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Labatt Blue and Labatt Blue Light Pittsburgh Penguins 1,000 Ticket Giveaway!

Labatt Blue and Labatt Blue Light want to offer Pens fans a unique opportunity to win tickets to see the team play in their new home area, the Consol Energy Center. Consumers will find a PIN card with a unique promotional code inside specially marked cases of Blue Light and Labatt Blue. Consumers will be directed to visit a website to enter the promotional code to see if they are one of the lucky consumers to win a pair of tickets to a Pittsburgh Penguins home game at the Consol Energy Center!



Reward Your Customers with Moosehead



This fall Moosehead will be rewarding its drinkers with 1 of 8 new t-shirt designs inside each specially marked 24 pack bottle of Moosehead Lager and Moosehead Light. Inspired by nature, these trendy t-shirts are sure to be a hit.



Löwenbräu is available



Yuengling 24 oz. Cans

Yuengling Brewery is pleased to announce that a new canning line for 24 oz. cans has been in-

stalled and is ready for production. America's Oldest Brewery has released its flagship brand, Yuengling Lager, in 24 oz. cans and Yuengling Light Lager 24 oz. cans will follow sometime in the future. Anticipation for this package has been high, as it represents a great deal of opportunity stated Lou Romano, Yuengling Marketing Manager.

again from Fuhrer Eagle Sales and Service in Allegheny, Armstrong and Jefferson counties. Löwenbräu is a Munchner-style Helles beer with deep, golden color and aroma notes of malt and spicy floral hops. The taste is slightly sweet and creamy with a balanced hop finish. Löwenbräu is brewed using Hallertau, Merkur, Perle, Tradition hops and Spring Barley malt. Löwenbräu will be available in 11.2oz NR 4/6 and 11.2oz NR 2/12 bottles.

The next seasonal offerings from Stevens Point Brewery coming in November:

Point Belgian White is a smooth refreshing and distinctive beer brewed in the tradition of Belgian Style White Ales. Our recipe boasts the finest barley and wheat malts, white wheat, rolled oats, and Noble Hallertau and Saaz hops -- naturally flavored with a hint of Curacao orange peel and coriander. The result is a light-bodied beer renowned for its signature golden-white haze. Try it with an orange slice. Belgian White was a gold medal winner in the 2010 U.S. Open Beer Championship, silver medal winner in the 2010 World Beer Championship and a bronze medal winner in the 2008 Beverage Tasting Institute competition. Available in 12oz NR 4/6 bottles.



Point Burly Brown American Brown Ale is a complex blend of select roasted malts balanced with American grown Willamette and Northern Brewer hops from the Yakima Valley. Beginning with a fresh malt bouquet heightened by the nutty scent of rich toasted chocolate malts, this burly American Brown Ale embraces notes of nut and caramel with easy drinking pleasure. This exceptionally smooth ale finishes clean with the perfect amount of lingering malt flavors helping you appreciate the American craftsmanship that pours into every glass. Point Burly Brown was a silver medal winner in the 2010 U.S. Open Beer Championship. Available in 12oz NR 4/6 bottles.



Holiday Beer Selections 2010

Please ask your sales representative for a full list of the Holiday beer selections and for availability.



21 Amendment Fireside Chat

Fireside Chat is an early winter seasonal brew available from October through December in six pack cans and on draft. Brewed like a classic, warming Strong Ale but with a subtle blend of hand-selected spices for just the right festive flair.



Ayinger Weizen- Bock

Made from a grist of 60% wheat and 40% barley malt, Weizen-Bock gains deep complexity from a blend of specialty malts and from decoction mashing. It is seasoned with Hallertau Tradition hops and fermented with the classic Ayinger weizen top-fermenting yeast. Available in 24/6.9oz NR



Blue Moon Brewmaster's Winter Sampler

Blue Moon's Seasonal Collection draws inspiration from the uniqueness of the seasons to create delicious beers with flavorful twists – orange and lemon peel, clover honey, flavors of vine-ripened pumpkin and Belgian sugar. Each Brew Master's beer is an artfully crafted celebration of the season, perfectly captured in a bottle.



Blue Moon Winter Abbey Ale

Winter Abbey Ale is a rich and hearty winter beer that is brewed with roasted malts and a hint of Dark Belgian sugar for a perfectly balanced taste.

Anchor Christmas

Every year since 1975 the brewers at Anchor have brewed a distinctive and unique "Christmas Ale," which is available from early November to mid-January. The Ale's recipe is different every year—as is the tree on the label—but the intent with which we offer it remains the same: joy and celebration of the newness of life. Since ancient times, trees have symbolized the winter solstice when the earth, with its seasons, appears born anew.



Abita Christmas

Generally, this beer is a dark ale, however, the recipe changes each year, offering a unique product crafted with special care. The spicy character is excellent with traditional holiday foods such as gingerbread or spiced nuts. Try some Blue cheese or a creamy Camembert with a Christmas Ale.



Blue Moon Grand Cru

Grand Cru is an artfully crafted, full bodied 8.2% ABV beer with rich, creamy notes along with subtle hints of orange peel and coriander. This beer delivers a nice warm and spicy finish. Following the traditional Belgian style, Blue Moon Grand Cru is brewed with small-batch care, while providing a unique twist and the classic Grand Cru. This is available in a 750 ml bottle.



Boulder Never Summer

Never summer ale is Boulder's aggressive winter seasonal. Deep Ruby Red in color, assertively hopped and brewed with dark caramel malt.



Breckenridge Christmas

The chill of a Colorado high-country winter calls for a beer with extra flavor and warming characteristics. Here it is. Breck Brew's Christmas Ale. At over

7% alcohol, with a sturdy texture and rich flavors of caramel and chocolate, our holiday seasonal is the fermented equivalent of a good fire.



Brooklyn Winter Ale

Based on the satisfying malty ales of blustery Scotland, Brooklyn Winter Ale will have you looking on the bright side of things. Rich Scottish malts bring deep bready flavors to a beer with a bull copper color, a round, smooth palate, and brisk hopping that pulls the sweet malts into balance.

N'Ice Chouffe

The N'ICE CHOUFFE is a strong dark beer that will warm you up during the winter months. It is spiced (with thyme and curaçao) and a light hop taste, a well-balanced beer. The N'ICE CHOUFFE is unfiltered, and re-fermented in the bottle as well as in the keg.



Corsendonk Christmas

First brewed and released in 1998, Corsendonk Christmas Ale is a rich, dark, joyous brew with which to celebrate the holiday season. Its aroma of chocolate malt and spices is reminiscent of the wonderful smells of holiday

baking in Mom's kitchen. On the palate this silky smooth ale is predominantly malty, with smoky, spicy and citrusy notes, and a long, lingering finish that is lightly tart and malty. Bottle conditioned for a fresh, lively taste, it will complement or contrast with virtually any holiday fare.



Harpoon Winter Welcome

The medium body of this beer is formed from caramel and pale malts. These create enough body to support the spices without making the beer excessively rich. Bittering hops

are added to counter the sweetness of the malt and spice. The finish of the beer is a blend of cinnamon and nutmeg. The combination of these two spices results in a balanced, pumpkin-pie flavor. The overall character is smooth, medium bodied ale spiced with cinnamon and nutmeg.



Dundee Festive Ale

Subdued yet spicy describes the latest seasonal offering from Dundee Ales and Lagers. Dundee Festive Ale is hearty and full-bodied ale. The nutmeg, allspice, cinnamon and orange peel spices create a complex but subtle flavor perfect for any occasion. Dundee Festive Ale uses Magnum and Crystal hops with Caramel 60, Cara Aroma and Cara Red malts. Available in 12oz NR 4/6 bottles.

Flying Dog K-9 Cruiser Winter Ale

K-9 Cruiser is a dark, sweet and malty winter warmer that will captivate any adventurous craft brew drinker. A true Flying Dog original, K-9 Cruiser is the perfect brew to warm you up in those cold winter months.



WINTER

Great Lakes Christmas Ale

For the holidays it is a time to be thankful. Especially for a festive holiday ale that will make you wish the holidays would last just a bit longer.

Brewed with honey and spiced with fresh ginger and cinnamon. A perfect complement to all holiday fare, toasts and cheers.





Long Trail Hibernator

This robust and malty brew will take the bite from a cold winter night. Long Trail Hibernator is an unfiltered Scottish Ale available from November – March. Pairs well with hearty Beef stew, roast beef or roast leg of lamb.



Sam Adams Winter Lager

Sam Adams Winter Lager, a dark red amber beer, is rich and full bodied, robust and warming. It is a dark bock brewed with generous quantities of malted wheat. The warm aroma of cinnamon and ginger blends with the roasty sweetness of the malted barley and hint of citrus from the orange peel.



Sam Smith Winter Welcome Ale

The original imported winter ale, Winter Welcome has a honey-amber color, and full creamy head; the flavor is delicious caramelly malt with finesse and complexity. Finishes with a gentle floral aroma - the perfect beer for holiday meals & evenings. Winter seasonal with a new label each year.



Sam Adams Winter Classic Variety Pack

This year's Winter Classic's variety pack includes: Boston Lager, Winter Lager, Old Fezziwig, Holiday Porter, White Ale and a new addition of Chocolate Bock. The Chocolate Bock is a smooth, rich and dark beer with the robust flavor and creamy texture of chocolate. This brew is slowly aged on a bed of cocoa nibs that imparts flavors of chocolate, honey and vanilla. The White Ale is an unfiltered brew with a hazy white appearance from the malt proteins which give this beer a crisp, malty, cereal finish and smooth mouth feel.



Sierra Nevada Celebration Ale

The long, cold nights of winter are a little brighter with Celebration Ale. Wonderfully robust and rich, Celebration Ale is dry-hopped for a lively, intense aroma. Brewed especially for the holidays, it is perfect for a festive gathering or for a quiet evening at home.

Penn Brewery St. Nick Bock

A very rich, dark bock beer. Dark ruby in color with subtle tones of chocolate and burnt malt. It will warm you on a cold winter night and brighten your days. The perfect holiday gift for the beer drinker.



St. Bernardus Christmas Ale

Scheduled to arrive in the US, including for the first time 20L kegs. It is the youngest descendant in the illustrious family of delicious Abbey Ales brewed by brewery St. Bernard since 1946. It is seasonal ale, brewed annually for the Holiday Season. Availability is very limited



A Special Consumer Offer from Verdi

Verdi Spumante and Sparkletinis are perfect for the holidays. Each bottle has a re-sealable cork closure that keeps the flavor fresh making it the perfect way to share a quick cocktail with friends and save the rest for later. Verdi Spumante is a natural, sparkling beverage imported from Italy. This malt beverage with natural flavors is the new fun drink alternative and the fastest-growing sparkling Italian Spumante in the U.S! Consumers can now save \$8 per case on all Verdi Spumante, Raspberry, Peach or Apple Sparkletini (1.5L or 750ml size) or \$5 per case on all 8oz bottles.



VERDI



Holiday Gift Packs for 2010



Duvel Gift Pack

A unique, strong golden ale, Duvel is unlike any other beer in the world! The Duvel Golden Gift box is the perfect holiday gift complete with 4-11.2 oz bottles of the world renowned ale and a signature Duvel tulip glass.

Lindemans Gift Pack

Introduced in 2009, the Lindemans Gift Box is designed to introduce people to the best-selling lambics in America - and brings delight to both buyers and sellers. It contains one 12 oz. bottle each of Lindemans Framboise (raspberry) lambic and one Pomme (apple) lambic, each in an elegant embossed bottle with a cork under the crown as well as a foil capsule. A gold-rimmed logo flute is included to complete the elegant presentation; the box is sturdy, full-color cardboard, with die-cuts to show the items. New deep red color for 2010



Ommegang Gift Pack

Brewery Ommegang is known for its excellent Belgian style craft beers brewed in America. Specifically for the holidays, Ommegang offers an exquisite gift pack, sure to please the most discerning beer drinker. This ideal holiday pack includes one 750ml cork-finished bottle each of Henepin, Ommegang Chocolate Indulgence and Three Philosophers as well as a custom gold-leaf signature Ommegang glass.

St. Bernardus Gift Pack

St. Bernardus packages its Pater 6, ABT 12, Prior 8 and Tripel for the holiday season. These are fantastic beers. Getting them all together will make for one truly memorable gift.

Samuel Smith Selection Box

This "Beerlover's Dream" features a Victorian pint (18.7 oz. or 550 ml) of each of three classic Samuel Smith ales: the Celebrated Oatmeal Stout, Nut Brown Ale, and India Ale. It also includes an authentic Samuel Smith pint glass, two "Rose of Yorkshire," coasters, and a brochure listing and explaining the world's classic brewing styles. It comes packed in a custom, die-cut box with metallic gold, and is available seasonally in the winter and into the spring. New box for 2010 shows the pint glass in a die-cut.

