



January & February Newsletter

Fuhrer Wholesale welcomes Allagash Brewing Company



Welcome Allagash Brewing Company

There are plenty of exciting happenings day to day here at Frank B. Fuhrer Wholesale Company. We were pleased to announce that Allagash will be sold by the YIS Sales Division. We will begin selling Allagash products on Monday, March 30th.

Allagash Brewing Company is a brewery in Portland, Maine. The brewery was founded in 1995 by Rob Tod in Portland, Maine. He observed that while both German and British style beers were available throughout the United States, Belgian-style beers were difficult to find.

He established a small, 15-barrel brewery, and began brewing a beer modeled after a Belgian Wit beer, named Allagash White. The beer gets its flavor from the use of wheat in place of barley, as well as the addition of Curaçao orange peel, coriander, and other spices.

All of the beers Allagash produces are bottle conditioned. The technique calls for two fermentations, the first in the fermenting tanks and the second in the bottle itself (a process known as the methode champenoise). A coolship is used to cool the wort for some of the beers.

Before the beer is bottled, a small amount of yeast and sugar is added and a second fermentation occurs. It is this second fermentation which produces a notable increase in carbonation, a softer feel and remarkable complexity. This method of bottle conditioning leaves a small amount of yeast in the bottle.

Today, Allagash has eight year-round beers in its portfolio, seven yearly releases, and numerous one-offs and keg-only releases.

Stay tuned for more information.

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Special points of interest:

- Allagash Brewing Company
- Wyndridge Beverage in Dallastown, Pennsylvania has created two separate brands
- Deschutes Unveils New FMB Brand Modified Theory



Bud Light Seltzer launching January 13th



For those anytime easy-drinking occasions, we'd put it up against any other seltzer out there...

5% ABV and 100 calories

2g Carbs and <1g Sugars

Available in Black Cherry, Strawberry, Lemon Lime, Mango and a variety pack

Gluten Free and No Artificial Flavors

Package options: 12oz Can 2/12 and 15/25oz Cans

Natural Light Seltzer House Rules

When Strawberry and Kiwi call the shots.

House rules will be offered in 12oz Cans 2/12-pack, 24 Pack loose case, and a 25oz Single Serve Can.

This **Year-Round** offering will be available February 24th.



Introducing New Ritaz Fizz



We are excited to announce the launch of RITAS Fizz in Mojito and Cosmo styles, a new product inspired by the classic cocktails! Available starting February 10th, RITAS Fizz are the perfect way to celebrate the start of awards season and kick off a fruity, fizzy **Summer** of flavor.

The variety pack includes Mojito Fizz Strawberry, Mojito Fizz Key Lime and Cosmo Fizz Passion Fruit 12oz Cans 2/12 Packs.

The debut of RITAS latest Margs Summer

Pack 12pk/12oz bottles, three top selling variants Lime, Strawberry and Mango, with the addition of **Summer Seasonal** Guava a top five trending fruit flavor.

With an STR of 2/24/2020 - 8/16/2020 this pack is the perfect mix of fruity tropical flavor to take drinkers to paradise no matter where they are this summer!





RITAS GUAV-A-RITA

We are excited to announce the launch of Guav-A-Rita as the newest **Spring/Summer seasonal** from the RITAS Margs Family.

Available from 02/24/2020 – 08/16/2020, this limited-edition product is the perfect fruity tropical flavor to take drinkers to paradise no matter where they are this summer.

Bud Light Variety Pack

Premium light lager brewed with real citrus peels. Crisp and refreshing, with a fun twist of flavor. Each 12 pack contains Bud Light Lime, Bud Light Orange and new Bud Light Lemonade.

Available **March 2nd** in 12oz Cans 2/12 Pack.



Bud Light Lemonade

Bud Light premium light lager brewed with real lemonade.

Available **March 2nd** in 12oz Can 2/12 Packs as well as 25oz Can single serve.

Budweiser Reserve Family

We are excited to introduce the first full time addition to the Budweiser Reserve Family: Budweiser Nitro Reserve Gold – an extra-smooth golden lager crafted with nitro and 100% American grains. Smaller, denser nitro bubbles make this an extra-smooth drinking experience with a creamy head and silky-smooth finish.

This golden lager is brewed with toasted caramel malt for a deep golden color and a bold, flavorful taste taken to the next level with Nitro.

Available **beginning March 2nd** in 12oz. Cans 4/6 pack.



Goose Island So-lo 98 Calorie IPA

Finally: a low-cal option without a low-cal taste. So-lo is a full-bodied IPA with big aroma, citrus and herbal aroma notes, and a nice balanced bitterness. If the can didn't mention it, you'd never think it was a low-cal beer but now that the cat's out of the bag... surprise.

Cheers!

Available **Year-Round** beginning December 31st in 12oz Can 4/6 and 2/15pk 12oz Cans.

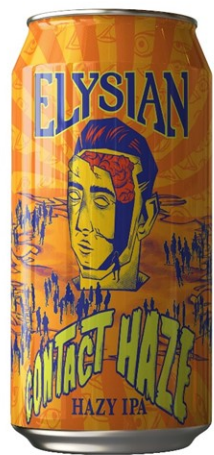
Lost Palate Hazy IPA with Mango

This release is dedicated to Jonny, a long time Goose Island employee. Jonny, and brewer Quinn, ideated this recipe after Jonny's recent victorious battle with cancer. The recipe was inspired after Jonny lost the ability to taste many flavors, an unfortunate consequence of battling cancer.

He almost completely lost his palate and mangos and cinnamon were two of the few things he was still able to taste.

We're happy to say that Jonny is now a cancer survivor! This beer pays tribute to the flavors that were never lost.

Seasonal Item: is available beginning February 15th in 12oz can 4/6 and 2/15pk 12oz cans as well as ½ and 1/6 barrel draught.



Elysian Contact Haze Hazy IPA

Elysian is known for our hop forward beers and has a long history of exploring in the IPA space.

We have created a unique and flavorful Hazy IPA to release to market and have found the perfect recipe. Contact Haze is brewed with oats and flaked barley to maintain haze. We double dry hopped this beer with Southern Passion, Sabro, and Pekko hops to bring out berry, guava, passionfruit, coconut, barrel aged flavor and aroma.

Available December 30th in 12oz can 4/6 as well as ½ and 1/6 barrel draught.

Kona Island Colada Cream Ale

Island Colada Cream Ale is inspired by the pina colada and brewed with real coconut and pineapple. Find your Aloha with this **Limited-Edition Release**. Contains lactose. 25 IBU 6% ABV Sabro Hops

Available February 10th in 12oz Can 4/6 and ½ barrel draught.

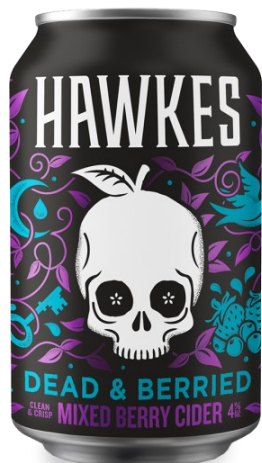


Whole Hog JP's Casper White Stout

A white buffalo standing out from the herd of dark stouts. Gold in color, Casper melds the creamy mouthfeel and coffee hints of a stout with the unexpected flavors of Pilsner malt, white chocolate, and vanilla. It's not a misnomer. It's a Casper. Stand apart.

9 IBUs 6.1% ABV

This **Seasonal** item available January 14th in 12oz NR 4/6 bottles and ¼ barrel draught.



Hawkes Dead & Berried Hard Berry Cider

Hawkes was born in the UK's Capital and woven into the streets of London as the city's first ever urban cider. Over the course of our thrilling cider-expedition, it became apparent that our next step on this juicy journey was to make-way over to the states. This meant combining British traditions with American methodology. Here's to the humble apple and its power to change the world of cider.

Our game plan juice it up. We've blended a classic medium-dry cider with a selection of mixed berries. Strawberry, raspberry, and blueberry fuse in juicy layers. Smooth bodied with a textured palate and natural, delicate sweetness.

Dead & Berried – Juiced up and ready to roll.

Available **Year-Round** beginning January 7th in 12oz Cans 4/6 and ½ barrel draught.

Breckenridge Resolution Blueberry Acai Golden Ale

Did you have a little too much fun with friends and family in December? Feeling some guilt over all the "holiday cheer?" Then start your year off right with a Resolution!

At only 98 calories, Resolution, our newest in the seasonal line up is an isotonic, low abv, electrolyte infused, blueberry acai superfruit golden ale. Designed to ease you into the New Year, new plans, and just maybe a new you for a (sorta) sober January.

Seasonal Item: available January 7th in 12oz NR 4/6 bottles as well as ½ and 1/6 barrel draught.



Devils Backbone Hayesy Hazy IPA



If you've ever stopped by to visit us in the Virginia Heartland, you may have met our fearless leader Hayes (he was that guy wearing his famous madras blazer and a fedora while drinking a DB beer and letting out a boisterous belly laugh). Well, he's a brand new dad these days and to celebrate we had to brew him a beer! This hazy IPA is low on bitterness with tropical aromas and notes of pineapple, guava, and papaya. Just like Hayes, we left this one unfiltered. Cheers to all the dads out there who we can always count on to be the life of the party!

6.5% ABV

Seasonal Item: available February 10th in 12oz NR 4/6 as well as ½ and 1/6 barrel draught.

Devils Backbone Juicy Magic Eye-PA

We're stepping up our IPA game with this new **Year-Round** Juicy IPA that will feature innovative packaging as cool on the outside as the on-trend, low bitterness juice bomb IPA on the inside. Featured hops include Mosaic, Citra, Hallertau Blanc, and Simcoe, and we bring the juice by adding natural apple, tangerine, mango, and pineapple juice in the process.

The art and name on the packaging is inspired by 90's mindfulness trends, Magic-Eye prints, so consumers can zone out with a can and take it Slow by Nature as the scene shifts to 3D. Juicy Magic Eye-PA...get it?

Available January in 12oz Cans 4/6 as well as ½ and 1/6 barrel draught



BrewDog Jet Black Heart

This sable stout is black as pitch and smooth as hell. Jet Black Heart is a milk stout; roasty malt flavours of coffee and chocolate, bound to a decadent full-bodied richness. Flaked oats and wheat add to the velvet mouthfeel, with the carbonation adding a honeycomb texture. Magnum and Sorachi Ace bring a berry & citrus fruitiness that amplifies the chocolate character of this inky leviathan.

Available **Year-Round** beginning December 31st in 16oz Can 4/6 as well at ½ and 1/6 barrel draught.



BrewDog Pulp Patriot Blueberry Milkshake IPA



Say hello to Blueberry Pulp Patriot!

We've brought back the Milkshake IPA that rocked your taste buds, but this time we've packed it full of fresh, sweet blueberries!

Available **January 14th** in 12oz Can 4/6 as well as ½ and 1/6 barrel draught.

BrewDog Punk AF

Starting the alcohol-free craft beer movement, Punk AF is an alcohol-free version of Punk IPA.

Non-alcoholic near beer just got punked up. Say hello to the punkest non-alcoholic near beer in town. Juicy tropical fruits mixes it up with grassy and pine notes, all sitting on a solid malt bassline.

Punk AF - Full flavor, all Punk. ABV: Less than 0.5% IBU: 28 STYLE: Pale Ale

Available **Year-Round**: in 12oz can 4/6 beginning January 2020.



BrewDog Mixed Pack



Contains Elvis Juice, An IPA with Grapefruit front and centre

Hazy Jane, An New England IPA

Punk IPA, Punk IPA is the beer that kick-started it. This light, golden classic and the latest **Limited Release** item

Available January in 12oz can 2/12 packs.

New Belgium The Purist Clean Lager

The purist is a whole new idea of what beer can be. A light, refreshing organic beer that tastes as crisp and clean as the ingredients that go into it with 95 calories, 3 grams of Carbs, and 3.8% ABV.

Available January 13th in 12oz Can 4/6 Pack.



Overworks Cosmic Crush Cherry Sour Ale

A ruby red cosmonaut. Aromas of fresh and wild stoned cherries, stewed fruit and sweet pie unite and orbit into underlying funky tartness. Delivered hayloft dry with juicy acidity and a sour cherry Kirsch-like finish.

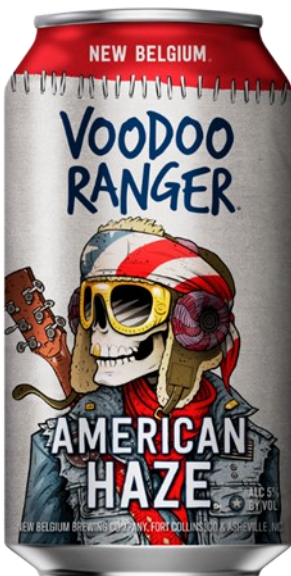
Seasonal item: available February 1st in 1/6 barrel draught.

New Belgium Voodoo Ranger Starship IPA

Voodoo Ranger Starship IPA offers IPA lovers a new, limited time beer. Starship IPA is brewed with our unique mid-fermentation dry hopping technique.

When combined with out-of-this-world Galaxy hops, Starship IPA will blast your taste buds with notes of fresh grapefruit and citrus.

This Seasonal item: will be available January 7th in 12oz Can 4/6 as well as ½ and 1/6 barrel draught.



New Belgium Voodoo Ranger American Haze

For when the occasion calls for more than one or two beers, American Haze delivers on the two major trends driving IPA growth – lower ABV & Hazy IPAs.

Brewed to bring out notes of passionfruit and freedom, American Haze is built with All-American hops – giving it the bold hoppy flavor of an IPA with the drinkability of a lager.

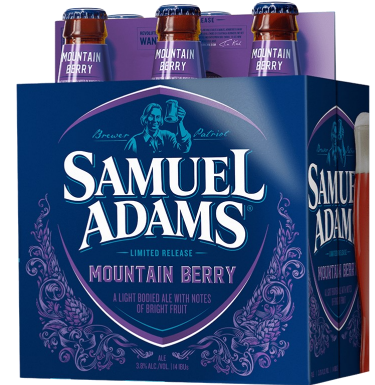
This Year Round item: available January 7th in 12oz Can 4/6 as well as ½ and 1/6 barrel draught.

Sam Adams Mountain Berry

NEW Seasonal Overlay – This light ale is aged on Raspberries and Blackberries grown in the Pacific Northwest.

The bright fruit notes, refreshingly light body and striking color and aroma make this the perfect brew for changing things up! ABV: 4.1%

Available: January – March 2020 Package: Bottles, Cans and draft



Blue Moon Light Sky

NEW Year Round – Blue Moon Light Sky is the best of both worlds: lots of flavor at only 95 calories.

It's a lighter, more sessionable wheat beer in the Blue Moon portfolio, brewed with real tangerine peel. ABV: 4%

Available: February 2020 Package: 12oz Cans only

Coors Pure

NEW Year Round – Made from organic barley, hops and water, the crisp clean taste of this light lager – made with refreshing hints of citrus and berry – provides pure Rocky Mountain refreshment at only 92 calories.

Coors Pure is available in Light, Citrus and Berry flavors. ABV: 3.8%

Available January 2020 Package: 12oz Cans

(The Pure Light will be available in a stand-alone case, and there will be a variety pack which will include all three flavors).



Truly Lemonade Hard Seltzer

NEW Year Round – Is the perfect mix of refreshing hard seltzer and sweet lemonade, for a drink that's big on taste and low on calories.

At just 100 calories and 1g of sugar it is perfectly balanced to deliver a crisp, clean finish. ABV: 5% Package: 24oz Cans only

Available: January 2020



Truly Hard Seltzer Lemonade Variety

NEW Year Round – Flavors include Black Cherry Lemonade, Original Lemonade, Mango Lemonade, and Strawberry Lemonade.

Available: January 2020

Truly Hard Seltzer Watermelon & Kiwi

NEW Year Round – Delivers tropical refreshment, with juicy watermelon and tart candied kiwi notes.

With a sweet upfront taste and a crisp, clean finish, Watermelon & Kiwi has a well-rounded, easy to drink flavor that will leave you truly satisfied. ABV: 5% Package: 12oz Can only

Available: January 2020



Twisted Tea Peach

NEW Year Round -Now available in a 12oz Can 12 pack

Twisted Tea Peach, the hard iced tea that combines real iced tea flavor with the refreshing fruit flavors of peaches

Harpoon UFO Light Force

NEW Year Round - “Better-for-you” Unfiltered Wheat beer with orange peel and coriander. Refreshingly light with a crisp citrus rest ABV: 4%

•Lower Calorie, Lower Carbs Only 94 calories!

Available: February 2020 Package: 12oz Can and Draft

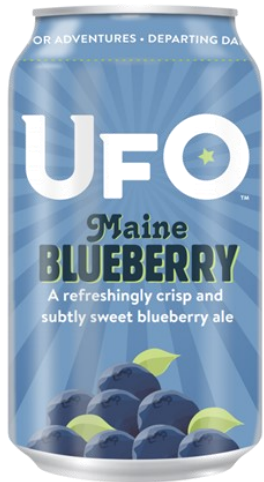


UFO Boarding Pass IPA

NEW Year Round - Let this beer be your Boarding Pass to a world of uncharted flavors. A medley of berry purees, fruity hops, and the tropical flavor of Passionfruit combine to create this vibrant and juicy IPA.

ABV: 5.3% Available:

February 2020 Package: 12oz Cans



UFO Maine Blueberry Ale

New Seasonal – Brewed with real Maine blueberries, formerly a Maine only release but will be available in 2020.

Our first blueberry beer. Just for summer. Just for Maine. Refreshing with the right touch of sweetness, this easy-drinking and flavorful hefeweizen will make you think you picked this beer right o a blueberry bush.

Package: 12oz Can More information to come!

UFO Passionfruit

NEW Seasonal – A vibrant, tart and refreshingly tropical hefeweizen.

Need a little extra passion in your life? Look no further than this beer right here. Brewed with hundreds and hundreds of pounds of passionfruit puree, this hefeweizen is bursting with refreshingly tart and tropical goodness—and just the right amount of passion!

ABV: 4.8%

Available: February 2020 Package: 12oz Cans and draft



Harpoon DragonWeisse

NEW Year Round – The new wave Berliner weisse is a tart and tropical alternative to your typical light beer.

Dragon fruit and hibiscus brighten a lively wheat base with maca root and sea salt to keep your tempo going.

ABV: 4.6% Package: Cans and draft

Available: February 2020



Penn Brewery Chocolate Meltdown

Seasonal – Our Chocolate Milk Stout. A very dark, full bodied ale.

Hints of roasted caramel malts along with luscious Betsy Ann milk chocolate mingle with lactose sugar for creaminess in every sip.

ABV: 5.5% Package: Bottles and draft

Available: January & February 2020

Penn Brewery Marzen

Seasonal - Our Spring Munichs style Fest beer.

Malty and copper-red in color, with slightly sweet caramel characteristic and just enough hops to add balance.

ABV: 5.5% Package: Bottles and draft

Available: January – April 2020



SweetWater Hydro Ponics



NEW – Light and refreshing, hard and heady seltzer from SweetWater with a clean-burning aroma as invigorating as nature, crafted so you can have a good time for a long time. It's all about keeping the party going.

ABV: 5% Package: 12oz Cans Only

Available: February 2020

Smirnoff ICE Zero Sugar

NEW Year Round – Smirnoff Ice is known for quality drinks bursting with flavor, with the right balance of citrus and sweet and new this is no exception. Smirnoff Ice Zero Sugar has 2.5g carbs, less than 100 calories and of course 0g of sugar with 100% Smirnoff Ice Flavor.

ABV: 4.5% Package: 11.2 oz Bottles

Available: January 2020



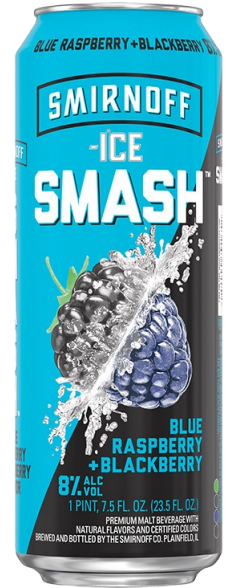
Smirnoff Ice SMASH Blue Raspberry & Blackberry

NEW Year Round – Be ready to serve refills at your next party when you have this Smirnoff Ice Smash. This new Smirnoff SMASH delivers a new flavor duo to the higher ABV segment.

Juicy Blackberry SMASHed with sweet blue raspberry delivers a burst of smooth berry flavor. This delicious beverage is better with ice or chilled so it tastes more like a refreshing summer drink. Even non-beer drinkers will appreciate its delightful fruity flavor.

ABV: 8% Package: 23.5oz Can Only

Available: January 2020



Smirnoff Seltzer 8% Spiked



NEW Year Round – Zero sugar, no artificial sweeteners, is only 67 calories per serving and is available in two delicious flavors: Blood Orange and Blackberry.

Blood Orange has a juicy, sweet orange character with slight bitter blood orange notes. Blackberry has sweet fresh blackberry and raspberry aromas, with a hint of strawberry and jammy berry flavor.

ABV: 8% Package: 23.5oz Can

Available: February 2020



Zero Sugar

Smirnoff ICE Red, White & Berry Seltzer

NEW Limited Edition Seasonal – The amazing taste of Smirnoff Ice Red, White and Berry Now in a light and crisp zero sugar hard seltzer! FLAVORS TO ENJOY WITH FRIENDS AT ALL YOUR AMERICANA PARTIES. Enjoy chilled!

0 sugar, 90 calories, 1g carbs and no artificial sweeteners

ABV: 4.5% Package: 12oz Can Only

Available: February 2020





Firestone Walker Flyjack

Everything you want from a hazy IPA with nothing to weigh you down.

High on flavor, low on regret. 96-calorie beer. Maximum flavor, minimal calories, no compromises.

96 Calorie Hazy IPA | ABV: 4.0% | IBUs: 25 | Color: 5.5 SRM

Year Round Package: Available now in 24/12oz Cans 4/6

Deschutes Wowza

WOWZA! is impossibly delicious. With only 100 calories, 4g of carbs, 4% ABV and a crisp, light finish, this full-flavored yet crushable, citrusy hazy pale ale will make you say...WOWZA! Chicory Root has been added to bring some balance to the body of the beer without affecting the calorie count.

Available: January 2020, **Year-Round**



Boulevard Tank 7

Distinctly American twist on a classic Belgian-style farmhouse ale Our brewers called it Tank 7.

This beautifully complex, straw-colored ale starts with a surge of fruity aromatics and big grapefruit hoppy notes, before tapering to a dry, peppery, lingering finish.

AVAILABILITY: January 2020 launch, available **Year-Round** 16oz Cans



Boulevard Steep Drop

Crafted to showcase local custom-roasted beans, this smooth, creamy nitro milk stout blooms with notes of honey, molasses, citrus and cocoa powder. A mild nuttiness is accentuated by caramel and chocolate malts, with a touch of flaked oats.

AVAILABILITY: **Year-Round** launching January 2020 12oz Can and draft





Southern Tier brewing Cider Works February 2020

Southern Tier Cider is a line of refreshing & light ciders made in the tradition and craftsmanship of Southern Tier beer.

Southern Tier Cider is handcrafted in Lakewood, NY. Each batch is made with fresh pressed NY apple varieties and delicious fruit flavors to deliver a cider with a crisp finish that's 5% ABV and less calories than leading brands.

Available year round early 2020 in 6 pack 12oz cans, and draft 1/2 & 1/6.

Available year round April in variety pack (12 pack),



Lake Shore Fog 12 Packs Coming March 2020 Southern Tier Brewing



Southern Tier's Lake Shore Fog new hazy IPA has been a massive success.

Because of demand it will be available Year-Round in 12 pack 12oz cans starting in 2020

Coming February 2020 Sixpoint Brewing

Trail Haze a true hazy IPA that packs all the punch of New England IPAs, but with only 99 calories.

- ◆ Coveted and hyped southern hemisphere hops, Enigma and Vic Secret
- ◆ Enough to make hype bois turn heads
- ◆ Aligned with values of drinkers w/ active lifestyle.

Year Round: SKUs: 50L, 1/6bbl, 4/6/12oz



Beer and brand partnership with



Hootie brings it all together:

- ◆ An everyday, world class formulation
- ◆ ABV range of the most popular national IPAs
- ◆ Produced in a modern, pristine facility
- ◆ Farm-direct Hop Sourcing

Year Round: SKUs: 50L, 1/6 bbl, 4/6/12oz

HAZY IPA

PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY!

Abita Lounging Iguanas



A juicy take on the popular Piña Colada, **Lounging Iguanas** combines Citra & Cascade hops with pineapple & toasted coconut to create a fruit forward IPA with tropical flavors & aromas. 6.5 % ABV

Seasonal : Available in 12oz nR 4/6 and 1/4 BBLs

Anchor Bay Keeper IPA

Baykeeper IPA is a bright and delicious San Francisco-style IPA, overflowing with juicy and fruit-forward hop layers that finish crisp and dry.

Teeming with lime, orange zest and papaya aromas, Baykeeper IPA has a slightly spicy, yet slightly sweet taste that finishes with a delicate bitterness.

Seasonal: Available in can and 1/2 BBLs, January release



Anchor San Franpsycho IPA

San Franpsycho IPA is a delicious, balanced and easy-drinking beer that finishes with floral hops and big, juicy notes of peaches and apricots making it the perfect sessionable summertime IPA.

Seasonal: Available in can and draft , February release

Anchor Variety Pack

Designed for beer fans to sample four original San Francisco beers. This Variety Pack brings Anchor Favorites and new innovative brews together in one convenient offering.

With a range of styles and taste profiles, there's a unique brew for every situation. It's perfect for entertaining or hosting a fun beer tasting amongst friends.

Seasonal: 12oz 2/12pk Cans Available In Market March 1st

- March to May
Steam
California Lager
Liberty Ale
Seasonal (Bay Keeper IPA)



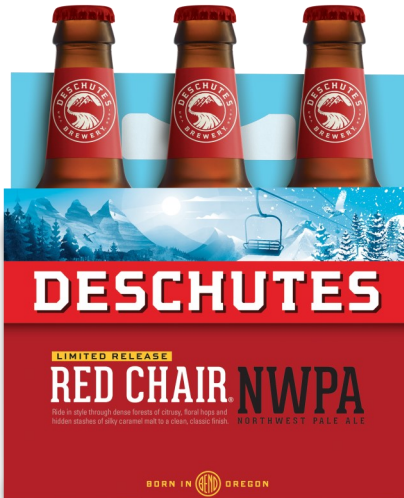
PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

Block House Cinnamon Apple Ale

Spice & Everything Nice

The sweet flavors of hand-picked apples and a sprinkle of spice. Pairs best with your warmest socks and a story by the fire.

An all-new **Seasonal**: Now available- 16oz cans, 1/2bbl and 1/4bbl.



Deschutes Red Chair

The citrus punch of a big IPA, minus the one-dimensional hop sledgehammer. Several select European and domestic malts round out the edges for a complex, copper-colored brew. Like its namesake ski lift, it's an insider's ride to fresh thrills.

Seasonal: Available: January-February

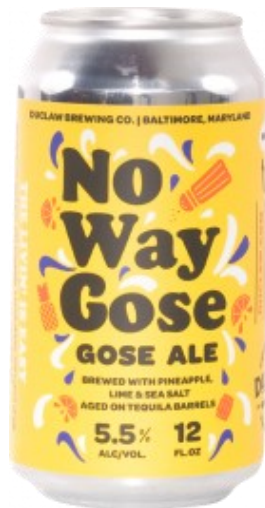
Package: 6pk bottle, 50L keg, 1/6

DuClaw Dad Bod

Dad Bod is a juicy, golden, double IPA that's comfortable, easy drinking and simply unimimidating.

A soft-bellied blend of tropical, pine, and citrus hop flavors, it's like a cuddle for your taste buds. So raise an above average glass to loving thyself. Cheers! ABV 8.5%

Seasonal Release: 24/16oz can 6/4 pk, May



DuClaw No Way Gose Beer

Gose with pineapple, lime & salt, aged on Tequila barrels. Refreshingly tart, slightly sweet & delightfully easy .

APPEARANCE: Deep gold in color with a fluffy white head.

FLAVOR: Tart, citrusy, oak, like a margarita

Seasonal Release: 24/12oz can and Draft , April

PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

Flying Dog Pool Hopping

Introducing our brand new, ready for summer Deck Beer—a new category all to itself. Brewed in the Deep End, this beer is built for breaking into your neighbor’s pool for some summertime day drinking, or for kicking it on the back deck with nothing to do.

Hazy, fruity, and light on both bitterness and ABV, Pool Hopping embodies everything you love about summer. So order some new swim trunks, practice your cannonballs, and we’ll meet you at the diving board. 5.4% ABV

Seasonal: AVAILABLE IN 12oz CANS, DRAFT, 6-PACK CANS, 24-PACK BOTTLES



Great Lakes Lemon Hefeweizen

Brewed with real lemon peel and puree, this cloudy German-Style Wheat Beer is a frothy and fruity ale worth hoisting more than einst.

Cloudy and spirited with classic banana and clove aromas and a zestful lemony finish. ABV: 5.1 %

Seasonal: Limited Release Series 6-Pack, Draft, May



Great Lakes Mexican Lager

MEXICAN LAGER WITH LIME

Find a sunny spot and lounge awhile with this golden Mexican-Style Lager, brewed with real lime peel and purée and flaked corn for a crisp and refreshing getaway.

Spread a blanket and luxuriate in sunny rays of zesty lime and crisp, clean malt flavors. ABV: 5.4%

Seasonal Release: Limited Release Series 6-Pack, Draft, May



Helltown Hefeweizen

A German style beer, 5%. Hints of clove, bubblegum and bananas in the aroma carry through the light body to create a very sessionable easy drinking ale. ABV 5.0 %

Seasonal Release : 24/12oz can and Draft , May



PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY!



Lagunitas Little Sumpin Hazy

AN UNFILTERED TAKE ON SUMPIN' CLASSIC

We're going au naturel for the summer with the classic wheatley-esque-ish-ness brew you know and love.

With a special dry-hopping of Cashere, Citra & Mosaic on a bed of Centennial and Chinook. Juicy, catty, and leaves you with a hop scratch that you can't help but tickle with another taste. Does that clear things up? ABV: 7.2 %

Seasonal Release: 24/12oz can , 12oz Nr and Draft , April

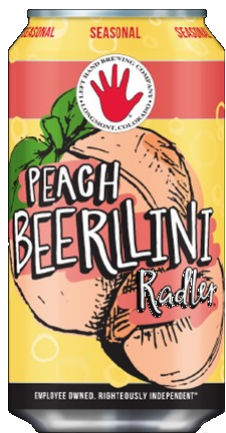


Left Hand Gettin' tiki with it nitro

A Super Smooth passport to paradise. Come with us and escape. Gettin' Tiki With It is a vacation in a can.

Bursting with pineapple and coconut, this Pina Colada Wheat Ale is your nitro passport to paradise. Pairs well with cabanas and daybeds. alc/vol 7.5%

Availability Seasonal : Packaging Keg, 4pk 13.65oz Cans



Left Hand Peach Beerlini Radler

Peach beerlini radler Ale with peaches added. Light, bubbly and refreshing. An effervescent concoction of pale malts and peach nectar. alc/vol 4.1%

Availability May-July

Packaging Keg, 6pk 12oz Cans

Rogue Newport Daze

This hazy pale ale gives off aromas of pineapple & stone fruit, features tangerine & peach flavors and finishes slightly sweet and very smooth.

The morning after a long night, we like to hit the beach for some R&R. Newport Daze Hazy Pale Ale is the perfect day sipper for such an occasion.

Featuring mouth-watering tangerine and peach notes from the hops and finishing slightly sweet, it's an easy, mellow brew to get you through.

Seasonal : Packaging Keg, 6pk 12oz Cans



PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

Southern Tier Mango Crush

Mango Crush is the perfect choice for those who want flavor that reflects the fun of the summer season. Brewed with the perfect balance of mango puree and rich milk sugar, this gose style ale provides a refreshingly smooth drinking experience. 4% ABV, 12 IBU

Seasonal Release : 6-pack 12 oz. can, 12-pack 12 oz. can, ½ BBL, 1/6 BBL



Introducing Southern Tier White Chocolate Raspberry into the Blackwater family

Southern Tier White Chocolate Raspberry

Brewed with rich white chocolate and raspberry for a pink glow and creamy, soft mouthfeel.

10% ABV, 15 IBU

Seasonal Release: 4-pack 12 oz. NITRO cans (9.6fl oz.); NITRO Draft: ½ BBL, 1/6 BBL; CO2 Draft: 1/6 BBL

Woodchuck Mimosa

Inspired by the classic morning beverage, this cider bursts with orange zest and citrus notes. A subtle hint of vanilla, makes this effervescent and juicy cider perfect with any meal or on its own.

5.5% ABV

Seasonal Release: available in 12oz can , June



Yards Summer Crush

NEW IN 2019!

You always remember your first. The moment it hits your lips, there you are. Summer Crush is an easy drinking, flavorful Wheat Beer

Brewed with orange and lime zest, this crushable delight brings the refreshment to the shore, the front stoop, the rooftop, and everywhere else you celebrate summer. ABV 5.0%

Seasonal Release: 12 oz bottle, sixtel, keg

PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

Wyndridge Beverage in Dallastown, Pennsylvania has created two separate brands: one for cider, one for beer. Wyndridge Cider Co. is the company's cider brand, and Winding Path Brewing Co. is the brewery's beer brand. More details on this are below.

YORK, Pa. — Wyndridge Farm, located at 885 S. Pleasant Avenue, Dallastown, PA 17313, is excited to introduce two new brands. Necessity always leads to innovation, and after years of Wyndridge Beverage improving their [process](#), Wyndridge Cider Company & Winding Path Brewing Company is born.

Wyndridge Cider Co.'s hard cider is fermented cold & blended with fresh pressed state-grown apples. They have become a staple hard cider brand by way of innovative flavors, crisp taste & one of the top cider masters this side of the Mississippi. You will find Scott Topel & Wyndridge Cider Co. at the forefront of pushing boundaries while delivering quality & consistency. On Friday, January 17th at 4pm, Wyndridge Cider Co. will hit the shelves at Wyndridge Farm, with four new flagships, one seasonal and one limited edition. Flagships include, Original Cider, Cranberry, Black Cherry and Apples N' Oranges. The seasonal is Honey Lavender and the limited edition, only available at Wyndridge Farm, Brown's Orchards & York Central Market is the Maple Bourbon. Samples will be available all day at the farm.

With a new Brewmaster, Irena Wise at the helm, the search to name their new project began. In the Old English translation the [word](#) "Windridge" means "Dweller at a ridge with a Winding Path". It was only fitting that their name became the planted root of what they had already started to grow. Wyndridge Beverage is proud to put Winding Path Beer on the map with intention, identity, quality and purpose. On Tuesday, December 31st, New Year's Eve, Winding Path Brewing Co. will make its debut at Wyndridge Farm, showcasing three new flagship beers. Hazeway IPA, Slightbend IPA, 885 Porter, and one seasonal, Peaches N' Cream IPA. All will be available on tap and for purchase in the Farm Store.

**Winding Path
Raspberry Berliner Weisse**

4.0%
ALC/VOL

**A SLIGHTLY FIZZY, TART KETTLE-SOURED
BEER WITH RASPBERRIES**

AVAILABLE IN | 6/4/16 OZ | 1/2 BBL | 1/6 BBL



Wyndridge Mojito Hard Cider

6.0% ALC / VOL

Fermented with juiced mint leaves, toasted oak chips & key lime juice.



PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

MODIFIED THEORY

TART + SPARKLING HARD BEVY

Deschutes Unveils New FMB Brand Modified Theory, New Low Cal Hazy Pale Ale

MIXOLOGY MADE EASY

Deschutes Brewery is looking beyond beer and outside of its own brand for its big innovation of 2020. The Bend, Oregon-headquartered craft brewery today unveiled Modified Theory, a line of flavored malt beverages, during its annual distributor summit.

Speaking to Brewbound last week, Deschutes VP of marketing Neal Stewart said the company was searching for “true whitespace” in the FMB segment as many of its competitors flood the market with hard seltzers and canned cocktails.

“It kind of feels like bloody water to me,” Stewart said of hard seltzers and canned cocktails. “So how do we find the blue water?”

What Deschutes landed on is Modified Theory, a product that the company is calling a “crafted hard bevy.”

Modified Theory checks in at 5.5% ABV and comes in three flavors — Tahitian Lime Agave, Tarocco Orange Vanilla and Northwest Berry Lavender. The brand was inspired by trends in craft cocktails and mixology, and the packaging suggests it can be drunk straight, served on the rocks or treated as a mixer.

Modified Theory will be sold in 6- and 12-packs throughout Deschutes’ 32-state footprint starting in March 2020, and if successful, could be sold in additional markets outside of Deschutes’ existing footprint, Stewart said. Modified Theory is already available on draft in Deschutes’ taprooms in Bend and Portland, Oregon.

In an effort to further differentiate the product from its traditional beer offerings, Deschutes is suggesting its wholesalers place Modified Theory between the FMB and canned cocktail sections of stores.

“We don’t want this to be in the craft beer section,” Stewart said. “I think that would be a disservice to craft beer drinkers and confusing.”

Beyond shelf sets, Stewart said Deschutes will be asking its wholesalers to offer Modified Theory in “completely different accounts than craft beer.” Stewart admits that there was a lot of internal discussion on whether to use the Deschutes name for Modified Theory, but the company decided there was “a lot of upside” and “a better chance of incrementality” by launching it as a new brand.

Modified Theory is the next generation of flavored malt beverage

- * Inspired by the hottest trends in craft cocktails & mixology
- * All natural, no preservatives, 0g sugar per serving and crafted to remove gluten
 - * Available in a variety of bold, complex flavors ready to explore
 - * Simply versatile: enjoy straight up, on the rocks or mixed with spirits
 - * 82% Purchase Intent from FMB Drinkers*



Juicy berries fresh picked from the Pacific Northwest mingle with aromatic lavender in this lightly effervescent and refreshingly tart hard bevy.









Zesty Tahitian limes mingle with Aji Amarillo peppers, real agave and Himalayan sea salt in this lightly effervescent and refreshingly tart hard bevy.









Naturally sweet Tarocco blood oranges mingle with an array of warming spices in this lightly effervescent and refreshingly tart hard bevy.

PRE ORDER WITH YOUR SALES REPRESENTATIVE TODAY !

MAGIC HAT 15-PACK TRANSITIONS

	<u>NEW SKUs</u>	<u>Updates</u>	<u>Old Packaging</u>	<u>Transition to New Packaging</u>	<u>In Market Timing</u>
IPA PLAYLIST 15PK CANS	<ul style="list-style-type: none"> •Easy Miles replaces TFG as the flagship to drive trial. •Returning favorite HIPA now brewed with Hemp to amplify the “dank”. 				Soft Turn in January
JAM PAK 15PK CANS & 12 PA	<ul style="list-style-type: none"> •New, on-trend Craft Pilsner: Never on Time. •Top request Magic Hat favorite, Elder Betty, an Elderberry Weiss, makes its long-awaited return. 				Soft Turn in January

UPDATED GRAPHICS

	<u>Updates to Packaging</u>	<u>Old Packaging</u>	<u>New Packaging</u>	<u>In Market Timing</u>
PASSION FRUIT EXPRESS	<ul style="list-style-type: none"> All Flavors •Strong ABV callout 			All Flavors Soft Transition Beginning November 2019
CITRUS GOLD	<ul style="list-style-type: none"> •Added flavor callout •<i>Refreshingly Chill communicates drinking experience</i> •Increased logo for stronger branding 			
HEMP'D	<ul style="list-style-type: none"> •Added color for better flavor differentiation at shelf 			



Yuengling

FLIGHT

NEXT GENERATION OF LIGHT BEER

Elevate your beer experience with the next generation of light beer

- Easy drinking, clean, crisp, refreshing
- Only 95 calories and 2.6g carbs, 4.2% ABV (alcohol by volume)
- Brewed by Yuengling, America's Oldest Brewery, 6th generation family owned and operated since 1829.

YUENGLING.COM

New Product Information:

New Year Round Upscale Light Offering.

Package Availability:
2/12NR and 4/6NR
available late February/
early March

2.6g	95	4.2%
CARBS	CALORIES	ABV

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