

FRANK B. FUHRER WHOLESALE COMPANY



MARCH AND APRIL NEWSLETTER

Crazy Mountain Brewing Company

A 'crazy' successful craft brewery in the Vail Valley of Colorado Coming to Fuhrer in late March 2016

Crazy Mountain Brewing Company was founded by the husband and wife team of Kevin and Marisa Selvy in Edwards, Colorado in 2010. The couple met while Kevin worked as a brewer at San Francisco's Anchor Steam Brewery in 2007, and bonded over their desire to "live the good life" - aka living a more relaxed, slower-paced lifestyle while making a living doing what they love.

Crazy Mountain has also gone through two major expansions - one in 2011 and another in 2013, to allow the brewery to produce up to 20,000 barrels per year (a level they haven't reached yet, but it's the long term the goal). Furthermore, the small mountain tasting room that was once a quiet gathering place for locals is now a destination and bustling with year-round tourists.

One of the major reasons Crazy Mountain has been so successful is the quality and creativity behind their handcrafted brews. Kevin, who serves as the Brew-master, has picked up techniques and styles from Colorado, California, and even Europe. Now in their fourth year, Kevin and Marisa are loving life in the beautiful Rocky Mountains and couldn't be happier with their Crazy Mountain Brewing Company. Cheers!

Year Rounders

Crazy Mountain Amber Ale, Horseshoes & Hand Grenades, Lava Lake Wit, Mountain Livin' Pale Ale, Cara DeLuna Black Ale, Boohai Red Ale and Creedence Pilsner

Tasting Room:

[See what they're brewin'](#)

[Visit the Beer Locator](#)



Volume 2

2/29/2016

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ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES

Coming in March, Shock Top Belgian White and
Lemon Shandy 15pk 12oz Cans.



Bud Light Lime introduces four flavor Mix-A-Rita
variety pack in time for spring and summer
entertaining.

Now available Rita Family 12oz Cans 12-Pack.

A-B Puts a New Splash into Lime-A-Rita



Introducing Bud Light Lime Rita Splash. Splash
are lighter, refreshing 4% ABV beverages
available in Limearita and Strawberry flavors.
They will be packaged in 12oz Bottles 12-pack.

Available March 7.

Available now in half barrels

A version of IPA with an eastern touch -- a hint of
jasmine. Made with English and German malts and
American west coast hops. Then dried Jasmine
flowers are added. It's "florally fragrant and
slightly sweet, with hops to balance," the brewery
says, and is 5.6 percent alcohol by volume.



ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES

New Belgium Folly Pack Cans

New Belgium Folly Pack 12oz Cans 12-pack available March 1. Includes Trippel Belgian Style Ale, Fat Tire Amber Ale, Ranger IPA and Citradelic Tangerine IPA.



New Belgium Folly Pack Bottles

New Belgium Folly Pack 12oz Bottle 12-packs will be available March 1. Includes Rye PA, Fat Tire Amber Ale, 1554 Black Lager, Ranger IPA, Citradelic Tangerine IPA.

Introducing Virtue Ciders

Virtue is a craft cider company launched in 2011 in Fennville, Michigan by Gregory Hall, former brewmaster at Goose Island, and co-founder Stephen Schmakel. Our mission is to make European-style ciders from fresh heirloom apples-never form concentrate-and employ traditional farmhouse production methods that include native and secondary fermentation, use of wild yeasts, and an expansive oak barrel-aging program. We partner with local family farms by purchasing the highest quality apples for our ciders.

Prince Hal Welsh-style barrel-aged cider is a bit sweeter, a bit softer, than its English cousin RedStreak. Prince Hal has a scent of over-ripe apples, with a bit of yeasty goodness. Leading with tropical and citrus notes, it follows with graceful sweetness from freshly pressed juice, finishing crisp and clean with a touch of oak. 538% ABV

In Normandy, France, cider has been made on the farm for over a thousand years. Apples were carried from orchard to barn by cart, drawn by a big grey horse- a Percheron. The apples were milled and pressed into juice through straw driven by that same horse, then fermented with wild yeast in used wine barrels. The resulting farm cider, or cidre fermier, was rustic and complex, with notes of both the farm and barrel. Percheron Cidre Fermier is dedicated to the big, beautiful horse of Normandy. Like its French cousin, Lapinette, it bears the unmistakable sent of the farm, a strong body, and a gentle finish. A blend of ciders from early-season apples, it's soft on the palette and sweetened with freshly pressed apple juice before bottling

Available March 9 in sixth barrel draught.

ANHEUSER-BUSCH DIVISION EVERYDAY PACKAGES



Introducing Best Damn Cherry Cola. Our refreshing Best Damn Cherry Cola combines caramel and cola spice notes with a delicious cherry taste. Aged on cherries after brewing, the result is a flavorful take on the timeless taste of Cherry Cola. We hope you love it as much as we do. Cheers!

Available March 7 in 12oz Bottles 6-pack.

Coming April 18th

Landshark Lager will be available in a 12oz Can 12 Pack Cooler Bag. Just add ice and enjoy your summer.



Available beginning March 7, Stella Artois will now be available in a 12oz Sleek Can 2-12 pack. This package will replace the 14.9oz Cans.



Pacifico Clara 24oz Cans available March 1, 2016.

It's clean and hearty flavor makes Pacifico an exceptionally drinkable lager that's compatible with all types of food, especially seafood.



Have there been days that you wished you could have cold Corona Light in a nice tall pint glass? Well the dream is a reality. Corona Light draught will be available in a slim quarter barrel.

ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



Lemon Shandy will return as Shock Top's Spring/Summer Seasonal offering on February 29, 2016. Packages include 12oz Bottle 6-pack, 12-pack, as well as 15-pack 12oz cans and in draught both half and sixth barrels.

This Belgian style white beer is brewed with Citrus peel, coriander, natural lemonade flavor and a hint of sugar for a subtle sweetness, resulting in an incredibly refreshing, crisp and smooth beer.

Shock Top Spring/Summer Variety Pack

The variety pack will include Belgian White, Lemon Shandy, Honey Crisp Apple Wheat and the new Four Grapefruit Flavor.

Sales begin February 29, 2016.



We are excited to introduce the new Water-Melon-Rita 8oz Cans 12-pack. This limited seasonal combines the great taste of watermelon margarita with a refreshing twist of Bud Light Lime and is the perfect complement to your summer.

Available March 7 2016



ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS



The first Imperial beer of the year is The Illinois, a 9.0% ABV 95 IBU Imperial IPA that pushes the limits of hop flavor and aroma. Deep gold, complex citrus aroma, balanced clean bitterness, medium to full body.

Now available in 12oz NR 6/4pk and sixth barrels

Elysian Superfuzz Blood Orange Pale Ale will be available April 1st. Superfuzz is a mind-bending whirl of the aromas and flavors of blood orange and Northwest hops. Malts: Pale, Munich, and Dextra-Pils. Hops: Citra, Cascade, Amarillo, and Northern Brewer. ABV 6.4% IBUs 45.

Available in 12oz NR 4/6 and half barrels.



Brilliantly clear and refreshing, our Happy Pils boast a healthy amount of spicy noble German hops, and a dynamic yet restrained malt backbone. Using a traditional German lager yeast, our brewers execute in true German fashion a flawless lager fermentation. Our Happy Pils is bound to bring a smile to any craft lover's face. 5%ABV

Available March 7 in 12oz NR 4/6 and half barrel draught.

New Belgium Hoppy Blonde Spring Seasonal Hoppy Blonde will be **available March 1**. Take a leap and hop into the tropics with Hoppy Blonde Pale Ale. This easy-drinking beer sips light and refreshing with a soft malt base, while vibrant notes of mango, lemon, blueberry and pine spring across the tongue courtesy of Mosaic, UK Admiral and Centennial dry-hopping. Light enough to session, but with a head rush of hops, Hoppy Blonde will leave you jumping for more. ABV 5.75% IBU 45



Schöfferhofer Grapefruit is 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 available now in 11.2oz NR 4/6, 16.9oz Can, half and sixth barrel draught.

ANHEUSER-BUSCH DIVISION SEASONAL OFFERINGS

New Belgium Heavy Melon Watermelon Lime Ale will be available April 25th. Packages available 12oz NR 4/6, 12oz NR 2/12, half and sixth barrel draught. Hot summer nights, jam out to the cooling waves of Heavy Melon Ale, our newest seasonal track. Brewed with juicy watermelon and zesty lime peel, this crushable ale rips with a blast of melon notes. Ripened fruit aromas of melon, papaya and citrus climax with an enticing aroma, and set up an invigorating wash of fruity sweetness, grassy bitterness and the slightest touch of tartness. Super crisp and refreshing from start to finish, Heavy Melon Ale shreds through the summer heat. 5%ABV 14 IBUs



Our take on the traditional radler - a recipe developed using our award-winning light lager infused with a hit of natural grapefruit, grape and lemon juices that deliver a truly unique taste profile. Developed with 15% real juice and brewed to 4% alcohol by volume, when poured from the iconic green bottle, Moose Light Radler has a natural cloudiness that creates an amazing presentation. It's the perfect drink for a long, hot Maritime summer!

Available April 1 in 12oz Cans 12-Pack



This coffee oatmeal stout is a dark and luscious companion to warm your soul on cold winter nights. The smooth chocolatey character of roasted malts and full bodied herbal taste of coffee beans blend to make a bold and flavorful pint. 5.2% ABV

Available now in 12oz NR 4/6 and half barrel

Piney in the nose, Creeker is by no mean and ordinary double IPA. Creeker is all hops with little malt body. Enjoy the intense citrus flavor with tropical notes, floral aroma and full body mouthfeel. 9% ABV

Available now in 12oz NR 6/4 packs, half and sixth barrel draught.



COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES

Samuel Adams-Pack of Rebels 12 pack variety cans showcasing a variety of IPAs



Rebel IPA

6.5% ABV, 45 IBUs

Bold and refreshing with bright citrus, ripe grapefruit, and subtle pine notes

Rebel Rouser Double IPA

8.4% ABV, 85 IBUs

Packed with over 5lbs of hops per barrel for pronounced fruity, citrus, and resinous character

NEW Rebel Grapefruit IPA

6.3% ABV, 52 IBUs

Brewed with real grapefruit juice and peel for a punch of citrus to complement the hops

NEW Rebel Cascade IPA

7.3% ABV, 76 IBUs

Bright and bold with unabashed Cascade hop character of grapefruit rind, spice, and resinous pine

Samuel Adams Rebel Grapefruit IPA Now Available in Bottles

Previously available in draught only, Rebel Grapefruit IPA will be available in 12 oz. bottles this winter! This thirst-quenching IPA is brewed with real grapefruit for an added punch of citrusy goodness that amplifies the tropical fruit and citrus notes from the hops. A hint of juiciness rounds out the bitterness and brings a refreshing finish to this bold, bright beer.

ABV: 6.3%

Availability: Now Year-round



Traveler Beer Co. announcing the release of Traveler IPA Shandy



Yes, the IPA shandy is now a thing

An American craft wheat ale brewed with citrusy hops and grapefruit, marrying IPA vivacity with Shandy refreshment.

Taste the imagination · 2016 Year Round Offering

· Available in 6---Pack Bottle

COORS/DIAGEO/BOSTON DIVISION EVERYDAY PACKAGES



Coney Island Hard Ginger Ale What we have behind the curtain will amaze you! Astound you! Astonish you! Hailing from deep in the ground in a far off land comes an ingredient so fragrant and so delightful that a single sip will wash away your worries like waves crashing on sunny shores. Feast your eyes on Coney Island Hard Ginger Ale, a tantalizing libation enhanced with exotic West African ginger.

ABV: 5.6% Package: 12 oz. bottles only

Availability: Now Year-round



Coney Island Hard Orange Cream Ale Get your tickets here! It's a small price for a thrilling escape. Buckle up passengers, and hang on to your hats! Some rides are deceiving, but this one is all there. Coney Island Hard Orange Cream Ale is an amalgamation of orange, vanilla and spice inspired by the deliciously unexpected concoctions you only find on the boardwalk. Are you tall enough to ride?

ABV: 5% Package: 12 oz. bottles only

Availability: Now Year-round



Blue Moon Year Round Variety Can 12pk

The Blue Moon Variety can 12 pack enables consumers to enjoy our beers at more occasions, where cans are accepted and bottles are not. Plus, it provides consumers the perfect assortment of our year-round beers, in cans, not to be found in any other package.

4 cans of Blue Moon Belgian White - Valencia orange peel versus the traditional tart Curaçao orange peel, for a subtle sweetness. oats and wheat to create a smooth, creamy finish that's inviting to the palate.

4 cans of Blue Moon White IPA-A pronounced citrus and fruity hop taste, perfectly balanced by wheat, coriander, and orange peel. Hoppy. Unfiltered. Balanced

4 cans of Cinnamon Horchata Ale

A Latin-Inspired beer featuring an authentic inspiration (Horchata beverage) from a Hispanic Brewmaster (Keith Villa)

Retail Begins: April 2016



COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

NEW 2016 Summer Seasonal: Belgian Table Pils April – July 2016

Taking inspiration from the pilsners of Europe to create a sessionable craft beer.



When **BMBC** brewmasters travel to Belgium, they always look forward to the classic Belgian Table beers. Traditionally, these are low-alcohol beers brewed to have with a meal and great company. Their twist was to craft this style as a more flavorful, yet balanced pilsner.

Belgian Table Pils is a sessionable Belgian-style pilsner brewed with mandarin orange peel and two row Moravian barley for a balanced, refreshing summertime beer.

Available: April – July 2016

2016 Summer Limited Release in Variety Pk: Summer Honey Wheat

Summer Honey Wheat: Wheat ale crafted with clover honey and a touch of orange

For BMN celebrated summer seasonal, brewmaster Keith tasted over 20 different honeys before he found the right one. He landed on clover honey for its subtle sweetness and balanced honey aroma. Just like their fans, they are excited to have this award-winning beer back for summer.

Beers in Summer VP: BMBW, White IPA, Summer Honey Wheat (Limited Release), Belgian Table Pils (Summer Seasonal Standalone)

Packages: Summer Variety is Available in 12pk Bottle

In Market – in Summer Variety Pack: April – July 2016



Twisted Tea Party Pack – 12 oz. Cans

Line Up: Original, Half & Half, Bourbon Barrel & Raspberry

- Perfect for all our Twisted Tea drinker's occasions like BBQs, Tailgates & NASCAR.

- Will replace current Twisted Tea Mixed Up Pack (12 oz. bottles)

- Line Priced with 12 pack cans

- In Market: Now



COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS



Here's your very first look at a new beer heading to cans and bottles from Harpoon. This is Camp Wannamango and it is a pale ale brewed with mango. This seasonal release will hit 12oz bottles as well as kegs and the beer comes in at 5%-ABV and 22 IBU.

Stay tuned for release details.

It's like breakfast in a bottle

Harpoon UFO Big Squeeze Shandy. Focused pink grapefruit scents tickle the nose. On the tongue, this summery sipper is a little bit beer and a little bit grapefruit juice: Lightly sweet bready malts fuse nicely with slightly tart, biting pink grapefruit flavors

Available from Apr - Aug



Penn Brewery

Penn Ginger Beer

Beer with Fresh Ginger 4.5% ABV, 15 IBUs Spalter hops , 2-Row malt, fresh grated ginger . Refreshing beer with fresh ginger grated into the boil. Lightly spicy ginger burn and aroma.

March Release

Berlinerweisse - German sour wheat that's complex, earthy, and refreshingly tart, with very minimal hoppiness. Nicknamed the "Champagne of the North," this beer style may be enjoyed with a shot of raspberry or woodruff syrup, according to German custom. ABV is 3.5%, and IBU level is 5.

Available on draft beginning April



COORS/DIAGEO/BOSTON DIVISION SEASONAL OFFERINGS

New Packaging for 2016 Sam Adams Adventures in Lager

A limited release collection of 6 distinctive, full-flavored lagers including 5 exclusive styles only available in this variety pack and 1 new release :

Samuel Adams Boston Lager Deep Amber

Samuel Adams Noble Pils Limited Specialty Beer
Gold

Samuel Adams Double Black Limited Specialty
Beer Deep Black

Samuel Adams Ella Blanc IPL *New* Limited
Specialty Beer

Samuel Adams Double Bock Limited Specialty Beer
Deep Mahogany

Samuel Adams Double Pilsner Limited Specialty
Beer Deep Golden

Limited Release in March



The Most Fun YOU CAN HAVE WITH A CACTUS

Doubly good in triple digits, our unique summer seasonal is made with the fruit of the prickly pear, a cactus native to Shiner, Texas. With a tart, citrusy flavor and a crisp finish, it's the best use of cactus yet.

Mid April Release: Bottles, 1/2 bbls and 1/6 bbls



One of the latest additions to the world famous Crabbie's range, Raspberry Ginger Beer is a simple yet scrumptious twist on traditional ginger beer. Following a secret recipe, Crabbie's steep their real ginger for up to 8 weeks then blend with natural flavouring made from real Scottish Raspberries to create a deliciously unique and crisp taste. Best served chilled or over ice to maximise the refreshing flavour!

Release: End of March



YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES

Starting in March, the Defender will be available in draft standing tall for all those who believe in excellent beer.



Sierra Nevada Hop Hunter Sixth Barrel Kegs Now Available



Hop Hunter IPA harnesses the complex flavors of just-picked hops through an all-new method of steam distilling wet hops before they even leave the fields. This revolutionary technique captures and intensifies the natural flavors, creating a unique and intensely aromatic beer. Our custom process gathers pure hop oil which, when combined with traditional whole-cone hops in the brew kettle and in our Hop n Torpedo, makes for an incredible IPA experience.

SIXTELLS NOW AVAILABLE



Rogue Cold Brew IPA will arrive in April find it on draft and in 22 oz bottles nationwide.



Rogue Ales announces a collision of big flavors with the release of Cold Brew IPA. Stumptown Coffee Roasters' Cold Brew Coffee is blended with an IPA made using Rogue Farms hops for a unique interplay of hops and coffee flavors. Opening with a huge hit of rich coffee aroma that is balanced by a not-so-subtle hop punch, the transition is seamless from one bold flavor to the next.

April release in 22oz bomber bottles and 50 liter bbls

YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES



Magic Hat has a new year-round Session IPA - Low Key - tuned to the key of ease. With a tropical Hop lead and smooth malt bass.

The Session IPA has 4.5% ABV and is available now in the Spring Fever Variety and soon on its own in 6-pack and 12pk bottles, 12oz cans and on draft.

AVAILABLE FEBRUARY THROUGH AUGUST

<http://www.magicchat.net/elixirs/lowkey/>

Brand New Release of 12-Packs for Boulder Hazed, Mojo and Shake



Boulder is pleased to announce the new addition of 12-pack bottles to our year round packaging lineup for our top selling beers - Hazed, Mojo IPA and Shake Chocolate Porter. They are excited to be able to offer these new packages to our beer loving fan base, giving additional purchasing options for our



Brand New Release of 12-Packs for Lagunitas

Lagunitas A Little Sumpin Sumpin Ale

Way smooth and silky with a nice wheately-esque-ishness. A truly unique style featuring a strong hop finish on a silky body. A hoppy pale wheat ale that is great for IPA fans but so smooth that the hefeweizen fans dig it too.

Now Available 12pk/12oz Bottles

YUENGLING /IMPORT/SPECIALTY DIVISION EVERYDAY PACKAGES

Mike's HARDER 23.5 oz. Cans-Mike's HARDER Lemonade and Mike's HARDER Cranberry Lemonade will both be available in single serve, 23.5 oz. cans beginning this spring!

**ABV: 8% Availability: Year round,
beginning in March**



Woodchuck® Hard Cider Unveils Day Chaser -Semi-dry Year-Round



Day Chaser celebrates those adventure seekers who never let a minute slip by. This sessionable cider combines bitter and sweet apples to deliver a semi-dry cider that's not too sweet and leaves you thirsty for another. Get the most out of every day and reward yourself as you welcome in the night.
ABV: 5.5% Packages: 12 oz. bottles, 12 oz. cans and draught . Replacing Dark & Dry 802

**Availability: Year round,
beginning in March**

LABATT BLUE LIGHT LIME PACKAGING REFRESH

Premium 4% ABV lager with the perfect touch of natural lime flavor making this a refreshing light beer perfect for any occasion.



YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS

LABATT FAMILY SUMMER APRIL RELEASES

Labatt Blue Light Shandy

Premium 4% ABV lager with the perfect touch of natural lemon flavor making this easy drinking brew the perfect summertime fling.

Draught: $\frac{1}{2}$ BBL, 1/6 BBL 12pk 12oz Bottles and 12pk 12oz Cans

April – August 2016, or while supplies last



Labatt Blue Light Grapefruit

12pk 12oz Bottles

Premium 4% ABV lager with the perfect touch of natural grapefruit flavor making this easy drinking brew the perfect summertime beer

April – August 2016, or while supplies last

Labatt Ultimate Party Pack available in

Labatt Blue 24pk 16oz Cans

Labatt Blue Light 24pk 16oz Cans

Labatt Blue Light Lime 24pk 16oz Cans



Labatt Blue Light Summer Mixer

Mixer Brands:

Labatt Blue Light Shandy 12oz Bottle

Labatt Blue Light Lime 12oz Bottle

Labatt Blue Light Grapefruit 12oz Bottle

Refreshing package that includes 4 bottles of each beer, making it the perfect pack for summer!

April – August 2016, or while supplies last

YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS



NEW for 2016 From Great Lakes Brewing Co.

FRIDGE FILLER VARIETY PACK (RELEASE: MARCH) In addition to our year-round Variety Pack which includes Dortmunder Gold Lager, Eliot Ness Amber Lager, Burning River Pale Ale, and Edmund Fitzgerald Porter, in 2016 we are excited to release our Fridge Filler. This new pack will be released in March and feature three bottles of each of the following beers:

Let us take the pressure off your shoulders with this selection of smooth, hoppy, spicy crowd pleasers. It's a brave new fridge. Go explore it.



Holy Moses White Ale

Flavor: An intrepid crew of spices and orange peel blaze a trail to a refreshing, light-bodied landing
ABV: 5.4% IBU: 20

Lawn Seat Kolsch

Flavor: A breezy jam session led by a harmonious chorus of sweet malt and spicy hop flavors
ABV: 4.8% IBU: 45

Steady Rollin' Session IPA (New for 2016)

Flavor: A vibrant landscape of tropical, fruity Mosaic hop aromas and smooth sailing malt flavors ABV: 4.8% IBU: 50

Hop by Numbers IPA (New for 2016)

Flavor: Aromatic citrus accents and strokes of pine bitterness blend to highlight a bright amber palette
ABV: 7.2% IBU: 80

NEW for 2016 From Great Lakes Brewing Co.

Turntable Pils

With earthy, fresh hops backed by a balanced malt profile, Turntable Pils is a reissue of a classic style worthy of multiple replays. ABV: 5.3% IBU: 35

RELEASE: MARCH: Packaging: 6-Pack, 12-Pack,



Great Lakes Returning Seasonal



Chillwave Double IPA

Flavor: Earthy, tropical Mosaic hops ride frontside here, followed by a deft cutback of sweet honey malt

ABV: 9.0% IBU: 80

RELEASE: APRIL: Packaging: 4-Pack, Draft



YUENGLING /IMPORT/SPECIALTY DIVISION SEASONAL OFFERINGS

RASPBERRY ELDERFLOWER FOR SPRING!

RASPBERRY ELDERFLOWER HAD THE HIGHEST PURCHASE INTENT OUT OF ALL SPRING SEASONAL FLAVORS**

Mike's Hard Raspberry Elderflower Lemonade is the newest addition to the Mike's family of beverages. Lightly sweetened raspberry juice with a hint of Elderflower blossoms.

Now Available



If there's one season Louisianans look forward to all year, it's crawfish boiling season.



Louisiana Spiced Ale

With hints of cayenne, celery, paprika, lemon peel and bay leaves, this beer has all the savory elements of a crawfish boil. Hopped with Cascades for a citrus flavor, it is refreshing, crisp and slightly sweet with enough kick to keep the party going. Get the gang together around a big pot of crawfish, or just a six-pack of Abita Louisiana Spiced Ale, or both and let the good times roll.

Available in 4/6 bottles and 1/4 BBLs March/April

LIMITED PRINT COLLECTORS CAN

The limited edition can for Boulder Beer Hazed. This hoppy session ale remains the same, but this is a limited edition Colorado state license plate 12oz can.

The beer comes in at 4.85% ABV, and will be available in cans in April



Zestily Unique: Anchor Meyer Lemon Lager™

Anchors special ingredient is the California-grown Meyer Lemons, which are a cross between a true lemon and an orange, adding a sweeter, less acidic flavor than traditional lemons.

The beer comes in at 4.5% ABV, and will be available in cans in April

BREWERY NEWS AND HAPPENINGS



New Packaging. Same Great Beer.

2016 is a milestone year for us here at Abita. For one thing, we turn 30! That isn't all though, because in coordination with that 30th anniversary, we're unveiling new designs and an overall new look and feel for our packaging. You can expect to see the new looks for our flagship brews, seasonal brews and harvest series on shelves this month!

You'll see these changes, but we want to be very clear that even though the bottles may look refreshingly different on the outside, your favorite brews inside will taste exactly the same! **WE REPEAT: NEW LOOK, SAME GREAT TASTE!** Our new look is inspired by the art, culture, history and colors of New Orleans. The personality of the city is showcased through eccentric new characters and quintessential New Orleans scenes depicted on the packaging.

You may also notice that your favorite bottles of Abita brews are back in basket carriers. The first bottles we offered debuted in baskets, making it fitting to return to them after all these years. We made the change after listening to you, our fans, regarding your choice of baskets over wraps. The new baskets allow for ease of use and give you the ability to see more of the product through the packaging.

We're excited about the new look and we think you will be too! Take a look below at some examples of what you can expect to see coming your way this month and stay tuned for information on more package updates for Andygator, Turbodog, and others as we move further into 2016!



Brands will begin shipping the following week after it's produced.

BREWERY NEWS AND HAPPENINGS



It's time to leave your mark. Each limited-edition Chalice helps provide 5 years of clean water for 1 person in the developing world.

Water has played a key part in our 600-year brewing heritage, so we know its lasting impact. Yet today, 663 million people live without access to clean water, a problem that disproportionately affects women.

That's why in 2015, through our Buy A Lady A Drink campaign, we helped Water.org provide more than 290,000 people in the developing world with 5 years of clean water, and in 2016 we've partnered again with Water.org to help more people around the world who don't have access to it.

We believe it's important for all of us to leave a mark. For every limited-edition Chalice sold, we can help provide 5 years of clean water for 1 person in the developing world



BREWERY NEWS AND HAPPENINGS

Keystone Light: Star Spangled 'Stones

Hell Yeah, Be Proud

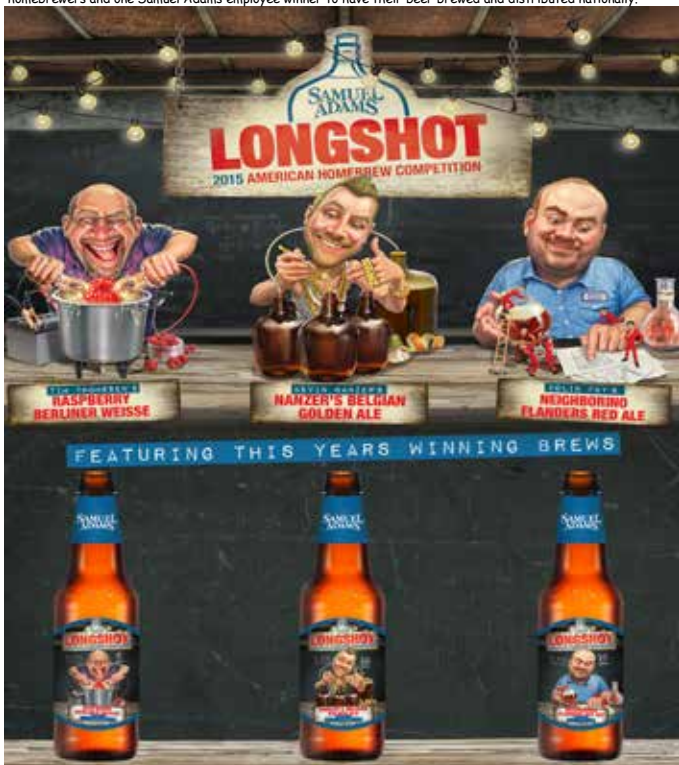
•This summer, let's celebrate the colors that never run, and the men who never run away from showcasing their **"American pride"**. Keystone Light will come out with **"patriotic packaging"** to showcase their drinker's love for the U.S.A.

Secondary Packs: 12oz 30pks, 24pk, 18pk, 12pks (and 12oz cans) Primary Packaging: 24oz & 16oz cans



BREWERY NEWS AND HAPPENINGS

For those not familiar with the LongShot contest, this is a special competition Samuel Adams host that looks to find and recognize some of the best homebrewers in the country. Each year they choose two amateur homebrewers and one Samuel Adams employee winner to have their beer brewed and distributed nationally.



We hope you will join us for the 2016 Samuel Adams LongShot American Homebrew Competition! To receive an update of when the contest goes live, feel free to [sign up for our newsletter here](#).

BREWERY NEWS AND HAPPENINGS



Nitro beers are known for their captivating cascade and smooth creaminess. Yet for many, nitro is solely linked to stout. Sam Adams breaking that mold, introducing three styles that all have Nitrogen as a 5th ingredient. In Sam Adams ongoing mission to innovate and test the boundaries of craft beer, these three styles are available in cans equipped with a widget that releases nitrogen when opened. The result? A beautiful cascade and smooth, creamy body straight from the can

Go ahead – pop it, pour it, and watch the nitro project at work



BREWERY NEWS AND HAPPENINGS

As America's Oldest Brewery, Yuengling knows what it takes to overcome hurdles to reach your dreams. They want to hear people's favorite underdog story for a chance to win \$2,500 towards their very own Journey to Greatness. During this year's basketball tournament, from March 1st through April 20th, drinkers will be asked to share their story on Yuengling.com/Basketball or on [Facebook.com/Yuengling](https://www.facebook.com/Yuengling) for a chance to win.

TELL US YOUR FAVORITE
CINDERELLA STORY
FOR A CHANCE TO
WIN \$2,500
TOWARDS YOUR OWN
JOURNEY TO GREATNESS
Visit Yuengling.com/Basketball to enter

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Yuengling
TRADITIONAL
LAGER

BREWERY NEWS AND HAPPENINGS



The advertisement features a tropical beach scene with palm trees and the ocean in the background. In the foreground, three cans of Palm Breeze and a variety pack are displayed. The cans are labeled 'NEW' and 'Palm Breeze'. The variety pack is labeled 'NEW' and 'Palm Breeze VARIETY PACK'. The text 'Say hello TO SPARKLING SALES' is written in a large, white, cursive font at the top.

Say hello TO SPARKLING SALES

HOT NEW BRAND! Palm Breeze is a highly productive brand in retail with the 6th fastest velocity of any FMB during 2015 summer selling season*

THAT IS HERE TO STAY! Palm Breeze repeat purchase levels were the highest among ALL FMB new product launches in 2015, setting the brand up for a long-term success**

POPULAR VARIETY PACK Consumers are demanding variety: 3 of the top 10 12-pack are variety packs, and they grew 8% in 2015***

*Source: Nielsen Scanalytics, 2015. **Source: Nielsen Scanalytics, 2015. ***Source: Nielsen Scanalytics, 2015.

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