

Frank B. Fuhrer Wholesale Company

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Magic Hat Variety Pack and Seasonal Products

Magic Hat Hex (Ourtoberfest)

Hex is a German Ale. A malty amber ale with hints of toffee and caramel and a slightly smoky finish. Very cool label design with ghouls sitting at a biergarten table.

Magic Hat Night of the Living Dead Variety Pack

A macabre medley of monstrous mixtures in a box that goes bump in the night. Four fiendishly phantasmic formulas in one creepily convenient carry-out container.

Magic Hat H.I.P.A.

H.I.P.A. begins and ends with big, bountiful bites of hops, hops and more hops while maintaining the barest hint of a malty middle in the mouth.



Sam Adams Seasonal Product

Samuel Adams Harvest Pumpkin Ale

Samuel Adams Harvest Pumpkin Ale is brewed with over 11 pounds of real pumpkins per barrel, adding a full body and sweetness to the dark reddish amber brew. Deep roasted malts, including smoked malt, lend a distinct roasty character while traditional pumpkin pie spices give the beer a subtle spice note.



Samuel Adams Harvest Collection Variety Pack

The Samuel Adams Harvest Collection Variety Pack will come in a new package in 2010 and supports the brand billboard, while also better communicating variety. The full lineup of beers in this package includes: Boston Lager, Ourtoberfest, Dunkelweizen, Irish Red, Black Lager and Harvest Pumpkin Ale.



Mike's Hard Lemonade Introduces New Products

Mike's Harder Black Cherry Lemonade.

Make room for a harder black cherry.... Black cherry is on fire! The traditional Mike's hard black cherry lemonade is now the 2nd fastest flavor. Mike's Harder black cherry lemonade has masculine packaging and taste. Mike's hard black cherry lemonade tested as the #1 flavor among males. Now they can get it in a 16oz can with 8%ABV.



Mike's Harder Punch.

The best tasting ABV progressive Adult Beverage in a 23.5oz can. Mike's introduces two great tasting flavors.... Mike's Harder Fruit Punch and Mike's Harder Mango Punch. Mike's Harder Punch does not include any energy additives and still delivers the best tasting high ABV progressive adult beverage.



Blue Moon – Celebrate the Seasons

Blue Moon Harvest Pumpkin Ale

This beer is an amber-colored ale brewed with a generous bounty of fall flavors like pumpkin, all-spice, cloves, and nutmeg for a taste reminiscent of a freshly baked pumpkin pie. With a touch of wheat to smooth out the subtle spice finish, this beer's festive pumpkin flavors pairs well with the abundance of fall celebrations. Harvest Pumpkin Ale is best featured in a Blue Moon glass, which helps accentuate the beer's subtle spice aroma and helps to showcase its rich amber color.



Guinness "Head to Head"

This fully integrated "Head to Head" program will recruit new consumers by creating ritual and relevancy beyond the loyal base, through celebrating bold moments in sports. Using celebrity spokespersons will provide compelling hooks to the program and will generate valuable PR buzz. The new "Fortune Favors the Bold" ad campaign is winning the next generation of Guinness Draught drinkers, 17 million consumers who are open to drinking Guinness but haven't had their first taste.

The following breweries will now be available in the Pittsburgh market and surrounding areas. For more information on the availability of the brands please contact your sales representative.

Mad River Brewing Company



Since 1989 the brewer of Mad River Brewing Company have been handcrafting world class ales in small batches. Now in their third decade, they continue to pursue outstanding ales which transcend boundaries and expand the art of brewing. All of the following products are available in bottles.

Steelhead Extra Pale

A bright golden hued ale of medium body with a spicy floral hop character and very mild bitterness.

Steelhead Double IPA

Malty, hoppy and strong Double IPA is dry hopped with Amarillo hops for a fresh piney and citrus flavor and aroma. Aggressive, but perfectly balanced.

Steelhead Extra Stout

Is a black opaque sweet stout with a rich creamy roasted chocolate malt character and very mild hop complement. A smooth pleasing dessert beer.

Steelhead Porter

This traditionally styled porter has complex malt characteristics balanced with a mild hop profile. Scottish smoked and peated malts lend added complexity and a mild smokey flavor.

Jamaica Red

This mahogany hued ale brings and intense spectrum of spicy aromatic hop character balanced by a full-bodied caramel richness.

Jamaica Sunset IPA

A rich light copper India Pale Ale that features a fresh whole hop floral character and clean crisp finish.

Weihenstephan the oldest existing brewery in the world.

Weihenstephan, dates back to the year 1040. Internationally recognized as a site for brewing science and education, Weihenstephan combines tradition and craft to produce high-quality premium brews.

Hefe Weissbier

Smooth malt background, rich yeast flavors, spicy, with fruity banana overtones. Reminiscent of clove. Available in bottles and draft

Vitus

Very powerful flavor, lots of ripe banana and tropical flavors. Good sweetness and alcohol balance. Full malt background, rich yeast flavors, spicy. Reminiscent of clove. Available in bottles.

Original Premium

Flowery, golden lager, sweet tasting with a big malty aroma. Fruity, light, pale, light sparkling. Available in bottles and draft.



AVERY BREWERY

Since 1993 Avery brewery has been committed to producing eccentric ales and lagers that defy styles or categories. Their products are thoroughly American at heart: blending Old World tradition and expertise with ingenuity, creativity and boldness. All of the following brands are available in bottles and draft.

Avery IPA

Colorado's first packaged IPA and hoppiest pale ale. Avery IPA demands to be poured into your favorite glass to truly appreciate the citrusy, floral bouquet and the rich, malty finish.

White Rascal

A truly authentic Belgian style wheat or "white" ale, this Rascal is unfiltered and cleverly spiced with coriander and Curacao orange peel producing a refreshingly fruity thirst quencher.

Ellie's Brown Ale

This beautiful, deep russet brew has the sweet and somewhat nutty character of Adam Avery's late Chocolate Lab, for which it is named. Crystal and chocolate malts give this beer a brown sugar maltiness with hints of vanilla and nuts, while subtle hopping gives it an overall drinkability that's second to none.

Out of bounds Stout

This big, roasty stout takes flavor to the extreme. We aren't afraid to use plenty of rich roasted barley and a mountain of hops to give this full-bodied stout that little extra something you've been looking for in a beer.

St. Bernardus Brewery

St. Bernardus beers are brewed in the St. Bernardus brewery since 1946: All of their ales have a high fermentation, brewed only with malts, hops and yeast of the very best quality.

St. Bernadus Witbier

This traditional Witbier has been developed in cooperation with Master Brewer Pierre Celis, the Godfather of Hoegaarden and Celis White. This beer as well has a second fermentation in the bottle, giving this beer its specific taste.

St. Bernadus Pater 6

This beer is mostly pointed out with its product name: "a Paterke". This "Paterke" is a chestnut colored dark beer with a high fermentation and a full taste.

St. Bernadus Triple.

This beer, with high fermentation, has a pale amber color and a flowery, fruity taste with a harmonious balance between sweet and sour.

St. Bernadus Prior

This noble delicious beer with a high fermentation has a ruby purple color with a full malty and fruity taste. This beer has a beautiful round froth due to the second fermentation with a taste that creates a perfect balance between sweet and sour.

St. Bernadus ABT 12

The absolute top quality of the St. Bernardus beers with the highest alcohol content. A dark ivory colored beer with a high fermentation. Thanks to its soft and unconditionally genuine aroma, the beer can be smoothly tasted.

St. Bernadus Watou Triple

The flavor of this beer is pleasantly soft and is characterized by a delicate bitterness where the balance between malt and hop is based upon a fruity orange taste with a straight fresh after taste

2010 Michelob Fall/Winter Sampler Pack

The 2010 Fall/Winter Sampler Pack will include four of Michelob Brewing Company's Gold Medal Winning Brews: Michelob Original Lager, Michelob Amber Bock, Michelob Marzen and Michelob Honey Lager. The sampler pack will be available in 24/12oz NR 2/12 mid to late September.



Joose Introduces New flavors.

Joose now available in three exciting new flavors. We now carry Joose in Raspberry Lemonade, Green Apple, Fruit Punch and a Variety Pack. Joose is flavored with real natural fruit flavors, caffeine, ginseng, and Taurine.



Pennsylvania Beer Distributor Frank B. Fuhrer Wholesale Co. Named as Craft Beer Distributor of Year Finalist

Recognized for Outstanding Efforts to Market, Sell and Promote Craft Beer

The National Beer Wholesalers Association (NBWA) and the Brewers Association (BA) are proud to announce that Frank B. Fuhrer Wholesale Co. of Pittsburgh, Pennsylvania has been named a *2010 Craft Beer Distributor of the Year Award* finalist. The *Fourth Annual Craft Beer Distributor of the Year Award* recognizes an exceptional American beer distributor who actively markets, sells and promotes craft beer.

The Fuhrer Wholesale team emphasizes the importance of educating their retailers, consumers and staff in order to promote, market and increase craft beer sales. Through a variety of marketing programs such as bundling, weekly highlight materials, craft sections at local sporting events and brewery of the month clubs, Fuhrer has many well-regarded promotions that bring them and their peers great success.

"The entrepreneurial spirit of craft brewers continues to add energy and excitement to the American beer industry," said NBWA President Craig Purser. "Their continued growth, despite a tough economic climate and a decline in overall beer sales last year, demonstrates American consumers' appreciation for craft beer. It is this excitement that fuels the more than 1,500 breweries in the U.S."

In 2009, small and independent American brewers saw volume increase 7.2 percent over 2008, representing a growth of 613,992 barrels or about 8.5 million cases, according to data released by the BA.

Distributors across the country source labels from brewers of all kinds – large and small, domestic and international – unlocking the market for new beer brands, small breweries and innovative beverages. Beer distributors help craft brewers grow and compete by helping them reach a wide network of retailers. The American beer distribution system provides a level playing field that allows all brewers equal access to consumers.

"American consumers are embracing new beer brands and innovative beer styles that distributors help introduce to local stores, bars and restaurants," Purser added. "Beer distributors take great pride in being a part of the American beer distribution system which offers nearly 13,000 labels of beer to consumers from coast to coast."

"Without America's beer distributors, we wouldn't be seeing the enthusiasm for the wide array of flavor and diversity of American beer," said BA President Charlie Papazian. "This award recognizes the extra efforts distributors are making on behalf of craft beer."

The *Craft Beer Distributor of the Year Award*, as well as a *Craft Beer Distributor Achievement Award* and a *Craft Beer Distributor Recognition Award*, will be presented on September 18, 2010 at the Great American Beer Festival, hosted by the BA in Denver, Colorado.