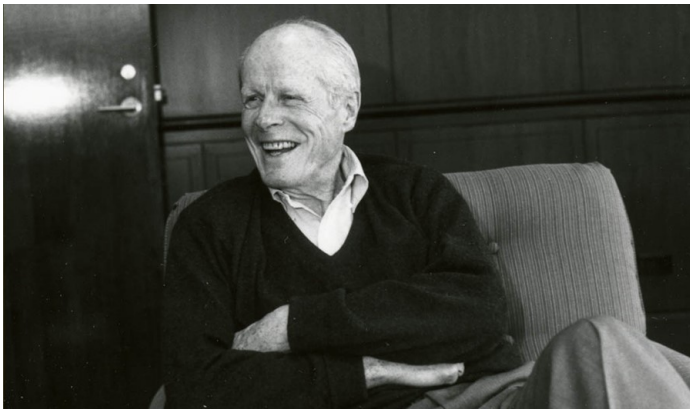


Coors Light Updated Packaging

Coors Light is updating panels on 12-, 24- and 18-pack can packs (12-ounce) to optimize packaging presence on display and help with breakthrough at retail.

Visit the online edition of BrewHouse News to reference an overview deck, which highlights changes and provides schematics to support display building.

To view the full newsletter, you must be connected to the MillerCoors network, then click these links: [Employees](#) | [Distributors](#)



William K. Coors, the former chairman of Adolph Coors Co. who took Coors beer to a national audience and revolutionized the beverage industry by pioneering the aluminum can, died Saturday at his home in Golden, Colo. He was 102.

The grandson of [Adolph Coors Sr., a stowaway from Germany who founded his namesake brewery in Golden in 1873](#), William, known widely as “Bill,” served as chairman of Adolph Coors Co. from 1959 to 2000 and vice chairman until 2002.

The Princeton-educated chemical engineer started his career at the company in 1939. During his more than 65 years with the company, he contributed heavily to the company’s rise from a regional brewer, distributing in only a few western states, to one of the world’s largest breweries. Under his watch, Coors survived and prospered while hundreds of breweries went out of business. “The fact that we survived and even grew over the years when so many breweries went out of business was an accomplishment that all Coors employees can be proud of,” he would say.

“Our company stands on the shoulders of giants like Bill Coors. His dedication, hard work and ingenuity helped shape not only our company but the entire beer industry. We honor his memory by rededicating ourselves to continuing the work he loved so much — brewing the best-tasting, highest-quality beer to share with family and friends,” Mark Hunter, president and CEO of Molson Coors, said. “Perhaps the most remarkable achievement was his ability to steward the company through its greatest period of growth and expansion, while preserving a culture where people matter most.”

Bill Coors’ first job was working for Coors Porcelain Company, which has evolved into today’s CoorsTek. In 1946, he transitioned to the Golden brewery, where he’d go on to cement his legend in beer history.





Get a ride ho, ho, home

Mike's is giving everyone a ride home with Lyft this holiday season. All riders* text MHLRIDESMART to 55678 to claim a FREE ride (up to \$10) from Lyft!



Drink on the bright side

*Code valid for up to \$10 off one ride per user for a ride taken from 11/15-11/19. Limited time only, while supplies last. Terms subject to change. Discount does not apply to tips, cancellation fees or damage fees and any such charges are the responsibility of the Lyft user. Subject to the Lyft Terms of Service. Offer valid while supplies last. By redeeming this offer, you agree to release and hold harmless Mike's Hard Lemonade Co. and its parent company, affiliates, subsidiaries and the directors, officers, agents and employees of any of the foregoing from any and all liability arising from participation in this offer. Offer not valid for employees of Mike's Hard Lemonade Co., alcohol or beverage wholesale or retail businesses or members of their families or households. MIKE'S IS HARD, SO IS PRISON. DON'T DRIVE DRUNK. Premium Mal Beverage. ©2015 Registered Trademark and Copyright owned by Mike's Hard Lemonade Co., Chicago, IL.

This holiday season mike's is partnering with the popular ride share app Lyft to ensure everyone gets a safe ride home during the holiday season. Consumers who text in will receive a code that can be used toward \$10 off their next ride with Lyft. There is a limit of one code per person and will start November 1st. mike's hopes everyone has a safe holiday and wonderful holiday season. As always, drink on the bright side!



Yuengling

TRADITIONAL LAGER

AMERICA'S OLDEST BREWERY

Yuengling

TRADITIONAL LAGER

Original Amber Beer

MC PITTSBURGH, PA

**THIS HOLIDAY,
SPREAD
SOME CHEER**

Yuengling's holiday program combines America's love for the season of giving with Yuengling Traditional Lager; the perfect beer for celebrating the holidays. Whether you are stringing up the lights or having the family over, the rich amber color and well-balanced taste make it the obvious choice to help

Spread Some Cheer!

Yuengling

SAVE UP TO \$4

BY MAIL, OFF PARTICIPATING YUENGLING PRODUCTS

Two bottles of Yuengling beer are shown on the right side of the advertisement. The bottle on the left is green and labeled 'Yuengling Traditional Lager'. The bottle on the right is brown and labeled 'Yuengling Light Lager'. Both bottles have the Yuengling eagle logo on their main labels.



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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.

