SPARKLING HARD SELTZERS
HEALTHY-ISH, FUN AND FLAVORFUL
W E’RE HEADING INTO THE MOST WONDERFUL TIME OF
the year – and a great season for beer sales. Holiday
and winter seasonals are always unique – especially
in the desert – with flavors and aromas typically associated
with colder climates. After the hot summer we had this year
(and we definitely had a HOT summer), now is the perfect time
to bring in heavier beers. There are so many full-bodied beers
to please every customer whether they’re looking for stronger,
darker or hoppiest. This time of year you’re also going to see lots
of different spices and flavors like cinnamon, chocolate, coffee,
vanilla and caramel, to name a few. And remember, consumers are not just
shopping to stock their own fridge, winter seasonals offer great variety when
heading to that holiday party, or to give as gifts.

Something else we always look forward to in the Old Pueblo – Arizona
Basketball. The season tips off in November, and we are proud to continue
Coors Light’s partnership with the University of Arizona Wildcats. Coors Light is
the only beer brand with official access to the University of Arizona trademarks
including the iconic “A”. Off Premise accounts will have access to unique coupon

opportunities related to basketball, in addition to unique point of sale. If you
want to show your Wildcat spirit, talk to your Route Manager about options for
custom displays and point of sale featuring Arizona Basketball.

’Tis the season to take advantage of holiday seasonals and unique local
programming. You’ll find a variety of options in the following pages, and your
Route Manager is always available to help you determine which selections will
best meet your needs, maximize profits, and help you finish the year strong.

I wish you all a happy holiday season and a successful New Year. As always,
Finley Distributing and our supplier partners want to remind you to celebrate
responsibly. Thank you for your business, and here’s to continuing our
partnerships in 2017!

Dennis Shields
President
CASEY O’NEILL WAS IN A QUANDARY. EVERY WEEK, AFTER A
grueling CrossFit session, she and her workout friends would
gather in her Boston apartment for drinks. Often, she couldn’t
decide what to serve. Cocktails are too caloric, beer too bloating
and wine has more alcohol than she cares to consume. Then
she had an idea: seltzer with a kick. Her guests loved it.

O’Neill, who happens to work for The Boston Beer Co. – makers
of Samuel Adams, shared the story behind the seltzer concoction with
her employers. Intrigued by the concept of a light, refreshing alcoholic
beverage that appeals to adults concerned about sugar and calories,
Boston Beer gave O’Neill the green light to develop Truly Spiked &
Sparkling seltzer.

Truly Spiked & Sparkling hit the market in the spring of 2016
and it’s been a huge success. Fred Gross, Senior Director of
Marketing for Origlio Beverage, explains why he thinks the product
has been so well-received. “Forty-seven percent of legal drinking
age Americans, both men and women, say there are too few low-
calorie alcoholic beverage options. To fill that gap, consumers began
drinking a lot more bottled, flavored waters to replace high-sugar drinks.
Many added a spirit, like vodka, to them. Carbonated, fruit-flavored
seltzer spiked with alcohol was the natural extension to that trend.”

White Claw Hard Seltzer and Smirnoff Spiked Sparkling Seltzer
are two other successful, high-quality hard seltzers. They too are
valued by consumers who care about what they put in their bodies.
But healthy ingredients are only one part of the equation. Today’s
drinkers refuse to sacrifice great taste. Why not have it all? Phil
Rosse, Vice President of Mark Anthony Brands – makers of White Claw,
explains why his product tastes so good. “White Claw’s superior flavor
is due in part to a unique process that produces an alcohol base so
pure that 7 out of 10 consumers prefer it to Grey Goose. All off flavors,
colors and aromas from the alcohol are entirely removed, so the result
is a pure, crisp and refreshing hard seltzer with just a hint of natural
fruit flavor.”

Mike Kugler, Origlio Brand Manager for Smirnoff Spiked Sparkling
Seltzers, offers another reason why these new beverages have been
so successful. He points out that sophisticated hard seltzers appeal to
men and women drinkers spanning all generations. And spiked sparkling
waters have created a lot of buzz. “When people try Smirnoff Spiked
Sparkling Seltzers, we know it sparks conversations. I’ve heard people in
bars say to their friends, ‘hey, have you heard of the new healthy hard
seltzer drink?’ This is a unique opportunity to capture consumer drinking
occasions that are not met by beer. Hard seltzer is not a drink just for
women or just for men – it is for anyone looking for a low ABV option.
Most hard seltzers have less alcohol than light beer.”

Gluten-free with few calories and barely any sugar, hard seltzer is the
perfect drink of choice for fitness-conscious drinkers or anyone else
looking for a “healthy-ish” happy hour drink.

Truly Spiked and Sparkling
Available in Colima Lime,
Grapefruit & Pomelo,
Pomegranate and Blood
Orange, the best-selling
hard seltzer offers sophisticated flavors
with only 100 calories, 5% ABV and
2 grams of sugar. It is gluten-free and
contains no artificial sweeteners.

White Claw Hard Seltzer
Available in Natural Lime,
Ruby Grapefruit and Black Cherry,
this premium, gluten-free
product is made with a touch of
natural cane sugar, natural flavors
and real juice. It has 110 calories and
5% ABV.

Smirnoff Spiked Sparkling Seltzer
Available in Orange Mango,
Cranberry Lime and
Watermelon, this product’s
crisp, refreshing taste is infused
with natural fruit essence,
purified water and no added sugar. It’s
only 90 calories per can and 4.5% ABV.

Truly Moscow Mule
Adding a dash of ginger beer to
Truly Colima Lime instantly creates a
sessionable version of a Moscow Mule.

Ingredients:
6 oz. Truly Colima Lime
1 oz. vodka
1 oz. ginger beer

Combine vodka and ginger beer in a
pint glass. Add ice and top off with
Truly Colima Lime. Garnish with a slice
of lime.
Family Food Store

Layth Ashi, who also goes by Lio, is a recent San Diego transplant. He relocated to Tucson nearly six months ago to take over Family Food Store, a neighborhood mom and pop shop on the northwest corner of La Cholla Boulevard and Ruthrauff Road. “Tucson is more business friendly,” says Lio when asked about the reason for his move. “There are more opportunities to grow a business here.” Equal parts convenience store, smoke shop, and alcohol retailer, Family Food Store carries a little bit of everything. The varied selection of products offered up seems to be precisely what draws customers in.

“All of our customers are locals. They all live nearby, so we get a lot of people coming in at all hours of the day,” explains Lio. As if to illustrate his point, eight customers enter the store in the span of twenty minutes early on a Monday afternoon. Customer service is a high priority for Lio, who engages attentively with each person who enters his store. All eight customers make purchases before leaving. “We try to treat the people here like family. We support the locals and the locals support us. It’s the only way we can compete with bigger companies in the area.”

A majority of the beer drinkers that frequent Family Food Store come in looking to purchase beer in bulk. Of Family Food Store’s top selling beers, three out of five are 30-packs (Milwaukee’s Best Ice and Milwaukee’s Best take first and second place, respectively). Though sales skew towards big name import and domestic brews, there is a select set of customers that come in specifically looking to purchase craft beer.

“In this neighborhood, I’m the only guy that carries craft beer,” says Lio. “Seventy-five percent of the people that walk into this store are looking to buy beer, so I make sure I have something for everyone.” Under Lio’s leadership, Family Food Store has quickly made a name for itself as the neighborhood’s niche craft beer store.

The beer selection at Family Food Store is always changing. Customer requests play a big role in determining what gets stocked in the beer fridge. “I have a notepad at the register to keep track of the beers people want that we don’t already carry,” explains Lio. “If two or more people request the same thing, I’ll bring that item in just for them. This is how I keep my customers happy.” Lio keeps his prices low in order to build and retain his base of regulars. He’ll often even sell a specially requested beer at cost, just to encourage repeat visits. “It’s hard to compete with big businesses nearby, but I try to keep prices as low as possible.”

Lio has effectively carved out a comfortable space for Family Food Store in the Tucson beer market. His commitment to customer service and low pricing has built him a solid base of loyal patrons. Lio is eager to take full advantage of what he refers to as Tucson’s business-friendly market. “We just have this location for now,” he says. “But who knows what’ll happen in the next few years.”

Address: 2100 W Ruthrauff Rd, Tucson, AZ 85705
Hours: Monday-Thursday: 7:00am-11:00pm, Friday-Saturday: 7:00am-12:00am, Sunday: 10:00am-10:00pm
Illegal Pete’s

Since first opening its doors on University Boulevard in December of 2015, Illegal Pete’s has settled seamlessly into the University of Arizona college scene. Already a favorite haunt of college kids and university staff alike, Illegal Pete’s has managed to do very well in its location at Main Gate Square, skyrocketing to its position as one of Finley Distributing’s top five on premise accounts.

Illegal Pete’s was founded in 1995 by Pete Turner, a man on a mission “to create a fun and energetic atmosphere with music playing, and employees having fun.” The goal was to create an upbeat and entertaining establishment that employees would enjoy every bit as much as customers. Joe Kaley, Tucson’s Bar Manager and Assistant General Manager, affirms the sentiment, saying, “It’s a really good company to work for. We get to play our own music and wear our own clothes. We love that we get that human connection with our customers.”

The customers seem to love that human connection too. It is one of the many reasons patrons can’t seem to stay away. With their mantra of “Buddies, Burritos, and Beers,” Illegal Pete’s sees its fair share of regulars. “Pete’s at three,” is a phrase you’ll often hear floating around campus, as students make plans to take advantage of Illegal Pete’s killer happy hour specials. The bar is stocked with brews aimed to appeal to every type of customer. “We have things like PBR and Coors Light for college kids on a budget, and then we bring in a new keg of craft beer every two weeks for customers looking for something different,” says Kaley.

Customers are also drawn in by the promise of a fresh, savory meal. “Everything comes to us as produce and fresh, full cuts of meat. We make our own salsas and butcher our own meat,” says Kaley. Illegal Pete’s prides itself on its dedication to serving up all-natural, fresh, sustainable, antibiotic free, and hormone free meals. Driven by a passion to serve up great tasting food, nothing comes to Illegal Pete’s pre-made.

A major source of pride for Illegal Pete’s is its dedication to serving the Tucson community. Whether it is feeding local firefighters and police or donating a percentage of sales to sororities, fraternities, or neighborhood schools, Illegal Pete’s is always willing to lend a helping hand. They’ve even established the Starving Artists Program, an initiative that sets up road weary bands with a free meal in exchange for spreading the word about Illegal Pete’s to family, friends, and fans. “We like to help with whatever is happening in that moment. If the cause is good and it fits our mantra, we’ll definitely feed them,” says Kaley.

Illegal Pete’s initially set up shop in a bustling college neighborhood in Boulder, Colorado. Over the past two decades, they’ve taken over much of the Colorado food scene, opening a total of eight locations in the state. Glowing in the hard and fast success of their Tucson location, Illegal Pete’s now has its sights set on new locations in Phoenix and Flagstaff. If Illegal Pete’s storied history is any indication of what’s to come, they are poised next for a successful takeover of Arizona.

Address: 876 E. University Blvd., Tucson, AZ

Hours: Mon-Wed: 7am-12am, Thurs-Fri: 7am-2:30am, Sat: 9am-2:30am, Sun: 9am-12am
Welcome Saint Archer Brewing Company

Saint Archer Brewing Company was founded on a unique strain of creative talent: World-class brewers. Artists and musicians. Surfers, skateboarders, and snowboarders... all coming together with passion and commitment to express their collective true love – handcrafted beer. Saint Archer’s been a long time in the tank and they hope you taste their appreciation and gratitude in every sip.

Saint Archer Blonde Ale (Kölsch)
Clean, crisp malt character similar to a Pilsner. The authentic Kölsch yeast strain pairs perfectly with a unique blend of Noble hops from Germany. **ABV:** 4.8% **Packages:** Bottles and Cans  **Availability:** Year-round beginning in November

Saint Archer White Ale
Saint Archer White Ale is brewed with high quality Pilsner and wheat malts, generously spiced with coriander and fresh orange peel. Belgian yeast provides the traditional refreshingly tart, spicy, and fruity flavor profile. Wheat protein and yeast gives a customary hazy appearance and contributes to the flavor and mouth feel. **ABV:** 5%  **Packages:** Bottles and Cans  **Availability:** Year-round beginning in November

Saint Archer Pale Ale
Balanced toward the hoppy end of the spectrum, this straightforward “California-style” pale is eminently sessionable. Crystal and Munich malts showcase the bright, citrus, piney notes of Cascade, Citra, Chinook, and Simcoe hops. **ABV:** 5.5% **Packages:** Bottles and Cans  **Availability:** Year-round beginning in November

Saint Archer IPA
Hop-forward, yet civilized. Bitter but balanced. Citrus/tropical notes from Amarillo and Simcoe hops backed up by a chorus of Centennial, Chinook, Columbus, Simcoe, and Citra Hops. **ABV:** 7% **Packages:** Bottles and Cans  **Availability:** Year-round beginning in November

Saint Archer Mosaic Double IPA
This limited double IPA pays tribute to the wonderful characteristics of the Mosaic Hop. Saint Archer’s Mosaic Double IPA showcases complex aromatic notes of citrus, berry, tropical fruit and pine. They have also layered in Amarillo, Simcoe, and Chinook to highlight the wonderful hop that is, Mosaic. **ABV:** 9%  **Package:** Bottles only  **Availability:** Now, limited release

SanTan MoonJuice Galactic Grapefruit IPA – Now on Draft!
SanTan’s out of this world IPA crafted with rare Galaxy and Nelson-Sauvin Hops from the southern hemisphere and a splash of Arizona grown grapefruit juice on top makes for a delicious thirst quenching ale. Now available in craft cans and coming soon on Draft. Enjoy! **ABV:** 6.6% **Packages:** Cans and Draft  **Availability:** Now!

Fireman’s Brew IPA
Fireman’s Brew is very excited to be introducing their new Fireman’s Brew IPA, brewed with a delicious and aromatic blend of Cascade, Columbus, Chinook and Galena hops. This take on a bold and refreshing West Coast style IPA is available to extinguish your thirst year round. **ABV:** 6.5% **Packages:** Cans and Draft  **Availability:** Now, year-round
New Smirnoff Spiked Sparkling Seltzers are a delicious blend of crisp, refreshing taste and bubbly carbonation. Available in Watermelon, Cranberry Lime and Orange Mango flavors, these spiked seltzers are infused with natural fruit essence, purified water and no added sugar or sweeteners for a sophisticated adult beverage with only 90 calories per 12 oz. can.

**Smirnoff Cranberry Lime Spiked Sparkling Seltzer**
Sweet and tart cranberry notes mix with an authentic squeeze of fresh lime in this sparkling seltzer. **ABV: 4.5%** **Package:** Cans only  
**Availability:** Now, year-round

**Smirnoff Watermelon Spiked Sparkling Seltzer**
This spiked seltzer has an authentic, ripe watermelon profile with sweet, juicy, red notes in the background. **ABV: 4.5%** **Package:** Cans only  
**Availability:** Now, year-round

**Smirnoff Orange Mango Spiked Sparkling Seltzer**
Ripe, aromatic mango notes meld with a pleasant twist of orange in the background of this citrusy spiked seltzer. **ABV: 4.5%** **Package:** Cans only  
**Availability:** Now, year-round

**Smirnoff Spiked Sparkling Variety Pack**
Enjoy all three Smirnoff Spiked Sparkling Seltzers – Cranberry Lime, Watermelon and Orange Mango – in one convenient mix pack!  
**Availability:** Now, year-round

Many of our craft seasonal and specialty releases are available in limited or extremely limited quantities. Breweries only produce a certain amount of their specialty beers and Finley does all they can to get as much product as possible. In addition, this publication is compiled months prior to the decision made by the brewery to allocate their products to the wholesaler. Variations in production for some of these limited release offerings will fluctuate, resulting in lower quantities than anticipated.

Please feel free to discuss seasonal selections with your Route Manager. If an item is out of stock, they will be able to offer similar suggestions.

**Blue Moon Cappuccino Oatmeal Stout**
Cappuccino Oatmeal Stout is aged with decaf coffee and cocoa powder. The fresh-roasted coffee notes are balanced by the addition of Belgian dark candi sugar for a subtle sweetness. Oats and rice give this seasonal stout a nice coffee-with-cream appearance and taste. Try it with corned beef, barbecued ribs, chocolate truffles or coffee cake. **ABV: 5.9%** **Packages:** Bottles and Draft (also available in the Blue Moon Winter Brewmaster Sampler Pack)  
**Availability:** November

**Blue Moon Winter Brewmaster Sampler**
The Winter Brewmaster Sampler features four Blue Moon beers, perfect for the holiday season: Cappuccino Oatmeal Stout, Cinnamon Horchata Ale, Belgian White Belgian-Style Wheat Ale, and Cocoa Brown Ale Brewer’s Select.  
**Availability:** November
Seasonal SELECTIONS

Jolly Traveler Winter Shandy

Jolly Traveler is a cheerful winter beer inspired by the senses of the season. A wheat beer made with real orange, pomegranate and holiday spices, this Traveler is a refreshing libation for the season of festivity. Jolly, merry and bright.

**ABV:** 4.4%
**Packages:** Bottles and Draft
**Availability:** November

Travelers Winter Variety Pack

The Travelers Winter Variety Pack includes:

- **Grapefruit Shandy**, a deceptively delicious wheat beer made with real grapefruit;
- **Jolly Traveler Winter Shandy**, a wheat beer made with real orange, pomegranate and holiday spices;
- **Honey Ginger Shandy**, a bright, vibrant wheat beer brewed with real ginger and clover honey that delivers the perfect balance between sweet and spice and
- **EuroDiesel Traveler Cola Shandy**, an American wheat ale brewed with traditional cola flavors for a delicious drinking experience that will have you cruising down the road to refreshment.

**Availability:** November

Lagunitas NightTime Ale

Kinda like DayTime’s big, dark and scary sidekick, NightTime Ale is packed full of highly roasted malts, then counter-hopped by smooth operators with the dankest, juiciest hops. Not for the lunch crowd. Or the faint of heart.

**ABV:** 8.2%
**Packages:** Bottles and Draft
**Availability:** November

Lagunitas Sucks Ale Holiday 12-packs

This beer is a ‘cereal medley’ of barley, rye, wheat, and oats. Full of complexity from the 4 grains, then joyously dry-hopped for that big aroma and resinous flavor.

**ABV:** 8%
**Package:** Bottles
**Availability:** November

Samuel Adams Winter Lager

German brewers were onto something centuries ago when they created rich bock beers for the winter. Samuel Adams’ version is spiced with cinnamon, ginger, and orange peel for a deep flavor and malty finish that will warm you on a cold winter's night.

**ABV:** 5.6%
**Packages:** Bottles, Cans and Draft
**Availability:** November

Samuel Adams White Christmas

White Christmas is a refreshing, unfiltered white ale brewed with cinnamon, nutmeg and orange peel to create a distinct spicy and citrusy character. The combination of wheat, German pilsner malts and Sam Adam’s 2-row pale malt creates a medium-bodied brew with slight sweetness and crisp cereal notes from the wheat that is balanced by subtle, citrusy notes from Spalt Spalter Noble hops.

**ABV:** 5.8%
**Package:** Bottles only
**Availability:** November

Samuel Adams Winter Classics Variety Pack

The Winter Classics Variety Pack delivers on holiday flavors to complement many different holiday activities. Included in the wintry mix are:

- **Boston Lager**, a perfectly balanced, complex and full-bodied brew;
- **Winter Lager**, a bold, rich lager with a touch of holiday spice;
- **Old Fezziwig**, a full-bodied brown ale made with a blend of traditional “wassail” spices;
- **Ginger Beer**, a crisp beer that emits subtle hints of citrus with a lingering ginger note and slight spiciness;
- **Hopflake White IPA**, a medium-bodied wheat IPA with delicate notes of honey and sweet lemon that complement a bold citrus profile and
- **Chocolate Bock**, a smooth, rich, dark beer with a robust flavor and creamy texture of chocolate.

**Availability:** November
Guinness Rye Pale Ale

In December some folks at The Open Gate Brewery got together and made a Rye Pale Ale as a gift for colleagues, friends and families. Everyone liked it so much they put it on tap at Open Gate Brewery where it’s getting rave reviews. Now, production has moved to the big brewhouse and they’re sharing it with everyone! The rustic, spicy character of the rye grain gives this amber ale a peppery bite, balanced with the citrus and grapefruit from the mosaic and cascade hops. ABV: 5% Package: Bottles Only Available: November

Guinness Antwerpen Stout

This 8% ABV Special Stout has long been a secret pleasure among beer connoisseurs, and indeed the Guinness Brewers, who value the mouth-watering intensity of its roasted malt, smoked wood and licorice notes, not to mention its excellent and seemingly endless finish. Since 1944 they have been importing this Special Export Stout into Belgium through the vibrant port of Antwerp. A beer fit for the exacting tastes of Belgian Beer Connoisseurs - now released through The Brewers Project outside Belgium for the first time. ABV: 8% Package: Bottles Only Available: November

Guinness Draught Gilroy Cans

Guinness continues to spotlight their history and heritage this season with limited edition Gilroy cans. The special collectible cans celebrate the famed Guinness campaigns of the ’30s, ’40s and ’50s created by artist John Gilroy.

Huss Brewing Rice Pudding Porter

Jeff and Leah Huss wanted to create a winter seasonal that took them back to their days growing up in the Midwest. Brewmaster Jeff Huss put his thinking hat on and Rice Pudding Porter was born! A robust American Spiced porter brewed with Vanilla Beans, Brown Rice Syrup, Cinnamon, Nutmeg and Cloves. Classic holiday spice notes are prevalent while chocolate, coffee and dark fruit linger with a smooth finish. ABV: 5.1% Package: Draft Only Available: November

SanTan Sex Panther

A Double Chocolate Porter that’s sensually crafted with Colonial Rosewood Cocoa, chocolate malt and lots of love. The addition of White Wheat gives Sex Panther a smooth, creamy head. Pairs perfectly with smoked meats and sweet treats! This beer earned 91 point from The Beer Connoisseur in 2015, and won the Bronze Medal at the U.S. Open Championship ABV: 6.9% Packages: Draft and Cans Available: November

SanTan Winter Warmer

Winter Warmer is the first specialty beer ever brewed at SanTan Brewing! Arizona orange blossom honey is added before it is spiced with fresh ginger. Preferred by Santa over a glass of milk! ABV: 9.5% Package: Limited Draft Only Available: December

Mike’s Hard Chilled Cherry Lemonade

Mike’s Hard Chilled Cherry Lemonade jumps off the shelf with its vivid red color and slightly cloudy appearance. Like all Mike’s Hard Lemonade flavors, Chilled Cherry has a very fresh and natural aroma. In this instance it’s a sweet, cherry aroma with hints of almond and vanilla. The taste is clean, refreshing and very sessionable – not syrupy – with fresh, ripe cherry notes. ABV: 5% Package: Bottles only Available: October

Grand Canyon North Pole Express

All Aboard! A holiday spiced Belgian dark strong ale, perfect for lifting holiday spirits and celebration all the way to the North Pole. The robust and rich flavor is packed with layers of fruit aroma and spice. North Pole Express is lightly seasoned with honey, cinnamon, cloves, nutmeg and allspice, making for a scrumptious pint of holiday cheer. ABV: 9% Package: Draft Only Available: November
**Anderson Valley Winter Solstice Ale**

Warmth. Anderson Valley’s Winter Solstice Seasonal Ale is a hand-crafted “winter warmer” with a deep amber hue and a rich, malty mouthfeel. Hints of toffee, spice, and caramel tickle the senses while the smooth, creamy finish will lift your spirits; a perfect beer to share with friends and family during the cold days and long nights of winter. **ABV:** 6.9% **Packages:** Cans and Draft **Availability:** November

---

**Anderson Valley Blood Orange Gose**

Anderson Valley’s Blood Orange Gose is a tart, refreshing wheat ale that is kettlesoured with lactobacillus and brewed with sea salt and coriander. However, unlike traditional versions of the style, this features liberal additions of blood oranges during fermentation. This imparts tangy citrus notes that complement the champagne-like flavors, creating a complex and sessionable ale perfect for any occasion. **ABV:** 4.2% **Packages:** Cans and Draft **Availability:** November

---

**Anderson Valley Huge Arker Imperial Stout**

True to its Boontling moniker, “Huge Arker” is a massive force of nature that detonates on your tongue. After primary fermentation, the beer is aged in Wild Turkey® Bourbon barrels until it fully matures. The deep mahogany color is evocative of the opulence to follow. Dark luscious aromas of burnished oak mingle with candy sugar, bourbon and hearth-baked bread. The luxurious flavors redolent of honey and molasses are intertwined with the richness of dark chocolate and the ardent warmth of alcohol, underpinned with hints of coffee, vanilla and dark fruits. **ABV:** 13.5% **Package:** Bottles only **Availability:** November

---

**Dragoon Ryelander Double Rye IPA**

Ryelander is a beer that’s easy to wrap your head around: it’s a big, spicy, hoppy Imperial IPA. It ravages taste buds, decimates olfactory receptors, and leaves even the heartiest neuron begging for mercy. It is brewed from a blend of pale, crystal, and rye malts (with just a touch of roasted barley for color). They add many pounds of hops to the boil, and many more directly to the fermentation vessel. The result is an undoubtedly aggressive beer, but like its namesake, it shows a surprising depth and complexity. This beer doesn’t really work with other foods, it attacks them. If you must consume it with food, try haggis or a roasted Spanish Peacock. Or a creamy blue cheese (like Saint Agur), if you must. **ABV:** 9% **Package:** Draft only **Availability:** October

---

**Dragoon Bière del Bac**

Named after San Xavier del Bac, Dragoon’s Belgian-style quad is deep reddish amber in color, with the aroma of dried fruit, caramel, and a hint of peppery alcohol. It is brewed with piloncillo sugar and dark Belgian candi syrup for complexity. It’s perfect for those cold winter nights. Bière del Bac is a big beer and pairs well with big, rich foods. Think creamy cheeses, roasted lamb with rosemary gravy, or perhaps a blackberry tart with whipped cream. **ABV:** 10% **Package:** Draft only **Availability:** November

---

**Woodchuck Winter Chill**

The chill of winter sends some running for the mountains, while others prefer to stay cozy in the comfort of the great indoors. Whichever way you enjoy winter, this cider is built to get you through. Aged in premium French and traditional American oak, Winter Chill brings a rich depth of apple flavor with hints of vanilla and oak throughout. **ABV:** 5% **Packages:** Bottles and Draft **Availability:** Mid-November

---

**Woodchuck Gumption Late Show Cinnaster Clown**

Step right up! The late show is open. Woodchuck’s mad genius Cider Makers present Cinnaster Clown, a mischievous prankster with spicy cinnamon notes and a bold finish. Step right up if you dare! **ABV:** 5.5% **Packages:** Bottles and Draft **Availability:** November
Lost Coast Winterbraun

Winterbraun is a richer, stronger version of Lost Coast’s signature beer, Downtown Brown, and is especially brewed for those long Winter months when nights grow cold. Brewed with American pale malt and a mixture of caramel and chocolate malts, the result is a full body and rich chocolate taste. Winterbraun is then given a unique spicy flavor from Saaz hops grown in the Czech Republic. **ABV:** 8%

**Package:** Bottles only  **Availability:** Now!

Green Flash Baroque Belgique

If Green Flash were founded in historical Belgium, Baroque Belgique would have been their flagship brew. A bold and complex layering of herbal hops finds delicate balance from traditional malts in this Brett-conditioned, Belgian-style pale ale. Part of the brewery’s Cellar 3 series, Baroque Belgique is bone dry and palate cleansing. Bottle-conditioning with fresh ale yeast and Brettanomyces adds a funky finishing touch, creating a delightfully bright effervescence, dryness and continuously evolving character. This unique brew is available in champagne-style bottles that can hold the high volumes of CO2 that make Baroque Belgique so elegant. **ABV:** 7%  **Packages:** Bottles and Draft  **Availability:** limited quantities in November

Unibroue Terrible

Complete with new bottle graphics, this dark brown, abbey-style ale is terribly well balanced. Featuring rich and complex notes of fruits and spices that evolve into pleasant Madeira wine flavors, Terrible has a subtle, roasted malt finish. Perfect as an apertif of after dinner digestive, this special brew has a cellar life of ten years or longer. **ABV:** 10.5%

**Package:** Bottles Only  **Availability:** Now!

Alpine Pure Hoppiness

Alpine’s double IPA is mega-hopped in true West Coast style. They use hops in the boil, more hops in the hop-back and an absurd amount of dry-hopping to achieve the beer’s signature, cutting edge “hop bite.” Resinous with a pale golden hue and a bright white beer foam, the aroma presents pine notes that are dominated by sweet citrus with some perfume-like qualities. The bold hop character is balanced perfectly by the caramel malt sweetness. **ABV:** 5.2%

**Packages:** Draft and Limited Bottles  **Availability:** Now!

Magic Hat Winter Mingle

This super-accessible vanilla stout leads with dusty cocoa and just a prickle of coffee road; the body is smooth and easy to drink, making it a contender for your first beer of the holiday morning, er, afternoon. **ABV:** 5.8%  **Package:** Bottles only  **Availability:** November

Magic Hat Winterland Variety Pack

Winterland’s snow globe sets the stage for Magic Hat’s snowy Vermont landscape and state of mind, full of people reveling in the outdoor activities that make our state a wintry destination. The palm trees represent the warm, joyful feelings that friends and family bestow upon us in the coldest months of the year. Offering a wintry mix of fond flavors revived and new gifts alike, Winterland is a variety pack that has something for every climate: #9, Winter Mingle Stout with Vanilla, Fat Angel Ale and Demo Back IPA. Whether you’re slope side apres-ski, or pool side in the shade of a palm tree, Magic Hat’s Winterland Variety brings you a piece of the full Vermont experience.  **Availability:** November

Firestone Walker Velvet Merlin

Velvet Merlin is a decadent oatmeal stout that will warm your innards on a cold winter night. It offers robust cocoa and espresso aromas with subtle American hop nuances. Rich, dark chocolate and roasted coffee flavors accentuate a creamy mouth feel and dry finish to create perfect balance in this full-bodied stout. **ABV:** 5.5%  **Packages:** Limited Bottles and Draft  **Availability:** Mid-October
Dogfish Head World Wide Stout

World Wide Stout is dark, rich, roasty and complex, lingering somewhere beyond the limits of the average beer. WWS is brewed with a ridiculous amount of malted barley and a butt-load of roasted specialty malts. With tender love and care, this beer is fostered from smooth, sweet wort into the big, bad, blackened stout it always longed to be. With its bold port-like complexity, it goes great with (or as) dessert! ABV: 15-20% Packages: Limited Bottles and Draft Availability: December

Shiner Holiday Cheer

This holiday dunkelweizen practically unwraps itself with hints of Texas peaches and pecans. Caramelized malts give this seasonal brew a uniquely rich malt body that’s perfect for the holidays. ABV: 5.4% Packages: Bottles and Draft Availability: November

Shiner Texas Warmer

Warmer winters are pretty common for the “Little Brewery” in Shiner, TX. Winter warmers, not so much. This style is a Shiner first and has a complex, rich and sweet flavor courtesy of Chinook hops and dark, roasty malts. ABV: 6.8% Package: Draft only (bottles will be available for the season in the Shiner Family Reunion Variety Pack) Availability: November

Dogfish Head Pennsylvania Tuxedo

A spruce-infused pale ale, Pennsylvania Tuxedo pays homage to the flannel-suited hunters and gatherers who dwell deep in the backcountry of north central PA. Brewed in collaboration with family-run outdoor clothing company Woolrich, Pennsylvania Tuxedo has a grassy citrus kick complemented by the resinous conifer notes of fresh green spruce tips. A dry yet doughy malt backbone lets the hops and spruce shine, while still balancing out the bitterness, making this one an easy sipper. ABV: 8.5% Packages: Limited Bottles and Draft Availability: December

Dogfish Head Beer for Breakfast

This stout is tricked out with all sorts of breakfast ingredients including Guatemalan Antigua cold press coffee, maple syrup harvested from Western Massachusetts and for the quintessential Delaware breakfast touch – Rapa Scrapple and their secret blend of spices. 2-row Applewood smoked barley, Kiln coffee malt, flaked oats, roasted barley and caramel malt along with additions of molasses, milk sugars (lactose), brown sugar and roasted chicory, lay the foundation for this malty, breakfast-themed concoction. Enjoy huge notes of coffee in the nose and savory layers in the flavor. ABV: 7.4% Packages: Bottles and Draft Availability: November

Borderlands Pima County Stout

Borderlands’ Award Winning imperial stout with notes of dark chocolate and a smooth finish. Originally released as a single small-batch brew, it will be released this winter due to popular demand. ABV: 9% Package: Draft only Availability: December

Borderlands Las Almas

One of their most popular beers, Borderlands releases Las Almas annually as a fundraiser for Tucson’s All Souls Procession. Malty Belgian Dark Ale with hints of licorice. Bright nose finishes with notes of dried fruits and spices. ABV: 9% Package: Draft only Availability: November
New Belgium Accumulation White IPA

This winter, IBUs start accumulating like snow in Colorado with New Belgium Brewing’s new Accumulation White IPA. Brewing a white IPA was not only a way to salute the white beauty falling from the sky, but a direct revolt to the longstanding tradition of brewing dark beers for winter. At least that’s what their rebellious brewer Grady Hull likes to claim as he shovels in plenty of new hop varietals and a bit of wheat for a smooth mouth feel. Stack up a few cases of Accumulation White IPA to keep your long nights glowing blizzard white. **ABV:** 6.2% **Packages:** Bottles and Draft **Availability:** November

**New Belgium + Ben and Jerry’s Chocolate Chip Cookie Dough Ale**

New Belgium’s newest collaboration with Ben & Jerry’s’ brings together two different types of pint makers for one common goal: to fill your glass with Chocolate Chip Cookie Dough Ale.

To craft this confection, brewers dove into their favorite chocolate chip cookie recipes for inspiration, and then whipped hefty doses of chocolate, brown sugar and vanilla into a dough-hued blonde ale base. The result is a full bodied beer that seduces with a perfect balance of vanilla and chocolate. **ABV:** 6.3% **Packages:** Bottles and Draft **Availability:** November

New Belgium Clutch

This pleasing, two-part potion was brewed with chocolate and black malts for a rich and roasty overtone, then fused with a dry, substratum of sour for a bold and audacious flavor. Black as night, this beer is blended at 80% stout, 20% dark sour wood beer for a collaboration that begins with a sour edge and finishes with a big, dark malt character, lingering, sweet on your palate. **ABV:** 7.5% **Packages:** Bottles and Draft **Availability:** December

New Belgium Lips of Faith Series

**Spiced Dark Strong Ale**

If you’ve been following along this year, you’ve probably noticed a few new things about New Belgium Brewing’s Lips of Faith series. First, it’s in four packs. Second, they’re collaborating with a Belgian brewer for each release.

Well, the final release is almost upon us: Spiced Dark Strong Ale, a collaboration with Orval brewmaster Anne-Françoise Pypaert. The heady beer features a dark malt bill, grains of paradise, spruce tips. Brewers then steeped toasted American Oak spirals in the beer for two weeks bringing a subtle spicy, vanilla flavor to tie the chocolaty malts and citrus spices together. **ABV:** 9.5% **Packages:** Bottles and Draft **Availability:** December

**Abita Christmas Ale**

Each year Abita crafts a special dark ale for the holiday season. The recipe changes each year so that Abita Christmas Ale is always the perfect gift. **ABV:** 6.1% **Packages:** Bottles and Draft **Limited** **Draft Availability:** November

**Oskar Blues Hotbox Coffee Porter**

This porter is based on malt flavors of roasted nuts, crème brulee, cocoa and caramel, extracted from English and German roasted and caramel malts. Hotbox Roasters then crashes the party and infuses potent, cold-extracted coffee from Burundi and Ethiopian beans and deals out flavors and aromas of dark plums, chocolate and hints of blueberry. **ABV:** 6.4% **Packages:** Cans and Draft **Availability:** Now!
Big Sky Moose Drool Brown Ale

Moose Drool is the world’s premier brown ale. For a dark beer it is extremely drinkable and an excellent complement to most foods. Four different malts are used in this brew. Big Sky also does four hop additions consisting of a combination of East Kent, Goldings, Liberty and Willamette. 

**ABV:** 5.1%  **Packages:** Bottles, Cans and Draft

Lagunitas Aunt Sally

The brewers at Lagunitas soured the wort on the Hot Side with Lactobacillus for a few days and then brewed up this smooth and hoppy sour. It tastes like a big bowl of fruity candy or some chewable flavored vitamins, but what’s the difference? It’s sweet, tart, and sassy, just like the tasty cherry pie that your favorite aunt makes. For all the Aunt Sally’s out there, You know who you are ... 

**ABV:** 5.7%  **Package:** Bottles only

Left Hand Milk Stout

Roasted malt and coffee flavors build the foundation of this creamy, sweet stout. Milk sugar in your stout is like cream in your coffee. Dark and delicious, America’s great milk stout will change your perception about what a stout can be. “Preconceived notions are the blinders on the road to enlightenment.” Udderly delightful.  

**ABV:** 6%  **Packages:** Bottles and Draft

Honey Brown Lager

Man first brewed with honey more than 2,000 years ago. Back then, fermented honey was proclaimed the drink of kings. Dundee Brewing Co. first brewed Original Honey Brown Lager nearly 20 years ago. In the years since, Honey Brown has been brewed with the same premium barley, hops and pure Manitoba White Clover Honey to produce a great-tasting, medium-bodied lager. This isn’t your watered-down light beer from college. Nor is it a heavy craft beer. Honey Brown pours right smack dab in the middle. A delicious golden amber color, it’s a beer you can drink throughout the night while staying true to yourself and your evolving palate. Enjoy it with friends. Enjoy it with strangers. It doesn’t matter—just enjoy it.  

**ABV:** 4.5%  **Packages:** Bottles and Draft

Available Year-Round

Samuel Adams Nitro Coffee Stout

Complex and smooth, this Nitro Coffee Stout blends heady bittersweet chocolate notes with a roasty mix of cold-extracted Sumatran & Indian Monsoon Malabar coffees.  

**COFFEE LOVERS, REJOICE. ABV:** 5.8%  **Packages:** Cans and Draft

New Belgium 1554

Born of a flood and centuries-old Belgian text, 1554 BLACK LAGER BEER uses a lager yeast strain and dark chocolaty malts to redefine what dark beer can be. In 1997, a Fort Collins flood destroyed the original recipe researcher Phil Benstein found in the library. So Phil and brewmaster, Peter Bouckaert, traveled to Belgium to retrieve this unique style lost to the ages. Trial and error (and many months of in-house sampling) culminated in 1554, a highly quaffable dark beer with a moderate body and mouthfeel.  

**ABV:** 5.6%  **Packages:** Bottles and Draft

Left Hand Milk Stout

Roasted malt and coffee flavors build the foundation of this creamy, sweet stout. Milk sugar in your stout is like cream in your coffee. Dark and delicious, America’s great milk stout will change your perception about what a stout can be. “Preconceived notions are the blinders on the road to enlightenment.” Udderly delightful.  

**ABV:** 6%  **Packages:** Bottles and Draft

Honey Brown Lager

Man first brewed with honey more than 2,000 years ago. Back then, fermented honey was proclaimed the drink of kings. Dundee Brewing Co. first brewed Original Honey Brown Lager nearly 20 years ago. In the years since, Honey Brown has been brewed with the same premium barley, hops and pure Manitoba White Clover Honey to produce a great-tasting, medium-bodied lager. This isn’t your watered-down light beer from college. Nor is it a heavy craft beer. Honey Brown pours right smack dab in the middle. A delicious golden amber color, it’s a beer you can drink throughout the night while staying true to yourself and your evolving palate. Enjoy it with friends. Enjoy it with strangers. It doesn’t matter—just enjoy it.  

**ABV:** 4.5%  **Packages:** Bottles and Draft
Guinness Half & Halfs is a program that provides tools and support to help you drive more sales and profit by giving your customers delicious and great-looking combinations. Throughout November, Guinness is encouraging bartenders and consumers to explore new possibilities by mixing Guinness with other best-selling/local brews. Tools will be available to feature your custom “Half & Halfs” as specials and/or during happy hour. Digital assets will allow you to create menus, custom posters and table tents to promote your Half & Halfs. Encourage your guests to make suggestions and “co-create” with your bartenders. Create names for your favorites to make them unique to your account.

Guinness will help commemorate all of the special bonds and traditions this holiday season by encouraging friends and family to “cheers” with an iconic Guinness-engraved pint glass. Thematic POS for off-premise accounts who display the Guinness portfolio, will encourage consumers to “claim” their own etched Guinness glass via text, which will also enter them for a chance to win a trip to Ireland! When consumers come together to enjoy the finer things this holiday season, enhance their celebrations with Guinness.

Spread Holiday Cheer with Heineken

This year, Heineken is celebrating the holidays by spreading cheer and sharing beer. Heineken has partnered with Shazam® to give consumers the opportunity to Shazam their Heineken and be entered to win Uber rides or gift cards. Consumers will also receive discounts on Heineken and witty, holiday-related tips and content that they can share with family and friends. This program will be backed by digital media and POS for the on and off-premise. Heineken is owning the “cheers” this season.

Oskar Blues Secret Stash at Powder Mountain

This winter, one lucky grand prize winner and a guest will win a weekend of unlimited skiing and riding at Powder Mountain in Utah. With over 7,000 skiable acres, it’s bigger than Vail and gets more snow. Fans can enter to win at Oskarblues.com/can from November 1st through January 31st. The program will be supported by Icelantic skis, Never Summer snowboards, FlyLow gear, Smith Optics and Skiing magazine.
Programs

**Modelo Dia de los Muertos**

In 2015, the success of Modelo’s Dia de los Muertos program helped drive Modelo’s on-premise retail sales +36% versus last year, making it the #1 dollar share gainer in the industry during the promotional period. For 2016, Modelo is renewing its partnership with Dia de los Muertos artist Steve Simpson to create all new authentic POS elements for the on and off-premise channels such as altars, skulls and marigolds, making it a more intriguing and unique time to celebrate with Modelo Especial.

Additionally, Modelo is engaging consumers through its @ModeloUSA social and digital channels, including a nationwide custom Snapchat lens, launching on October 28th, which will allow consumers to adorn their faces with a sugar skull and traditional elements to authentically honor the lives of those who have passed on. And on November 1st, Modelo will have a Facebook Live event on its page, showcasing an ofrenda (a collection of objects placed on a ritual altar during a Dia de los Muertos celebration) coming to life for consumers nationwide to view and engage with the brand.

Modelo’s fully integrated program is proving, one activation at a time, that this brand pays tribute to an important aspect of Mexican culture like no other beer can.

**Corona Feliz Navidad**

Last year Corona shined bright and grew four times more than key competitors during the holiday promotional period. To amplify things this year, Corona is launching a new festive look for the iconic ‘Feliz Navidad’ campaign. With fresh photography that brings the beach celebration and social nature of the holiday front and center, materials will recruit new general market and Hispanic consumers to embrace, share and celebrate the carefree spirit of the holidays. To complement the new look, Corona will have media support featuring the Corona Extra “O Tannenpalm” ad which has been airing since 1990 (26 years!). Additional dedicated support includes social media, PR, festive POS and display enhancers.

**New Belgium CLiPS Beer and Film Tour at The Loft**

This year’s version of New Belgium Brewing’s Clips Beer and Film Tour will be held at the Loft Theater on Saturday, November 5th. Join this once-a-year evening featuring short films and a selection of small-batch beers. Local restaurants will be serving complimentary snacks and you could win one of several raffle prizes. Tickets are just $10, and all proceeds from beer sales go to benefit LOOK! Save A Life.
Redd’s Holiday

During the holiday season, occasions and parties with family and friends require a variety of beverage offerings. For Redd’s, ’tis the season to Pick Different. High ABV FMBs have been growing faster than any other drink segment in convenience stores and faster than almost every segment in general.

Redd’s will feature holiday-themed POS materials for the season, including a holiday-bow pole topper. The brand is offering display instructions and guidelines featuring the holiday pole topper along with a “plus-up” option for the existing apple floor display.

Dogfish Head IPAs for the Holidays

Dogfish Head knows that the holidays are times of celebration – gathering family, friends and loved ones to raise a glass of the good stuff, and the DFH family of continually-hopped IPAs are the perfect complement to any holiday party.

Dogfish IPAs for the Holidays include:

60 Minute: A continually-hopped IPA loaded with citrusy hops, 60 Minute IPA is the session beer for hardcore enthusiasts.

90 Minute: “Perhaps the best IPA in America” according to Esquire, 90 Minute IPA has a malt backbone that stands up to the extreme hopping rate.

Burton Baton: The marriage of an imperial IPA and an English strong ale, this high-gravity hop monster is tamed by oak and vanilla undercurrents.

Miller High Life Made for New Year’s Eve

The Champagne of Beers was first uncorked on New Years Eve 1903 – It’s an ownable holiday for a brand that has celebration built into its DNA. Miller High Life helps consumers celebrate the richness of life, not tangible items but experiences, moments and places. There is no better time to showcase this than at the end of the year after our consumers have accumulated a year’s worth of “riches.” Miller High Life will help consumers celebrate by leveraging its “Champagne of Beers” positioning to drive relevancy during a traditional wine, champagne and spirits occasion within neighborhood, dive and sports bars. On-premise tools highlighting Miller High Life’s 12oz bottle, unique positioning and quality story will catch consumer attention and drive demand.
Seasonal Marketing
By George Latella

This article takes a closer look at seasonal marketing, including products, packaging, promotions and merchandising. Over the past 10 years, seasonal marketing has continued to drive incremental sales and profits for everyone in the food and beverage business.

Pumpkin has become the king of seasonal flavors. Stores are selling everything from pumpkin spice coffee creamer to pumpkin-flavored Peeps. However, we have to be careful of overkill. More and more, food companies are introducing these products earlier each year. And they continue to add new items to the mix. You can now get pumpkin beer in July! It wasn’t too long ago that actual pumpkins were sold a few weeks before Halloween. Pumpkin pies showed up for Thanksgiving and maybe Christmas, which followed the farming season for these products. Peppermint for the holidays, chocolate for Valentine’s Day, cherry pies for Washington’s Birthday, coconut for Easter, S’mores for summer barbeques etc.

Fresh fruit and vegetables used to be seasonal as well, but thanks to technology and science, we can get all kinds of fresh produce year-round.

So what does this mean for you and your business?
I do think the beer category has done a great job with seasonal and limited products. Besides the actual product, the promotions, merchandising/POS and advertising help create excitement and drive incremental purchase, which is what we all want. Think about how you can create a “destination” by combining these programs with your own communications programs.

I would rather be a few weeks short on the “season” rather than a few weeks late. This helps stimulate the demand by keeping to the “Limited Time Offer” nature that seasonal products should present to consumers. A holiday/special event should be special.

Take a look at your sales by week for these items and make sure you are maximizing your storage space and shelf space. Set up your own seasonal calendar based on your sales. Create your own promotions. If you sell food, tie your menu to your seasonal beverages. Tie your seasonal menu items to your everyday beverages.

If you have a social media presence, use that to your advantage by creating a contest or promotion to let people know, and take advantage of, the marketing opportunities that technology presents. Partner with complementary products/services to bundle promotions.

You need to understand how your customers think about seasonal products and marketing, and how they can influence the behavior of others (what to drink, where to drink it, what day/time etc). Then, adjust your marketing and merchandising strategy based on this information.

Whether you are on-premise or off-premise, you need to make sure that you understand YOUR consumers and build your seasonal products, merchandising and marketing programs around them. It will positively impact your bottom line!

George Latella teaches Food Marketing at Saint Joseph’s University in Philadelphia. Food Marketing, the largest major at Saint Joe’s, recently celebrated its 50th anniversary. Latella is also a partner in Beacon Marketing Group which provides marketing planning, research and e-commerce/direct marketing communications for food and beverage companies. He can be reached at glatella@sju.edu or 610-660-2254.
Believe it or not, the holiday season is once again upon us. We’ve had our share of great summer beers, and are in the middle of enjoying all the wonderful Oktoberfest, Pumpkin and all the rest of the fuller bodied autumn beers, and now comes winter. No matter how much we enjoy all the other beers there is something about the winter season that brings out the best in beer.

Beer is an amazing beverage. To some extent it predates civilization itself, having been discovered during a period when men were nomadic hunter-gatherers. They moved from place to place taking advantage of whatever food was available in their new home, until it was gone, and then they moved on. Once they settled down, which may or may not have been because of beer... but that is a story for a different time, they learned the importance of social gatherings...celebrations. Throughout history, celebratory events have called for beer. Whether Saint Patrick’s Day, Cinco de Mayo, or the Honeymoon celebration of a newly married couple, beer has been at the forefront. Since the holiday season is a time for celebration, it only makes sense that special beers arise to help us enjoy the season.

Perhaps the most common style of winter beer is the “Winter Warmer.” This term comes from the British brewing tradition of producing a winter beer that was stronger than their regular beer, with a fuller flavor. Because the English serve their ales at cellar temperatures, rather than ice cold, they actually do serve to warm up a chilled consumer. This style has evolved and most people assign the term to any darker winter seasonal. Many brewers have taken to adding spices to their winter beers. Flavors derived from cinnamon, nutmeg, even spruce tips all serve to enrich the flavor and add even more to the seasonality of the beer.

But there are plenty of ways to celebrate without the Winter Warmer. Many breweries release their year round beers in specialty packaging. It is a great time of year to give the gift of beer, so why not pick up a package of four beers with a couple of specialty glasses? How about a 1.5 liter bottle of your recipient’s favorite Belgian, or be really daring and go for a 3 or even 6 liter container. Who knows, with either option, you’ve set yourself up to share some great beer, and get credit for being a great gift giver.

Winter Warmers are not the only beers that brewers ratchet up this time of year. A lot of brewers look to be different by tackling an Imperial version of a style. Look for an increase in Imperial IPAs, Russian Imperial Stouts and Imperial Porters in the next two months. There are even several Imperial Pilsners and Wits out there. Barley Wines, Olde Ales and other big beers also come out to play during the holidays, and especially in January and February. We even will see a beer featuring an East Coast favorite, scrapple.

Which brings us to an interesting dilemma...what to name the special beer? There are so many great holiday themed names like Santa’s Little Helper or even the very plain and somewhat ubiquitous Christmas Ale. The problem is that most of the time, these beers stop selling on December 26th. So the key is to determine if sales should continue beyond Christmas or not. If so, perhaps a more general winter name is appropriate, such as Winter Ale, or better yet, a name that does not even denote the season. Anything that keeps the beer alive on the shelf into February works and many breweries take that direction.

So, what’s the moral of this story? As usual, the moral is to enjoy great beer. But if you are looking for a deeper meaning, let’s give it a try. Winter beers are brewed to take advantage of the richer foods we tend to eat during the holidays. The bigger, bolder flavors match up nicely with the foods. The spices added to many of these beers also serve to enhance the holiday experience by providing smells and flavors associated with the season. Finally, they serve as a sort of rallying point for the celebrations that take place throughout the season. Because after all, it is the people that make the season, and whenever you can find a reason to enjoy a great beer with family, or close friends, or even casual acquaintances, it just makes it that much better. So go out and find your favorite seasonal beers this year...and enjoy them with others. It will make for a special season.
Every year, consumers anticipate the holidays as a time to reconnect with family and friends. These moments are important to celebrate the year’s accomplishments and reflect on memories made together. This year, Miller Lite will encourage consumers to Say It With A Steinie by picking up the bottle worthy of the season. Holiday display tools will leverage the Steinie bottle as a special seasonal cue, but retail support should highlight Miller Lite’s family of packs that are sure to meet every holiday occasion need.

**Coors Light Hoops**

Coors Light is the official corporate sponsor of the University of Arizona Men’s Basketball team for the 2016/2017 season. It is a beer that will be with Wildcats fans all season long, supporting the excitement and potential heartbreak, game after game.

Coors Light is fully integrated with the Wildcats as they kick off one of their most exciting seasons yet. The Arizona Wildcats partnership will be supported by radio, digital advertising, and dual-branded POS as well as a full suite of retail tools for the on and off-premise.