

June 30, 2014

July and August Newsletter



Frank B. Fuhrer Wholesale Company



Special points of interest:

- * Belgian Independence Day
- * Summer Selections
- * Limited Releases
- * Website Information
- * Holiday Hours

Happy Birthday, America!!!!

The fourth of July is the birthday of our nation. Today, we celebrate and enjoy the freedom that comes with the event that made this day so special. The Declaration of Independence was not signed by all representatives until August, 1776. To make it official, John Hancock, President of the Continental Congress signed it. Now, can anyone guess where the saying "put your John Hancock on it" came from!?!

Today, we enjoy the benefits of the freedom which the framers signed and ultimately fought for. For us, it is a time for baseball, hot dogs, beer and family picnics.

Summer is in full swing and life is good.



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Belgian Independence Day July 21st

Celebrate Belgian Independence day like a true Belgian....Belgium, beer is more than just a frothy beverage - it is a culture. With over 450 different varieties, many Belgian beers have personalized beer glasses in which only that beer may be served. The shape of each glass enhances the flavor of the beer for which it is designed. This tradition may seem like behavior reserved for wine snobbery, but Belgians take their beer seriously - and with good reason. The country has enjoyed an unparalleled reputation for specialty beers since the Middle Ages. Connoisseurs favor Belgian beers for their variety, real flavor and character.



Fuhrer Wholesale Company offers the largest selection of Belgian beers from literally every corner of Belgium

Celebrate Belgian Independence Day -Really it's a reason to drink



Cooperstown brewer of
Belgian style ales.



Ommegang Hennepin

This style is a farmhouse ale, and is considered to be in the domain of the Belgian Saisons. Hennepin is a delicious brew for all seasons, it is spicy and refreshing.

A moderately hoppy, farmhouse-style ale with a champagne-like effervescence, Hennepin has a crisp start followed by malt sweetness balanced with a firm bitterness. Hennepin has a bounty of great flavors: ginger, spice, orange and toasted grain. Pouring a bright golden color with a spicy-sweet balance of orange peel, sweet malt, hops and ginger, Hennepin makes way for a dry finish with a slight bite of ginger.

Available-Year round in 12oz NR, 25.4oz NR and Draft

NO OTHER BEER IN THE WORLD IS BREWED WITH SUCH CARE AND DEVOTION AS DUVEL

**“Always serve
in the tulip-
shaped 25cl
Duvel glass at
3°C. “**

Duvel Single Fermentated

Single-fermented, cold-filtered, and on draft with an ABV of 6.8% Dry and crisp with mild yeasty citrus notes. More hops on the plate than in the nose. The beer is carefully balanced so that hops play off equally with malt and citrus. Intentionally not heavy or complex Golden-blonde, fine soft carbonation, large head with good retention. The beer is transparent with no residual yeast. Lively and enticing carbonation and typical Belgian head. Subtle citrus notes, and gentle herbal, green hoppiness. Brewed with drinkability and refreshment high in our minds. Simple, clean, easy-to-have more than one. **Available in 20 Liter bbl's year round**



Orval Trappist-Est. 1070

Brewed and bottle-conditioned at Notre Dame d'Orval Monastery - one of only ten Trappist monasteries in the world that brew beer. Orval brews one beer, and brews it to unique perfection. Dry, with a huge effervescent head, Orval Trappist Ale gains some of its character from a complex fermentation schedule: a Belgian ale yeast is added first for primary fermentation; then a variety of yeast strains are added midway through the process; finally a third dose of yeast is added at bottling time. Amber-orange in color, dry-hopped, and always bottled in the Orval skittle-shaped bottle. 6.9% abv.

Available Year round in 12oz NR Bottles



Fuhrer Wholesale Company offers the largest selection of Belgian beers from literally every corner of Belgium

BROTHER THELONIOUS- BELGIAN STYLE ABBEY ALE

North Coast Brewing Co. is proud to partner with the Thelonious Monk Institute of Jazz in support of Jazz education. The Brewery makes a donation to the Institute for every bottle of Brother Thelonious Belgian Style Abbey Ale sold. VITAL STATISTICS-Style: Belgian Style Strong Dark-Color: Dark mahogany-ABV: 9.4%-Bitterness: 32 IBUs

Like a Belgian "Dark Strong Ale," this beer is rich and robust with an ABV of 9.3%. The package features a label picturing the Jazz master himself, and comes in either a 375 or 750 ml bottle with a traditional cork and wire finish, or 12 oz. 4-packs.



Rochefort Brewery



Rochefort 6 (red cap, brown beer, 7.5% ABV). Reddish colour, brewed only about once per year, representing approximately 1% of total beer production. This beer begins with a density of 16.5° Plato is 7.5% ABV. "Rochefort 6" is the oldest Rochefort Trappist beer and was brewed empirically until the end of the Second World War. Until 1958, this was the only Rochefort beer that was bottled in both 33 cc bottles and 75 cc bottles. It has a strong malt taste and is slightly bitter.

Rochefort 8 (green cap, brown beer, 9.2% ABV). Yellowish-brown colour, with more fruits and a slight amount of **Demi-Sec**. This variety constitutes the largest proportion of production. Dates from 1955. Originally this beer was only brewed for New Year's Eve celebrations. "Rochefort 8" begins with a density of 20.8° Plato and reaches a final 9.2% ABV. Due to the overwhelming success of this beer, the monks decided around 1960 to brew it on a regular basis. Sometimes this beer is also referred to as the "Special."

Rochefort 10 (blue cap, dark beer, 11.3% ABV). Reddish-brown colour., begins with a density of 24.5° Plato and ultimately reaches 11.3% ABV.

"Rochefort Brewery (Brasserie de Rochefort) is a **Belgian Trappist brewery**. It produces three **Trappist beers**."



NEW EVERYDAY PRODUCTS



JOHNNY APPLESEED



We are excited to announce that *Johnny Appleseed*, a new hard apple cider with a unique balance of sweetness and intensity, will now be available in 1/6 barrel draught beginning

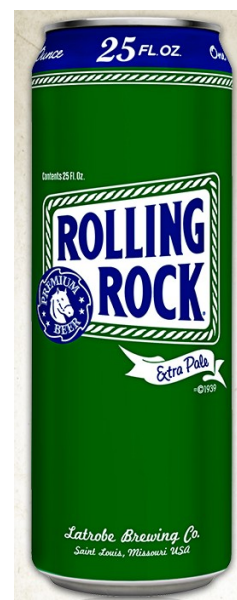
June 16, 2014! Johnny Appleseed is enjoyed best over ice and has 5.5% ABV.

Anheuser-Busch Launches New 25oz Cans



Rolling Rock is a brand of pale lager beer. Rolling Rock Slogan 'From the glass lined tanks of Old Latrobe, we tender this premium beer for your enjoyment as a tribute to your good taste. It comes from the mountain springs to you.

Rolling Rock 25oz Cans are here.
An exceptional value with an extra ounce.



SEA DOG BLUE PAW BLUEBERRY WHEAT ALE 6PK CANS

Sea Dog Wild Blueberry Wheat Ale Cans Blueberry Wheat is a unique contribution to the fruit ale category, featuring the nutty quench of a wheat ale combined with the delightful aromatics and subtle flavor of Maine blueberries. Try this fruity wheat ale with mixed greens, fish or blueberry pie. Sea Dog Wild Blueberry Wheat cans will be available throughout the summer. ABV: 4.7%

Available in 12 oz. bottles, 12oz cans and draught year-round



The New Flying Dog Variety Pack



The new Flying Dog Variety Pack 24/12 nr 2/12 is now going out in place of the Shock & Awe 24/12 nr 2/12. The new variety will contain :

- Raging Bitch Belgian IPA
- Doggie Style Pale Ale
- Snake Dog IPA
- Pearl Necklace Oyster Stout.



Southern Tier Imperial Compass

Southern Tier rely on age-old tools in the brewery despite being surrounded by high technology. As a sort of compass, we use the six pointed brewer's star to help navigate uncharted brews. The cardinal points of water, malt, grain, yeast, hops and a brewer make the baseline. From there anything goes. Sometimes the journey is as important as the destination.

You'll notice a slight bitterness in Compass derived from our use of rose hips accentuated by high effervescence. Drink it cold from a fluted or tulip glass. And by all means, avoid sea serpents.

Availability: Spring/Summer 22oz NR and 1/6bbbls



Anchor IPA

Anchor IPA™ is made with 2-row barley malt and fresh whole-cone hops, its bright amber color, distinctively complex aroma, spiky bitterness, malty depth, and clean finish unite to create a uniquely flavorful, memorable, and timeless craft IPA.

Availability-Year-round 12oz NR's and draft

"An adventurous new brew from America's original craft brewery"



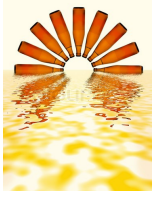
Gnomegang - Brewery Ommegang

This delectable blonde ale is a co-creation of two famed farmstead breweries: Brewery Ommegang and Brasserie d'Achoffe. It employs five fine malts, two noble hops, and both of the distinctive Chouffe and Ommegang yeasts. You'll enjoy the smooth drinkability, fruity aromas and flavors, and warming finish



AVAILABLE- 6/4PK 12OZ NR





For the Summer

Schöfferhofer Grapefruit

A unique mixture of bubbly-light wheat beer and the tangy-fruity flavor of sun-ripened grapefruit. Tastes best ice-cooled and straight from the bottle.

Schöfferhofer Grapefruit 11.2oz NR 4/6 coming this Summer.



Radeberger Pilsner

Coming this Summer: **Radeberger Pilsner 11.2oz NR 4/6**. Call us obsessive if you must, but we've spent the past 140 years focused on one thing alone – combining soft, pure water, the choicest hops, and pale malted barley to create the finest German Pilsner the world has ever known. No expense was too great, no hurdle too high in pursuit of "Pilsner Perfection". Take our water – even the fabled waters of Bohemia, previously used to brew Pilsner, were insufficient to satisfy our more exacting standards. After transporting 2,500 liters over the Ore Mountains to our hometown of Radeberg, the water was unceremoniously dumped into our flower beds once it dawned upon us that spring water from our nearby serene forests afforded us the precise smoothness to thrill refined palates. Others have come and gone – adding this and that to their brews in pursuit of fickle fashion. We, however, see compromise as the enemy and stick to what we've always done best. Given how long we've been around, we trust you'll agree we must be doing something right. No wonder we are the oldest German Pilsner still delighting the world's most discerning taste buds today.



Elderflower

The elderflower provides floral notes and a fresh, bright, tropical flavor reminiscent of lychee, pear and citrus. The flower complements the crisp apple taste of the cider, resulting in a balanced sweetness. ABV: 5%

Package: 12 oz. bottles only Availability: Now

GLUTEN FREE

YES



Coors Lt Summer Brew-Enjoy it while it lasts



Coors Light Summer Brew, infused with a blend of natural citrus flavors, Coors Light Summer Brew is available in 12-packs of 10-ounce cans featuring a bright orange and yellow citrus-inspired design over



Coors Light's signature Rocky Mountain landscape. The summer design package was inspired by the refreshment Coors Light provides on those hot summer days during epic summer adventures, summer holidays or just while hanging out with friends at the beach. Look out for the paint-splattered look of the new "Splash" can.

GLBC Introduces New Seasonal Spacewalker American Belgo

Limited Edition Beer Releases in July



CLEVELAND, OHIO—Great Lakes Brewing Company® (GLBC) announces a new Seasonal, Spacewalker American Belgo. Spacewalker American Belgo is named for the surprising number of astronauts who have called Ohio home. Brewed with Belgian yeast and American hops, including the experimental ADHA 881 hop, Spacewalker is bold yet balanced with spicy, fruity flavors. Spacewalker will be released this July in 4-Packs and Draft in GLBC's distribution markets, taking the place of last year's commemorative Silver & Gold IPL, which was brewed for GLBC's 25th anniversary.

Flavor: Bold yet balanced with spicy, fruity flavors Vitals: ABV: 8.2%; ABW: 6.5%; IBU: 65
Packaging: 4-Pack, 1/6 BBL, 1/2 BBL

"Taking the place
of last year's
commemorative
Silver & Gold IPL,
which was brewed
for GLBC's 25th
anniversary

What's better than sitting out in the sun with a cold and refreshing wheat beer?



"Hallertau hops and Bavarian-style top-fermenting yeast deliver a thick, creamy head with overtones of banana and clove esters," the release states. "This authentic German weizen style beer, with a slight hazy appearance, concludes with a crisp finish." Yuengling Summer Wheat, a traditional German-style weizen beer,

Try a Summer Wheat while supplies Last !!!!!

**Limited Quantities still available in :
1/4 barrels and 1/2 barrels.**

Special Seasonal Releases



We are pleased to announce the next seasonal variety pack from the Shock Top family. Along with the flagship Belgian White, this pack features full-time Honeycrisp Apple Wheat and seasonal Pumpkin Wheat.

Available August 4 – November 16, 2014 in 12oz NR 2/12 Bottles.

The brewer allow the beer to macerate with fresh cherries, raspberries and cranberries. After this maceration in oak, the beer re-ferments in the bottle. The result is RODENBACH Caractère Rouge, an exceptional RODENBACH with fruit maceration and a 7% alcohol volume. The brew is more than unique and extremely exclusive, as only 900 75-cl bottles were produced.



RODENBACH

LIMITED EDITIONS

*Rodenbach
Caractère
Rouge*



[Rodenbach
Caractère Rouge is
a Flanders Style
Red Ale with 7%
ABV

Available while
supplies last.



Goose Island Rambler IPA

The next seasonal IPA from Goose Island is **Rambler IPA**. Rambler IPA is herbal, woody, with citrus aroma and Spicy, resinous hop flavors with enough sweetness to balance the Mt. Hood hops. It's medium bodied and medium carbonation. Spicy hop flavor lingers on the palate with a malty, dry finish.

Available August 25, 2014 in 12oz NR 4/6 bottles and ½ barrel draught. 6.7% ABV

Goose Island's Flight Pack

The variety 12 pack is the solution to quench your customers thirst for beer exploration. In each 12 pack your customer will be able to enjoy four bottles each of:

- 312 Urban Wheat Ale
- 312 Urban Pale Ale
- Rambler IPA

Available September 8, 2014



Special Seasonal Releases

Ommegang Three Philosophers Vertical Cellared Case (Quadrupel - Special Limited Release)

1 bottle each

- 2011 Three Philosophers / 750ml
- 2012 Three Philosophers / 750ml
- 2013 Three Philosophers / 750ml

3 Philosophers "Vertical Pack" which has three different years of cellared and aged 3 philosophers.
Available in 25.4oz 4 X 3 Gift Pack -Limited Release



"The resulting
beers are unfiltered
and unscripted
expressions of the
individual and
collective
personality of our
brewers."



Long Trail Farmhouse Series IPA pack

Four super special IPAs to create the Farmhouse 12-pack IPA Sampler. Proud to offer this mixed IPA 12-pack straight from our Farmhouse to your house. **Limited Release**

- American IPA-very simple and involves cramming hops into the beer at every
- Black Rye IPA-Features a unique roasted and caramel malt character
- Sessions IPA-A lighter, easygoing IPA
- White IPA-Part Belgian White, part IPA,

Southern Tier -BELGIAN STYLE SERIES: SUPER SAISON BREWED WITH LEMONGRASS



This series is all about experimenting with unusual ingredients. Sonnet uses lemongrass and at 8.5% alc/vol we call it a super Saison. With the addition of lemongrass, one expects a spicy, peppery and lemon aroma, with citrus and subtle hop character. Looking at the beer through a stemmed glass, you'll notice pale straw-gold color and a thick and rocky white head with persistent lacing. Of course, because the 750ml bottle is conditioned, some haziness is to be expected. When pouring the bottle, be aware that some sediment may be present. Pour carefully to avoid this, or don't. The choice is yours. **Limited Release in 25.4oz NR and 1/6 BBL's**



Southern Tier Gemini

At Southern Tier Brewing Company, heavily hopped beers have been our calling card since Unearthly made its debut in 2006. Gemini is a super hopped ale with six varieties of hops blasting flavor and zapping bitterness in every direction. Like a geminaut, this beer is two souls in one package; a bitter hop bomb on one side with sweet malts on the other. Travel high into the heavens!

AVAILABILITY: limited releases, year round / 12oz (6pk and 24 bottle cases) / 1/2 keg, 1/6 keg





FALL FEST BEERS



Samuel Adams® Harvest Collection

Full of great beers, Samuel Adams Harvest Collection remains the #1 selling Fall Variety pack with sales 35% greater than the next competitor.⁽³⁾ The 2013 Harvest Collection Variety includes: Samuel Adams® Ruby Mild, Samuel Adams® Hazel Brown, Samuel Adams Boston Lager®, Samuel Adams® OctoberFest, Samuel Adams® Harvest Pumpkin Ale, Samuel Adams® Harvest Pumpkin Ale, Samuel Adams® Latitude 48.



Lagunitas Imperial Red Ale

This Special Ale is, in reality, a reconstructed exhumation of the very first ale that we ever brewed way, way back, in 1993. Brewed with a big head, a muscular malty thorax, a silky texture & all strung together with a hoppy sweet nerve sack... yum **Available in 22oz NR & Draft**



Anchor Big Leaf Maple



BigLeaf Maple Autumn Red is a quaffable, well-balanced red ale with character. Its malty complexity and coppery color come from a combination of two caramel malts, pale malt, and a hint of maple syrup. To complement these flavors, we used three additions of Nelson Sauvin hops in the brewkettle and a unique blend of Nelson Sauvin, Citra, and Cascade for dry hopping. The result is a distinctive fall seasonal with extraordinary depth and intriguing aroma.

Available in 12oz NR and Draft



Breckenridge Autumn Ale

Our fall seasonal combines the malty goodness of a German lager with the clean crispness of an American ale. Brewed with Munich malts and a delicate blend of Bavarian hops, it's a full-bodied treat with a nutty-sweet middle, a warming alcohol level and notes of toasted grains. A pre-winter winner.

Availability-September-October



A new limited-time-only fall seasonal -Bud Light Lime Apple-Ahhh-Rita.

Bud Light Lime is excited to introduce **Bud Light Lime Apple-Ahhh-Rita**. A new limited-time-only fall seasonal offering. Bud Light Lime Apple-Ahhh-Rita combines the great taste of an apple-flavored margarita with a refreshing twist of Bud Light Lime. Best enjoyed over ice. Bud Light Lime Ritass are carefully brewed with a combination of barley malt, non-malted cereal grains and subtle hopping before they undergo special filtration. They are then blended with Bud Light Lime and additional ingredients to provide a refreshingly inviting margarita flavor.



Available August 4 – November 3, 2014 in 24/8oz Can 2/12.

Shock Top Spiced Banana Wheat



Shock Top Spiced Banana Wheat is the next in the series of Shock Top seasonal brews. As the name suggests, this brew combines the flavors of caramel malts, honey, brown sugar and bananas to deliver a Belgian-style unfiltered ale with a smooth, creamy caramel finish, sweet banana aroma and subtle hopping flavor for a full flavor experience.

Available August 11 – November 16, 2014 in 1/6 Barrels.



As the name suggests, this brew combines the flavors of caramel malts, honey, brown sugar and bananas

Magic Hat Night of the Living Dead Variety Pak

The Night of the Living Dead Variety Pak contains a cabal of beers carefully selected to scare the howl out of autumn thirsts and exorcise the season's most frightening fluid cravings. Every time one is opened, three bottles of four different ales materialize.

SKUs Available: 12pk & 24pk (loose)

Beer Selection: #9, Séance, H.I.P.A. and deVElled



Flavor To Big To Ban

Labatt Prohibition Series Apple Harvest Ale



A beer, not a cider, this ale has a refined balance of sweet and tart flavors. 6-Row malt and Apollo hops meet Honeycrisp apples to create a truly unique, highly drinkable libation.

Available in 12oz NR



"Rich bourbon
flavor and
smooth finish"

Labatt Prohibition Series Bourbon Barrel Ale

A robust ale that warms the soul with its rich bourbon flavor and smooth finish. The malty sweetness is perfectly balanced by noble hop aromas and notes of vanilla and oak.



Available in 12oz NR



Abita Pecan

Abita Pecan® Harvest Ale is brewed with pale, Munich, biscuit and caramel malts and Willamette hops. Real Louisiana roasted pecans are added in the brewhouse and give the ale a subtle nutty flavor and aroma. Crack one open for yourself.

Suggested temperature: 44°

Suggested glassware: pint, flute, snifter or tulip



Woodchuck Fall Cider

There are few things as spectacular as fall in the Green Mountains that surround our cidery. When you add cinnamon, nutmeg, and a hint of American white oak, you either have yourself some mighty fine cider or your standard Vermont tourism cliché. **Available in 12oz NR and Draft.**





Oktoberfest is a 16-day celebration held each year in Germany that has inspired numerous festivals around the globe. For a complete list of Oktoberfest beers and for availability please contact your Fuhrer Sales Representative.

Beck's Oktoberfest – Arrives with Autumn

a German-style Marzen with a distinctive amber color and an aromatic, malty-sweet taste. Beck's Oktoberfest is brewed in Bremen, Germany, and is made in accordance with the "Reinheitsgebot," the German Purity Law of 1516. It is brewed using only top grade barley, hand-selected hops, fresh glacier water and Beck's exclusive strain of yeast that's been cultured and cultivated for generations. **Available August 4, 2014 in 12oz NR 4/6 Bottles and ½ Barrel draught.**



“World’s
First
Oktober
fest
Beer”



Spaten Oktoberfest Beer:

World's First Oktoberfest Beer

The beer of Munich's famous Oktoberfest aromatic, savory, deep amber color.

- Alcohol by volume: 5.9%
- Original gravity: 13.7%
- Bitterness (IBUs): 23
- Calories: 181 / 12 fl. oz.
- Carbohydrates: 11.7g / 12 fl. oz.

**Spaten Oktoberfest 12oz NR 4/6 Bottles and 50L Kegs
available July 28, 2014.**



Point Oktoberfest is an authentic Marzen Style Lager beer, a style reminiscent of the beers originally brewed for the first Oktoberfest Celebrations in Germany during the early 1800's. Craft brewed using Hallertau Hops and sweet Vienna roasted malts result in a full flavored, finely balanced beer brewed in celebration of the upcoming season.

- 15 IBU's
- 5.67% ABV.

Available in 12oz NR 4/6 August 2014.



Great Lakes Oktoberfest



Like the crazy but lovable relative you only see once a year, our Oktoberfest is a heartwarming reunion in a glass — preferably of the heavy, handled German stein variety. His warm, malty arrival inspires grand celebrations and joyful dancing in the streets. But Oktoberfest is really in his element when paired with a well-worn sweatshirt, a bonfire on a late summer night, and nostalgic stories of holidays past. An amber lager with rich malt flavor balanced by fragrant noble hops.

Availability:

2014: August (6-Pack, 12-Pack, and Draft)



dreamstime.com



Flying Dog Dogtoberfest

Dogtoberfest is a unique beer containing five premium malts. This lager draws its influence from the Vienna Marzen or Oktoberfest style. It is rich and malty with a sweet aroma and deep mahogany color. Brewed with 100% imported German ingredients, it will cut spice while pulling out sweetness.



"Brewed with 100% imported German ingredients, it will cut spice while pulling out sweetness."

ALCOHOL BY VOLUME:

5.6%

AVAILABILITY:

Fall release

Harpoon Oktoberfest

Harpoon Oktoberfest is a malty tribute to fall, balanced by a gentle hop bitterness. In keeping with tradition, it is a Marzen-style beer, brewed with abundant quantities of Munich, Chocolate, and Pale malts. Those malts provide a solid, full body and create the beer's deep color. It is a rich, flavorful beer. Soft and malty with a mild bitterness

BOTTLE- 6-packs. 12-packs

DRAFT Widely Available from August - November

CANS August - November



Unpack those Lederhosen – It's Oktoberfest Time!

Penn Oktoberfest Bier

A Märzen / Oktoberfest-style beer. A rich, gold-colored Munich-style fest beer. This medium-bodied lager uses a combination of caramel and roasted malts to produce a well-balanced beer that finishes very clean. A rich, deep golden-colored lager fest bier that is exceptionally smooth and mellow. Uses two-row malted barley and a combination of roasted malts. Highly rated by the National Tasting Institute.



Great American Beer Festival®:
2008 - **BRONZE MEDAL**, Dortmund or German-Style Oktoberfest

Shiner Oktoberfest

**"Raise your stein
to tradition and
enjoy this utterly
classic brew"**

In Shiner, TX (pop. 2,070), they're suckers for tradition. Which is why this classic Oktoberfest brew is made with the highest quality two-row barley, Munich and caramel malts, along with German grown Hallertau Tradition and Hersbrucker hops. It's their way of honoring our ancestors and the beer they loved to celebrate with. So raise your stein to tradition and enjoy this utterly classic brew.

Available in 12oz Cans, 12oz NR's and Draft



Left Hand Oktoberfest Märzen Lager

TOASTY MALT FLAVORS DOMINATE UP FRONT AND NOBLE HOPS LEAD TO A SPICY AND SUPERBLY CLEAN LAGER FINISH.

This is no festus for the restus – on the contrary – we start brewing in the Spring and it takes a full two months to reach lagered perfection. Biscuity, malty goodness dominates upfront while the noble pedigree hops lend a properly spicy, dry finish. Zicke zacke, zicke zacke, hoi, hoi, hoi. Time to roast your chicken and upend your stein before the air gets crisp, the leaves flame and fall and the skies fade to black. Auf geht's! -





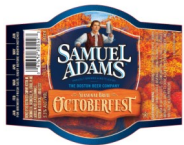
Time to dust off your Lederhosen

Yuengling Oktoberfest



Copper in color, this medium bodied beer is the perfect blend of roasted malts just the right amount of hops to capture a true representation of the style.

Yuengling fans can enjoy the product at their local taverns, as Yuengling Oktoberfest will be available in ¼ and ½ Barrels to wholesalers in all markets beginning in late August.



Samuel Adams OktoberFest

In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince's wedding with a special beer and 16 day party. Our version of this classic style blends hearty malts for a deep, smooth flavor with notes of caramel creating a brew that's perfect for the season, or whatever you're celebrating.



Abita Oktoberfest



Abita Oktoberfest (September – November) is a German style lager. This full bodied malty lager has a copper color and is hopped and dry hopped with German Hallertau hops giving it a pleasant, spicy hop aroma that's just right for the season.

Suggested temperature: 42°

Suggested glassware: pint, pilsner, goblet or stein

Brooklyn Oktoberfest



When Crown Prince Ludwig of Bavaria wanted to celebrate his wedding engagement in 1810, he did what any good Bavarian prince would – he threw a beer festival. Both the festival and the special beer served there became known as Oktoberfest. Brewed from the finest German malt and hops,

Brooklyn Oktoberfest is true to the original style, fullbodied and malty, with a bready aroma and light, brisk hop bitterness.

Availability: August-October 15.5 gal kegs; 5.2-gal kegs; 24/12oz. bottles



Pumpkin Style Beers

Shock Top Pumpkin Wheat

A Belgian-style wheat ale brewed with ripe pumpkins, nutmeg, cinnamon and cloves. This seasonal, unfiltered ale has a deep amber color and captures all the flavors of fall.

Available August 11 - November 16, 2014 in 12oz NR 4/6 Bottles and ½ barrel draught.



Stevens Point Whole Hog Pumpkin Ale

“Handcrafted
using real
pumpkin”

Handcrafted using real pumpkin and savory pumpkin pie spices with hints of all natural cinnamon and nutmeg. Perle hops balance with rich Munich, Roasted, and Caramel malts for the full-bodied taste and exceptional flavor. 10 IBU 7.5% ABV

Stevens Point Whole Hog Pumpkin Ale
12oz NR 6/4 and ¼ barrels Available
August 2014.



Ithaca Country Pumpkin Ale

Ithaca Beer Company looks to be gearing up for a fall seasonal with Country Pumpkin. A beer brewed with pumpkins and spices. A hit of hops, a touch of spice, this pumpkin ale is gonna be nice!

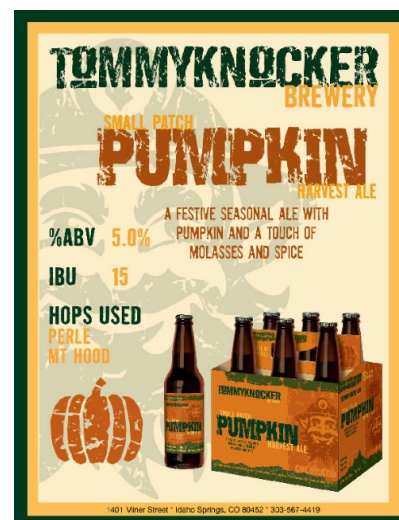
Available August 2014.



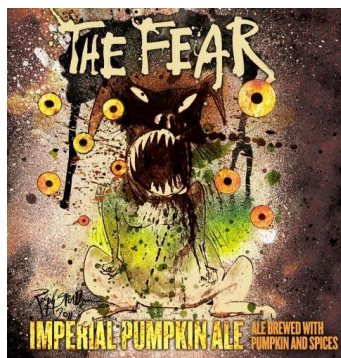
Tommyknocker Pumpkin Ale

A hearty brown ale brewed to celebrate the fall harvest season. Brewed with a hint of spice and a touch of molasses. Small Patch has a malty backbone rounded out by an addition of real pumpkin to the mash and brew kettle. Think outside the patch!

Available August 2014.



Flying Dog The Fear Imperial Pumpkin Ale



We brewed The Fear with local pumpkin puree and secret blend spices. But once you take a sniff and a sip, those spices become quite apparent. The Fear Imperial Pumpkin Ale has bold pumpkin pie notes complimented by graham cracker, chocolate, and subtle hop bitterness. A secret blend of spices and local pumpkin puree contribute to this quintessential fall brew.

Availability: On sale through August 31



**"The Fear
Imperial
Pumpkin Ale
has bold
pumpkin pie
notes"**

Harpoon UFO Pumpkin

Imagine a pumpkin vine wound its way in a field of barley, and a brewer harvested it all to make a beer. Add Northwestern hops and a blend of spices, and you've got UFO Pumpkin. The malt combination provides a smooth body and slightly sweet flavor, which balances perfectly with the earthy notes derived from the pure pumpkin. And like all of our UFO beers, UFO Pumpkin is UnFiltered. Easy drinking with a lingering pumpkin aftertaste on the back of the tongue.

BOTTLE -6-packs, cases

DRAFT Available from August through November

CANS 12-packs



Penn Pumpkin Roll Ale



This deep orange-colored ale is made with real pumpkin puree and overflows with the rich flavors and fragrances of nutmeg, cinnamon, allspice, and ginger.

Alcohol content: 6% ABV **6% ABV Specs:** IBUs: 21 Lactose Sugar IBUs: 21

Availability: Seasonal beer available in late summer/early fall. Sold on draft and in 12 oz. bottles in six packs

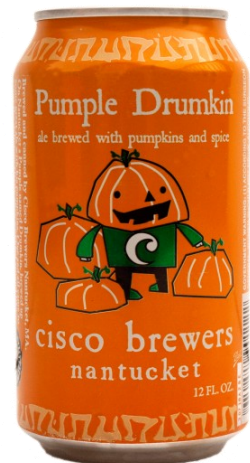


Cisco Pumple Drumkin

Pumple Drumkin Ale is a fall favorite on the island. A deep orange hue and a subtle pie aroma meet a robust malt character in this ale which, true to its seasonal reveling, tastes like toasted pie crust in your mouth. It will finish clean and dry on the palate and leave you wishing that every day could be autumn on Nantucket!

6% abv

(Seasonal - 12oz NR ,Cans and in draught)



INTRODUCING...Wilhelm Scream!

Ripe with fall flavors of pumpkin, cinnamon, nutmeg and caramel. Medium-bodied and the color of orange setting suns, it finishes similar to the way we finish summer: with just a hint of bitterness.

- **Aroma:** Malt sweetness and spice
- **Appearance:** Amber, orange hues
- **Flavor:** Balanced, spice prevalent
- **Mouthfeel:** Light to medium, smooth



In Market Date: 8/1/2014

Available: 6pk, 12pk, 1/2 BBL, 1/6 BBL

Woodchuck Pumpkin Cider

Every once in a while you know you stumble upon something glorious. That something just so happens to be our Private Reserve Pumpkin. We have combined our signature taste with a refreshing pumpkin finish. Limited to just two and half hours on the production line this is a true connoisseur's cider. **Available 12oz NR, 1/2bbl, and 1/6bbl's**



Samuel Adams Fat Jack

This rich and luscious brew indulges in flavor with over 28 lbs. of pumpkin per barrel, for a full bodied sweetness and deep russet color. Classic pumpkin pie spices like cinnamon, nutmeg, and allspice ignite a warmth and spark that's deepened by an undercurrent of roasty smoked malts. The result is a delectable brew full of enveloping layers of flavor and spice.

Available in: 22oz NR's and Draft



**"Indulges in
flavor 28 lbs.
of pumpkin
per barrel,"**



JACK-O-TRAVELER

Representing the darker side of Shandy, Jack-O-Traveler is an alluring beer illuminated by the tastes of fall. He strikes the perfect balance between bright refreshment and seasonal spice. Jack is brewed with fresh pumpkin, for a delicious, dark hued, Shandy-inspired beer.

Available in 12oz NR's and Draft

Jack-O will be available in Fall 2014



Remembering Rogue's Jack Joyce



The Rogue Nation and Family lost their co-founder, leader, friend, and father as Jack Joyce passed away at the age of 71.

Last month, the brewing community lost one of its most eccentric entrepreneurs and a pioneer in craft brewing: Jack Joyce, the founder of Oregon-based Rogue Ales.

Joyce, who had been living in Hawaii at the time, died suddenly of a heart attack on May 27 at the age of 71.

Prior to starting Rogue, Joyce spent years as an attorney and was an early Nike executive. He has been lauded for having helped to develop the company's marketing campaign with Michael Jordan (those stories are chronicled in the book *Swoosh: The Unauthorized Story of Nike and the Men Who Played There*).

In a note sent to Rogue employees and the company's distributor partners, Jack's son Brett Joyce shared the news of his father's passing and recalled the elder Joyce's efforts to scale Rogue into a nationally distributed craft beer brand:

"From the outset, Jack set Rogue on a path of innovation, creativity, and rebellion," it read. "Rogue made hoppy, flavorful beers and was told that no one would drink them. Rogue made a wide range of beers and was told no one wanted variety. Rogue sold 22oz bottles of beer and was told no one would pay a premium for a single serve beer. Rogue opened multiple pubs and breweries and was told that it would be wise to follow a more efficient and logical business plan. Rogue took the road less, or perhaps never, travelled. Rogue was the first U.S. craft brewer to send beer to Japan. Rogue won 1,000 awards for product and packaging excellence. Rogue worried about getting better, not bigger. Rogue began distilling. Rogue began farming. Rogue remained dedicated to its small town roots and made sure to give back to its local communities. Rogue started a Nation. This was all vintage Jack."



Mail-In Rebates

Consumers who purchase one (1) 24pack of Blue/Blue Light 24 LP 16oz cans or one (1) 30 pack of Blue/Blue Light/Lime/ Ice/52 get \$5 back via mail-in rebate.



In-market date: 7/13/14-8/16/14

PITTSBURGH, PA - HEINZ FIELD / JULY 27, 2014 @ 4:00 PM



MATCH 4 MANCHESTER CITY VS AC MILAN

The Church Brew Works-Los Angeles International Beer Competition Winner

Herb and Spice Beer: Silver Medal: Church Brew Works, Tom's Pepper Wit

Kellerbier/Zwickelbier: Gold Medal: Church Brew Works, Saaz Monster

European-Style Dunkel: Silver Medal: Church Brew Works, Pious Monk Dunkel

German-Style Schwarzbier: Gold Medal: Church Brew Works, Schwarzbier

German-Style Doppelbock or Eisbock: Bronze Medal: Church Brew Works, Non-Denominator Doppelbock



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Holiday Schedule

When The Holiday Falls on Friday 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 be moved to Friday

FUHRER WILL NOT BE OPERATING ON THE HOLIDAY TO RECEIVE CUSTOMER ORDERS