



November and December Newsletter

Frank B. Fuhrer Wholesale Company

Volume 6

11/01/2016

THIS HOLIDAY SEASON, WE PRESENT TO YOU THE 12 BEER STYLES OF CHRISTMAS THAT YOU MUST EXPERIENCE THIS WINTER (OR YOU MIGHT GET A LUMP OF COAL IN YOUR STOCKING). ENJOY!

1. Wake up, it's Christmas! Want to know what Santa brought? A good ol' [American IPA](#). This twelfth beer style of Christmas is exactly what you'll need to get through every last bite of [Grandma's green bean casserole](#) later today. But besides from that, light a fire, play some holiday music, put on your favorite (or least favorite) [ugly Christmas sweater](#), and create an experience to remember with an American IPA.
2. It's Christmas Eve. [Santa's](#) coming! But before Santa gets here, we're all doing something Christmassy, right? We know you haven't had enough beer yet either, so here's another great story about beer to tell you friends and family in front of the fireplace. The eleventh beer style of Christmas was one of [Shakespeare's](#) favorites, the [English Strong Ale](#). Well, maybe we're not certain of that, but his dad was an ale-taster in England, and Shakespeare references the beer a zillion times (okay, about a dozen times) in his plays. 'I would give all my fame for a pot of ale.' Aw, you don't have to do that Shakespeare, we'll still give you a pot of ale. Now finish up your beer, Santa's coming!
3. So far this holiday season, we've been drinking tons and tons of heavy, malty beers. Let's 'spice' up our pallets and bring in some variety with the [Sour Beer](#) as the tenth beer style of Christmas. It seems like all of these beers are good for drinking or sharing fun facts at a holiday party, so once again awe your friends with what you know about sour beers. They're brewed with certain yeast strains or bacteria! Wait, don't put your beer down quite yet! Take a sip? It's the best bacteria you've ever tasted, huh?
4. Okay guys, make sure you're sitting down for this one. Sitting yet? Good. The ninth beer style of Christmas is the [Barleywine](#). You know, those intense malty, bitter, super high in alcohol brews? These beers are complex and many are aged for years. So, slow down, have a seat and savor this unique style. Try it on the couch while watching your favorite [holiday comedy](#). Sounds like a great night to us!
5. Most of these beers can be found at your favorite tap room or bottle shop, but the eighth beer style of Christmas sometimes might only be found at the brewery. But, hey! There's bound to be a brewery not so far away where you can find an [Old Ale](#). These unique ales are brewed during the winter months, and sometimes bottled. These old souls tend to mature more after bottling, hence the name, so go to your favorite brewery and ask for a fresh one
6. Oh so you were happy with the Cream Ale? Let's cheers the Canadians before we go on to the next one. Cheers! Okay, now for the seventh beer style of Christmas (you'll be just as happy), the [Oatmeal Stout](#). It's super smooth and sweet, just like the [holidays](#). Okay maybe the holidays are more stressful than smooth sailing, but at least we have beer for that! The Oatmeal Stout can be served as a Winter Warmer. Warm up to one of these tonight.
7. [Canadians](#) make good beer too. The sixth beer style of Christmas was taken up by Canadians. Oh, don't frown, American craft beer lovers, it's actually quite tasty! The [Cream Ale](#) is light and refreshing. Hey! It's Friday, bring it to a holiday party tonight and its low malty sweetness is sure to complement well with the eggnog and holiday desserts. Trust us (and Canada), you'll be satisfied with the Cream Ale.
8. Besides weather and ingredients, did you know that war affects beer too? We're serious. The third beer style of Christmas is the [Porter](#), which in earlier times would be considered strong today. Wonder why it's not as strong now? Yep, the Napoleonic War did it. The war resulted in increased taxation, so the original gravity of Porters in England was decreased. Share this historical fact with your friends tonight while sipping on a Porter.
9. The fourth of the beer styles of Christmas is something not too light and not too dark. [The Brown Ale](#), with its caramel and chocolate flavors, will complement those [Christmas cookies](#) you can't stop eating. Sheesh, save some for Santa! What's so great about the Brown Ale is we don't only get to drink it during Christmas. It's sort of an all-weather beer, carrying a bit of weight for cold weather, and not too heavy for warm weather. Now that sounds like a California beer!
10. Bock Bock! Is that a chicken? Oh no, it's something much better. It's a [Doppelbock](#), the third of our beer styles of Christmas. This strong German bock is a meal in a glass. True story guys. Monks used to drink it during times of fasting, calling it liquid bread. This popular German beer may be a meal by itself, but we prefer to pair it a meal of bold flavors. Bring a Doppelbock to a holiday party, and it's bound to pair well with the main dish, and, of course, keep you warm.
11. Remember all those [Pumpkin beers](#) you were drinking last month? Well, they're part of another delicious style we can't get enough of. That's right, the second beer style of Christmas is the [Spiced Beer](#). From Pumpkin ales, to Christmas brews, Spiced Beers are a way for the brewer to expand their limits, like yesterday's warmer. What's better than a creative brew? And of course, Spiced Beers have the warming finish we crave during the winter. (Yes, it's still cold in [California](#).)
12. The first beer style of Christmas we'd like to share with you is the [Winter Warmer](#). In case you couldn't tell, it will warm you up. Yes, even us Californians need something warm during the winter. It's malty goodness makes it a top choice for sipping during the colder months. Winter Warmers are all very unique to each brewer, and covers a range of other styles. This is what makes this brew so special. Grab a Winter Warmer today and share.

ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES



Promotional Packages are 30-Pack 12oz. Cans, 24-Pack 12oz. Cans and 18-Pack 12oz. Cans.

Bud Light is excited to announce the launch of our Super Bowl Tickets for Life promotional packaging. Upon finding a seeded gold can within specially marked packages of Bud Light, consumers can enter the sweepstakes for a chance to win Super Bowl Tickets for Life – a once in a lifetime opportunity for casual and diehard NFL Fans alike.

Packages will be available
November 28th.



Budweiser 16oz Aluminum Bottles



Budweiser 16oz Aluminum Bottles will have a thematic change for the 2016 holiday season. The metallic tone graphics will be featured on the twist off 3/8-pack, 2/12-pack and 20-pack 16oz. Aluminum Bottles beginning November 7th.



Elysian Dayglow

Elysian Dayglow available year round in 24/12oz NR 4/6 and Half Barrels beginning in November. Head Brewer Josh Waldman describes Elysian Dayglow, “When the growers first brought us Mosaic hops, we knew we could make a distinct and

sharp IPA with them. Fruit forward, with an intense hop pungency from a mix of Mosaic, El Dorado, and Centennial hops layered over pale, dextrapils, and wheat malts, Dayglow focuses on heavy plum, peach, and berry aromas amid that hint of wheat.”



ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



Available now, Ithaca Box of Hops

Featuring Flower Power IPA, Hopmanian Devil IPA, Dr. Zaic Mosaic IPA and Pacific Gravity Double IPA.

Flower Power IPA – Enjoy the clover honey hue and tropical nose. This IPA is simultaneously punchy and soothing with a big body and a finish that boasts pineapple and grapefruit. ABV 7.3%

Hopmanian Devil IPA – IPA with New Zealand Hops. Notice the wine character and variety of fruity, spicy, floral, citrus and pine notes. Unfiltered to add extra body and richness to the finish.

ABV 8%

Dr. Zaic Mosaic IPA – a single hop IPA, using Mosaic in every phase of brewing, including a double dry hop, promoting notes of rich mango, lemon, citrus, pine and blueberry. ABV 7.5%

Pacific Gravity Double IPA – A big citrus IPA, brewed with fresh orange and lemon zest and a dynamic combination of hops. This beer is balanced with notes of citrus and a range of tropical flavors. ABV 8.5%



ITHACA MIDNIGHT SUN BLACK LAGER

Named for an episode of the “Twilight Zone” that references a painting of one of Ithaca’s waterfalls. Midnight Sun is black to deep ruby, with a tan head, smooth lager finish and mouth feel. A moderate level of malt character from German Pilsner, Munich and Black Malts is perfectly balanced by German hop

characteristics. Flavors and aromas include chocolate, coffee, mild roastiness, with caramel, toffee, and noble hop spiciness.



Available in
24/12oz NR 4/6
and Half
Barrels early
November.



FILL YOUR HOLIDAYS AND TASTEBUDS
WITH FESTIVITY

Every year we brew a winter warmer ale to celebrate the holidays. To make each year's special, we alter the recipe. This year we wrapped caramel and dark fruit malt flavors inside a creamy, toasty, ruby-hued ale. Fill your holidays with Festivity!

ABV: 7.7%

IBU: 50

Color: Ruby Brown

Malt: Pale, Munich, Crystal and Caramel Malts

Hops: Pilgrim, English Golding

Available November 7th in 12oz NR 4/6
Bottles and ½ Barrel Draft



ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



Virtue Ciders

Michigan Brut 12oz NR 6/4-Pack and Sixth Barrels

Michigan, like all great apple regions, is on a coast. The maritime rainfall for the local orchards. We use all sorts of Michigan family farms. The blend of these heirloom apples creates a impossible to achieve with just a few varieties.

The scent of ripe apples invites you to the glass. Layered notes French oak barrel bring you to the place and process where the Brut bears the scent of crisp apple, and citrus notes, with a bit of and crisp up front, it follows with a tart, dry, lightly oaky lingering



climate provides generous apples, grown on local complexity of flavor which is

from the orchard and the cider is made. Michigan yeasty goodness. Clean finish.

The Mitten 12/25.4oz NR and Sixth Barrels

The Mitten is a Winter cider, a blend of last season's best, aged in new season's fresh pressed apple juice. You'll find notes of vanilla, caramel, and charred American oak, balanced with the best of the orchard – over –ripe apples and their sweet, tart, earthy juice.

Many barrels are filled, but only a small portion – the very smoothest – will find their way into The Mitten. It's a cider that is as much a tribute to the shape of "the Mitten State" of Michigan as it is to the warming, comforting things we hold dear every Winter in the Midwest.

Lapinette 12/25.4oz NR and Sixth Barrels

The way we hear it, in the Springtime, when the apple growers of Normandy see little rabbits in their orchard, they are guaranteed a bountiful harvest. The young rabbits bring good luck to the apple farmer, as they never leave their warren until after the final frost.

Virtue's Lapinette Norman-style Cidre Brut is reminiscent of the old days in France, before the great wars, when wine makers of the south shared their used barrels with their northern cousins. The resulting ciders were a little bit rough, unfiltered with a balance of flavors from the fruit, the farm, and the barrel. Virtue has recreated this traditional cider by sourcing tart fruit, patiently aging for months in French oak barrels. Lapinette offers a complex nose of both farm and barrel, with a refreshingly dry, mineral finish.



ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



New Belgium Brewing 2016 Winter Special Release

Ben & Jerry's Collaboration Chocolate
Chip Cookie Dough Ale

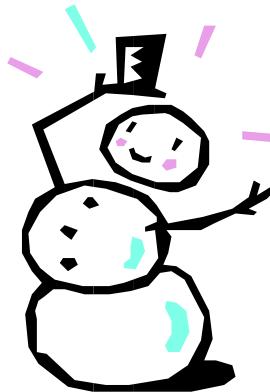
The B Corps are back with another delicious way to help Protect our Winters Combat climate change. This year's libation incarnation is a blonde ale inspired by one of our all-time favorite flavors: Chocolate Chip Cookie Dough. Dosed with chocolate, brown sugar and vanilla goodness, this beer proves that using business as a force for good tastes good ABV 6%



Available October 31st in 12oz NR 4/6 Bottles

New Belgium Accumulation Ale

It's winter and snow is falling. We suggest sitting back and watching it pile up with a tasty glass of Accumulation Ale. This white IPA is all about hops and wheat. Accumulation pours unfiltered, white-gold, as a snowy head drifts atop. Tropical aromas from the Mosaic and Amarillo hops spill from the lip. Boosted with a nice bitter bite,



the hops recommence for a soft fruit flavor of peaches and a hint of citrus. Accumulation lets lots of snow, and a few bottle caps, build for a season's storm. 6.2% ABV 55 IBUs

Available October 31st in 12oz
NR 4/6, 12oz NR 2/12, Half and
Sixth Barrels.



Announcing Nitro Chocolate Orange Stout!

Breckenridge Brewery and Cholaca are celebrating National Chocolate Day in a big way. They announced the release of Breckenridge Brewery's second Nitro Series seasonal, Nitro Chocolate Orange Stout. Brewed with orange zest and locally sourced Cholaca, pure liquid cacao, and topped by the velvety texture of the nitrogen head, Nitro Chocolate Orange Stout is the perfect wintertime indulgence.

A twist on an American style stout, Breckenridge Brewery uses Cholaca, pure liquid cacao, and organic orange zest to offer a new way to experience traditional holiday flavors. Roasted malts complement the chocolate and orange flavors. Mandarina Bavaria hops, a recently developed hop variety from Germany, impart subtle tangerine aromas, enhancing the citrus notes of the beer. Nitro Chocolate Orange Stout



is the latest addition to Breckenridge's nitrogen-charged can lineup joining Nitro Pumpkin Spice Latte Stout, Nitro Vanilla Porter and Nitro Lucky U IPA.

IBU: 13 | ABV: 6%

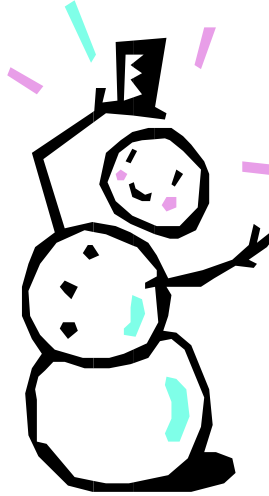


Smirnoff Spiked Sparkling Seltzers

New Smirnoff Spiked Sparkling Seltzers are a delicious blend of crisp, refreshing taste and bubbly carbonation.

Enjoy all three Smirnoff Spiked Sparkling Seltzers – Cranberry Lime, Watermelon and Orange Mango – in one convenient mixed pack.

Availability: November
year-round



Shiner Homespun Cream Ale



Homespun Cream Ale is inspired by classic American recipes, and is homespun in Shiner, Texas. It's brewed with an extra helping of specialty wheat malt to give it a velvety smooth, creamy mouth feel. Pale gold in color,

Homespun is a sessionable go-to

brew with a crisp, refreshing finish.

ABV: 5%

Packages: 12 oz. bottles and draught

Availability: Year-round, beginning in late October

COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

Shiner Holiday Cheer

This holiday dunkelweizen practically unwraps itself with hints of Texas peaches and pecans. Caramelized malts give this seasonal brew a uniquely rich, malt body that's perfect for the holidays.

ABV: 5.4% Packages:

12 oz. bottles, 12 oz. cans and draught

Availability:

November





Travelers Winter Variety Pack



The Travelers Winter Variety Pack includes: Grapefruit Shandy, a deceptively delicious wheat beer made with real grapefruit; Jolly Traveler Winter Shandy, a wheat beer made with real orange, pomegranate and holiday spices; Honey Ginger Shandy, a bright, vibrant wheat beer brewed with real ginger & clover honey and Euro Diesel Traveler Cola Shandy, an American wheat ale brewed with traditional cola flavors.

Availability: November

Jolly Traveler Winter Shandy



Jolly Traveler is a cheerful winter beer inspired by the senses of the season. A wheat beer made with real orange, pomegranate and holiday spices, this Traveler is a refreshing libation for the season of festivity. Jolly, merry and bright.

ABV: 4.4% Packages: 12 oz.bottles and draught Availability: November



Coney Island Plunge

The Plunge is a slightly hazy, golden, Belgian-style ale with a big citrus aroma. This full-bodied, malty beer has a big spice character that comes to life at first sip.



Coney Island Winter Variety Packs

The Coney Island Winter Variety Pack includes: Island Lager, a classic, dry-hopped American lager with a complex, malty backbone; Mermaid Pilsner, a light-bodied, crisp, nicely hopped lager; Overpass IPA, a deep golden, richly aromatic IPA with big, juicy citrus and tropical hop aromas and The Plunge, a slightly hazy, golden, Belgian-style ale with a big citrus aroma, a full body and a



Samuel Adams Winter Lager

Sam Adams Winter Lager, newly designed this year, is a spiced wheat bock brewed with fresh ground cinnamon, ginger and orange peel. The Samuel Adams brewers searched the world for Winter Lager's spices, trying dozens of cinnamons before landing on a blend from Southeast Asia. Unlike the more common varieties, this blend contains Indonesian and Vietnamese cinnamons, which offer just the right warming spice to complement the beer without overpowering

it. Winter Lager is brewed with five malts, balanced by Hallertau Mittelfruh and Spalt Spalter Noble Hops. Its deep, smooth flavor and malty finish make this beer ideal for enjoying on cold winter nights. **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans and draught (also available in the Winter Classics Variety Pack) **Availability:** November



Samuel Adams White Christmas



Complete with new bottle graphics and package design, White Christmas is a refreshing, unfiltered white ale brewed with cinnamon, nutmeg and orange peel to create a distinct, spicy and citrusy character. The wheat, German pilsner malts and

"Complete with new bottle graphics and package design"

Sam Adam's 2-row pale malt create a medium-bodied brew with slight sweetness and crisp cereal notes, balanced by subtle, citrusy notes from Spalt Spalter Noble hops.

ABV: 5.8% **Package:** 12 oz. bottles only **Availability:** No-

Samuel Adams Winter Classics

The Winter Classics Variety Pack delivers on holiday flavors to complement many different holiday activities. Included in the wintry mix are: **Boston Lager**, a perfectly balanced, complex and full-bodied brew; **Winter Lager**, a bold, rich lager with a touch of holiday spice; **Old Fezziwig**, a full-bodied brown ale made with a blend of traditional

"wassail" spices; **Ginger Beer**, a crisp beer that emits subtle hints of citrus with a lingering ginger note and slight spiciness; **Hopflake White IPA**, a medium-bodied wheat IPA with delicate notes of honey and sweet lemon that complement a bold citrus profile



and **Chocolate Bock**, a smooth, rich, dark beer with a robust flavor and creamy texture of chocolate.

Availability: November



Guinness Rye Pale Ale



Last December, a few brewers at The Open Gate Brewery got together and made Rye Pale Ale as a holiday gift for their colleagues, friends and families. Everyone liked it so much that they put it on tap at the brewery where it's been getting rave reviews. They've moved production to the big brewhouse and will now share it



with everyone! The rustic, spicy character of the rye grain gives this amber ale a peppery bite, balanced with citrus and grapefruit from the Mosaic and Cascade hops.

ABV: 5% Package: 11.2 oz. bottles only

Availability: Now, in limited quantities



Guinness Antwerpen Stout

This special stout has long been a secret pleasure among beer connoisseurs who value the mouth-watering intensity of its roasted malt, smoked wood and licorice notes, not to mention its excellent and seemingly endless finish. Since 1944, Guinness has been importing this

"Since 1944, Guinness has been importing this special stout into Belgium through the vibrant port of Antwerp. Now, thanks to The Brewers Project"

special stout into Belgium through the vibrant port of Antwerp. Now, thanks to The Brewers Project, it will be available outside of Belgium for the first time! Rich and dark in appearance, Antwerpen Stout is full-bodied and smooth on the palate with some sweetness and butter-scotch notes, balanced by wood and licorice

flavors. The finish is smoky and roasted with lingering bitterness. ABV: 8% Package: 11.2 oz. bottles only

Availability: Now, in limited quantities



Guinness Draught Gilroy Cans

Guinness continues to spotlight their history and heritage this season with limited edition Gilroy cans. The special collectible cans celebrate the famed Guinness campaigns of the '30s, '40s and '50s, created by artist John Gilroy.

Availability: November





Blue Moon Winter Brewmaster Sampler

The Winter Brewmaster Sampler features four Blue Moon beers, perfect for the holiday season:

Cappuccino Oatmeal Stout, Cinnamon Horchata Ale, Belgian White Belgian-Style Wheat Ale, and Cocoa Brown Ale Brewer's Select.

Availability: November



Caption describing picture or graphic.



Blue Moon Cappuccino Oatmeal Stout

Cappuccino Oatmeal Stout is aged with decaf coffee and cocoa powder. The fresh-roasted coffee notes are balanced by the addition of Belgian dark candi sugar for a subtle sweetness. Oats and rice give this seasonal stout a nice coffee-with-



cream appearance and taste. Try it with corned beef, barbecued ribs, chocolate truffles or coffee cake.

ABV: 5.9%
Packages:

12 oz. bottles and draught (also available in the Blue Moon Winter Brewmaster Sampler)

"Also available in the Blue Moon Winter Brewmaster Sampler"



Harpoon Winter Warmer

A touch of cinnamon and nutmeg give this full-bodied ale its festive flavor.

Fitting for a season steeped in tradition, this classic winter ale is ready for revelry – especially now in its new duds.

ABV: 5.9%



"Now in its new duds."

Packages: 12 oz. bottles and draught

Availability:
November





Harpoon 'Tis the Seasonal Winter Mix Pack

We all have fond memories of a snow day: the “no school” announcements on TV, the coziness of home while the snow falls, and the sparkling winter wonderland afterward. It’s not quite the same as an adult, but being snowed in today is still pretty fun. We’ve assembled a mix of four great Harpoon beers with snow days in mind, though we think we’ll

make any winter occasion special.

This holiday party in a box contains four Harpoon favorites:

IPA, Sweet Spot, Winter Warmer (with a new look!) and Vanilla Bean Porter.



Winter just got a little warmer!

Availability:
November

UFO Winter Blonde

Whether skiing the snowy trails or enjoying a jovial game night, there’s nothing like capping off your winter adventures with this delightfully refreshing winter treat.

Hazy and golden in color, this unfiltered Vanilla

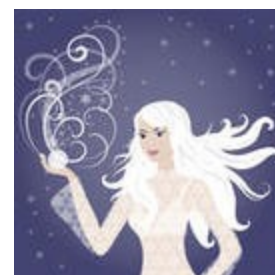


Cold Brew Ale balances a subtle vanilla sweetness with a hint of cold brew coffee.

ABV: 4.9%
Packages:

12 oz. bottles and draught

Availability: November



UFO Holiday Voyager

Whether you’re sitting around a warm fire ready to trounce your friends in Cards Against Humanity or stocking up your fridge for an ugly sweater party, there’s no better time to reconnect and get together with friends and family than the winter. And when you do, you want flavorful, refreshing beers for everyone (... even

that picky uncle you only see twice a year). Holiday Voyager is here to make the winter months more jolly. This all-can pack includes the delightfully spiced and citrusy UFO White, our brand new subtly sweet vanilla cold brew ale, UFO



Winter Blonde, the all-natural raspberry stylings of UFO R.A.Z., and the lip-smacking good UFO Hefeweizen. String up the lights and enjoy!

Availability: November



Add a little sparkle to you holiday season with Verdi and Sparkletini

Verdi Spumante is a natural, sparkling beverage imported from Italy.

Deliciously sparkling and zesty, it has a soft and fruity flavor. Serve chilled to fully enjoy its balanced, clean, delightful taste.

Verdi Spumante is a perfect crowd pleaser for every occasion. Its

elegant taste appeals to all...and its re-sealable cork closure preserves the sparkle until you're ready for the next glass.

This malt beverage with natural flavors is the new fun drink alternative and the fastest growing sparkling Italian Spumante in the U.S.!



Mikes TGI Fridays Long Island Iced Tea



Ready to serve
Long Island Iced
Tea

Flavored Malt
Beverages.

Cocktail
Inspired Year
Round Offering

Details

An exciting combination of rum, tequila, gin, and vodka make this classic concoction a perennial favorite.

Available Packages 16oz Cans



Now Available in 24/12oz NR 2/12

Left Hand Milk Stout Nitro

Taking America Back. Dark & delicious, America's great milk stout will change your perception about what a stout can be. Pouring hard out of the bottle, Milk Stout Nitro cascades beautifully, building a tight, thick head like

hard whipped cream. The aroma is of brown sugar and vanilla cream, with hints of roasted coffee. The pillowy head coats your upper lip and its creaminess entices your palate. Initial roasty, mocha flavors rise up, with slight hop & roast bitterness in the

finish. The rest is pure bliss of milk chocolate fullness

Available: Early
November





Yuengling Variety Pack

Bring the Yuengling family of beers to every holiday celebration!

Once again, Yuengling will be releasing their popular variety pack this year. The package itself boasts bold, bright colors to catch the consumer's eye and makes for attractive holiday displays. Included in the mix are:

Yuengling Lager, Light Lager, Black & Tan and Lord Chesterfield Ale. The assortment of styles is sure to satisfy the tastes of all your customers.



Availability: Now!

Yuengling IPL



A truly unique brew, Yuengling IPL (India Pale Lager) is bursting with complex hop notes like an IPA, but with a well-balanced lager base that allows the Bravo, Belma, Cascade and Citra hops to shine.

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

Availability: November

RIVAL IPA AN 'OVER THE TOP' ALE

Contrary to its name, Rival's ingredients work in perfect harmony for a bold, balanced IPA. The recipe starts with a base of pale crystal and rye malts, and Bravo and Nugget bittering hops. Then whole flower Chinook hops go into the hopback, extracting that signature pine character.

Finally, Rival is dry hopped with Centennial, Citra, Simcoe and Columbus hops, giving this amber-colored IPA a complex citrus profile.

Now available

6-pack, 12-pack; 1/6 keg, 1/2 keg





Sierra Nevada Snowpack Seasonal Sampler

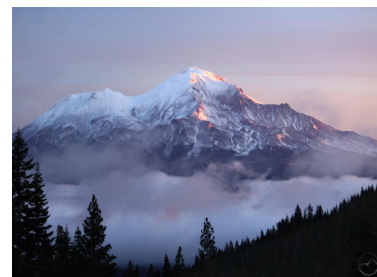


When the winter winds begin to howl, hunker down with good people and great beer to ride out the storm. Snowpack makes the mercury rise with a spectrum of beer flavors from bright, citrusy hops to sweet maple, rich coffee and smooth, roasted malts.

Each loose-pack case contains six bottles each of:

Pale Ale, Coffee Stout, Cascade Single Hop IPA and Maple Scotch Ale.

Availability: Late October



Sierra Nevada Celebration Ale

It just wouldn't be the holiday season without the annual release of Sierra Nevada's legendary Celebration Ale. This holiday favorite was first introduced in the winter of 1981, and since then, it has become a welcome addition to the holiday table. Each year, debates



rage about the brewery's choice of spices for this holiday beer. In reality, the unique, spiced flavors of juniper and citrus rind come from dry-hopping with a blend of fresh, whole-cone hops. Celebration Ale is also a versatile food beer, pairing well with many traditional holiday staples. Its full, creamy body, and clean,

moderately bitter finish work well to cut through the rich flavors of turkey and sage stuffing, roasted honey ham, standing rib of beef and succulent Christmas gravy.

ABV: 6.8% Packages: 12 oz. bottles and draught

Availability: November

Mike's Hard Chilled Cherry Lemonade

Mike's Hard Chilled Cherry Lemonade jumps off the shelf with its vivid red color and slightly cloudy appearance. Like all Mike's Hard Lemonade flavors, Chilled Cherry has a very fresh and natural aroma. In this instance, it's a sweet, cherry aroma with hints of almond and

vanilla. The taste is clean, refreshing and very sessionable – not syrupy – with fresh, ripe cherry notes.

ABV: 5% Package: 11.2 oz. bottles only

Availability: October





Great Lakes Christmas Ale

Do not open 'til Christmas? Whoever coined that phrase obviously hasn't tasted Great Lakes Christmas Ale's fresh honey, cinnamon, and ginger flavors. A Yuletide's worth of holiday spices and sweet honey will keep you a-wassailing all season long.

Unwrap our label artwork to discover a wreath surrounding a candle—a holiday symbol of unity

and light. And to make your spirits even brighter, ride your one-horse open sleigh over to our brewpub for friends, family, and pints full of holiday cheer

Availability: November

ABV: 7.5%

Packages: 12 oz. bottles and draught



Great Lakes Blackout Stout

Bold and dark as a power-less metropolis, our Russian Imperial Stout commemorates the infamous 2003 blackout that briefly left some 55 million people utterly unplugged. Pitch-dark and rich, kindled with black malt and roasted barley, and illuminated by flickers of bitter hops. Shine a light on our

label artwork to find '03, a nod to the year our region was kicked off the grid and taught an important lesson: when life hands you a blackout, hang out with your neighbors and help finish each other's rapidly-warming beer.

Packages: 12 oz. bottles and draught

Availability: November

GREAT LAKES OHIO CITY OATMEAL STOUT IS BACK!

Throw on a scarf and hit the town, because a little cold weather shouldn't stop you from enjoying a neighborhood favorite [Ohio City Oatmeal Stout](#)! Dark and roasty yet light and smooth as a fresh coat of snow, our Oatmeal Stout is the perfect complement to a cozy night at your favorite neighborhood bar.

Ohio City Oatmeal Stout's nostalgic wintry label includes references to the brewpub's cobblestone street, the historic West Side Market, the oats that give their Oatmeal Stout its smooth and creamy



texture, and a nod to the historic Leonard Schlather Brewery, whose stables once occupied the building that's now home to their production brewery. **Now Available**



Duclaw For Pete's Sake

If you're a fan of Sweet Baby Jesus, then you will love the Imperial cousin of Sweet Baby Jesus

For Pete's Sake! An Imperial version of Sweet Baby Jesus, a Chocolate Peanut Butter Porter, raises the bar again with its silky, full body, big roasted malt flavor and aroma dominated by rich notes of peanut butter and chocolate, subtle fruit and coffee

notes, and a strong, warming 9% ABV. For Pete's Sake! It's a whole new level of Chocolate Peanut Butter Porter!

Another fun fact? This Chocolate Peanut Butter Porter makes for a PERFECT ingredient in Chocolate Peanut Butter Beer Cupcakes.

12 oz Bottle / Keg /
Limited Release /November



Duclaw 865 Coffee Stout

This medium-bodied stout is black in color with a large, lingering tan head, creamy mouthfeel, and intense roasted coffee flavors and aromas (without any additional coffee bitterness) from an

"Won the gold medal in the 'flavored beer' category in 2014"

addition of cold steeped, Cafe Racer XXX 865cc coffee roasted locally in Baltimore, Maryland.

12 oz Bottle / Keg /Limited
Release /November

Duclaw Guilty Filthy Soul

This 7.7% abv, medium-full bodied porter boasts a rich aroma of roasted malt and cocoa, and big chocolate and roasted malt flavors accented by underlying notes of rye and coffee. The addition of real chocolate to the beer not only adds to the flavor profile, but also contributes to the

velvety mouthfeel and crisp, bittersweet finish. eXile: always unexpected, always original, always delicious.

12 oz Bottle / Keg /Limited
Release /November





HOLIDAY
TRADITION
SINCE 1975

ANCHOR CHRISTMAS: THE FORTY-SECOND RELEASE

This is the forty-second annual “Our Special Ale” from the brewers at Anchor. It is sold only from early November to mid-January. The Ale’s recipe is different every year, as is the tree on the label, but the intent with which we offer it remains the same: joy and celebration of the newness of life. Since ancient times, trees have symbolized the winter solstice when the earth, with its seasons, appears born anew. This year’s tree is the “1,000 Mile Tree” or the lone pine

found during westbound construction of the transcontinental railroad. OVERALL A deliciously smooth winter warmer with a strong malt backbone and notes of seasonal spices, chocolate, and roasted nuts.

**12oz NR 2/12 packages
Available**



Boulevard Snow & Tell



A perfect winter beer for curling up by the fireplace, this malt blanket features prominent toffee and caramel notes with just a hint of smoked malt. A subtle spiciness is provided by hopping with Magnum, Chinook and Styrian Goldings.

Availability: November through December, Bottles and Draught



Jubelale a festive winter ale

Each year, Deschutes Brewery features unique label artwork for Jubelale. Here is the label for the 2016 release just received federal approval (yes, the government must approve each and every label design).

Warm spiciness and tradition

grace this bold winter ale. The deep garnet color pairs perfectly with holiday celebrations.

A festive winter ale with chicory, dried fruit and toffee notes. A robust ale with a



warming spice.
6.7%-AbV and 65 IBU

Available

October – December.



Rogue Santos Private Reserve



Rogue's annual holiday offering, Santa's Private Reserve, is a variation of the classic Saint Rogue Red, but with double the hops—including Chinook, and Centennial, and a mystery hop called Rudolph by head brewer John "more hops" Maier! Goes great with Pork or Beef. ABV:5%. IBU's: 65.

Available in November



Don't Eat the Yellow Snow Drink it !



Pale golden in color with a hoppy fruity aroma. Big hop flavor up front complemented by medium body and hop-pyness mid-palate. It finishes with a characteristic, lingering bitterness. Rogue Ales Yellow Snow IPA (6.5% ABV) is brewed

from CaraFoam; Melanoidin; 2-Row & Rogue Farms Dare & Risk Malts; Amarillo Hops; Free Range Coastal Water; Pacman Yeast; and nothing else.

Available November 12-ounce bottle and 1/2 Kegs



Wyndridge Snow Owl Imperial Stout:

On tap will be Wyndridge Snow Owl Imperial Stout: Brewed for short days and cold nights, this farm-favorite is meant to be shared with friends and family. Snow Owl is packed with deep, roasty character and lightly

spiced with a blend of holiday spices. ABV: 10%

1/2 Kegs only
November re-lease





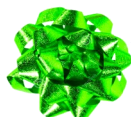
Gifts That Won't Be Re-Gifted

Samuel Smith's Gift Box

Samuel Smith's Gift Box contains 18.7 oz. "Victorian Pint" bottles of: Oatmeal Stout, almost opaque deep brown color, this beer has a gentle roasted barley aroma, an unusually silky texture and a complex, medium-dry velvet palate with enticing fruitiness; India Ale, an authentic IPA from the nation that invented the style, India Ale has a restrained maltiness and an emphasis on the aroma and

flavor of hops from England's finest farms and Organic Chocolate Stout, a full-bodied stout with a roasted barley flavor and fruity notes from the Samuel Smith yeast strain – all supported by a lush chocolate aroma, taste and finish. Each case includes four gift boxes.

Availability: November



Gifts That Won't Be Re-Gifted

Samuel Smith's Winter Welcome Ale

The 2016-2017 release of Winter Welcome is the 27th year for this classic – the first imported winter seasonal beer sold in the U.S. This year the label art is a couple pulling a holiday cracker or Christmas cracker (sometimes

"A floral aroma, delicious caramel malt flavor with great finesse and a fruity note"

known as a bon-bon), a fun tradition that started in England over 150 years ago. Winter Welcome is honey-amber in color with a creamy head of small bubbles, a floral aroma, delicious caramel malt flavor with great finesse and a fruity note in

the finish from fermentation in open-topped stone Yorkshire Squares.

ABV: 6%

Packages: 12 and 18.7 oz. bottles

Availability: November



Gifts That Won't Be Re-Gifted

Lindemans Gift Box

New for 2016, the Lindemans Gift Box contains 25.4 oz. (750 ml) bottles of Lindemans Framboise (Raspberry) Lambic, and Lindemans Pêche (Peach) Lambic – the beautiful wild-fermented ales from Belgium's Senne River Valley. Each bottle is embossed with the brewery logo and closed

with a cork and crown, then finished with a foil capsule. Two gold-rimmed, stemmed flute glasses with color logos are also included in the set. The box is full color, with a big die-cut to show the bottles. Each



case includes four gift boxes.

Availability: November





Gifts That Won't Be Re-Gifted

2016 OMMEGANG 3+1 HOLIDAY GIFT PACK

THE GIFT PACK It's always in demand, it's always enjoyed, but it's not always available. Our new 2016 pack, modeled after the brewery, is here! It holds a Signature glass and three of our fine ales, including a special variant of our famous Three Philosophers, which is unavailable elsewhere

The Beers included are

Hennepin Farmhouse Ale, Triple Perfection & Three Philosophers with Strawberry and Cranberry '3/(3-25.4 Nr w/glass Gift Box)-

Ships in November



Gifts That Won't Be Re-Gifted

Duvel Gift Box

Be proud to give The Golden Gift Box. This handsome package includes 4-11.2 ounce bottles of Duvel and one original Duvel glass for one low price. Top



fermented golden ale and bottle conditioned.

Four beautiful pours one great gift !!!

Available in November



Gifts That Won't Be Re-Gifted

Triple Karmeliet Gift Box

While traveling in Belgium, we've been impressed with how many "competing" brewmasters cite Tripel Karmeliet as one of their favorite Tripels. It's rapidly attaining status as one of the new classics of the Belgian brewing scene.

Brewed with oats, barley and wheat, Tripel Karmeliet has soft, full, rich grain character with hints of banana, vanilla, and a slight, pleasing bubble-gum aroma. A restrained hop bitterness



offers perfect balance and a gentle counterpart to its substantial maltiness.

Four Bottles Of 11.2 Triple Karmeliet With Glass In Each Gift Pack



TEXT TO WIN: UFO WINTER WHITE OUT

It's always the right time for a weekend adventure and UFO White wants to give you just that. You and three of your friends have a chance to win a long weekend at Sugarbush Mountain in Warren, VT, for a ski trip in March 2017. So grab your skis and sleds, hats and gloves, and of course, your drinking snow shoes for a fun-filled weekend with UFO White and your friends as you ski some of the best mountains New England has to offer!

Featured product: UFO White

DATES

11/15 – 1/16

PROMOTIONAL SUPPORT

Easel-Back

Case Tuckers

Display pieces (skis, sleds, winter hats, fire pit)

CONSUMER THEMED GIVEAWAYS

You plus 3 friends win a ski trip to Sugarbush Resort in Warren, VT for a long weekend in March, 2017. Travel, housing, ski passes, and of course, UFO, included.



Last year Corona shined bright and grew four times more than key competitors during the holiday promotional period. To amplify things this year, Corona is launching a new festive look for the iconic 'Feliz Navidad' campaign. With fresh photography that brings the beach celebration and social nature of the holiday front and center, materials will recruit new general market and Hispanic consumers to embrace, share and celebrate the carefree spirit of the holidays. To complement the new look, Corona will have media support featuring the Corona Extra "O Tannenpalm" ad which has been airing since 1990 (26 years!). Additional dedicated support includes social media, PR, festive POS and display enhancers



D.G. YUENGLING & SON · #YUENGLINGTRADITIONS SWEEPSTAKES



This holiday season, from November 1st through December 31st, Yuengling fans will be asked to share their #YuenglingTraditions for a chance to win their very own "Yuengling wish list".

Whether it's an ugly sweater party or an afternoon of tree decorating, consumers can share their holiday traditions, through words or pictures, on social media for a chance to win a \$500 Yuengling.com gift card or a Yuengling mug gift set.

Fans can enter to win on Yuengling.com, Facebook, Twitter or Instagram using #YuenglingTraditions.





YUENGLING MAIL IN REBATE



MAIL IN REBATE - START DATE :11/01/16

EXPIRATION DATE: 11/30/16

YUENGLING IPL UNTAPPD SWEEPSTAKES

This winter, Yuengling is running an IPL sweepstakes on Untappd (a social network for beer enthusiasts). Consumers will check in to IPL at an on-premise account in December and unlock a Yuengling IPL badge within the app. In January, if a fan checks in three times, while drinking an IPL, they will unlock Yuengling rewards!





CHRISTMAS ALE SPIRIT FIRST POUR WINNER ANNOUNCED



Over the past month, you've warmed our hearts with your photos and stories in our Christmas Ale Spirit First Pour contest. So many captured a sense of excitement, tradition, camaraderie, and holiday spirit! It was a tough decision, but we are excited to announce that the winner of this year's VIP First Pour experience is Michelle Thompson. Here's her story, which accompanied an [engagement photo](#) taken in our beer cellar:

"Each year my husband and I will not enjoy a Christmas Ale until we have had our first one of the season at the GLBC Pub. It's our tradition. Two years ago the tradition was made extra special when he proposed. I have attached the announcement photo of my new ring on my hand while holding my first Christmas Ale. Our wedding day was this June and included a stop at GLBC."

Michelle and her guest received a private tour of the brewery before being chauffeured to the bar with brewer Santa to enjoy the first trappings (and tapping) of the Christmas Ale season.

Thank you to everyone who entered our contest! Remember to keep sharing your photos and accompanying memories and stories using **#ChristmasAleSpirit**. We'll select weekly winners and send Christmas Ale prize packs through December!

Catch the Christmas Ale Spirit with Great Lakes

Are you a Christmas Ale superfan, or just an elflike human who loves all the holiday trimmings? Show us how you get into the Christmas Ale spirit at greatlakesbrewing.com/ChristmasAleSpirit, or tag a photo of your spirited, Christmas Ale inspired holiday preparations with **#ChristmasAleSpirit** on Twitter, Instagram, or Facebook to enter. Keep tagging your

Christmas Ale inspired photos with **#ChristmasAleSpirit** all season long for a chance to win weekly giveaways.

Entries must include reference to GLBC Christmas Ale in image or accompanying caption.

Must be at least 21 years old to enter. Additional rules and restrictions apply.





Sam Adams Launching New Rebel Juiced IPA Yr Round; 2 New Spring Seasonals; Craft Revolution "Ain't Over Yet"

Sam Adams announced 3 new brands for its 2017 lineup at annual Sam Adams GABF brunch earlier today. It's "continuing exploration of the IPA style" thru its Rebel series with new Rebel Juiced IPA, founder and chairman Jim Koch shared, starting end of this mo on draft followed by bottles coming Jan 2017 and cans in Feb. Rebel Juiced is a tropical IPA infused with mango juice that's "meant to really showcase the tropical fruit salad type of notes that you get out of some of the new american hops," including Mosaic, Mandarinina and Zeus strands. And that gets "amped up" with the mango juice. Rebel IPA series remains one of the few sources of growth for Sam Adams brand family this year. Even as Rebel IPA and Rebel Rider session IPA decline, new Rebel Grapefruit launch and Rouser double IPA growth are carrying series into the black. So it'll be interesting to see how that progresses next year with addition of another new flavor.

Then too, Sam Adams will introduce 2 new spring seasonals, both of which also have a citrusy component. First it'll launch Hopscale for Jan-Feb, a "wheat beer with a big but not overwhelming dose of american hops" to give it piney and grapefruit notes. At 30 IBUs, Sam Adams "wanted a little bit of dank in here" and "thinner" wheat malt base "helps bring the hops forward," Jim explained. Then Sam Adams launching new Fresh As Helles lager brewed with orange blossoms for Feb-Mar and into Apr. This is "a collision of two great brewing cultures" said Jim. A typical German Helles lager in the sense that it's a "very simple" single malt, single hop brew. But the inclusion of new hop strand Bavarian Mandarinina, an American influenced German hop, and adding orange blossoms takes that a step further. Altogether, that brings total number of seasonals to 5 next yr for Sam. There's "no rhyme or reason to it" other than notion that "if some beer is good, more beer is better," Jim quipped.

Craft Revolution "Ain't Over Yet," "We're in the Middle, Not at the End"; Jim Reflects on GABF's Past Jim reflected on how "the center of gravity of the brewing world has shifted" to where GABF is now "probably the greatest beer event in the world." This is Jim's 32nd GABF and when he initially came, there were merely 100 breweries. In all of CO there was 1 craft brewery back then, and now there are 350 breweries here today. Back then, meetings consisted of "maybe 20 people" and "that constituted the entire microbrewery movement," compared to "enormous convention center" it now takes to capture that energy. It's been "really cool to watch this revolution in beer" and "exciting news is it ain't over yet. We are in the middle, not at the end."

Samuel Adams Just Rebranded Its Most Famous Beer The "new face" of Boston Lager is decidedly more badass

[Alex E. Weaver](#) - Lifestyle Editor 10/17/16 @1:55pm in [Lifestyle](#)

Jim Koch helped birth the modern craft beer era when he debuted Samuel Adams Boston Lager in 1984 to a largely unsuspecting drinking public. Until then, beers were yellow and fizzy and decidedly one-note. But Boston Lager changed all that.

It's Koch's favorite beer to this day, the beverage in his hand seemingly every time he's spotted at the Jamaica Plain brewery or giving a talk on a stage anywhere in the country. And official as

of today, it's got a different look.

"The beer itself remains untampered with, but it's an interesting move for a brewery fighting to remain relevant and innovative in an industry that's seeing [unparalleled competition](#) right now. You'll notice that red star popping up on other Sam products too. And take note of Sam Adams himself: Where he used to [appear](#) on the label hoisting a metal



chalice of frothy ale, now he's decidedly less gimmicky and far more, well ... [badass](#) – arms crossed, smug grin removed in place of a stoic, all-business stare. The brewery's namesake isn't playing around anymore.

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CONSISTENCY
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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/>

Thanksgiving Week Delivery Schedule

When The Holiday Falls on Thursday and Your Standard Delivery Day Is:

- Monday your delivery day will be moved to Saturday
- Tuesday your delivery day will be moved to Monday
- Wednesday your delivery day will be moved to Tuesday
- Thursday your delivery day will be moved to Wednesday
- Friday your delivery day will remain Friday



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.