Welcome to Warmer Weather.

As if light, easy-drinking products weren’t already popular enough, expect this trend to kick into high gear as the temperatures rise.

There’s no doubt about it – hard seltzers have changed the game. Meeting consumer demands for “better for you” products while simultaneously satisfying a seemingly insatiable appetite for flavor, seltzers have created their own category, and are bringing consumers back to the beer aisle. According to the Wall Street Journal, wine sales in America declined for the first time in 25 years in 2019, due in no small part, to the rise of seltzers. CBS news reported on the same statistic, noting “Consumption of hard seltzer grew by a whopping 50% in 2019 and already makes up about 40% of the ready-to-drink products category.” That same report continues: “Hard seltzer’s convenience and relatively low calorie count appeal to the younger, health-conscious set.”

“Hard Seltzers have changed the game.”

Here at Finley Distributing, our two top-selling seltzers, White Claw and Truly, are not only the top-selling brands in the state and country, but they each grew triple digits in 2019. Moreover, according to Phoenix/Tucson IRI data through the last 90 days of 2019, the top 3 seltzers (White Claw, Truly and Smirnoff Spiked Sparkling Water) accounted for 88% of total seltzer volume.

Can the trends last? Not indefinitely, obviously, but the category doesn’t seem to be slowing down just yet. In fact, more and more seltzers are entering the market. Constellation Brands has officially launched Corona Hard Seltzer, featured in our last issue of Heady Times. Molson Coors is introducing their newest brand, Vizzy, to the market in April; and Coors Seltzer will debut in July. White Claw is launching two different lines of hard seltzer: one that’s even lower in calories, and another that has a higher ABV (read about all these products in the “New Products” section).

The bottom line is this: seltzers are HOT. Their popularity is driven primarily by a younger generation of drinkers who are more cautious about what they put in their body, and also willing to pay for higher quality beverages – and I expect the category to continue to grow.

Talk to your Route Manager today and take advantage of Finley’s unmatched portfolio of options.

Cheers!

Dennis Shields
President
Bernie Romo
Route Manager

How long have you been with Finley Distributing?
I’ve worked for Finley for 11 years and have been in the beer business for about 33 years.

Where were you born? I am a Tucson native.

What’s your favorite part of your job? Definitely building relationships with my customers. It’s a huge compliment when they treat you like family, and it’s a pleasure giving them the best customer service I can. I want to thank everyone from Operations, Merchandisers and QC. Without those guys I can’t be successful.

What Finley brand(s) do you like to enjoy in your free time? My favorite Finley beers are Miller High Life and Modelo Especial.

What do you love best about Tucson? The mountains – and that it doesn’t take very long to get away from all the traffic and noise.

Jesse Trieu
Driver

How long have you been with Finley Distributing? I have been with Finley for 14 years.

Where were you born? I am originally from Vietnam.

What’s your favorite part of your job? I get to move around a lot and that seems to make the time go by faster.

What Finley brand(s) do you like to enjoy in your free time? I like to drink Heineken, Corona, and Dos Equis.

What do you love best about Tucson? For me, Tucson is not too big or too small and the weather is great for what I do.

Tell us a little about your family. I am married with a daughter who I adore so much.
In the last decade, the Tucson craft brewing landscape has grown by 500%, outpacing even the national increase in growth. Now home to an impressive twenty-five craft breweries, Tucson is experiencing a craft beer awakening. The meteoric rise of this local industry is perhaps most vividly highlighted by the unprecedented success of three of Tucson’s favorite brands: Dragoon Brewing Company, Sentinel Peak Brewing Company, and Borderlands Brewing Company. While all three breweries have found favor in the local craft beer scene, each occupies its own distinct niche in the community and beyond.

Dragoon Brewing Company: Consistency is Key

Dragoon Brewing Company holds the distinction of being one of the most recognizable and ubiquitous brands in the Tucson craft beer market. Once a self-distributing, draught-only business, Dragoon now distributes their beer in draught and cans, both locally and statewide. While Co-Founder and Manager Tristan White admits that teaming up with a distributor involved a bit of a learning curve initially, he concedes that the relationship has allowed the brewery to mature and evolve for the better. In the early days, “there were three of us working in the back and everybody used to do a little bit of everything,” says White. “Now that we have twenty-four people, jobs actually have descriptions, and people have defined roles.”

Dragoon Brewing’s fierce brand loyalty is built on the company’s passionate determination to create reliably outstanding beer. White attributes the popularity of Dragoon’s brews to one key element: consistency. The ability to dream up a beer, perfect the recipe, and brew it perfectly every time is what customers have come to expect from this much-lauded brand. “We’re striving for it to be the most consistent, highest quality, most shelf-stable beer in Arizona,” White explains. “Our beer is without pretense. We just do what we do and I think we make an exceptional product.” Dragoon makes beer that it is proud of, and customers have come to rely on that quality and consistency.

Sentinel Peak Brewing Company: Building the Brand

Since partnering with Finley Distributing in early 2019, Sentinel Peak Brewing Company has set its sights on expansion. “Finley has doubled our sales – and footprint – in the Tucson market,” says Taylor Carter, Co-Founder and Head of Sales and Marketing. Bolstered by the popularity of their beer and the success of their brewery/restaurant, Carter and his co-founders brainstormed ways to continue to grow the business, and thus Sentinel Peak East and Voltron Brewing were born; both opening their doors within a year of each other.

The eastside location was “a fantastic way to build our branding, and it creates a recognizable market for our beer,” explains Carter. The new location is already doing so well that tentative plans are in the works for a third and fourth location.

With expansion comes the inevitable need for increased beer production, and so Sentinel Peak teamed up with Borderlands Brewing to create Voltron Brewing Company, Arizona’s first co-op brewery. “We needed an expansion for our production facility, and Borderlands needed more room as well. Them coming on board with us just made sense,” says Carter. This new collaborative brewing space empowers both breweries to share skills, cut costs, and allows for the purchasing power of a much larger brewery.
Arizona Beers You Need To Know

**Dragoon IPA**
A true West Coast IPA, Dragoon’s IPA is deep gold in color, featuring a dank, herbal, citrusy hop aroma supported by a sparse malt backbone; appropriately bitter, with a relatively high alcohol content.

**Sentinel Peak Salida del Sol Amber**
A Mexican-style Vienna, Salida del Sol Amber incorporates local ingredients to create this smooth, spicy beer.

**Borderlands Noche Dulce Moonlight Vanilla Porter**
Notes of cocoa, espresso, and delicately roasted barley blend nicely with real Mexican vanilla from Arizona Vanilla Company to create a medium bodied, highly sippable beer.

**SanTan MoonJuice IPA (Phoenix)**
An out-of-this-world IPA crafted with tons of Galaxy and Nelson-Sauvin hops, emitting an aroma of peach, apricot and tropical fruit.

**Papago Orange Blossom (Phoenix)**
Orange Blossom starts with hints of bright citrus and ends with a creamy vanilla finish – the perfect relief from the Arizona heat.

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**Borderlands Brewing Company: Commitment to Community**
Borderlands Brewing Company, one of Tucson’s oldest craft breweries, has carved out a very specific space within the local craft beer scene. Borderlands’ commitment to sustainability and diversity in the beer world is unrivaled by any other Tucson brewery. “Arizona breweries especially have a responsibility to reduce our water consumption since our businesses operate in the desert, where we face drought issues. We’ve undertaken this responsibility to do our part and to lead by example,” Head Brewer Ayla Kapahi explains. In addition to implementing sustainable brewing practices, Borderlands also sources local ingredients for their beers in an effort to invest in the local community and economy while creating brews with unique, regional flavors.

With an all-multilingual and minority management staff, and the first all-female brewing production team, Borderlands is in the unique position of contributing to the conversation on diversity in today’s brewing industry. “While more women and minorities are increasingly becoming involved in the craft beer industry, the lack of diversity and inclusion is still a glaring problem,” says Kapahi. “Borderlands Brewing strives to expand the demographic of consumers we serve and represent.” By dedicating themselves to both social and environmental responsibility, Borderlands is not only building better beer, but also building a better community.
“SAGUARO EXPRESS IS THE BEST,” SAYS FRANCE Atala, Co-Owner of Saguaro Express, when asked to describe the liquor store. Between the store’s attention to speedy customer service, and their convenient drive-thru, Atala’s sentiment is easy enough to accept. Heady Times sits down with Atala to discuss what makes this eastside liquor store a local favorite.

Heady Times (HT): Drive-thru liquor stores are pretty rare these days. Does your drive-thru bring in a lot of business?

France Atala (FA): Yeah, most of our business comes from the drive-thru. I think people really enjoy the convenience of it. It’s also helpful because we have a lot of people who come through the drive-thru if they’re sick, can’t walk because of some sort of disability, or sometimes when they have their kids with them. Even if they can’t make it inside, they know they’ll be able to come here and still get what they need.

HT: Other than the drive-thru, what sets Saguaro Express apart from other liquor stores in the area?

FA: I keep my pricing as low as I can and try to stay competitive with everyone else in the area. I’m not working here to try to be a millionaire. Most of our profit margin comes out of liquor, which means I can keep the beer area mellow in terms of pricing. Our service also sets us apart. Service here is super-fast. If you ever come in here in the afternoon and see the store empty, it’s not because we’re slow; it’s because we get everybody in and out as efficiently as we can so they can get on with their day.

HT: What is your customer base like?

FA: We get steady business all year long. A lot of liquor stores in town seem to cater more to college kids. The problem with that is once school’s out, they’re dead. They have a few really slow months while they wait for school to start up again. We really try to focus on our neighborhood and local customers because these are people I know I can depend on; they make the business move. I treat my customers well because I really want people to be here 24/7, not just during the school year.

HT: How do you decide what beers to stock?

FA: I mostly rely on our sales reps to help me decide what to bring in. If they’ve got anything new, I always tell them I want to try it, at least for a month. Bringing in new items is part of the game, because everyone always wants to try the newest thing. You’re not going to drive the same car for 20 years; you’re going to change it up every once in a while. It’s the same with beer; customers aren’t going to drink the same thing for the rest of their life. They’ll ask for something different, and we try to prepare for that.

1051 S. Craycroft Rd. • Mon-Sat, 8am-2am • Sun, 9am-1am
On-Premise SPOTLIGHT

Tucson Hop Shop

TUCSON HOP SHOP, NESTLED AUSPICIOUSLY IN THE ECLECTIC Metal Arts Village, has provided Tucson with fine craft beer and entertainment since opening its doors in October 2015. This urban beer garden provides a craft beer oasis for midtown imbibers in an otherwise muted area of town. Heady Times sits down with Co-Owner David Zugerman to talk about how Hop Shop got its start and what sets it apart from its competitors.

Heady Times (HT): How did the concept of Tucson Hop Shop come about?

David Zugerman (DZ): Originally we talked about opening a brewery. We had gone as far as starting to do a business plan for it and we got overwhelmed with how much capital it takes to open a brewery. So we kind of scrapped that idea. Then a couple years later we started looking at the taprooms in the city and felt that was a business model we could see ourselves in. We wanted something that was a little closer to our area of town where we live, instead of having to go downtown to enjoy something like this.

HT: A lot of craft beer bars have cropped up over the last couple of years. What sets Tucson Hop Shop apart from similar businesses in Tucson?

DZ: I’ve always thought what really sets us apart is our location. The ambience of the Metal Arts Village and the feel of it just really works for us. We were looking for a location for almost a year when a friend of ours suggested this place. I still the remember the feeling of pulling into the parking lot for the first time. I had never been here before, and I got out of my car to walk around and it felt like an oasis in this part of town. You just felt like a world apart from everything here.

HT: What are the advantages of this location?

DZ: One of our big things before we even had a place picked out was that we wanted to be on a bike path for cyclists, so being this close to the Loop River Path is very advantageous. Being in midtown is also great because there’s not a lot of stuff around here. Our tagline is “We’re your craft beer destination,” and being that there’s not a lot of other things around here, it really is a destination. At the time we opened, everything was concentrated downtown, so this space allowed us to bring craft beer to a new area of town, which has been great for us.

HT: Your website mentions that you have an “extensive draft selection and a lovingly curated assortment of bottled and canned beers.” How is the beer selection set?

DZ: It’s always a work in progress. The long and the short of it is that we don’t have a ton of space. Because of that, we do we have to be much more picky about what beers we bring in. In every retail business, shelf space is valuable real estate. For us, given that we don’t have as many cooler doors as a lot of other similar businesses, we really have to think about what our customers want. Part of the good and the bad of craft beer is that everybody is looking for the new thing – the new, hot IPA or whatever. It’s fun to try new things, but it’s also fun to remember what’s good and what’s been good for a long time. It’s a balancing act.
**New Products**

**Vizzy**
Introducing Vizzy, a new kind of hard seltzer, and the first one crafted with antioxidant-rich vitamin C from superfruit acerola cherry. Vizzy is also certified gluten-free, with alcohol made from real cane sugar. The best part? It clocks in at about 100 calories per can. Vizzy is infused with natural flavors, so consumers can enjoy a variety of great-tasting, fizzy fruity flavors, without any of the guilt – making life more refreshing to enjoy. **ABV:** 4.2%

**MOVO Wine Spritzers**
MOVO is a modern take on vino. Made with wine, sparkling water, real fruit juice and natural flavors, each can is just 100 calories with no sugar added and gluten free. At 5.5% ABV these spritzers are a refreshing and lively take on wine that can be enjoyed during any occasion! **Peach White Blend** is available as a 4-pack, and also in the Variety Pack along with **Raspberry Rosé**, and **Blood Orange Sangria. ABV:** 5.5%

**Pilsner Urquell Can Redesign**
The world’s first pilsner is getting a fresh new look – harking back to the heritage of the beer that changed beer in 1886. Pilsner Urquell fans can get their hands on new premium cans beginning in April with the same rich flavor shoppers have come to know and love, crafted to crisp perfection. **Availability:** Year-round, beginning in April

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**Cervezas De Mexico**
Invite customers to party with friends and celebrate with variety, with the Cervezas de Mexico 12-pack can variety! This authentic bundle of **Dos Equis Lager, Dos Equis Mexican Pale Ale, Bohemia** and **Tecate** evokes the spirit of Mexico and is ideal for those looking to please their variety-seeking friends. With a superior selection of brands, Cervezas de Mexico is the perfect pack for any get-together this summer. **Availability:** Year-round, beginning in April

**Lagunitas Hazy Memory 16 oz. Cans**
Soon to be available in 16 oz. cans, this unforgettable, hazy IPA is packed with some of Yakima’s juiciest Loral, Hallertau Blanc, Galaxy and Citra hops. It’s evocative of everything Lagunitas has learned in hop-forward brewing, expressed in a glowing, unfiltered voice. **Availability:** Year-round, beginning in April

**Lagunitas Hazy Wonder**
This fascinating ferment is full of fabulous Sabro, Citra and Cashmere hops for a smooth, tropical fruitiness. It’s a slightly bitter, densely hazy phenomenon that’s strangely light in mouthfeel, keeping you satiated and still coming back for more. **ABV:** 6.0%

**Saint Archer Mexican Lager**
Saint Archer is proud to introduce their version of a traditional Mexican Style Lager. Brewed with traditional lager yeast, this refreshing beer is a malt forward expression of the delicate nature of lagers. Pilsner & Vienna Malts and Flaked Corn provide for a round malt profile as well as a crisp, dry, easy-drinking finish. **ABV:** 4.8%

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*HeadyTimes v.35  www.finleybeer.com*
**New PRODUCTS**

**Mike’s Hard Lemonade Brand Refresh**

New year, new Mike’s – same great taste, great new look! This spring, the Mike’s Hard lineup is getting some new duds! The package refresh will give the brand a more flavor-forward look and feel. 

*Availability:* Year-round, beginning in March

**Mural Variety 12-Pack**

The Mural Variety 12-pack has arrived! In partnership with Mexico City’s Cervecería Primus, Mural was inspired by the Mexican agua fresca tradition, meaning “fresh water” in Spanish. A fresh and vibrant sip with only 110 calories and 4% ABV, this package includes three different flavors: Watermelon Lime, Berry Guava and Mango Orange. 

*Availability:* Year-round, beginning in March

**New Look for Smirnoff Hard Seltzer Variety Pack**

The Smirnoff Hard Seltzer Variety 12-pack of 12 oz. cans has been redesigned to clearly call out “Zero Sugar”. Consumers can still enjoy the same great flavors with only 90 calories and 1g carbs: Piña Colada, Berry Lemonade, Cranberry Lime and Raspberry Rosé. 

*Availability:* Year-round, beginning in April

**SanTan Variety 12-Pack**

SanTan is shaking things up this spring with a newly refreshed Variety 12-Pack of 12 oz. cans! The pack features a new case design that will pop off shelves with its bright white design. Also new to the pack are additions of SanTan Lager and flagship brand MoonJuice IPA, to go along with Mr. Pineapple and Devil’s Ale. The addition of a more premium brand like MoonJuice IPA adds a huge value to the pack, without increasing the cost to consumers. As an added bonus, SanTan’s Variety 12-Pack will be the only way shoppers are able to find the seasonal Mr. Pineapple 12 oz. cans during the brand’s off-seasons (Fall/Winter). 

*Availability:* Now! Year-round

**White Claw Hard Seltzer Surge**

New White Claw Surge offers delicious hard seltzer taste with a higher ABV. Gluten-free with only 2g of sugar, White Claw Surge is available in Cranberry and Blood Orange flavors. 

*ABV: 7.0% Package: 16 oz. cans only Availability: Year-round, beginning in May

**White Claw Hard Seltzer 70**

New White Claw 70 delivers the taste you expect from White Claw with only 70 calories! Available in Pineapple and Clementine flavors, White Claw 70 has a very sessionable ABV, is gluten-free and has 0g sugar. 

*ABV: 3.7% Package: 12 oz. cans only Availability: Year-round, beginning in April

**Voodoo Ranger Hoppy Variety 12-Pack Can**

The Voodoo Ranger Hoppy Variety Pack gives IPA drinkers something to celebrate. The first rotation includes Voodoo Ranger IPA, Juicy Haze IPA, Liquid Paradise IPA and an exclusive “Xperimental IPA”. 

*Availability:* Year-round, beginning in March

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*ABV: 7.0% Package: 16 oz. cans only Availability: Year-round, beginning in May
New PRODUCTS

Huss Brewing 24 oz. Cans

Crisp, light and refreshing with a slightly sweet finish, **Scottsdale Blonde** is Huss Brewing’s flagship beer. An Arizona icon since 2005, **Papago Orange Blossom** starts out with hints of bright citrus and ends with a creamy vanilla finish. Now you can enjoy both in 24 oz. cans! **Availability:** Now! Year-round

**Oskar Blues One-y**

A hazy IPA delivering citrusy flavors of orange peel, tangerine and lemon zest balanced with bread-like malt and presented as a 100-calorie wonder. Big, fruit-forward, herbal vibes will make you forget it’s low-cal. **ABV:** 4.0% **Package:** 12 oz. cans only **Availability:** Now! Year-round

**Oskar Blues Gets A New Look**

Dale’s Pale Ale just scored new duds. Oskar Blues Brewery introduces a fresh look for Dale’s and its entire lineup of adventure-crushing, boundary-stomping craft beers. A pioneer in the craft beer space, Oskar Blues was the first brewery to cram craft beer into a can in 2002. In its first major design update in over a decade, Oskar Blues has combined its iconic imagery with a clean, bold new system.

**Wild Basin Boozy Sparkling Water Berry Mix Pack**

The Wild Basin Boozy Sparkling Water Berry Mix Pack is a fresh-picked collection of four berry flavors, each with a contemporary twist. In one 12-pack offering, you’ll find **Blueberry Mango**, **Strawberry Coconut**, **Yumberry** and **Black Raspberry**. **ABV:** 5.0% **Availability:** Year-round, beginning in March

Cigar City Margarita Gose

Bright, tropical and refreshing, aromas of ripe limes, lemon zest and Valencia orange are matched perfectly on the palate with flavors of the same complimented by a zesty, tart sourness and a soft salinity. **ABV:** 4.2% **Package:** 12 oz. cans only **Availability:** Now! Year-round

**Alpine Nelson**

This legendary unfiltered IPA is named after the Nelson Sauvin hop, an outstanding varietal from New Zealand. Nelson pours a hazy straw color, with pine and fruity hop notes that are extremely well-balanced. It’s Nelson or nothing! **ABV:** 7.0% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

**Green Flash Beter**

Beter beer is brewed with certified organic hops, fruit, malt and tea for a fruit-flavored and refreshing, light-bodied wheat ale with hints of Acai berry and black tea. **ABV:** 4.2% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in April

**Crook & Marker Spiked Soda**

In 2020, Crook & Marker will boldly “Save Soda” with a line of zero sugar spiked sodas made with organic alcohol. And the best part? They taste like the real thing. Organic by nature, organic by name. In a major “first” in this space, the Crook & Marker Spiked Soda lineup will be fully USDA Organic. Available flavors include **Lemon Lime**, **Root Beer** and **Ginger Ale**. **ABV:** 4.0% **Package:** 11.5 oz. cans only **Availability:** Year-round, beginning in April

**Bell’s Two Hearted Ale in 19.2 oz. Cans**

Two Hearted Ale is defined by its intense hop aroma and malt balance. A significant malt body balances the hop presence; together with the signature fruity aromas of Bell’s house yeast, this leads to a remarkably drinkable American-style India Pale Ale. Enjoy more in a 19.2 oz. can! **ABV:** 7.0% **Availability:** Now! Year-round
New PRODUCTS

Pabst Blue Ribbon Hard Coffee
Pabst Blue Ribbon Hard Coffee is the best of both worlds: iced coffee with a vanilla flavor and an alcohol kick. 
**ABV:** 5.0%  **Package:** 11 oz. cans only  
**Availability:** Now! Year-round

Clausthaler Grapefruit
Clausthaler, the pioneer of non-alcoholic malt beverages, brings another exciting innovation to the non-alcoholic category. Introducing Clausthaler Grapefruit, the first Grapefruit non-alcoholic blended beer in the US. A 50/50 blend of Clausthaler Original and Grapefruit drink, it is the ultimate refreshment for any occasion.  
**ABV:** Non-alcoholic  
**Package:** 11.2 oz. bottles only  
**Availability:** Year-round, beginning in March

Four Loko Hard Seltzer
The hardest seltzer in the universe is here. At 12% ABV, Four Loko Hard Seltzer has a hint of black cherry.  
**ABV:** 12.0%  **Package:** 23.5 oz. cans only  
**Availability:** Now! Year-round

Twisted Tea Original Draught
Twisted Tea Original, the smooth and refreshing hard iced tea made with real brewed tea and a twist of lemon, is now available on draught. Recommended serving is over ice (preferably in a mason jar) with a lemon wedge garnish, for a crisp and delicious taste.  
**ABV:** 5.0%  
**Availability:** Year-round, beginning in April

Seasonal SELECTIONS

When Demand Exceeds Supply
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.

Coors Light Summer Packaging
Coors Light is helping shoppers grab some summer Chill. Fans can get mountain-cold refreshment throughout the warmest months of the year with special, thermochromic summer-themed cans, perfect for backyard barbecues or days by the pool. These iconic cans feature sunglasses as a nod to long summer days, bringing in opportunity for moments of Chill throughout the season.  
**Packages:** 12, 16 and 24 oz. cans  
**Availability:** May

Keystone Light USA Packaging
Keystone Light, the first beer brand to ever partner with United Service Organizations, is proud to do so once again. Americana-themed packaging and retail displays will help shoppers let their patriotic flag fly and show support for the USO.  
**Package:** 12 oz. cans only  
**Availability:** Mid-May

Sol Cinco 12-Packs
Sol is bringing fans a fresh, authentic update to Cinco de Mayo. The light golden lager is partnering with rising Mexican street artist Spaik45 to design new 12-packs to stand out during the holiday. The new thematic artwork will also be applied to sunglasses and tote bags that can be used for on-premise giveaways.  
**Availability:** May
**Saint Archer Blackberry Gose**

Modeled after the tart beers of Northern Germany, this session beer is the perfect drink for the outdoors. Crisp, fruity esters play alongside the salinity from Himalayan Pink Salt, and the spice from ground coriander. The use of lactobacillus, along with blackberry puree, balances the tart front end with soft fruit character, providing you with an easy to drink, refreshing tart ale. **ABV:** 4.0%

**Packages:** 12 oz. cans and draught

**Availability:** March

**Samuel Adams Summer Ale**

Golden, hazy and thirst-quenching, Samuel Adams Summer Ale is back to signal warmer days ahead. This American wheat ale boasts orange, lime and lemon peels to create a refreshing citrus aroma. Grains of paradise accent the crisp wheat character, with a subtle spice that finishes clean. Summer Ale is just right for wishing for summer or washing the season down. **ABV:** 5.3%

**Packages:** 12 oz. bottles, 12 oz. cans and draught

**Availability:** March

**Samuel Adams Beers of Summer Variety Pack**

The Samuel Adams Beers of Summer 2020 Variety Pack is available in a 12-pack assortment of cans. The can variety includes: Sam '76, Summer Ale, Porch Rocker and a variety pack exclusive, American IPA, made with 7 American hop varieties, this IPA has an intense juicy, citrus flavor, a lean body and a crisp, clean finish. **Availability:** March

**Lagunitas The Waldos’ Special**

The dankest and hoppiest beer ever brewed by Lagunitas was made in honor of the origins of 420. It’s herbaceous, botanical, resinous and dank... brewed for Treasure Hunters everywhere. **ABV:** 11.7%

**Packages:** 12 oz. bottles and draught

**Availability:** April

**Lagunitas A Little Sumpin’ Hazy**

Lagunitas is going au naturel for the summer with the classic wheaty-esque-ish-ness brew you know and love. With a special dry hopping of Cashmere, Citra & Mosaic on a bed of Centennial and Chinook, this juicy, catty beer leaves you with a hop scratch that you can’t help but tickle with another taste. Does that clear things up? **ABV:** 7.2%

**Packages:** 12 oz. bottles and 12 oz. cans

**Availability:** April

**Smirnoff Ice Red, White & Berry**

Red, White & Berry is back and ready to enjoy in multiple formats. This flavored malt beverage has an amazingly cooling taste of citrus, blue raspberry and cherry, all combined for a blast of flavor. Enjoy the burst of berry flavor with Smirnoff Ice Red, White & Berry! **ABV:** 4.5%

**Packages:** 12 oz. cans, 11.2 and 24 oz. bottles

**Availability:** Mid-February

**Smirnoff Hard Seltzer Red, White & Berry**

Introducing America’s Seltzer, with 0g sugar, 90 calories, 1 g carb, 4.5% ABV, no artificial sweeteners, and notes of cherry, citrus and blue raspberry. Plus, cold-activated cans reveal a blue base and stars when cold. **ABV:** 4.5%

**Package:** 12 oz. cans only

**Availability:** April

**Heineken Original + Heineken 0.0 15-Pack Cans**

This new 15-pack includes both Heineken Original and 3 cans of Heineken 0.0! The fresh, new design will attract new buyers to the brand and increase household penetration. When consumers try Heineken 0.0, 83% will likely purchase the product, proving that trial is key to success for this non-alcoholic beer. **Availability:** May
**Firestone Walker**

**Luponic Distortion No. 16**
No fruits. No flavorings. No shortcuts. Just the magic of 100 percent natural hops, expertly blended to offer mind-bending flavors with each numbered release. The latest in this rotating series from Firestone Walker includes peach, pear drop and dragon fruit flavors, all thanks to the hops. **ABV: 5.9%**

**Packages:** 12 oz. cans and draught

**Availability:** May

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**Firestone Walker**

**Crafted Thru Hops Mixed 12-Packs**
This summer, Firestone Walker’s Mixed Packs will feature new, limited-edition single-hop IPAs born at their R&D brewery, The Propagator. The can mixed pack includes: “treasure beer” Citra Hazy IPA along with IPA favorites Mind Haze, Union Jack and Flyjack. The bottle mixed pack includes: “treasure beer” Mosaic West Coast IPA along with IPA classics, Easy Jack, Union Jack and the latest Luponic Distortion. **Availability:** May

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**805 Limited Edition Cans Series #3: Fastpack**
The Fasthouse crew is a band of brothers with a passion for dirt bikes and vintage motorcycles. They are cut from a different cloth and like the generations before them, they live under the mantra of “When Rules Were Few”. They are a passionate and highly skilled group of friends who create and produce off-road apparel, gear, films and events that reflect their lifestyle. **ABV: 4.7%**

**Package:** 12 oz. cans only

**Availability:** April

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**SanTan Mr. Pineapple**
Warmer months are ahead, and that means it’s time for “the life of the party” to make his awaited return to SanTan Brewing’s lineup. Mr. Pineapple is back! The winner of the 2016 World Beer Cup Silver Medal for Fruit Wheat Beers is ready to hit store shelves and draft towers during the spring and summer seasons. Mr. Pineapple is a stylish wheat with a tropical personality, infused with fresh pineapple juice from Fair Trade Costa Rican farms, taking traditional wheat beer and adding some seriously cool character. **ABV: 5.0%**

**Packages:** 12 and 24 oz. cans and draught

**Availability:** Now!

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**Left Hand**

**Gettin’ Tiki With It Nitro**
Come along 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. **ABV: 7.5%**

**Package:** 13.65 oz. cans only

**Availability:** April

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**Shiner**

**Sea Salt & Lime**
This clear and bright, medium-bodied lager has just a hint of lime and sea salt. It’s as crisp and refreshing as a cannonball into the pool on a triple-digit day. **ABV: 4.0%**

**Packages:** 12 oz. bottles and 12 oz. cans

**Availability:** May

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**New Belgium**

**Up Next Series: Sparkling Lime Lager**
Citrus and sunshine make a fantastic combination. The only thing missing is Sparkling Lime Lager. Bright, bubbly, packed with lime flavor and brewed for crushing, this refreshing lager was made for soaking up the sun. **ABV: 4.4%**

**Package:** 12 oz. cans only

**Availability:** April

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**www.finleybeer.com**

HeadyTimes v.35
**Lost Coast Great White**

Open wide for the beer that started it all. The Great White is the original gangsta, and it remains a favorite to this day. Crisp and refreshing, it’s everything you could ever want from a Belgian-style white. **ABV:** 4.8%  **Packages:** 12 oz. cans and draught

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**Schöfferhofer Grapefruit**

The world’s first Hefeweizen grapefruit beer. Best served cold, it’s the perfect casual brew to cool you off during the summer, but it can be enjoyed all year round any time of the day. It’s a true 50/50 blend of total refreshment made from 50% Schöfferhofer Hefeweizen blended with 50% carbonated juice of 100% natural ingredients. **ABV:** 2.5%  **Packages:** 11.2 and 16.9 oz. cans, 12 oz. bottles and draught

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**Blue Moon Belgian White**

Truly deserving of its world class reputation, this unfiltered, Belgian style, medium-bodied wheat ale is gently infused with coriander and orange peel, yielding an exotically spiced ale with a creamy taste and refreshing finish. **ABV:** 5.4%  **Packages:** 12, 16 and 24 oz. cans, 16 oz. aluminum pints, 12 oz. bottles and draught

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**College Street Big Blue Van**

This groovy American-style wheat beer is infused with the far out flavors of blueberry and vanilla. So when the moon is in the seventh house and Jupiter aligns with Mars grab a Big Blue Van and ask yourself … What’s so funny about peace, love and understanding? **ABV:** 5.4%  **Packages:** 12 and 16 oz. cans and draught

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**Sentinel Peak Heatwave Hefeweizen**

Heatwave Hefeweizen uses a tried and true ratio of pilsner and wheat grains (a portion grown locally in Marana, AZ), Noble hops, and German hefeweizen yeast to get the distinct snap of banana and clove that you would expect from a great brew of this style. Served young while yeast remains in suspension, this beer is cloudy, crisp, and satisfying. **ABV:** 5.1%  **Packages:** 12 oz. cans and draught

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**Abita Strawberry Lager**

The juice of red, ripe Louisiana strawberries, harvested at the peak of the season, gives this crisp lager its strawberry flavor, aroma and haze. Made with pilsner and wheat malts and Vanguard hops, this brew is made with the finest Louisiana-grown ingredients. **ABV:** 4.2%  **Packages:** 12 oz. bottles, 19.2 oz. cans and draught

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**Firestone Walker Mind Haze**

From the coast of California comes Mind Haze, a free-spirited beer made to elevate your perceptions. It’s juicy yet balanced, hazy yet lasting, and loaded with an imaginative array of tropical hop flavors. Mind Haze breaks the mold with a luscious texture, explosive tropical hoppiness and unrivaled shelf longevity for the style. **ABV:** 6.2%  **Packages:** 12 and 19.2 oz. cans and draught

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**Wild Tonic Raspberry Goji Rose**

Raspberry tartness is coupled with floral notes throughout, finished with a thin zip of goji berry, creating an aromatic flavor for this hard kombucha. Taste the world through rose-colored glasses. **ABV:** 5.6%  **Packages:** 12 oz. cans, 12 oz. bottles and draught

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**Pyramid Apricot Ale**

The robust bounty of Pacific Northwest fruits provide the foundation for Pyramid’s Apricot Ale. Full of big, fresh apricot notes, this untraditional take on a traditional unfiltered wheat beer invigorates the body and soul with its smooth, refreshing finish. **ABV:** 5.1%  **Package:** 12 oz. bottles only
Keep Your Summer Chill-Worthy
Coors Light and YETI are making summer Chill-worthy by ensuring that Coors Light is always cold. Consumers can prepare for summer’s most exciting activities with cross-branded merchandise, including the famed YETI Hopper BackFlip 24 cooler.

Blue Moon: Official Craft Beer Sponsor of the Kentucky Derby
Blue Moon is the official craft beer sponsor of the Kentucky Derby for the second year in a row! This year, they’re partnering with Woodford Reserve to create two special cocktails inspired by the Derby – the Grandstand and the Blue Moon Julep – that fans can order at participating bars. Fans will also be able to participate in on-premise photo walls complete with Derby-themed props, drink from limited-edition Derby glassware, and get the chance to win prizes throughout the Derby by winning tickets that match up with specific horses in the race. Off-premise point-of-sale featuring the two Derby-inspired cocktails will encourage consumers to pick up everything they need to make it a Once-in-a-Blue-Moon Derby.

Peroni Summer Stripes
Peroni’s light, crisp taste helps elevate every summer occasion. Whether sporting slim cans for a poolside hangout, or a draft after a hearty summer meal, shoppers can find the perfect combination for their summer celebrations. Retail activations will include cheese and beer pairings, samplings, and bar and patio displays with the iconic blue-and-white striped pattern.

Miller Lite Americana Summer Packaging
Miller Lite is proving summer is a state of mind with new Americana packaging and displays, just in time for Memorial Day and Independence Day celebrations. This is a great opportunity for retailers and merchandisers to build great displays. They’ll also be giving away tons of merchandise perfect for summer activities, such as branded pool floats – all fans have to do to enter is scan the Snapcode on the aluminum “Summer Pints” available on- and off-premise.
Programs

Goals aren’t made without cheers.

Test SOCCER to 77900 for the chance to win an exclusive trip to the MLS All-Star Game Presented by Target!

For more information visit: Heineken.com/US/MLSAllstar.

Heineken Gets It: Soccer Isn’t Just a Game. It’s a Lifestyle

In 2020, Heineken will dominate the playing field with national visibility. With custom point-of-sale, media support, pub partners and more, from kickoff to the final seconds, fans will know the only way to watch soccer this season is with a Heineken. And it doesn’t end there… Heineken is giving away an all-expense paid trip to the MLS All-Star game presented by Target, on July 29, 2020 in Los Angeles, CA; including tickets, airfare and hotel accommodations for one lucky grand prize winner! Point-of-sale will promote the sweepstakes and encourage consumers to enter via text for a chance to win!

Amstel Light Partners with Golf Hall of Famer Phil Mickelson

This year, Amstel Light kicks off its multi-year partnership with World Golf Hall of Famer and five-time major champion Phil Mickelson! The campaign humorously tackles the awkwardness of forging new, meaningful adult friendships – an issue that insights show resonates with Amstel Light’s 35+ (Gen X & older) target male consumer.

The centerpiece of the campaign is a video content series entitled ‘In The Rough’, where Mickelson covers a range of topics related to friendship. Following the launch, the series will appear both on Mickelson’s and Amstel Light’s social channels.

Beginning in April, the campaign will be supported with paid media (digital, social, radio), retail theatre and a consumer engagement program (#friendswithPhil). “Flop Shot Challenge” events at golf courses will also tee off at that time, providing a unique opportunity to engage directly with the brand and Phil.

At retail, Phil will provide advice on building and maintaining friendships, then offer the opportunity to become friends with Phil himself #friendswithPhil.

Dos Equis Summer Getaway

Not only will Dos Equis be available in limited-edition cans this summer, the brand is also bringing people together and creating lasting memories by rewarding consumers and their friends when they cheers each other with these cool, summer cans. Dos Equis fans will be asked to snap a photo of two Dos Equis limited-edition cans coming together, then upload it to DosEquis.com/SummerOfDos for a chance to win an Airbnb trip of their choice with three or more friends! Three lucky winners will receive this awesome summer getaway.
This summer, Modelo will encourage consumers to Fight for Gold and Fight for Glory in support of the brand’s major media buy on NBC during the 2020 Summer Games. Casa Modelo will continue building equity as the beer brewed with the Fighting Spirit by reminding consumers that it doesn’t matter where you came from, it matters what you’re made of. This 360-degree program will come to life across a new TV spot featuring 8-time Olympic medalist swimmer, Nathan Adrian, as well as digital, social and retail support, with new bilingual point-of-sale and a display enhancer. At retail, consumers will be encouraged to reach for a Modelo for the chance to win gear from the brand’s limited-edition Gold collection.

After two successful years of protecting outdoor adventure, Pacifico Preserves is heading into year three, becoming Pacifico’s first ever, premier summer program. This time, the brand is partnering with The Conservation Alliance in protecting North America’s wild landscapes and waterways by supporting more than 40 charitable organizations. Pacifico will be raising awareness for this effort across point-of-sale and merchandise, while also supporting Pacifico Preserves with media for the first time ever! Consumers will be able to enter a sweeps to win a Pacifico Grizzly Cooler, which will also trigger a donation to the Conservation Alliance.

In 2020, Pacifico will once again bring their independent spirit to Cinco de Mayo in an authentic way, with brand new on- and off-premise point-of-sale. Pacifico evaluated how both Gen Z and millennials celebrate Cinco de Mayo and will encourage consumers to go off the beaten path and see where the fiesta takes them. Leveraging iconic celebratory cues, the serape border on the point-of-sale frames up the adventurous way to celebrate Cinco de Mayo.

Casa Modelo
El Sabor del Cinco de Mayo

In 2020, Modelo will continue to honor authentic Mexican culture as El Sabor del Cinco de Mayo, with all new Mexican-inspired tile design featured in on- and off-premise point-of-sale. In addition to paid social media support and various digital integrations, Modelo will offer an all new display enhancer to further bring the festivities across retail accounts. Modelo will encourage consumers to celebrate in an authentically Mexican way this Cinco de Mayo.
Programs

Protect Our Beaches with Corona This Summer

In 2020, Corona is launching an all new cause marketing platform in an effort to protect our oceans and keep our beaches clean. The brand will be growing its summer program through a dedicated TV spot, PR, retail, events, digital and social, combining the vibes the brand is known for with a cause at the heart of it. Corona will continue to bring awareness to the beach through specialty promotional packaging this year, and they’ll give consumers more ways to join the cause and get cool, beach-friendly gear along the way. The beach has always been there for us – it’s time we returned the favor.

Corona Premier Sponsors 2020 U.S. Open

Corona Premier is back for year two of its golf-centered retail program! This year, the brand has partnered with the 2020 U.S. Open to drive excitement around golf season. This spring, Corona Premier will give consumers the opportunity to win behind the scenes access to Winged Foot Golf Club, as well as tickets to the U.S. Open. To help support this program, Corona Premier has created an all new on- and off-premise point-of-sale bundle and brought back the partnership with TravisMathew apparel to drive excitement around Corona Premier and one of the brand’s consumers’ favorite pastimes, golf.

White Claw Partners with Kentucky Derby for the 2nd Year

The Derby is more popular than ever, with viewership in 2019 at 16.5 million viewers, the most since NBC began broadcasting in 2001. This program allows retailers to display White Claw with other Kentucky Derby sponsors to build baskets for watching and enjoying the Kentucky Derby. Super high-end sales during the week leading up to the Derby increased 8.5% in 2019.

To celebrate the partnership, White Claw is giving consumers, via a text-to-win sweeps, the chance to win 1 of 3 pairs of box seat tickets to the 2021 Kentucky Derby!

Turn it Up with the Perfect Festival Team

White Claw Hard Seltzer is teaming up with Bonnaroo, one of the largest music/art festivals in the country! Consumers will text-in for their chance to win 2 VIP tickets, as well as travel accommodations, to the 4-day festival in Manchester, Tennessee in 2021.
Cayman Jack and Marshall: Press Play

Marshall has been celebrated by some of the world’s greatest bands and musicians including Jimi Hendrix, Eric Clapton, Slash, Oasis, Muse, Gorillaz and Slaves. They can be seen on tour with artists like Justin Timberlake and Lana Del Rey. Marshall is defined as an innovator and continues to push the boundaries of possibility to help inspire people to find their sound. Cayman Jack is getting in on the fun with a consumer giveaway, via QR code scan-to-enter on case cards, case stackers and pole toppers. Winners will receive a Marshall Bluetooth speaker valued at $250!

Mike’s HARDER knows their fans love racing. So, from April through August, Mike’s HARDER is offering consumers a chance to win a trip to a Premier Supercross race in Las Vegas! Three lucky winners will receive a trip for two to a 2020 Supercross Championship race.

Mike’s Turns 21

Mike’s is celebrating its 21st birthday with a Pandora partnership and consumer giveaway. Pandora, a leading music and podcast discovery platform, provides a highly personalized listening experience to approximately 70 million users each month. As the largest streaming music provider in the U.S., with an industry-leading digital audio advertising platform, Pandora connects listeners with the audio entertainment they love. From April through August, Mike’s is running a “Raise One to 21” sweeps that gives consumers a chance to win three months of Pandora Premium and access to a 99-inspired Yellow Album, to celebrate Mike’s 21st!
Programs

My Summer. My Guinness.

For a limited time only, Funshine Gilroy cans are back again to support Guinness Draught throughout the summer in the off-premise, as well as surfer summer-themed point-of-sale to remind people that Guinness is a beer to be enjoyed all year long.

Guinness: The Stout that Started it All

Guinness Extra Stout was created in 1821 and is still enjoyed today. Guinness Extra Stout point-of-sale will encourage consumers to enjoy the versatility of the beer with different foods, and to celebrate traditions. Guinness Extra Stout, a beer that is bold & bittersweet with a smooth finish.

Smirnoff Ice Red, White & Berry Summer

The Smirnoff Portfolio will entice and engage with consumers all summer long! Highlighting their new “America’s Seltzer”, Smirnoff Seltzer Red, White & Berry, as well as the other Smirnoff Ice Red, White & Berry variants, the brand is partnering with Pets for Vets this April through September. Pets for Vets was created to improve the lives of both veterans and animals by bringing them together in a thoughtful, caring way. The goal is to give back to the brave servicemen and women who have given everything to our country, while finding homes for deserving shelter pets.

Will You Accept This Rosé?

Smirnoff Seltzer has partnered with the Bachelor franchise and will be showing up in stores with themed point-of-sale support. During all Bachelor shows, and leading up to them, there will be social media involvement from past and current cast members highlighting the Smirnoff Seltzer Rosé varieties.
Programs

Wheels Gose 'Round to Crush MS with Left Hand

Brewed to help raise awareness for Multiple Sclerosis research and Team Left Hand Bike MS rides, Wheels Gose 'Round is a crisp lemon and raspberry gose perfect for crushing after a long bike ride. Since 2008, Team Left Hand has raised more than $4.4 million to support people who have the disease lead better lives. This May and leading up to World MS Day on May 30th, Left Hand will be partnering with on- and off-premise accounts to host fundraisers, pint nights and other events featuring Wheels Gose 'Round to raise even more funds for the National MS Society. Point-of-sale materials, pin-up and round-up fundraising materials and social media activation will support and bring awareness to this important cause.

Toast Our Troops with Shiner

Continuing a long tradition of supporting our military, Shiner Beers is proud to partner with the Boot Campaign, an organization that raises awareness and funds to help wounded veterans. Since 2011, Shiner’s Toast our Troops program has raised over $1.1 Million for the Boot Campaign, with the mission “to promote patriotism for America and our military community, raise awareness of the unique challenges service members face during and post-service and provide assistance to military personnel, past and present, and their families.”

Consumers can help by drinking Shiner! From May 1st to July 31st, the Spoetzl Brewery will donate a portion of the sales of specially marked Shiner Bock cans directly to this worthy cause. They will also be fundraising through retail accounts during the summer via a creative display contest and retail activations at bars and restaurants.

Paulaner #BierGoals and Sweepstakes Promotion

Just in time for Biergarten season, Paulaner USA will launch #BierGoals, a new spring promotion focusing on their Hefe-Weizen, the #1 wheat beer in Germany and one of the world’s favorites. Through this promotion, Paulaner fans will have the opportunity to win a Paulaner Biergarten set including an outdoor table, umbrella, cooler and glassware. On-premise point-of-sale will direct consumers to the sweepstakes site using their smartphones. Consumers can also enter to win at PaulanerBierGoals.com.

Dogfish Head's love for hockey runs deep – founder Sam Calagione grew up playing on frozen ponds in Western Massachusetts, and today Dogfish Head fields a brewery-league team comprised of co-workers and weekend warriors. DFH is taking that love to the next level by proudly announcing that their continually-hopped 60 Minute IPA is now the Official IPA of the NHL! Dogfish Head will be driving features around 60 Minute during the playoffs (April – June), with particular emphasis in the on-premise. This activity will be supported by point-of-sale (including posters, banners and table tents) as well as a social media campaign.

Toast Our Troops

Shiner

Drink Up - Give Back

www.finleybeer.com HeadyTimes v.35
The Arizona beer industry recently celebrated its 10th Annual Beer Week, which has grown from a handful of events, mostly in Phoenix, to hundreds of events celebrating craft beer throughout the state. The Strong Beer Festival turned 20 years old this year as well. Rumors are swirling that the category may be dying. For the first time, brewery closings have become noticeable, including some iconic older breweries. Certainly, many older breweries have had struggles continuing to grow. Despite these rumors of the demise of the craft beer category, it is still in growth mode.

What are the trends that are keeping craft beer moving in a positive direction? There are several that continue to contribute to the ongoing success of craft.

First and foremost, local remains strong. While overall beer is down less than 1%, craft beer is currently up about 4%. However, local craft is up more than twice overall craft. Even though many of these local breweries are relatively small, they make up over 90% of all breweries and drive a substantial amount of revenue. While the consumer is starting to realize that local alone is not enough, they are now looking for beer that is local and high quality; the brewers that are paying attention to consistency and quality are growing at an even faster pace.

While many people don’t understand the hazy and juicy styles of IPAs, there is no doubt they create a buzz, helping introduce people to hops who would never try many of the more traditional, bitter IPAs. To highlight the popularity of this style of beer, for the past two years, the Hazy/Juicy IPA category had the most entries at the Great American Beer Festival, including 348 entries just last year. For those of you who are traditionalists, be comforted knowing American Style IPAs remain strong as well. All combined, IPAs account for more than 6% of the total beer market.

Lager beers are also making a comeback. For many of us, lagers were the first beers we stole a sip of when our parents weren’t watching. They are back in vogue and getting the craft treatment. That means all-grain brewing, proper lagering and, of course, innovative takes on the style. From India Pale Lagers, which get the full hop treatment, to very flavorful, but very light, craft lagers, there is something for everybody. The lower ABV in most lagers is also appealing as middle age and older drinkers look to watch their intake, and younger consumers opt for lighter drinks.

This brings us to the “Better for You” category. This trend started a couple of years back and we see it gaining ground everywhere. From beers with electrolytes, to lower ABV IPAs with plenty of great flavor, to sour beers traditionally lower in ABV, there are many styles and flavors that can be done with lower ABV, which typically means lower calories and carbs. For the longest time there was only one domestic beer which promoted itself as low carb, now there are countless full flavored craft beers matching carbs and calorie content.

One of the hallmarks of the craft revolution has always been innovation. Brewers have redefined beer over the years and continue to do so. Meads, hard seltzers, ciders and beer hybrids have a home in over 40% of American breweries and that number figures to grow by 2025. Of course, it should be remembered that innovation has always driven brewers. There was a time when the humble pilsner was considered revolutionary compared to the darker, cloudier ales being consumed at the time.

The beer industry has changed radically over the past five years. Most craft brewers have found a way to adapt and survive; many have actually thrived in this evolving environment. The craft beer industry as a whole will continue to grow, as long as brewers continue to create trends, not chase them.
Time to Drink Your Wheaties

Which beer style appeals equally to men & women, can be slightly hoppy and features all the exciting flavors modern consumers crave? It’s wheat beer, the O.G. of craft beer.

The second largest beer style in craft is the perfect canvas for brewers to showcase popular fruit flavors.

And the fruit beer category is up 11%.

Blue Moon Belgian White is America’s best-selling national craft. It made its debut back in the ’90s before IPAs dominated the category. Now, one quarter of all the craft beer sold in the country is some kind of wheat ale, also called wit or weisse, among other names.

Only recently have brewers turned their full creative prowess on this style with the same intensity given to IPAs.

Nuanced, tasty and refreshing, fruit-forward wheat beers are usually very sessionable (many with ABVs in the 4.5% range) devoid of palate-wrecking bitterness and funky yeast esters that some people find objectionable.

These are but a few examples of wheat beers your customers will find irresistible in the warm months to come.

BLUE MOON LIGHT SKY
A new light and refreshing wheat beer that is brewed with real tangerine peel for a lighter, exceptional taste at only 95 calories.

SAMUEL ADAMS SUMMER ALE
Golden, hazy and thirst-quenching, this summer ale is back with orange, lime and lemon peel creating a refreshing citrus aroma.

PAPAGO ORANGE BLOSSOM
This light wheat ale starts out with hints of bright citrus and ends with a creamy vanilla finish.

LOST COAST TANGERINE WHEAT
A refreshing citrus ale, Lost Coast Tangerine Wheat combines Lost Coast Harvest Wheat with natural tangerine flavors.

WASATCH APRICOT HEFEWEIZEN
Brewed with a generous portion of wheat and spiced with coriander and Curacao orange peel, this beer is fruity, refreshing and slightly cloudy in appearance. An unfiltered wheat ale spiced in the Belgian tradition.
A Corona is all you need to start your Cinco celebrations! The brand is inviting consumers to hit the pause button and enjoy the simple celebrations like hanging with friends, eating tacos and drinking cold cervezas. To make this celebration even bigger, Corona will be giving away tacos to the masses for the ultimate Taco Tuesday through a partnership with Ibotta. The 360-degree marketing program includes Cinco de Mayo TV spots, digital video, paid social, on- and off-premise point-of-sale, and a partnership with Old El Paso providing unique recipe content. Your Cinco starts here this Corona de Mayo!

This Cinco, Dos Equis is inviting consumers to make memories with their friends, have a good time and amplify their fun with Dos Equis! The brand will reward one lucky consumer and three friends with a grand prize trip to Cancun so they can continue their celebration together. Fans will be asked to snap a pic of themselves with friends enjoying Dos Equis and upload it to DosEquis.com/CincoDeMayo to enter for a chance to win.