

# FRANK B. FUHRER WHOLESALE COMPANY



## JANUARY AND FEBRUARY NEWSLETTER



Volume 1

12/22/2015

LET'S GRAB A BEER

KNOW YOUR SPRING BEERS  
**SPRING BEER GUIDE**

**AMERICAN AMBER & RED ALES**

Whether you claim Irish heritage or not, these reddish-colored beers have a balanced, malty taste, making them another favorite for bringing back spring.

**MAIBOCK & LIGHT BOCK**

Originally brewed in Germany to celebrate spring's glorious return in May. These beers bridge the gap between heavy winter ales and light summer lagers.

**DRY STOUT**

A lighter version of a popular winter drink. Stouts like these are less filling but still full of flavor and typically enjoyed around St. Patrick's Day.

### Inside this issue:

AB Division Packages	5
CDB Division Packages	6
YIS Division Packages	11
Brewery News	19

After the cold of winter, we're just about ready for Spring to start. We don't know about you, but after being cooped up in our homes all winter, we're really looking forward to sitting outside and enjoying a fine beer or two (or three, or four). Well, Fuhrer has just the lineup of beers for such a long awaited event.



# ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES



There's an uprising in the craft beer world, a mutiny on gluten, and the movement's invaded our brewhouse, demanding we finally brew an uncompromised gluten-reduced pale ale fit for the most adventurous hopheads. Our response? This is Glutiny! For this new year-round release, we armed the beer with a hefty dose of exotic Equinox hops, lending breezy guava, papaya and stone fruits to a wash of sweet, slightly herbal malt flavors. We then employed a special enzyme during the brewing process, which breaks down the gluten. Like any delicious pale ale, expect swift bitterness in the swallow and an assertively dry finish, just how we like it. Ready to join the uprising? Taste the Glutiny. **Available January 11, 2016.** [The fine print: This product is fermented from grains containing gluten and crafted to remove gluten. The gluten content of this product cannot be verified, and this product may contain gluten.]

Hoist your pints to the mutiny against gluten, and toast to Glutiny Golden Ale, our new uncompromised gluten-reduced beer designed for the discerning craft drinker. For this new year-round release, we dosed the beer with colorful Nugget, Goldings and Cascade hops, and then turned around and dry-hopped it again with Cascade, lending bright grapefruit and subtle herbal notes to the wash of breadly-sweet malts; additions of oats adds a layer of smoothness to the mouth feel. Finally, we used a special enzyme during the brewing process, which breaks down the gluten. The result is super sessionable, flavorful golden ale that starts sweet and finishes crisp. Ready to join the uprising? Taste the Glutiny. Available January 11, 2016. [The fine print: This product is fermented from grains containing gluten and crafted to remove gluten. The gluten content of this product cannot be verified, and this product may contain gluten.]



Ithaca Flower Power now available in 12 pack 12oz Bottles.



We are pleased to announce the return of Fordham & Dominion Brewing Company Products. Beginning February 2016, Double D IPA, Pin Up Pack Variety and Oak Barrel Stout will be available.

Every journey needs a side trip. And it was during one of these outings that led our brew master to the Belgian brewery Brouwerij Van Den Bossche, and their Buffalo yeast strain. With their generosity, and a few strains of yeast for our trek home, the foundation for our newest creation was set: Side Trip Belgian Pale Ale. From there, we added Belgian Chateau Abbey and Cara Ruby malt, and threw in some Belgian Magnum, Saphir and Target hops to build a bready, caramel-sweet wash with traces of stone fruit for a nice, dry finish. Take a sip, and enjoy a break from your journey with a Side Trip. 6% ABV 22 IBU



***Available Late January 2016.***



Available January 11, 2016.

Turn on, tune in, and hop out with New Belgium Citradelic Tangerine IPA. Set adrift on a kaleidoscopic wave of hoppiness brought to you by a mystical marriage of Citra hops and tangerine, which elevates each sip onto a plane of pure tropical, fruity pleasure. Accompanying Citra on the hop bill is tangerine-touched Mandarina Bavaria, tropical Azacca and fruity a Galaxy. Grounded by just a touch of malty sweetness this IPA is not the status quo. Time to expand your palate with a pour of Citradelic. 6% ABV 50 IBU

Daydreamer American Style Kölsch  
Originating from Cologne, Germany, the Kölsch style is historically only brewed along the Rhine River. The style is so regional that Germans in other parts of the country may not even be able to get it. We brought the style here and added our own little bit of personality by making the traditionally 4.5% alcohol beer closer to 7%. This full flavored dreamy Kölsch will stand out from the rest with its strong pineapple-like aroma and complex fruity flavor. Brewed with Hallertauer and Hersbrucker Hops and Pilsner, Pale and Munich Malts.



Available in 12oz NR 4/6 and  
½ Barrels, late January 2016.



# ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



Super Stout will be available early February in 12 oz. bottle 4/6 packs and draft.

Super Stout is brewed with a specially developed blend of high quality Arabica coffee beans sourced from a small batch coffee roaster and does not use extracts or commodity grade coffees. In a collaboration between Ithaca Beer Co. and Ithaca based coffee roaster Gimme! Coffee, a variety of unique roasts and blends were developed in order to meet a specific taste and aroma profile for this very special release. Gimme! Coffee was selected by Roast Magazine as their 2013 Coffee Roaster of the Year.

Just like a perfectly brewed cup of coffee, Super Stout is remarkably balanced, with no single flavor overpowering another. The chocolate essence of dark roasted malt, the creaminess of oats and a mellow hop blend are all complemented by the fruity wine and cocoa characteristics of Gimme! Coffee's select roast. With a mild 5.2% abv, Super Stout is an Oatmeal Stout brewed with Two Row Pale, Crystal, Chocolate, Midnight Wheat malts, Roasted Barley and Oats and hopped with East Kent Goldings and Challenger varieties.



Hawaiian Sunburn is brewed with habanero peppers and pineapple added, backed by a tart, refreshing finish. Relaxin' with a little heat and a little sweet: like a nice Hawaiian Sunburn. 5.1% ABV brewed with Pale, Dextra Pils, and Acidulated malts and Hull Melon and Magnum hops.  
**Available Late January 2016.**

## KOKO BROWN

ale brewed with TOASTED COCONUT

### A NUT BROWN WORTH CRACKING

Is there anything more iconic of the lush tropics than the coconut? The delicious heart of this island treasure has a nutty, toffee flavor and aroma that sends you straight to the beaches of Paradise.

Kick back with a Koko Brown, brewed with real toasted coconut, and savor the mahogany color and smooth, roasty malt taste. Before you know it, you'll feel like you're on a crescent beach, ringed with feathery palm trees swaying in a light ocean breeze and basking in the warm sun. When you drink Kona Browns, Hawaii is closer than you think!

Since 1994, Kona Brewing Company has been committed to making handcrafted ales and lagers of uncompromised quality.

We invite you to visit our Brewery and Pubs whenever you are in Hawaii.

**Mahalo!**

**TAPE HANDLE**

**SERVE IT UP!**

ALCOHOL: 5.5% BY VOLUME  
ORIGINAL GRAVITY: 13.6  
BITTERNESS: 26.7 IBU  
EXTRAS: TOASTED COCONUT

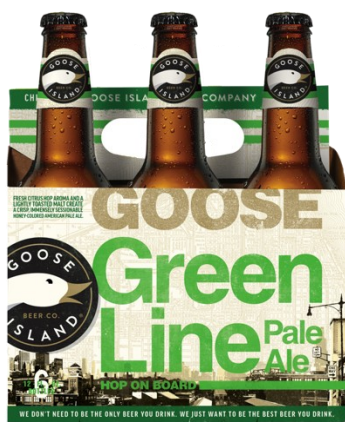
KONA BREWING COMPANY  
KONA, HAWAII  
www.KonaBrewingCo.com

**Available Late February, 2016**

© KONA BREWING COMPANY



# ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



**Available February 29, 2016**

## Hop on Board with Green Line Pale Ale

In celebration of the city we call home, Goose Island brings you Green Line Pale Ale. This honey-colored American Pale Ale has a crisp hop aroma, citrus flavor, and notes of biscuit and lightly toasted malt.

Green Line Pale Ale is also the beer at the heart of Goose Island's commitment to environmental sustainability initiatives. In 2016 Goose Island will donate a portion of Green Line proceeds to a variety of environmental causes.

## Green Line Pale Ale Facts

ABV:	5.4%
IBU:	30
Color:	Wild Flower Honey
Malt:	Pale
Hops:	Millenium, Mt. Hood, Zythos
Availability:	Draft: 1/2 bbl & 1/6 bbl Bottles: 12 Pack, 6 Pack Cans: 16oz 4 Pack

## INTRODUCING GOOSE ISLAND'S NEW FOUR STAR PILS

This golden-hued pilsner has a light, fresh body and clean finish. Bright, refreshing carbonation mingles with German and American hops to give this lager a unique Goose Island spin.

The Chicago flag bears four stars—one for each of the monumental events in the city's history. An homage to our hometown, Four Star Pils is a monumental beer in Goose Island's own award-winning history.

## Four Star Pils Beer Facts

ABV:	5.1%
IBU:	44
Color:	Golden
Malt:	2-Row, Munich, C-20
Hops:	Mt. Hood, Meridian, Equinox
Availability:	Bottles: 12 Pack, 6 Pack Cans: 12 Pack 12oz Cans, 4 Pack 16oz Cans Kegs: 1/6 & 1/2 bbl



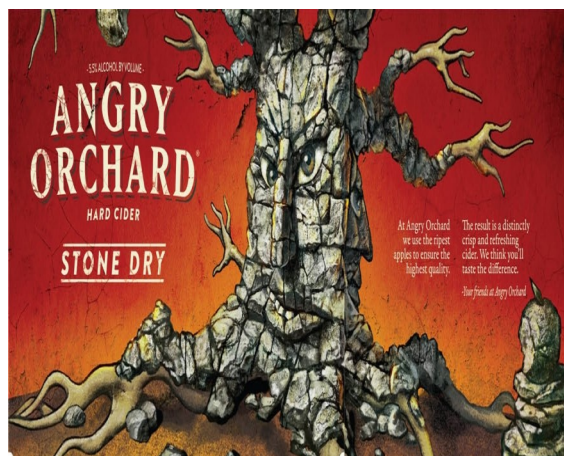
**Available February 29, 2016**



What's the magic word? Apricadabra. Work your magic with this astonishingly sessionable American Style wheat ale. It's handcrafted using wheat, a touch of El Dorado hops and fresh apricot juice. Apricadabra Apricot Wheat Ale is delightful, aromatic, and perfectly balanced, leaving behind a pleasant nose and fruity finish. Enjoy your magical moment.

**Available late February 2016.**

# COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES



## STONE DRY NOW AVAILABLE IN DRAFT

### FLAVOR PROFILE

ABV: 5% Apple Varieties: Dabinett, Binet Rouge, Harry Masters

Gluten Free: Yes

Packaging Options: 12oz bottle (6-pack) , 1/2 BBLs and 1/6 BBLs

Availability: Year-round



Celebrate Grigori Rasputin's Birthday on January 21st with Fans of Old Rasputin Russian Imperial Stout

### Old Rasputin Float

#### Ingredients:

1 bottle Old Rasputin Russian Imperial Stout

1 generous dip of premium vanilla ice cream

Fill a chilled glass with Old Rasputin. Add the ice cream.

Enjoy.



## NOT YOUR FATHERS GINGER ALE IS NOW SECOND IN THE SERIES



Not Your Father's Ginger Ale presents a masterfully-balanced ginger and citrus body, with hints of black currant lending complementary floral and fruity spice notes. The end result is a pioneering craft specialty ale that delivers what we believe is a truly worthy and unparalleled evolution of another beverage icon. Profile: Crisp, Floral, Grassy, Fruity-Spice.

Availability: Year Round -Package: 12oz Bottle, 6 Pack

12oz Can, 6 Pack



# COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES



## SAM ADAMS NITRO CANS LAUNCH IN JANUARY

Boston Beer Company, makers of Samuel Adams, will jump into the “nitro can” market in January of 2016.

First up in the series is Sam Adams **Nitro White Ale**, launching in January. Brewed with Citra hops, plus Grains of Paradise, orange peel, and coriander, 5.5% ABV.

February will see the release of Sam Adams **Nitro IPA**, brewed with six different hops including Zeus, Polaris, Galaxy, Amarillo, Centennial and Simcoe. 7.5% ABV

March release is Sam Adams **Nitro Coffee Stout**. Hopped with East Kent Goldings, the coffee laden beer finishes at 5.8% ABV.

All Nitro can offerings will be available in 16 ounce



## ILLUSIVE TRAVELER WILL BE THE NEW EVERYDAY PACKAGE AND CURIOUS TRAVELER WILL BE THE NEW SUMMER SEASONAL



### Twisted Tea Bourbon Barrel

Refreshing, real iced tea taste with a hint of Bourbon flavor.

#### Available Products:

- 6-pack bottles
- 24oz can
- 12pk 12oz Cans

Nationally available in 2016!



# COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS



## PENN BREWERY GOURMET SPRING PACK

Penn Gourmet spring Variety Pack available in 12oz bottles 2/12. The Spring Gourmet Variety includes Penn Pilsner, Penn Gold, Penn Dark, Penn IPA, Penn Chocolate Meltdown, Penn Marzen

**Chocolate Meltdown** A very dark, full-bodied ale. Hints of roasted caramel malts along with luscious Betsy Ann chocolate mingle with lactose sugar for creaminess in every sip. **Availability:** January-February  
**Packaging Formats:** 24-pack case, 12-pack case, six pack, draft



Penn Märzen-Spring Munich-style Fest Beer. Malty and copper-red in color, Märzen has a full mouth feel with a slightly sweet caramel characteristic and just enough hops to add balance.

**Availability:** Seasonal: January - April **Packaging formats:** 24-pack, draft

Here's your first look at how Shiner will celebrate 107 years of brewing. This is Shiner Birthday Beer and it is a Hoppy Pilsner that will be packaged in 12oz cans, bottles and kegs. This beer will hit 5%-AbV and 30 IBU. Stay tuned for 2016 release details.



"Spring" in New England is a fickle friend. So Harpoon brewed a beer that could carry you through the January cold while hinting at warmer days ahead. With notes of orange peel and coriander, the soft mouth feel of a Belgian wit, and an intense hop profile, The Long Thaw White IPA combines the warming backbone of an IPA with citrus notes indicative of the coming spring. "Spring" in New England may be indecisive, but we can help make one decision a little easier.

### **AVAILABILITY**

**BOTTLE:** 6-packs, 12-packs, cases **DRAFT:** Widely Available from January - March **CANS:** 12-packs, cases





# COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

## Step up to the Concession Stand for a *LIMITED TIME*



### **Coney Island Craft Hard Soda Variety 12 Packs**

#### **Includes:**

4 bottles each of:

Coney Island Hard Root Beer

Coney Island Hard Ginger Ale

Coney Island Hard Orange Cream Ale

**In market:** Feb 1, 2016

### **Blue Moon First Peach Ale**

With one foot in winter and the other in spring, we crafted this Belgian-inspired Brown Ale with the first peaches of the season and coriander. It has a tart taste balanced by caramel malts for the cooler days and peach notes for the warmer ones.

**Available from January through March**



### **Sweet Water Whiplash IPA**

This is an American style Belgian IPA, with a subtle phenolic flavor in combination with citrusy/piney hops, well balanced at 6.3% and 55 IBUs, with a tart, dry finish.



**Our Winter Seasonal, flowing late Nov. to late Feb. Available in 6-pack bottles, Tackle Box 12-packs (bottle and can versions), and 15.5 and 5.2 gallon kegs.**

### **Sweet Water Happy Ending**

This seasonal Imperial Stout is a dry hopped stiffy, leading to an explosive finish at 9% ABV that is guaranteed to put a smile on your face. Happy Ending only pours from late December 'til early March, so get it while the gettin' is good!

**Available late December thru early March, in six packs, 22oz. bombers, 15.5 and 5.2 gallon kegs.**



# COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS



Guinness® Brewer's project 18 pack  
Guinness has been brewing great beers for a long time, this pack will showcase the UK's version of Guinness Extra Stout (Guinness Original) along with beers that are currently only offered in the UK. All of these beers can tie their recipes back to the original Brewer's Diaries from the Guinness Archives.

## SAMUEL ADAMS COLD SNAP

Stirring from the haze of winter, this refreshing unfiltered White Ale awakens its smooth wheat with the bright snap of spring spices. From the subtle sweetness of orange peel and plum to the peppery bite of fresh ground coriander, the blend of spices creates just the right refreshing kick to signal that spring is on its way.

**Available: January**



## New Packing Samuel Adams Cabin Pack

Featuring 4 limited release styles, including new Samuel Adams Session Ale and voters choice Samuel Adams Scotch Ale, Noble Pils, Escape Route, Cold Snap and Boston Lager.

**Now Available**

## New Packing In 2016

### Curious Spring Time Variety Pack

- Aloha Traveler is an American craft wheat ale made with real pineapple for a refreshingly vibrant drinking experience.
- Illusive Traveler is a deceptively delicious wheat beer made with real grapefruit.
- Curious Traveler is our take on a classic European Shandy that has been brewed for generations.





## NEW PACKAGE INTRODUCTIONS

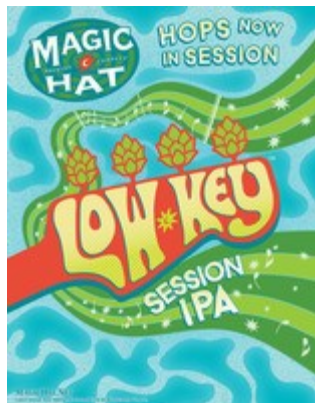


This is the first new product brought into the US since the inception of Labatt USA and will fill growing market demand for a beer with a stronger alcohol volume. At 7.1% alcohol by volume, Labatt Max provides higher alcohol with a smoother taste because of an ice process which gives the beer a lighter tasting profile than other higher alcohol beers. This product is sure to be a hit with consumers looking for a stronger beer with a smoother taste.

***Labatt Max is available year round starting in February in 24 oz Cans***

### OTRA VEZ™

On their search for the perfect warm weather beer, Sierra Nevada wanted something light bodied and thirst quenching, yet filled with complex and interesting flavors. They stumbled across the fruit of the prickly pear cactus, native to California. This tangy fruit is a great complement to the tart and refreshing traditional gose style beer. Otra Vez combines prickly pear cactus with a hint of grapefruit for a refreshing beer that will have you calling for round after round Otra Vez! ***Available January 2016***



- Low Key is an IPA tuned to the key of ease with a tropical hop lead and a smooth malt bass.
- Low Key is an easy-drinking session IPA with 4.5% ABV and 40 IBUs, making it the perfect IPA to enjoy all day long!
- Low Key is light in body but big in hop flavor with El Dorado imparting a candied, tropical bitterness, CTZ offering notes of pine and Chinook lending citrus aroma.
- In addition to 6-pack bottles and draft, Low Key is also available in 12oz and 16oz cans, which is ideal for all day long occasions such as festivals, camping, barbeques and more.

Now available year-round in select markets, fully available year-round in 2016!

Tangier is brewed as a Session India Pale Ale with spicy citrus aromas and stone fruit flavors. These flavors, with the addition of lightly roasted malts and brilliant hop bitterness, make Tangier a beverage as refreshing as it is exotic. The approachable 4.6% abv yields more time to enjoy the synergy between the tangerine peel and spicy, citrusy, Azacca hops. Enjoy Tangier in celebration of your epic adventure.





## Genesee Brew House IPA

This hazy un-filtered ale is bursting with flavor. The caramel malt profile is balanced by Magnum, East Kent Goldings and Cascade hops for an intense, yet balanced, very clean hop bitterness. The intense bitter finish with lingering hop flavor is provided by a very large portion of late addition hopping.

## HARD PEACH LEMONADE- GEORGIA ON MY MIND

Joining in the Mike's Hard year-round lineup is Mike's Hard Peach Lemonade! The new flavor has a fragrant, fruity aroma with a sweet and tangy flavor. ABV: 5%  
Packages: 11.2 oz. and 24 oz. bottles Availability: Year-round, beginning in March



### Palm Breeze Strawberry Pineapple Sparkling Alcohol Spritz:

- Remarkably light with a blend of tropical pineapple and ripe strawberries
- Flavored malt beverage with a hint more carbonation
- Unexpectedly refreshing & light taste
- Availability: Year-round, beginning in March



## VACAY·EVERY·DAY

Palm Breeze Variety Pack: Featuring Ruby Red Citrus, Pineapple Mandarin Orange and Strawberry Pineapple

*Available in 12 pack cans*





# YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES



*Mardi Gras 2016 is Tuesday A perfect choice*

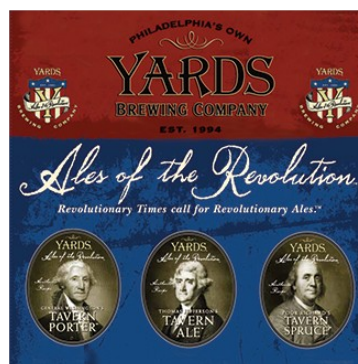
**Abita Mardi Gras Bock** (January – March) is the first of Abita's seasonal brews. Abita Bock is brewed with pale, pilsner and caramel malts and German Perle hops. This bock is similar to German maibocks with its rich malt flavor and full body. A perfect choice during Carnival season in New Orleans.

## DESCHUTES CORE BEERS AVAILABLE IN 12PK'S



This variety 12-Pack takes you on the scenic tour of our most popular brews. There's a stop along the way for every beer lover.

## YARDS CORE BEERS AVAILABLE IN 12PK'S



Each Ales of the Revolution pack comes stocked with four bottles each of the following brews: General Washington's Tavern Porter, Thomas Jefferson's Tavern Ale, Poor Richard's Tavern Spruce Ale

Rogue Hop Family is comprised of 4 Hop IPA, 6 Hop IPA, 7 Hop IPA and 8 Hop IPA. The entire Hop Family will be available January 2016 in 12 oz. bottles. The bottles are serigraphed with field guide style drawings to distinguish the hops in each IPA.



# YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES



**BROOKLYN DEFENDER IPA**-The Defender is constantly vigilant, standing guard over all those who dare to create, to dream, and to drink great beer. This bright, juicy, West Coast-style IPA takes on a reddish twist from a dash of roasted malt. Bold, fruity hop bitterness and an intensely resinous nose lead the way into a dry finish that blazes the trail for your next sip.

**Availability:** Year-round **Format:** 24/12oz (355ml) bottles, 15.5 gal. kegs, 5.2 gal. kegs

## PINEDROPS IPA

INDIA PALE ALE

**Available Year-Round.** This lively IPA delivers a crisp and light malt body with ample citrus and pine notes from Chinook and Equinox hops. Inspired by the aromas and silence we experience when exploring the scenic pine forests just up the road from our brewhouse.

**Available in 12oz NR 4/6, 1/2 BBL and 1/6 BBLs**



### Flying Dog Year-Round Portfolio-The Truth Imperial IPA

The Truth's sharp hop bitterness begins with pine on the nose and evolves into bright citrus and subtle stone fruit flavors. Pair this beer with sharp cheddar cheese and light, spicy proteins. Developed alongside over a dozen Single-Hop Imperial IPAs. The truth was three years in the making and has some of the most unique hop varieties available today. March release in 12oz NR ,1/2BBL and 1/6 BBL

Merchant du Vin will be introducing a new product from the Lindemans Brewery in February, 2016, namely, Lindemans Oude Kriek Cuvee Rene Lambic Ale. The product will be available in 12/25.4oz packaging

- Hazy ruby red robe with a delicate pinkish head.
- Rich bouquet of fresh whole cherries and brettanomyces-defined earthy, wild aromas.
- Quintessentially sour beer; the acidic, brisk sweetness of cherries unfolds into a medley of flavors & textures: tart sourness from lambic fermentation; notes of lemon peel and sherry from the cherry skins; cherry blossom finish. Medium-full body, leading to a satisfying, hearty mouth feel.

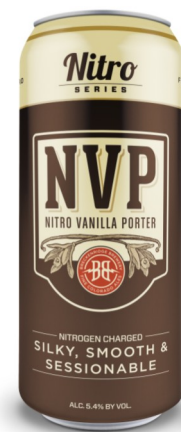




# YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES

## 16-oz Nitrogen-Charged Cans Coming Soon!

Breckenridge Brewery will introduce an all-new line of portable and versatile nitrogen-carbonated beer in the first quarter of 2016. The 16-oz can presents the ability to experience silky, smooth nitrogen-charged beer outside of the pub, even taking that experience to the great outdoors. This can promotes “nitro on the go,” for although a glass displays the cascading effects of the nitrogen head, with Breckenridge’s can design the glass is optional. The Nitro Series from Breckenridge Brewery can be enjoyed anywhere – in a glass or right from the can.



## YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS



Emerging from Winter’s cold into sunny Spring is our newest seasonal brew, Emergent White IPA. Orange peel contributes a bright, citrus flavor, complemented by a subtle spiciness from coriander and the Belgian yeast. With a golden hue and a fruity, oral hop aroma and flavor, Emergent goes down like a breath of fresh mountain air.

**AVAILABLE PACKAGES DRAUGHT AND 12oz. 6-PK BOTTLES**



Flying Dog 25th Anniversary Tropical Bitch. This tropical version of Raging Bitch is a Belgian-style IPA brewed with pineapple, mango and passion fruit and it will be packaged in kegs and 12oz bottles. This beer will hit 7%-AbV.

### Deschutes Red Chair IPA

**Available January – April.** The citrus punch of a big IPA, minus the one-dimensional hop sledgehammer. Several select European and domestic malts round out the edges for a complex, copper-colored brew. Like its namesake ski lift, it’s an insider’s ride to fresh thrills. Brewer Notes A citrus punch, bold hop aroma and clean finish.

**Available in 12oz NR 4/6, 12pk, 1/2 BBL and 1/6 BBLs**



# YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS



## Magic Hat Spring Fever Variety Pack

A lively vernal variety that mixes perfectly with the rousing call of spring. Imbibe and Bloom High. Featuring #9 Not Quite Pale Ale, Single Chair Golden Ale, Low Key, Mother Lager.

*Available in 12 pack bottles.*

*Southern Tier is proud to announce that beginning January 2016, they will add a new seasonal brew 2XSMASH*

2XSMASH is a Single Malt And Single Hop Double IPA, Southern Tier's newest single varietal offering. With single varietal beers (formerly called 2XONE), brewers can explore just how complex flavor and aroma profiles can be using just one variety of hop and one type of malt. 2016's 2XSMASH, returns to one of Southern Tier's most popular combinations, Mosaic hops and Special Pale malt. Relatively new (only having been named in 2012), Mosaic hops are known for their luxurious tropical juicy citrus notes like passion fruit, mango & papaya, and they work absolutely brilliantly with the caramel richness of Special Pale malt. Quality Manager, Matt Dunn describes 2XSMASH as a "big, juicy, oily & resinous IPA with a lightly caramel malty backbone." This combination was last brewed as 2014 2XONE.



*Available in 12oz NR 4/6, 1/2 BBL and 1/6 BBLs*



**AVALANCHE ALE SLIDES DOWN EASY.**

That's what makes our Avalanche amber ale such a treat. We blend pale and caramel malts and just a kiss of bittering hops to create a refreshing but flavorful, anytime beer. Aromas of pale grains, a semi-sweet middle and a clean-as-Colorado snow finish make this our best-selling beer.



# YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS

## AN UPLIFTING ALE

Golden Hop IPA soars with the tropical notes of tangerine, mango and grapefruit from Mosaic and Amarillo Hops. Cascade in the hopback adds a bright floral, citrus undertone, complementing this light-bodied IPA's vibrant hop bouquet. Wheat malt gives Golden Hop its sunny color while Belgian yeast contributes to its clean, crisp feel.



**AVAILABILITY** January through March **FORMATS** 12oz bottles, draught



## IRRESISTIBLY SMOOTH

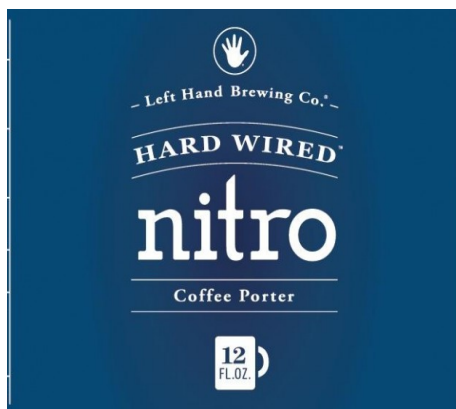
Chocolate Love Stout is passionately brewed with dark chocolate and sensual malts. Deep, penetrating sensations of chocolate, vanilla and caramel linger on tongue. Cherish each sip. After all, love is fleeting and this beer is only available for a limited time. Limited Releases

**FORMATS** \*New\* 12oz bottles, 4-packs, draught **AVAILABILITY** January -April

Stand Out is a renewal of the classic American pale ale -- brewed in the spirit of adventure, and showcasing the Equinox hop. This brand new variety features pronounced herbal and citrus notes.

An American pale ale construction allows the Equinox hops to shine. We've stepped off-the-beaten-path with this recipe, so brave the elements, reach the peak and savor life's stand out moments.

**Available in 12oz NR 4/6, 12pk, 1/2 BBL and 1/6 BBLs**



Left Hand Hard Wired Nitro Coffee Porter slated for January **Left Hand Hard Wired Nitro Coffee Porter** will expand the brewery's Nitro bottle lineup in January, 2016

A few years ago, Left Hand made headlines when they launched Milk Stout Nitro, a nitrogen based edition of their popular draft offering. The nitro bottle was a first by an American craft brewery.

Left Hand **Hard Wired Nitro Coffee Porter** continues the tradition nitrogenating a coffee laced porter. The brewery tells Beer Street Journal that the first bottles will ship in January **Availability:** 12oz Bottles, Draft



**LEFT HAND BREWING CO.**

# YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS

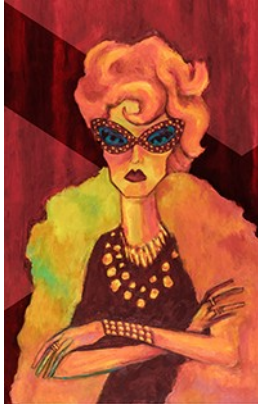


Sierra Nevada Beer Camp 2016 - Tropical IPA Set for Spring Release, 6.7% ABV . Beer camp is the perfect way for Sierra Nevada to experiment with new flavor directions in beer. This spring they feature their favorite collaboration from camp. This year's selection blends intensely aromatic hop varieties to create an IPA filled with fruit aromas of mango and papaya.

**Available in 12oz NR 4/6, 12pk NR, 12oz Cans , 1/2BBL and 1/6BBL**

Sierra 4-Way IPA pack explores the flavor of hops with a collection of IPAs each showcasing hops in a unique way. This year's lineup features our classic Extra IPA, our steam-distilled hop oil IPA, a rustic rye IPA and a brand new IPA loaded with a blend of hop varieties—both classic and cutting-edge—for intense hop aroma and flavors. (Five Hop, Hop Hunter, Ruthless Rye IPA, Torpedo IPA)

**Available in January 2016**



## Atwater Cash For Gold Dortmunder

Hitting the shelves February 1st, this Dortmunder is as good as gold, maybe better. Pawn shops are a dime a dozen in the city of Detroit, but this lager sets its self apart from the craft masses.

**Available in 12oz NR 4/6 and 1/2 BBL's**

SINGLE CHAIR IS A LIGHT, MEDIUM-BODIED GOLDEN ALE WITH A BREADY AROMA AND A MALT FORWARD FLAVOR. SMOOTH AND DRINKABLE

PERFECTLY BALANCED LIKE NATURE ITSELF, SINGLE CHAIR GOES DOWN EFFORTLESSLY.

**AVAILABLE -4/6 NR, 2/12 NR , 1/2BBL , 1/6BBL**





# BREWERY NEWS AND HAPPENINGS

## *Bud Light gets bold new look*

### *America's Favorite Beer Will Debut a New Dynamic Logo and More Modern, Premium Packaging in 2016*



NEW YORK – December 17, 2015 – Today Bud Light unveiled its plans to give America's favorite beer a fresh new look in the coming year. This redesign – the first major overhaul of Bud Light's visual identity in eight years – will include a reimagined Bud Light logo and contemporized primary and secondary packaging, and is part of a larger brand evolution underway at Bud Light.

"In 2016, we'll put a more modern twist on Bud Light, from the way the brand looks to the way it acts," said Bud Light vice president of marketing, Alexander Lambrecht. "We're proud to introduce our fresh new look, which pays homage to our most iconic packaging of the past, yet feels current and unique with its bolder logo and distinctive blue colorway. It's a design that truly stands out from what's become a sea of sameness in the light beer category."

By bringing back the brewer's historic trademark "AB" crest – not used on Bud Light packaging since 2001 – the design emphasizes the attributes that established the brand as the country's most popular beer: premium ingredients, care in brewing, a crisp, clean finish and a smooth drinkability. "It's a more intentional communication of the brewing excellence and premium light beer that goes into every bottle and can," said Lambrecht.

"Consumers today want a brand with genuine brewing credentials," said Tosh Hall, creative director at Jones Knowles Ritchie. "Bud Light is leaning into its heritage and unrivaled brewing expertise in a way that's looking forward, not back. The result is a confident and contemporary expression of a brand consumers have known and loved for decades." The firm collaborated with Bud Light's creative agency, Wieden + Kennedy New York, on the design to ensure it would be cohesive with the new marketing campaign currently under development. Earlier this year, Bud Light confirmed it would debut a new tagline and creative approach in time for Super Bowl 50.

Rolling out new packaging for the best-selling beer in the U.S. is no simple feat; more than 20,000 Bud Lights are sold every minute. Yet, it's a challenge well worth undertaking, according to Anheuser-Busch head of marketing Jorn Socquet. "This is a brand that embraces reinvention – changing with the times is part of Bud Light's DNA, and a reason the brand has remained relevant in popular culture of years." He added, "This redesign is an important and symbolic investment in our largest brand."

The new Bud Light packaging will roll out nationwide in cans and both glass and aluminum bottles in early spring 2016.

# BREWERY NEWS AND HAPPENINGS

SweetWater 420 Festival Unveils Headliners and Offers Limited Discount Tickets

December 14, 2015

*Kid Rock, Ben Harper & The Innocent Criminals, Bastille, Ludacris, The Disco Biscuits and Cypress Hill to Headline 12<sup>th</sup> Annual 420 Fest at Atlanta's Centennial Olympic Park, April 22-24, 2016*

**ATLANTA**—Happy Ending Productions announces *Kid Rock, Ben Harper & The Innocent Criminals, Bastille, Ludacris, The Disco Biscuits and Cypress Hill* will headline the 12<sup>th</sup> annual 3-day SweetWater 420 Festival – presented by SweetWater Brewing Company.



At Atlanta's Centennial Olympic Park April 22-24, 2016, patrons can expect a jam-packed musical lineup of talent representing alternative, hip hop, jam, rock, EDM and more performing on 4 stages, made possible by the turntable style main stage. The remaining 40 plus acts will be announced in early 2016.

Festival patrons can also expect 420 Fest favorites including The SweetWater Experience tent, live comedy acts, local artists market, food trucks, 420 Disco and Planet 420 environmental and non-profit village when Centennial Olympic Park is transformed to host the ultimate festival experience.

Just in time for the holiday season, limited discounted "Super Early Bird" 3-day general admission passes and 3-day VIP "Big Fish" passes can be purchased at [www.sweetwater420fest.com](http://www.sweetwater420fest.com). Tiered pricing for 3-day general admission base price starts at \$75 and 3-day VIP Big Fish at \$203.

420 Fest kicks off on Earth Day, April 22, 2016, and the Fest will continue its eco-friendly focus with waste diversion, Planet 420 environmental village, charitable donations and placement of another Bigbelly solar trash compactor in downtown Atlanta. 2015 420 Fest diverted 41,916 lbs. from landfills by recycling and composting, and 420 Fest Gas South Corn Hole Challenge has donated nearly \$55,000 to charities.

"Working towards our 12<sup>th</sup> 420 Fest, our goal was to continue to expand our diverse artist lineup and give patrons the best festival experience – all while keeping our ticket price affordable," said Jennifer Bensch, President, Happy Ending Productions. "I'm also excited that our Fest opens on Earth Day so we will have an even stronger emphasis on our sustainability efforts, educating patrons to be as green as possible and giving back to our hometown community."

More information and tickets can be found at [www.sweetwater420fest.com](http://www.sweetwater420fest.com). Follow on Twitter and Instagram @420Fest, and on Facebook at <https://www.facebook.com/420fest>.

SweetWater 420 Festival is produced by Happy Ending Productions, offering promotion, production, and event operations and logistics management. Happy Ending Productions' client list includes Camp Bisco, Counterpoint, Bonnaroo, Hookahville, and tour support for Phish, The Rolling Stones, ACDC and more.



## BREWERY NEWS AND HAPPENINGS



### GENERAL INFORMATION

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All events over Mardi Gras weekend will serve to bring awareness and support to the Vermont Foodbank. Over the years, Magic Hat Mardi Gras weekend has raised more than \$250,000 for the Vermont community!

Join a warming swarm of raucous revelers in Burlington, Vermont for a weekend of bountiful bacchanalia and splendiferous philanthropy! The 21st annual Magic Hat Mardi Gras Weekend takes place March 4th through March 6th with the magnificent parade going down on Saturday, March 5th.

The icy avenues of downtown Burlington will momentarily melt to accommodate all comers, new and old, from here and afar. The Magic Hat Mardi Gras spreads its warming arms over three full days, and we urge you to come and experience everything Mardi Gras and Burlington have to offer. You can't possibly experience the Burlington area's entire splendor in just three days, so feel free to spend the entire week!

Check back soon for more details on the 2016 Mardi Gras weekend festivities!

[http://www.magichat.net/mardigras/general\\_information/](http://www.magichat.net/mardigras/general_information/)

# BREWERY NEWS AND HAPPENINGS

## BREW'S PACKAGING OVERHAUL GIVES MORE PROMINENCE TO ORANGE SLICE THAT MADE IT FAMOUS



Blue Moon's New Design Credit: Blue Moon

### Brew's Packaging Overhaul Gives More Prominence to Orange Slice That Made it Famous

Blue Moon owes much of its nearly unstoppable sales success to the orange. While most wheat beers had historically used lemon garnishes, Blue Moon founder Keith Villa began encouraging bartenders to hang oranges on glasses of the brew back in 1997. And that simple act sparked a sales spurt that continues to this day.

But strangely, the orange has never been featured prominently on the brew's packaging -- until now. In its most significant design overhaul since the brand launched in 1995, Blue Moon is going for a brighter look that includes a glass of beer shown garnished with an orange on all six- and 12-pack packaging.

The trees on the old package were supposed to depict the reflection of moonlight, but drinkers mistook it for snow. Some people even imagined seeing wolves and owls on the packaging -- even though they are actually not there.

The new packs only include the oranges on secondary cardboard packaging -- not the actual cans and bottles. Blue Moon considered putting oranges on the primary packaging, but it "got pretty tiny." The trees are now gone from the cans and bottles, producing a cleaner look.





# BREWERY NEWS AND HAPPENINGS

## 30TH ANNIVERSARY OF PENN BREWERY



2016 will mark the 30th anniversary of Penn Brewery, which means a celebration that will include special beer releases throughout the year. Penn Brewery has been operating in the former Eberhardt and Ober Brewery location, which was founded in 1848.

Penn Brewery has been producing craft beers since 1986, specializing in authentic German-style beers, and Cindrich and her team aren't planning to slow down anytime soon. They are expanding the Penn Brewery brand by developing their distribution in surrounding states, including Ohio and West Virginia.



Do you love craft beer but aren't certain what distinguishes a Hefeweizen from a Helles? Or a lambic from a lager? If so, it may be time to go back to school....beer school, that is!

Please join Penn on Saturday, March 5 for one of Penn Brewery's most popular annual events, Penn Brew U. At Penn Brew U, our brewers and chefs will discuss all things craft beer, including the following topics:

- Beer Styles Demystified
- Beer Tasting
- Cooking with Beer
- Brewery Tour with Penn's Brewers
- Pairing Beer with Food 101

Afterward, you'll enjoy a sumptuous beer-themed buffet lunch, and share your best beer stories (if you dare!) to compete for fantastic prizes. It's always a great time!

Penn Brew U runs from 11 am - 2 pm on March 5, 2015. Tickets are \$48 per person and will go on sale on [Showclix](#) beginning on December 7. Guests must be 21 or older. Only 80 tickets are available for sale, so buy them now! These make a great gift for the craft beer lover in your life.

# BREWERY NEWS AND HAPPENINGS

Dear Southern Tier Beer Lovers,



## How to Cellar Beer

by Nathan Arnone

Keep your Southern Tier beers tasty over time by following these easy guidelines; If you intend to cellar beer, do so as soon as possible after purchase. Beer should be cellared upright in a dark place with a stable temperature that is between 34-50° F (1-10° C). The majority of our products, especially the hoppy styles, are intended to be consumed within six months for peak hop flavor and freshness. Our malty varieties such as the Blackwater Series, Cuvee Series, Porter, Blackburner Barley Wine, and Old Man Winter will cellar well for a year or two. Personal preferences will vary so feel free to drink them whenever you feel they are best. From now on you will know exactly when that is.

Our bottles are marked with a “D.O.B.” that indicates when the product was bottled. We use this rather than a “best by” date because how you handle and store beer can have a dramatic effect on quality. Beer’s three main enemies are oxygen, heat, and light. Anyone who has tasted a hand-pumped keg the next day can attest to the damage oxygen (introduced by the pump) can do to beer. The staling effect of oxygen is exponentially increased if the same keg has also warmed. Although it is nearly impossible to exclude all oxygen from our product, I personally verify that every bottling run achieves the lowest oxygen levels possible. During our bottling process we keep our beer at or below a cool 42°F (5.5°C). Temperatures over 55°F (12.7°C), wide temperature fluctuations, and exposure to light for prolonged periods will activate the small amount of oxygen in the beer accelerating the staling or oxidation process. This will lead to dulling of the hop flavors as well as adding a papery aspect to the flavor profile.

This is information that we feel is valuable to you in deciding how to spend your hard-earned beer money. It is our hope that you find our product on your retailer’s shelf within a relatively short time after we package it. If you feel this is not the case please notify us.

Cheerful Yours,

Gerrit Cain  
Southern Tier Brewing Company  
Lakewood, New York



# Breckenridge Brewery sold to giant Anheuser-Busch's "High End"

Colorado craft brewer joins AB-InBev unit that includes Goose Island, Blue Point and Elysian



Anheuser-Busch has made a play for a piece of Colorado's craft brew market, snapping up Breckenridge Brewery for an undisclosed sum, officials announced Tuesday.

Under the agreement, Breckenridge joins The High End, AB-InBev's unit consisting of a smattering of craft beer brands the giant acquired in recent years such as Goose Island Beer Co., Blue Point Beer Co. and Elysian Brewing Co.

Breckenridge, which sells its beers to 35 states, is on track to produce 70,000 barrels of beer in 2015.

Earlier this year, Breckenridge departed its downtown-area Denver digs for a 12-acre brewery and restaurant in Littleton. Littleton city officials have credited the 76,000-square-foot brewery and Farm House restaurant, at 2990 Brewery Lane, with spurring additional business activity in the community.

The deal includes the new brewery and Farm House restaurant, as well as the original brewpub and innovation center in the town of Breckenridge. Anheuser-Busch will not have a stake in the cluster of restaurants and brewpubs owned and operated by selling entity Breckenridge-Wynkoop LLC, which will continue to own and operate Ale House at Amato's, Breckenridge Ale House, Breckenridge Colorado Craft, the Cherry Cricket, Mainline, Phantom Canyon Brewing Co., and Wynkoop The 25-year-old company is Colorado's sixth largest craft brewer by barrels produced, according to Brewers Association data.

"The transaction is expected to close in the first quarter of next year. Brewing Co., officials said.



Many of our Seasonal and specialty releases are available in *limited* or *extremely limited* quantities. 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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