Frank B. Fuhrer Wholesale Company 3100 E Carson Street Pittsburgh, PA 15203 412-488-8845

www.fuhrerwholesale.com



In store displays can be created to enhance awareness for the promo using the 'team color panels'. As a reference, the "Pens" display used 46 Labatt Blue cases and 34 Blue Light cases for a total of 80 cases. Blue Light and Labatt Blue are the Official Canadian Import Beers of the Pittsburgh Penguins.



Sam Adams Single Batch Series

Introducing the Sam Adams Single Batch Series, which consists of four high end beers each offering big, unique flavors including higher ABV's and specialty ingredients. The Single Batch Series includes: Tasman Red, Third Voyage, Griffin's Bow and The Vixen. Tasman Red is bold and lively with the grape fruit, piney and earthly character of Tasmanian hops balanced by a smooth and roasty malt backbone with hints of toffee. This flavorful brew is rounded and smooth with a dry and citrusy hop finish and a ABV of 6.75%. Griffin's Bow is golden in color and winelike. It has flavors of honeysuckle and grapefruit are layered with toffee, vanilla, and the distinct character of

toasted oak. This unique take on a barley wine surprises with its smoothness and balance of fruit, hop citrus and warming strength ABV 11.5%. The Vixen is dark, rich and enticing with a spicy kick. This cocoa colored brew is full-bodied, roasty, and slightly sweet. The smooth richness of dark cocoa is blended with cinnamon and the subtle spice and heat of chilies for a flavorful and vibrant brew ABV 8.6%. Lastly, Third Voyage is bright and intense with a vivid hop punch. It was inspired by Capt. James Cook whose 3rd voyage made him the first to navigate a treacherous route from England to New Zealand to the Pacific Northwest. Using Cascade hops from each of these regions, Sam Adams created a brew that is citrusy, earthy and full of bold character ABV 8.0%.

Duquesne Pilsener

New from Duquesne Bottling Company, Duquesne Pilsener ½ barrel and 1/6 barrel draught.



21st Amendment and Ninkasi Unite to Brew Beer In a surprising turn of events, rival superpowers have joined forces to bring a beer of might to the world. Lead-

ers from the 21st Amendment and Ninkasi brewery have united and the result is collaboration, an ale brewed with California dates, an aggressive arsenal of all Northwest hops and an unmistakable aroma of victory, deals a unified blow to unoriginal beer around the world.



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 bot-

tle of Moosehead Lager and Moosehead Light. Inspired by nature, these trendy t- shirts are sure to be a hit.

Gaffel Kolsch

Gaffel Kölsch is now available in 50 Liter draught. Like Champagne is to France, authentic Kölsch beer can only come from Koln. No other beer in the world has the taste of an ale and a lager. Gaffel Kölsch is light and refreshing but not with an intense hop finish Gaffel is dis-

tinctive and elegant; served in a traditional Kölsch glass.



Leffe Brown is back!

Leffe Brown is an authentic Belgian abbey beer, brewed according to the traditional recipe of the Abbey of Leffe. Leffe Brown has a delicate taste of vanilla and

clove, and the full aroma of toffee and caramel. It thanks its deep, dark brown color to darkly roasted malt. At 6.5% ABV, it fits best with hearty aperitif snacks and spicy or sweet dishes. Available in 24/11.2oz NR 4/6 and 30





Theakston Old Peculier: The

beer that made Masham famous! A rich, dark, smooth-tasting beer with an unequalled flavour. Brewed using the traditional Fuggle hop, Old Peculier is our best known beer and has a large and enthusiastic following all over Britain and around the world. Available in 12oz NR 4/6 Bottles.

Genesee Brewing Company

The Genesee Brewing Company has been brewing beer since 1878. As one of the oldest and longest continually operating American breweries, Genesee knows what quality and consistency is all about. This fall, Genesee will release a limited-edition Heritage Col-

lection variety pack featuring three of its most revered beers: Genesee Beer, Genesee Cream Ale and 12 Horse Ale. All three of these quality offerings will be packaged in Genesee's signature "glass can" and will be available in 24 pack cases.



Corona Extra / Corona Light Holiday Mail- In Rebate Offer. Rebate Ends December 31, 2011

\$4.00 Off On Corona Extra / Corona Light 24 Pack 12oz Bottles or Cans (Retail D's)

\$2.00 Off On Corona Extra / Corona Light 12 Pack 12oz Bottles Or Cans (6 Pack Shops)



Holiday Beer Selections 2011

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



The next seasonal from Stevens

Point: St. Benedict's Winter Ale. St. Benedict of Nursia lived in the late 5th to early 6th centuries. Legend has it while living in solitude, he was befriended by a raven that later saved his life. He is most remembered for writing the Rule of St. Benedict that, among



other virtues, teaches humility. Inspired by this Rule we humbly offer St. Benedict's Winter Ale, a hand-crafted ale using generous amounts of dark roasted malts and the finest noble hops for a robust warming flavor. Available in 12oz NR 4/6 and ½ barrel draught

Holiday Stein

The 2011 Budweiser Clydesdale Holiday Stein is available while supplies last.



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. 30 IBU with 6,2% ABV.



Blue Moon Winter Sampler



Blue Moon has introduced their new Winter Sampler variety pack which now includes a fourth limited release beer. New to the Winter Sampler is the Spiced Amber Ale, a dark Amber Ale brewed with Cinnamon to complement the slightly sweet malt finish. This beer is paired up with Blue Moon Belgian White, Winter Abbey Ale and the Pale Moon. In addition, the new winter pack will include Winter Holiday food pairing call out on package, recipe/food paring and beer education insert inside the

package and an optimized redesigned packaging to stand out on the shelves.

Anchor Christmas

Ever since 1975 the brewers of 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 Anchor Brewing offers 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 both anew. The tree for 2011 is the bristlecone pine. Found high atop California's White Mountains, bristlecones are among the oldest living things on the planet. Same data back nearly 5,000 years, to the dawn of the ancient art of brewing.

Sam Adams Winter Classics Variety Pack

Sam Adams Winter Classics Variety pack is now featuring Chocolate Bock and the NEW Sam Adams Black and Brew Coffee Stout in addition to their Boston Lager, Winter Lager, Holiday Porter and Old Fezziwig Ale.



The new Black and Brew Coffee Stout, Chocolate Bock, Old Fezziwig Ale, and Holiday porter are only available in the Winter Classics Variety packs. Black and Brew

Coffee Stout is a dark brew that combines roasted coffee with a rich, full-bodied stout. For the authentic coffee flavor, they use 1.5 pounds of Sumatran coffee beans per barrel which are added late in the brewing process to provide the most flavors possible. This brew finishes with underlying roasty notes of chocolate, caramel and dark fruit from a select blend of malts. Chocolate Bock is smooth, rich and dark with the robust flavor and creamy texture of chocolate. This subtly sweet brew is slowly



aged on a bed of cocoa nibs from Ecuador, imparting flavors of chocolate, honey and vanilla. Old Fezziwig Ale is a full-bodied beer with a depth of malt character, ranging from sweet toffee to dark sweet caramel. The complexity of the malt is supported by the warm notes of traditional holiday spices. Lastly, Holiday Porter is a flavorful beer with a robust finish. Deep, rich, and roasted malts complement the generous portions of traditional English Ale hops and Bavarian Noble hops to create and exceptional and delicious winter brew.

Sam Adams Infinium



Sam Adams Infinium is collaboration from Samuel Adams and Weihenstephan, the oldest brewery in the world. Over 1,000 years of collective brewing expertise combining innovation and tradition has combined it create a brew unlike any beer ever brewed under the Reinheitsgebot, a centuries-old German Beer purity law. This is the latest innovative brew from

Samuel Adams – continuing to push the boundaries on beer and elevate the beer category!

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.

Church Brew Works Christmas Ale



Church Brew Works Christmas
Ale is a Belgian Style Christmas Ale made with Belgian
yeast and a blend of spices that was designed
to rejuvenate the scents of Christmas Morning. Brewer Matt Moninger artfully crafts this
ale with a blend of Clove, ginger and orange
peel to create a warming beer with a nice
smooth finish. The hop levels of this beer are
lower but we do use the slightly spicy Tettnang
hops that complement the holiday spices. The

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. Paris well with hearty Beef stew, roast beef or roast leg of lamb.

ABV comes in at 5.8% and the brew has a nice Dark Coppery to Mahogany hue.



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 nutmea.

Harpoon Chocolate Stout

A chocolate stout is a beer with a noticeable dark chocolate flavor. This flavor is created from the use of darker, more aromatic malt that has been roasted or kilned until it acquires a chocolate color. Harpoon Chocolate Stout is brewed with an abundance of chocolate malt and a touch of chocolate.



Harpoon UFO Pale Ale

UFO Pale Ale is a twist on a traditional British Pale Ale. It pours a vibrant amber color with a medium malt body and an assertive hop character throughout. This beer is well balanced, with grassy, flowery hop flavors and aromatics. Like the rest of our UFO beers we leave it UnFiltered for more natural taste, a soft, full mouthfeel, and a distinctive cloudy appearance. UFO Pale Ale is perfect for an autumn's evening, a night out or just a change of pace.



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.

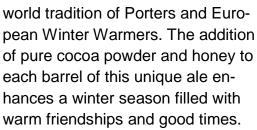
Penn Brewery St. Nick Bock

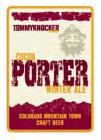
A very rich, dark bock beer. Dark ruby in color with subtle tones of chocolate and burnt malt. It will warm you on a cold winter night and brighten your days. The perfect holiday gift for the beer drinker.



Tommyknocker Coco Porter

Cocoa Porter Winter Warmer Ale has been specially brewed in celebration of the old





Verdi for the Holidays.

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 bev-

erage with natural flavors is the new fun drink alternative and the fastest- growing sparkling Italian Spumante in the U.S! /FRDI





Rogue Juniper Pale Ale

A pale ale, saffron in color with a smooth malt balance, floral aroma with a dry spicy finish from whole juniper berries. The Turkey was named the official bird of the Rogue Nation in August 2007. To commemorate the momentous occasion, Rogue Juniper Pale Ale was dedicated to "the turkey in each of us." An axe and the dedication have been added to the serigraphed 22oz bottle and Juniper Pale Ale tap stickers. The Pilgrims were ale drinkers and most likely enjoyed beer at the first Thanks-

giving. Juniper Pale Ale, like all Rogue products preserves water by using more ingredients, contains no chemicals, additives or preservatives and uses Free Range Coastal Water.

Rogue Santa's Private Reserve

A double-hopped Red, reddish in color, with a roasty, malty flavor and a hoppy spruce finish. Rogue's annual holiday offering, Santa's Private Reserve, is a variation of the classic Saint Rogue Red, but with double the hops--including Chinook, and Centennial, and a mystery hop called Rudolph by head brewer John "more hops" Maier!

Rogue Yellow Snow

Pale golden in color with a hoppy fruity aroma. Big hop flavor up front complemented by medium body and hoppyness mid-pallet. Finishes with a characteristic lingering bitterness. Yellow Snow IPA was originally introduced for the 2000 Winter Olympics in Salt Lake City.



Great Lakes Christmas Ale

For the holidays—from crowded stores to awkward office parties to grating family get-togethers, it's still 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



Great Lakes Blackout Stout

Much like the "Blackout of 2003" that left the northeastern United States in complete darkness, this hearty stout

can also give rise to old-fashioned neighborhood get-togethers and downhome fun. Hearty malt body and bold hop flavor. Pairs Well with Grilled red meats, wild game, caviar and chocolate desserts

Magic Hat Winter Encore

A genre-blending mix of an American wheat beer and a traditional India Pale Ale. Encore is hopped and dry-hopped with Simcoe and Amarillo hops, and has a pleasant grapefruit aroma that compliments its

and has a pleasant grapefruit aroma that compliments its subtly sweet malty backbone. Grab a lighter and get up front!

Magic Hat Winter Wonderland Variety Pack

Our gathering of seasonal offerings to help you enjoy your winterland wonderland. Magic Hat Winter Wonderland contains #9, Winter Howl Black Lager, Ravell, and Winter Encore



Magic Hat Winter Howl



Born of dark and cold and snow in the marrow of the northeast's longest night, HOWL comes in on wailing winds with winter-weary eyes burning holes in sunless shadows. In its darkened depths out inner voids are warmed

Southern Tier Old Man Winter

With the onset of winter, the brewer's mind turns to providing warmth. For our winter seasonal, we offer a rich and complex amalgam of hops and barley that will put the feeling back in your toes and lift your spirits above the snow. OMW throws a deep and inviting hue with a thickness that clings to the glass and the warmth of an open flame. Because of its high alcohol content, Old Man is a heady brew that encourages sipping and pondering its essential richness. Drink it fresh now, or cellar a few bottles to see how this old man becomes wiser with age.

Southern Tier Krampus

St. Nicholas, aka Santa Claus, is a magical figure, the bringer of gifts and an icon of holiday spirit. Forgotten by most is his evil side kick and enforcer of 'the list'. European tradition says while St. Nick is busy delivering presents to good little boys and girls, Krampus hands out punishments to the bad. A fanged, goat-horned bully, the Christmas Devil uses sticks and chains to beat the naughty children. Dark malts and aromatic hops create the diabolical spirit of this brew. It is finished with lager yeast and aged cold for no less than 30 days. This Imperial Helles Lager will warm even the darkest hearts. This season, replace the cookies with a bottle of Krampus. If he happens to pay a visit, toast to him with this devilish brew. Merry Kramp-mas to all, and to all a good pint!

Ommegang Chocolate Indulgence

Chocolate Indulgence comes with a thick tan head of foam resting on top of the rich onyx-colored liquid. The aroma immediately speaks of dark chocolate and dark malts. The gentle herbal nose of Perle hops compliments the darker notes, making the beer savory to the senses. The taste continues with the intense Belgian dark chocolate gliding across the tongue; starting sweet up front but giving way to rich cocoa flavors at the back. Through it all, a subtle fruitiness from our



special Belgian yeast gives the beer brightness otherwise foreign to a beer style normally associated with gray foggy skies. Lingering chocolate entices the drinker to taste more. Go ahead. Dessert is good for the soul.

Ommegang Adoration Ale

The first Strong Winter Ale, named Adoration, becoming available from mid-October through December, all across the US. Ommegang Adoration, brewed in the authentic style of Belgian winter, or noel beer, is dark, strong, malty and assertively spiced. At 10% abv Adoration is not a lightweight beer, and is best sipped

before a roaring fire, or on a sleigh ride over the hills to Grandma's house. (But let someone else drive.) It would also be a tasty accompaniment to dark roasts and wild game. Even at the strong abv, the beer is well-balanced and not at all hot or fiery. The dark malts give it lush, malty flavors and aromas, strongly complemented by the five spices, including coriander, cumin, mace, cardamom and grains of paradise. Hopping is modest, as befits such a beer. Adoration is available on draft and in 750ml bottles only.

Atwater Cherry Stout

Atwater Cherry Stout is a blend of 6 malts combined with Montmorency Cherry concentrate from our home state of Michigan. For those who say, a fruit in my beer "this one is worth a taste. Just the right blend of ingredi-

"I don't like fruit in my beer," this one is worth a taste. Just the right blend of ingredients makes this an easy drinking stout.

Atwater Winter Bock

Atwater Winter Bock is a malty, sweet, caramel colored German bock beer is brewed with imported malt and hops. Its un-common smoothness and impeccable taste makes it the perfect companion on a cold night.

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.





Brooklyn Chocolate Stout

Three mashes are used to brew each batch of this beer, achieving a luscious deep dark chocolate flavor through a blend of specially roasted malts. Brewed every year for the winter season. It is delicious when newly bottled, but also age's beautifully for years.

Mike's Winter Blackberry

Most people dread the coming of winter, but not Mike. That's because he can't wait to introduce his latest seasonal creation, Winter Blackberry. It's the perfect combination of crisp blackberry refreshment with the trademark Mike's kick...so go ahead, pour it over ice and enjoy the best winter has to offer. Crisp as snow and dark as night,

Mike's hard Winter Blackberry is sure to make you smile on those dreary days of winter



Ayinger Weizen Bock

The weizen-bock style is relatively uncommon, even in Bavaria: they are wheat ales that are brewed to be as strong as a bock - with corresponding fuller body, and enhanced flavors. They can be pale

("helles") or dark ("dunkles"), but Ayinger Weizen Bock is pale in color. Classic Bavarian weissebeer aroma suggesting spice and cloves; smooth body from wheat and from decoction mashing; extravagant, pinpoint conditioning. The flavor offers the essence of the wheat harvest, fresh-baked bread. The finish is tropical fruit, cloves and banana.



St. Bernardus Christmas Ale 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.



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.

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 excel-

lent with traditional holiday foods such as gingerbread or spiced nuts. Try some Blue cheese or a creamy Camembert with a Christmas Ale.



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.



ColdRond

Ithaca Cold Front

Cold Front is our Belgian-style Amber Ale brewed in autumn to keep us inspired as the days grow shorter and the nights colder. It's brewed with European Malts and hops and

fermented with a legendary Belgian "Farmhouse" yeast. Savor its deep russet color, rich flavor accented by slight herbal hoppiness, and definite spicy yeast character. Bundle up!

N' Ice Chouffe

A deep, dark, limited- edition beer, brewed only for winter. A winter warmer, rich in aroma and taste, spicy, full of complex fruity and berry- like vinous flavors that are complemented by malt overtones. Brewed with spring water, malted barley, hops and spices including thyme and Curaco orange peel, as well as plenty of dark candy- sugar.

Woodchuck Winter

Somewhere between a delicate snowflake drifting down to your tongue and a hard- packed snowball the teeth, the power of this winter cider is a balanced culmination of

Premium French and Traditional American Oak, giving the cider great complexity and broad characteristics that neither style could product on its own.

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.





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 in-



cluded to complete the elegant presentation; the box is sturdy, full-color cardboard, with diecuts to show the items.

BREWERY

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 Hennepin, 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.



Holiday Gift Packs for 2011



Chimay Gift Box

Chimay Gift Box contains 8/(3/11.2NR) and 1 glass in each box. The Gift Box contains Chimay Blue, Chimay Red and Chimay White



Corsendonk Christmas Ale Gift Set

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 The gift set is only available in 24/8.5oz NR with glass.

Kwak Gift Box

Kwak Gift Box contains 4 bottles of 11.2oz Kwak and the famous glass in each pack. Kwak is recognizable by its deep bright amber colour and a dense, creamy coloured head. You will smell a mellow, fruity and malty aroma with a slightly spicy character (coriander, hops). Additional earthy and very subtle aromas of banana and perhaps also a whiff of pineapple or mango in the background.



La Trappe Gift Box

La Trappe Gift Box contains La Trappe Quadruple and La Trappe Isid'or. La Trappe Quadruple is The strongest beer of La Trappe with a beautiful amber colour. The warm taste is full and well-balanced. A little bit sweet and pleasantly bitter. La Trappe Isid'or is a lightly sweet amber beer with a hint of caramel. The beer tastes softly bitter and has a fruity aftertaste. La Trappe Isid'or is brewed with the self-cultivated Perle hop. A glass is also included in the gift pack

