

Holiday 2020 | V.37

FINLEY DISTRIBUTING

# Heady Times



BEER TO GO

1602-4PACKS 2G10!

DRAGON IPA	\$12
STRONGHOLD SESSION ALE	\$10
SANTA CRUZ	\$16
REFRACTION	\$10
MONSOONER	\$10
THE OAK	\$11
SEASON BLUE	\$12
PONY EXPRESS	\$15
HOOK+LADDER	\$7

**THE PANDEMIC  
HITS HOME  
DRAGON  
BREWING CO.**

**Delivering Excellence Seasonals The Beer Guy New Products Programs**

ACCOUNT SPOTLIGHTS | BREWERIES BORN IN THE '90S | SERVING BEER

# Letter to *THE TRADE*



## To Our Valued Retailers:

First, I hope everyone has stayed safe during the COVID-19 pandemic, and you continue to do so. As we go into the fall and winter months, hopefully the numbers stay low so more things can open up. So let's wear our masks when out in public, wash our hands, and don't touch our faces.

I would like to address the elephant in the room: INVENTORY. We have had the worst out-of-stock problem in our history at Finley, by far. All of our major suppliers have had issues, and the numbers have been big.

Allow me to give you some background on why this is happening:

- First, the shutdown had people staying home, and we learned that people drink a little more at home (maybe even a lot more).
- The shutdown of our Mexican breweries was a big hit, especially going into our busy time of Cinco de Mayo and Memorial Day weekend. That really put us behind on our Mexican portfolio.
- There has been a shortage of slim cans, causing headaches for Coors Light, Keystone Light, and most of our seltzers.
- Speaking of seltzers, that's a little different problem. White Claw and Truly sales have been through the roof, so the brands simply couldn't catch up during the summer.

The can shortage with Coors Light and Keystone Light continue as I write this, but we do see some hope in sight. Also, we look forward to getting back in stock on Mexican beers and seltzers soon, hopefully in time for the holidays.

***"From our Route Managers up the supply chain, everyone is working hard to make, package and ship product so you can sell more beer."***

My big ask is please don't beat up your sales people. This is out of their control – and really out of Finley's control. From our Route Managers up the supply chain, everyone is working hard to make, package and ship product so you can sell more beer. I am optimistic that we will be approaching near-normal inventory levels as you receive this Heady Times issue.

I know it has been a difficult year for most of us (maybe one we would like to forget), but we continue to press on with confidence towards the end of this year and into 2021. We will have many new things to help your business next year, and I look forward to sharing them with you in our next issue.

Thanks for all your support of Finley products and stay safe!

Dennis Shields  
President

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# Delivering THE TASTE OF EXCELLENCE

## Finley People Get The Job Done

### Joe Hogan

*Inventory Analyst*

**How long have you been with Finley Distributing?** 15,330 days. In other words, I started 4/1/1978.

**Where were you born?** Dubuque, Iowa.

**What's your favorite part of your job?** Interacting with people from different places. All the breweries have great stories and traditions with characters out of the funny papers.

**What Finley brand(s) do you like to enjoy in your free time?** I believe Miller Lite runs through my veins, but I have added some others including, but not limited to, Lagunitas IPA, Dragoon IPA and a few New Belgium products.

**What do you love best about Tucson?** Everyone loves our weather. I also enjoy our small town feel for being a large city. Love the local politics – we never know what those crazies will do next.

**Tell us a little about your family.** My partner, Angelica, still works for the State, and Mia, my daughter, is at the University of Arizona studying journalism and taking care of her English Bulldog, Ron. We all are living through the Coronavirus pandemic and can't wait until the University of Arizona Athletics start up again, especially baseball. Hope to see you all at the game and enjoy one of our great beverages.

### Luis Martinez

*Assistant Draft Supervisor*

**How long have you been with Finley Distributing?** 10 years as of this past August.

**Where were you born?** "Nogalitos" Nogales, Arizona.

**What is your favorite part of your Job?** Interacting and getting to know our customers. And just knowing that when a customer calls with any type of draft issue, or just simply wanting to add/ upgrade a draft system, 9 times out of 10 we (Alex and I) are able to take care of those issues.

**What Finley brand(s) do you like to enjoy in your free time?** My go-to beer would have to be Dos Equis Lager. But I do also enjoy a good old Coors Light.

**What do you love about Tucson?** U of A – or should I say UArizona. I'm a big fan, although we don't get to attend as many games as we would like. You know, work and all.



**Tell us about your family.** My family consists of my wife and our 4 sons. Our oldest is Andrew (20), then De Angelo (17), Imileo (13) and Izaiah (11). And, of course, my beautiful significant other and mother of our boys, Vanessa. She is truly a godsend putting up with all of us. We spend a whole lot of time with sports with the kids, and enjoy the outdoors, and just time well spent with family and good friends.



## The Impact of a Pandemic on a Local Leader

How Dragoon Brewing, a draught king in Tucson, is navigating a tumultuous 2020

**F**OUNDED AT THE ONSET OF THE CITY'S CRAFT BEER CRAZE, Dragoon Brewing Co. ranks among Tucson's oldest, and most successful, craft breweries. Built on a reputation for consistent, high-quality products, this now iconic brewery has become the standard by which many beer fanatics judge their brews. Though facing pandemic-induced uncertainty, customers find familiarity and comfort in cracking open their favorite Dragoon beer. Heady Times takes a look at how this local brewery is weathering the COVID-19 storm.

### Origins

The origins of Dragoon Brewing Company date back to 2009, when father and son duo Bruce and Eric Greene met fellow craft beer fanatic Tristan White through the Tucson Homebrew Club. Drawn together by their passion for beer, the homebrewers began to toy with the idea of opening up a brewery of their own. "My dad and I had talked a few times about opening a brewery someday, and during those brew sessions with Tristan, we all kind of started working on recipes and discussing plans for the brewery," explains Eric Greene. Over the next three years, Dragoon began to take shape, eventually transforming from a pipedream into a fully-fledged enterprise.

Dragoon Brewing Co. opened its taproom doors in April of 2012, at the time becoming Tucson's sixth local craft brewery. Initially a self-distributing, draught-only business, the company's founders began to peddle their beer around town, talking to anyone and everyone who might take a chance on a fledgling brewery. "We were knocking on a lot of doors at a time when craft beer was really taking off, so it definitely drew people's attention," says White of the brewery's early days. Business boomed, and as Dragoon began to approach Arizona's self-distribution cap, the brewery signed a distribution agreement with Finley Distributing and Crescent Crown Distributing, expanding the company's reach to dizzying new heights, not only increasing distribution in Tucson, but also statewide. Fast forward to 2020 and Dragoon Brewing ranks among the most recognizable and ubiquitous brands in the Tucson craft beer market.



### Beer in the Time of COVID

As life in Tucson came to a screeching halt amidst the COVID-19 pandemic, businesses scrambled to adjust to the new normal. Dragoon, a draught bigwig in the Tucson craft beer scene, was forced to alter course when bars, restaurants, and taprooms shuttered their doors. "The pandemic has really changed our packaging mix," says White. "We were pretty heavily focused on draught before the pandemic, so we've obviously had to shift a lot of the business from draught into package."

With demand for kegs virtually nonexistent, Dragoon's priority quickly turned to firing up the canning line to ensure that stores were well-stocked for the crazed bulk beer-buying that was already underway. Fortunately for Dragoon, they had a couple of years of canning experience under their belt, so the shift was manageable. Though can sales have not made up for the loss of draught business, increased sales of IPA, Santa Cruz'r and Refraction 16 oz. cans provide a bit of a silver lining to the pandemic cloud.

In addition to the closure of the public taproom (except for to-go-business) and the packaging changeup, the pandemic also had the effect of placing any grand plans the brewery had in the works firmly on the metaphorical backburner. COVID-19 "shifted our focus from growing the business and expanding into new accounts ... to just taking care of the people that work here and making sure that we all come through the other side with a job and good health," explains Greene. In line with the majority of the city's businesses, this previously thriving and ever-evolving brewery was forced to eschew advancement and simply hunker down in an effort to weather the storm ahead.

### Looking Forward

With COVID-19 numbers on the decline, Greene is enthusiastic about the future. Since its inception, Dragoon Brewing's mission has always been to craft exceptional beer to share with friends, family, and the community. Greene most

# CoverSTORY

looks forward to welcoming customers back into Dragoon's much-revered taproom: "Hopefully we can get people to come back into our brewery and sort of resume that face-to-face, one-on-one interaction that we once had with our customers."

White takes a slightly different perspective when considering a post-pandemic Tucson. "One of the things I've been missing most during pandemic times is that we're friends with most everybody in this industry and it's been difficult to keep up with fellow brewers. A big part of our company culture is helping out, collaborating, and brewing with other people. I'm itching to get back to that," he says.

The craft beer community in Tucson is notoriously close-knit, supporting each other in the generation of fresh ideas and new, exciting beers. With a hope of a return to collaboration on the horizon, prospects are looking promising, not only for Dragoon Brewing Company, but also for the future of craft beer in Tucson.



TUCSON  ARIZONA



Forced to close their taproom, Dragoon looks forward to welcoming customers back when the time is right

## The '90s Craft Beer Boom

Some of our most innovative breweries started in the 1990s

CRAFT BEER OFFICIALLY WENT “BOOM” IN THE MID-’90s AS daring consumers sought out microbreweries run by visionary brewers, dedicated to making small batch beers that pushed the boundaries of what beer could be. New Belgium Brewing was founded in 1991, with other iconic breweries Dogfish Head and Firestone Walker opening their doors in 1995 and 1996. As these pioneers continue to thrive during these uncertain times, we at Heady Times figured there was no better time to check in with these revolutionary breweries. Join us as we look back at the early years of craft beer (and see if we can predict where it might be going next).



Kim Jordan, co-founder of New Belgium Brewing

In 1991, co-founders Kim Jordan and Jeff Lebesch took out a second mortgage on their home in Fort Collins, Colorado, to start a craft brewery in their basement. Jeff had been inspired by the beers he had tasted on a bike trip to Belgium, so they named their company New Belgium. “Before Jeff and I ever made a barrel of beer,” Jordan explains, “we said we were gonna be ‘for’ things. We were gonna produce world-class Belgian-style beers. We were gonna be environmental stewards. We were going to promote beer culture. And we were gonna have fun.”



Sam Calagione, founder and president of Dogfish Head Brewery

With brewing underway, Kim became New Belgium’s jack-of-all-trades as the first bottler, sales rep, distributor, marketer, financial planner and longtime CEO. Test brews of an amber ale called Fat Tire began, and the beer was sold for the first time at the Colorado Brewers Festival in June 1991.

A few years later, 500 miles away, a young man named Sam Calagione was about to open the doors to Delaware’s first brewpub, and one of the smallest commercial breweries in America: Dogfish Head. In those early days, Sam was brewing just 12 gallons of beer per brew, hand-bottling onsite and selling exclusively within the walls of his new Rehoboth brewpub.

“From day one, our focus has been brewing well-differentiated, off-centered ales featuring high-quality culinary ingredients outside the Reinheitsgebot – something pretty unheard-of in the mid-’90s, but that was our intention,” remembers Calagione. “We wanted to be a pioneer in the industry, showing folks that there is so much more to beer than just water, barley, hops and yeast; the potential combinations of flavors, ingredients and styles is virtually endless.”



1996 saw California brewery Firestone Walker get its start. Firestone Walker Brewing Company began when the search for a decent local ale resulted in two brothers-in-law – Adam Firestone and David Walker – brewing their own out of a converted shed on the family vineyard. Walker explains: “The concept of perfect beer is not just a notion without any intention.”

“At its core, the vision, the passion, the objective has always been the same,” Firestone adds, “and that’s our continuous search of a perfect beer.”

These early breweries became beer teachers of sorts, guiding customers through tastings of nearly unheard-of styles of beer. “We were the first brewery in the United States to specialize in Belgian-style beers,” recalls Jordan. Fortunately, “just by naming ourselves New Belgium Brewing Company, we gave ourselves license to do so many things ... that were very new to the American beer scene.”

Starting a new small business is one thing, but building a brewery that grows across decades and continues to impact the industry is a feat all its own. These breweries struck gold with early, experimental brews and have seen the craft beer industry morph and transform year in and year out. They have not only built successful brands, one might say they’ve elevated the entire category.

Breweries like Dogfish Head further legitimized craft beer by demonstrating its inherent connection to the culinary world. Their breakthrough beer (and still one of their best sellers), 90 Minute IPA,

# Feature

was developed using continual hopping, a process inspired by a culinary technique Calagione discovered while watching a cooking show. “The show’s chef was simmering a soup, adding peppercorns throughout the boil to ensure an intricate, but well-balanced flavor profile. If it worked for soup, I thought, ‘why not beer?’”

Pinpointing how tastes will change is another reason these breweries have stood the test of time. “One of the biggest changes I’ve seen in the craft beer industry has taken place in the last five years or so – drinkers are shifting from big, high ABV beers to lighter, more sessionable offerings,” says Calagione, who was well ahead of that trend with the 2016 release of his sessionable (4.9%) sour SeaQuench Ale.

IPAs and Hazy IPAs are further examples of these craft breweries leading industry growth. New Belgium introduced the VooDoo Ranger brand in 2018 and it’s taken off like a rocket, inspiring multiple year-round products in addition to three rotating seasonal offerings and a Variety Pack. Firestone Walker’s Mind Haze likewise has been a boon for the brewery, bringing new drinkers to a classic brand.

But where do these pioneers see beer going in the next 25 years?

Calagione sees the long history of beer dictating our future. “Beer can and should be any combination of ingredients that includes fermentable sugars that a brewer/chef can conjure up through his or her imagination and bring to life in the marketplace.” To commemorate their achievement, Dogfish is publishing *The Dogfish Head Book: 25 Years of Off-Centered Adventures*, a new exploration into their hard-earned insights into brewing up a new business.

On the west coast, the folks at Firestone Walker will continue their pursuit of the perfect beer they may never make. “We’ll go to our graves wishing we made a better beer,” says Firestone. “That’s really the core, the energy of our team ... it’s a quest for the almost intangible perfection that could be expressed through water, malt, hops and yeast.”

Cheers to the next decades of craft beer!

## Iconic Beers That Stand the Test of Time

### New Belgium Fat Tire

Named in honor of a bike trip through Europe, Fat Tire marks a turning point in the craft beer scene. Belgian beers use a far broader palette of ingredients (fruits, spices, esoteric yeast strains) than German or English styles. A flavorful, balanced beer, Fat Tire has a fresh herbal hop profile, fine malt presence and a touch of fruity yeast.

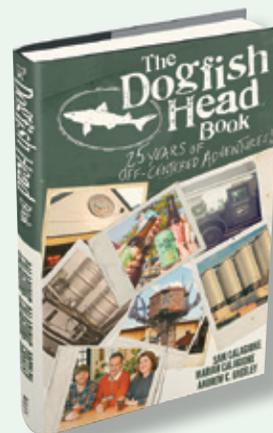


### Dogfish Head 90 Minute

With Calagione’s innovative (and dare we say, off-centered?) process of continual hopping, 90 Minute exploded onto the craft beer scene as a beautifully balanced Imperial IPA – a style new to most of the beer drinking population. Today its legacy is cemented, with *Food & Wine* recently dubbing it “One of the most important American craft beers ever brewed!”

### Firestone Walker Union Jack

Union Jack is the IPA that helped blaze the trail for the revolutionary West Coast style. Named for the British Lion who cofounded Firestone Walker, Union Jack is hopped to high hell yet eminently balanced from start to finish. This is a fad-proof IPA for any hop head. Pronounced pineapple, citrus and pine aromas with intense flavors of grapefruit and tangerine, all balanced by a hint of malt sweetness.



To commemorate their achievement, Dogfish is publishing *The Dogfish Head Book: 25 Years of Off-Centered Adventures*, a new exploration into their hard-earned insights into brewing up a new business.

## The Davis-Monthan Express

**T**HE EXCHANGE IS THE DEPARTMENT OF DEFENSE'S LARGEST retailer and supports Soldiers and Airmen wherever they are called to serve. The Army & Air Force Exchange Service's Express at Davis-Monthan Air Force Base brings value and convenience to Airmen, military families, retirees and Veterans in the community, and is the epitome of convenience – a concept that has become increasingly invaluable amid a global pandemic. Heady Times sits down with Express Store Manager Mary Brooks, who's worked with the Exchange for 25 years, to see how the Davis-Monthan Express has adapted during the COVID-19 pandemic.

**Heady Times (HT): How do you strike a balance between newer, trendy products and old favorites?**

**Mary Brooks (MB):** The Exchange's headquarters in Dallas works with category advisors to analyze category trends and set Planograms with core items, items trending well in the area and merchandise new to the market. We also have a flex section where market-specific data is used to help determine items trending locally. Headquarters also directs a monthly store planner with promotions, seasonal beer and new launches to keep the sales floor fresh. At the Davis-Monthan Express, Coors Light is popular with retirees, but the younger crowd likes to switch it up and buy craft beers like New Belgium. Dos Equis and Corona always do well here.

**HT: Have you seen a change in the way people buy beer as a result of the pandemic?**

**MB:** Alcohol sales across the retail industry have understandably seen increases as bars and restaurants closed and demand shifted to at-home consumption during the early weeks of the pandemic. Consumers were pantry loading, shopping less often, but buying more each trip. The Exchange also saw new shoppers – people authorized to shop but hadn't been in our stores recently. While shelves were empty at competitors, the Exchange offered another place to find items. Shoppers also felt safer because of exclusivity (allowing only authorized shoppers means less traffic).

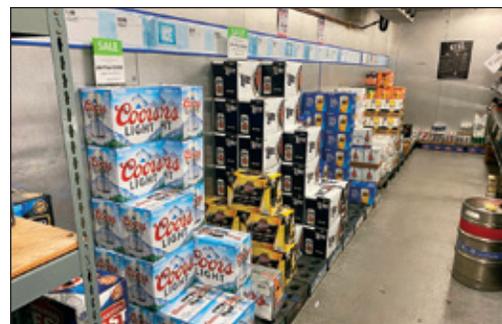
**HT: Speaking of the pandemic, have you had to make any changes to your store in response to COVID-19?**

**MB:** Protecting the force is the Exchange's top priority. We have always been committed to maintaining safe, secure and sanitized stores but have intensified efforts as a result of the pandemic. To keep shoppers and our associates safe, the Express installed acrylic shields at points of sale, and our team disinfects high-traffic areas multiple times each day. Signage reminds shoppers of physical distancing requirements, and the floor is marked to ensure shoppers maintain 6 feet of distance while waiting to check out.

Because the Exchange is part of the Department of Defense, the Exchange follows DoD guidance requiring cloth face coverings on military installations.



Express Store Manager Mary Brooks



**HT: Have customers been receptive to the new rules?**

**MB:** Shoppers have responded well. As part of the military community, our shoppers understand the need to follow Department of Defense guidance. Now, putting on your mask is like putting on your shoes.

**HT: What keeps customers coming back to Express as opposed to venturing off base to buy beer?**

**MB:** The Express is big part of the military community. We treat shoppers like family. Associates get to know their shoppers, build rapport and offer terrific customer service. Shopping with the Exchange, including the Express, is a benefit. We are tax-free – and 100% of Exchange earnings support the military community, including a dividend for Quality-of-Life programs on military installations. Shopping the Exchange makes life better for those who wear the uniform today ... and those who will wear it tomorrow.

DMAFB Granite St., Bldg 2446 • Davis-Monthan AFB, AZ 85707  
Mon-Fri 6am-9pm • Sat 8am-9pm • Sun 9am-5pm

## The Station Pub and Grill

**T**UCKED AWAY ON THE CITY'S NORTH SIDE, THE STATION PUB and Grill is a restaurant without pretense. The Station is precisely what it claims to be – a neighborhood hub where locals seek refuge in good food, good beer, and good company. Regulars frequent The Station almost religiously, whether it be for an ice cold beer, unique pub fare or just an excuse to admire the walls canvassed in hundreds of patches from servicemen and women and first responders from all over the country. Heady Times sits down with Owner Clint Bolin to discuss The Station's unparalleled neighborhood following.

### **Heady Times (HT): What prompted you to open The Station Pub and Grill?**

**Clint Bolin (CB):** We had our opening in May of 2012. At the time, I had a completely different career. I worked with Chevron for years, so it was a very big jump to owning a restaurant. Basically, I just wanted to create a place where people could come and meet new people and create a community-type atmosphere. I wanted a place for everybody to come together. That's why it's called The Station, it's kind of the meeting point for everyone.

### **HT: Station is known for its strong neighborhood following. What's your customer base like?**

**CB:** They're amazing. I could not imagine a better neighborhood or group of people. I wouldn't change our location or where we're at for anything. The customers are all good people. Not only do they all care about this place, but they also care about each other. We don't have a lot of issues here because everybody is so close-knit. We have a small town feel but we're five minutes away from the city. It's pretty awesome.

### **HT: How is your beer selection set?**

**CB:** I'm a light beer drinker, so I'm not always up-to-date on beer trends, but I've got excellent bartenders like Joey and Angela that are good about finding what's popular. We try and stay local as much as possible with things like Dragoon and Sentinel Peak, but we will go outside local areas if there's if there something really good that comes out. We have sixteen beers on tap, four of which are rotators. If the beers are popular, they'll stay on.

### **HT: How has the pandemic affected business?**

**CB:** The business has changed quite a bit. The events we had completely stopped. That used to be kind of our bread and butter because it brought something different and fun. Normally, outside of COVID times, we'd have trivia on Tuesdays, karaoke on Wednesdays, all day happy hour on Thursdays, and we usually have a band on Fridays and Saturdays. Hopefully when everything settles down, we'll be able to get back into gear and bring all of that stuff back.

### **HT: Is there a story behind all of the patches decorating the walls?**

**CB:** There's a fire station right behind us and one day a few firefighters came in. We got to talking and they asked if they could bring in some patches and I said yes. They came back in with their patches and that's how we got the first two up on the wall. Eventually some cops came



in and asked if this was a firefighter bar. I told them no, this is an everybody bar. They wanted to know why we had firefighter patches up but no police patches, so I told them that if they brought in some patches that I would put those up too. They did end up bringing in some patches, and from there it became a kind of battle. There are patches in here from literally all over the world. Customers will call friends from out of state or out of the country and have them mail patches over to bring in. We're huge supporters of first responders and always will be.



8235 N Silverbell Rd # 105 • Tucson, AZ 85743 • Mon-Sun 11:00am – 12:00am

# Bookshelf

## How To Drink Like A Writer: Recipes for the Cocktails and Libations that Inspired 100 Literary Greats

*From Apollo Publishers, with Writing by Margaret Kaplan*

Some of the most celebrated writers are united by their love of a good drink. Charles Dickens celebrated the early days of the American cocktail scene – including the now extinct “timber doodle” cocktail – in his work and in his life. In his wilder days, F. Scott Fitzgerald was a fan of anything gin-based, while his wife, Zelda (ever the Southern debutante) preferred a vodka lemonade. Hemingway, famously, indulged in everything from lightly sweetened daiquiris to the dramatically named Death in the Afternoon, a champagne and absinthe cocktail inspired by his time in Paris.

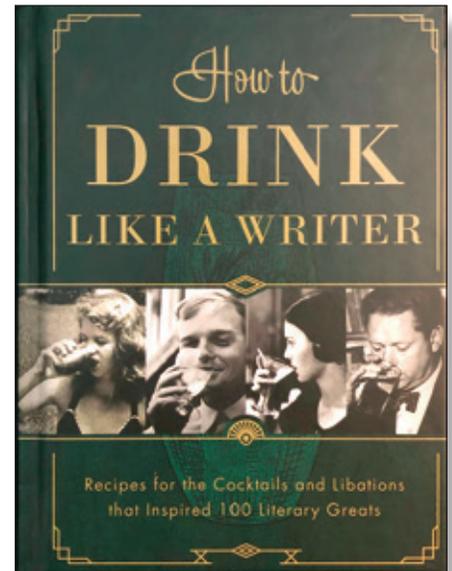
In *How To Drink Like A Writer: Recipes for the Cocktails and Libations that Inspired 100 Literary Greats*, readers can learn how to mix up cocktails favored by their literary heroes, from William Shakespeare to Roxanne Gay. And while some recipes, like James Joyce’s Dublin Coffee or Jack Kerouac’s Margarita, are, at most, inspired by the lives of their namesakes, others are ripped directly from the author’s work or personal writings. The recipe for Ian Fleming’s Vesper Martini, for example, comes directly from the

pages of the 1953 Bond novel *Casino Royale*, and Nora Ephron’s Kir is the same black currant and white wine aperitif that the writer and filmmaker favored (served with a side of ice). And in the sole non-alcohol entry in the book, readers can learn how to brew the perfect cup of tea with advice directly from George Orwell and his 1946 essay, “A Nice Cup of Tea.” (Orwell favored tea or a friendly pub and a pint of mild over the cocktail scene, in true English fashion).

*How to Drink Like A Writer* offers more than recipes, however. The book provides historical context for the authors and cocktails profiled within, whether in the form of brief biographies or explanations of the cultural zeitgeist in which the writers operated. Famed institutions where these literary movers-and-shakers met and discussed ideas (like the beatnik-beloved Vesuvio Café) receive features alongside recipes for cocktails developed for their patrons. Check out the Algonquin, a rye and vermouth cocktail mixed up for members of The Algonquin Round Table like Dorothy Parker and Robert Benchley, or the Harlem

Cocktail, a refreshing gin and pineapple drink popular during the Harlem Renaissance.

And if, like many literary greats before them, readers find themselves with a dastardly hangover after an evening of experimenting, *How To Drink Like A Writer* helpfully provides a list of literary hangover cures, including the recommendation of P.G. Wodehouse’s consummate butler, Jeeves, who suggests Worcestershire sauce, raw egg and red pepper whisked together. Your results may vary.



# Why You Should BE SELLING...



Firestone Walker Brewmaster Matt Brynildson

## Firestone Walker Flyjack

As we head into the holidays, beer drinkers will continue to look for brews with fewer calories, carbs and alcohol, without losing the traditional beer flavors they know and love. Enter Firestone Walker Flyjack: 96 calories, 5g carbs, 4% ABV and full of flavor.

“People care about what’s in their beer,” Brewmaster Matt Brynildson explains, “and many people care about calories. With Flyjack, we wanted to prove that you don’t have to sacrifice flavor for calories.”

This unique offering from Firestone Walker spans two of the hottest beer categories right now: hazy IPAs and low-calorie beers. The beer has a bright, citrus aroma, balanced hop nose and finishes clean. It’s hazy without being too heavy. But it wasn’t easy getting Flyjack just right.

“The challenge was figuring out the recipe, dialing it in, and getting it to where we wanted it to be,” Brynildson explains. The brewer ended up using an expressive yeast strain that heightens ester and fruit character to put body and flavor into the beer without adding calories. Nelson Sauvin hops were added to give the beer white wine flavors mixed with citrus fruits and notes of black pepper.

Flyjack is even surprising drinkers who tend to shy away from carb-friendly “light” beers. The hosts of the podcast *Sports Meats Beer*, Brad Barmore and Ben Perry, give this beer two thumbs up, admitting they were pleasantly surprised by it and regularly keep it stocked in their fridge. “The tagline on the front [of the can] says ‘citrus, hazy, crisp’ and it really delivers on all three points,” the duo said on Danny Wright’s *Beer Thirty!* podcast. “If you see it on the shelf, grab it.”

Like Firestone Walker co-owner David Walker says, “Flyjack is an easy-drinking, tasty beer that will put a smile on your face.”



# HopART

## Dogfish Head’s Iconic 60 Minute IPA Gets A Brand-New Look

Ask any craft beer geek about the first IPA they fell in love with and you’re likely to hear a lot of answers naming Dogfish Head’s continually hopped 60 Minute IPA. Called “the most balanced IPA on the market” by *The Wall Street Journal*, 60 Minute has a long history of converting beer novices into bona fide hop heads.



Originally released by Dogfish Head’s fearless leader Sam Calagione in 2003, Dogfish Head’s old school flagship IPA recently received a new school facelift. “While we loved our original label designs, we wanted our re-imagined artwork to be as colorful, ‘storyful’ and off-centered as the liquids within each can or bottle,” says Calagione. “Every one of our beers has a story to tell, and with our re-imagined label artwork, we are helping to tell each beer’s story in a visual manner.”

Brewed using a boatload of Northwest hops and then continually hopped with more than 60 hop additions for a full 60 minutes, this beer delivers a pungently citrusy, grassy hop flavor without being crushingly bitter. The artwork’s new, zany clocks help convey the brewing process that makes this beer so unforgettable.



“60 Minute IPA’s new look was designed by one of our in-house designers, Ryan Telle,” says Calagione. “He has been with us for a handful of years now and he created the design for our Slightly Mighty packaging as well.” When they started tossing around ideas, Calagione and Telle kept coming back to their desire to somehow illustrate their unique brewing process. “I wanted our invention of continual hopping – the brewing process used to create 60 Minute IPA – to be the focus.”

And so, Telle set to work. “With that story point in mind, Ryan came back with an artfully crafted concept featuring a Rube Goldberg-style contraption with a hand-drawn clock.” The resulting design is a beautifully chaotic image that, though abstract, tells you everything you need to know about how Dogfish Head’s best-selling beer is made.

Calagione’s first thought when he saw Telle’s interpretation? “It was perfect!”

In addition to 60 Minute, Calagione and Telle also redesigned their legendary 120 Minute IPA bottle carrier, with a sleek black and gold image that pops. So, is this just the beginning of a larger refresh of Dogfish Head’s label artwork? “No other redesigns are planned for this year,” Calagione says, “but who knows what 2021 will bring!”

# New SUPPLIERS

## Holiday



Holiday Brewing Company opened in Golden, Colorado in 2016 and is the passion project of Karen Hertz, who survived both melanoma and thyroid cancer, leading to a treatment regimen including a gluten-free diet. Hertz struggled to find a great tasting, 100% gluten-free beer and was driven to solve this problem. After years of research and testing, Holiday Brewing Company was born.

Holiday is the only certified, dedicated gluten-free craft beer distributed in Arizona. As the largest dedicated gluten-free brewery in the U.S., Holiday is ready to meet the demand for a great gluten-free beer in the Grand Canyon State.

## Athletic Brewing



Athletic Brewing believes you shouldn't have to sacrifice your ability to be healthy, active, and at your best to enjoy great beer, so they created an innovative lineup of refreshing, non-alcoholic craft beers. They craft their innovative recipes using only pure, all-natural

**ATHLETIC BREWING CO.**  
NON-ALCOHOLIC BREWS

ingredients in small batches at a custom, state-of-the-art brewery. The intricate process lets you enjoy the refreshing taste of craft beer without the alcohol... So whether you've decided to cut alcohol out of your life for good, for a night, or for just one drink, Athletic Brewing Company provides an option without compromises.

## Purely Sedona



Discover your oasis. Energize & refresh with natural spring water from deep in the desert. For generations, the artesian

spring water flowing from the Oak Creek Canyon of Sedona has been prized not only for its purity, but also for its mystical healing properties. Formed by rain and snowfall over hundreds of years, and naturally filtered through the rocks of the canyon, Purely Sedona Artesian Spring water is unlike any other. Untouched by man and unquestionably superior, its purity will restore and sustain you.

# New PRODUCTS

## Dos Equis Lime & Salt

Dos Equis Lager is hitting the market with its inaugural refreshing Lager spin, Lime & Salt – Dos Equis Lager with a refreshing touch of lime and salt. Dos Equis Lime & Salt brings the ritual of adding lime and salt to Dos Equis Lager in a can! With a full suite of retail tools available, the December 2020 introduction of the 24 oz. single serve cans will certainly build excitement as it's the first Dos Equis Lager innovation in the market. **ABV:** 4.2%



**Package:** 24 oz. cans only

**Availability:** Year-round, beginning in December

## Lagunitas IPNA



All the hops with none of the alcohol, Lagunitas IPNA is a non-alcoholic, full-flavored IPA, dry-hopped with Mosaic and Citra hops.

This confounding creation uses the same ingredients found in Lagunitas' highly-balanced IPAs (hops, malt, yeast & water) and thus the same deliciousness, but brewed without the ceremonial fez and ancient incantations that normally take it over the edge. **ABV:** < 0.5% **Package:** 12 oz. bottles only **Availability:** Year-round, beginning in December

## Athletic Brewing Run Wild Non-Alcoholic IPA



Run Wild is the ultimate sessionable IPA for craft beer lovers. Brewed with a blend of five northwest hops, it has an approachable bitterness to balance the specialty malt body. Always refreshing and only 70 calories. **ABV:** N/A **Package:** 12 oz. cans only **Availability:** Now! Year-round

## Athletic Brewing Upside Dawn Non-Alcoholic Golden Ale



Classic non-alcoholic craft golden ale. Refreshing, clean, balanced, light-bodied. Aromas subtle with floral and earthy notes. Brewed with premium organic malts from U.S. and Germany along with a combo of English and traditional American hops. **ABV:** N/A **Package:** 12 oz. cans only **Availability:** Now! Year-round

# New PRODUCTS

## Basic Hard Seltzer

Basic Hard Seltzer tastes as good as it looks. Just 90 calories, 0 added sugar, gluten free and 1g carb, the Variety Pack includes **Cranberry, Pamplemousse, Lemon** and **Cucumber**. **ABV: 4.5%** **Package: 12 oz.** cans only **Availability:** Now! Year-round



## Pabst Hard Cold Brew

A ready-to-drink hard cold brew coffee with a Pabst Blue Ribbon kick and a hint of sweetness – without the dairy. **ABV: 4.2%** **Package: 11 oz.** cans only **Availability:** Year-round, beginning in November



## Holiday Favorite Blonde



Holiday's flagship! This clean-bodied, slightly hoppy blonde brings gluten-free beer to a whole new level. **ABV: 5.0%** **Package: 12 oz.** cans only **Availability:** Now! Year-round

## Holiday Fat Randy's IPA



Bursting with tropical hop aromas, “Fatty” stands up to the world's best! USA Today voted it the #2 gluten-free beer in America. **ABV: 7.0%** **Package: 12 oz.** cans only **Availability:** Now! Year-round

## Pabst Stronger Seltzer Variety Pack

An 8% ABV hard seltzer with only 1g of sugar, natural flavors and formulated without gluten. Refreshing, but with more kick to it. Flavors in the Variety Pack include **Lime, Wild Berry** and **Strawberry Basil**. **ABV: 8.0%** **Package: 12 oz.** cans only **Availability:** Year-round, beginning in November



## ABA Smash



Four irresistibly fresh flavors: **Apple, Banana, Watermelon** and **Grape**. This wine-based product can be sold in retailers with a Beer & Wine only license. **ABV: 16.0%** **Package: 100mL** bottles only **Availability:** Now! Year-round



# New PRODUCTS



## State 48 Desert Vibes

This light Mexican lager has a clean body and crisp finish. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Now! Year-round



## State 48 Sound of Freedom

Sound of Freedom is a Mosaic-hopped IPA with notes of mango and citrus. Brewers named this beer after the sound of engine they

hear from the F-35 Lightnings that fly over the brewer from LAFB. **ABV:** 7.0% **Package:** 12 oz. cans only **Availability:** Now! Year-round



## State 48 Pilsner

This traditional German style pilsner has a crisp, clean malt backbone and a dry finish.

**ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now! Year-round

## State 48 Suncast Hazy IPA



This super juicy hazy IPA brings tropical flavors with low bitterness. **ABV:** 7.5% **Package:** 12 oz. cans only **Availability:** Now! Year-round



# New PACKAGES

## Miller Lite Holiday Packaging



Everyone is decorating for the holidays, including Miller Lite's packaging! Because the holiday season is going to be unlike any other this year, Miller Lite wanted to make sure to highlight the everyday connections

that people share during the holidays. Each package will feature a unique, humanizing "Lite Up" scene that will truly make the packaging stand out in a crowded space. Packs that will receive the new holiday packaging are: aluminum pint 18-, 15- and 24-packs, and 12- and 24-pack bottles. **Availability:** November



## Truly Strawberry Lemonade 12 oz. Slim Cans

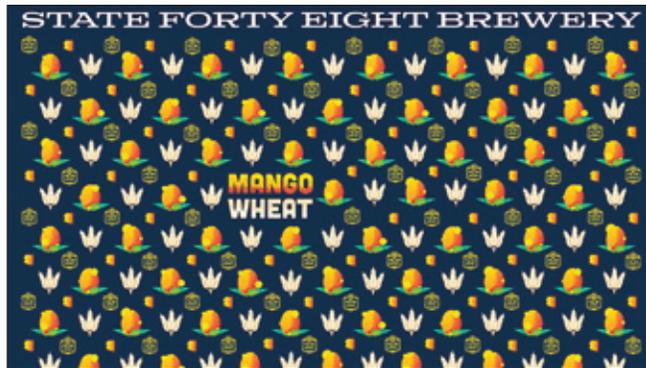
Previously available only in 24 oz. cans, Truly Strawberry Lemonade is now available in 12 oz. loose cans as well! Truly Strawberry Lemonade is a delicious mix of refreshing hard seltzer, sweet lemonade and juicy strawberries. Perfectly balanced with the sweetness of real lemonade and refreshment of seltzer to deliver a crisp, clean finish. **ABV:** 5.0% **Availability:** Now! Year-round



# New PACKAGES

## State 48 Mango Wheat Cans

The brewers at State 48 added fresh mango to their White Tank Wheat, an American-style wheat beer with a nice malty flavor and dry finish. The result is a super refreshing fruity wheat beer – and now you can find it as a 6-pack of 12 oz. cans! **ABV:** 5.0% **Availability:** Now! Year-round



## Grand Canyon Brewing Prickly Pear Wheat Ale 6-pack Cans

A recent crowd pleaser is now available in cans! Grand Canyon Brewing's award-winning wheat ale has been taken to another level with the addition of prickly pear flavor! A highly approachable beer, the American wheat ale showcases light hops and minimal wheat flavor for a clean and crisp drinking experience. Prickly Pear is then added to impart a very subtle sweetness to this already refreshing beer. It's the perfect beer to enjoy in the desert landscapes of Arizona. **ABV:** 4.9% **Availability:** Now! Year-round



## JuneShine 6-pack Cans

Brewing honest alcohol for a healthier planet doesn't start and end with JuneShine Hard Kombucha. It influences every aspect of their business – including their packaging. Already available in 16 oz. cans, JuneShine is introducing 6-packs of 12 oz. cans to Tucson. Each 6-pack will be sold in paperboard cartons rather than in plastic six-pack holders (helping reduce plastic in the supply chain). Then, with the help of the National Forest Foundation (NFF), JuneShine plants trees to replace those that were used to make the six-pack cartons in the first place! Available flavors include **Hopical Citrus**, **Blood Orange Mint**, **Midnight Painkiller** and **Acai Berry**. **ABV:** 6.0% **Availability:** Now! Year-round



## 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.



### Blue Moon Iced Coffee Blonde

Blue Moon's top winter performer is back again this holiday season! This blonde-colored wheat ale really shines because of its bright coffee aroma and mild malt sweetness. With a crisp, clean

finish that is surprisingly light, this beer has already proven to be a big hit with coffee-loving millennials. **ABV:** 5.4% **Package:** 12 oz. bottles only **Availability:** November



## Ballast Point Victory at Sea

A big porter crafted to weather any storm. Ballast Point's Victory at Sea Imperial Porter is a bold, smooth brew with just the right amount of sweetness. This robust porter is infused with vanilla and San Diego's own Caffe Calabria coffee beans. The subtle roasted notes and minimal acidity of the cold brewed coffee balances perfectly with the sweet caramel undertones of the malt, creating a winning combination for your palate. **ABV:** 10.0% **Package:** 12 oz. bottles only **Availability:** October



## High West Barrel Aged Ballast Point Victory at Sea

Ballast Point partnered with their friends at High West Distillery to create a barrel aged version of Ballast Point Victory at Sea, the award-winning Imperial Porter with cold-steeped coffee and vanilla. From a blend of Ballast Point Victory at Sea aged in High West's own bourbon & rye whiskey oak casks, new layers of complexity emerge with notes of soft caramel and smoky oak over a dark chocolate and roasted almond body. High West crafts delicious and distinctive whiskeys to honor the American West, making it the perfect pairing with Ballast Point's signature San Diego-born porter. **ABV:** 12.0% **Package:** 12 oz. bottles only **Availability:** October



## Borderlands German Chocolate Cake Porter

This highly popular seasonal is back and better than ever! Infused with praline pecan cacao nibs, sweet coconut, and all the roasted malt they could find, this decadent delicious beer will delight pallets for decades! One sip transports you straight into a pastry shop in Germany with the rich roasted coffee flavors and sweet notes of dark chocolate. **ABV:** 7.3% **Package:** Draft only **Availability:** November



# Seasonal SELECTIONS

## Guinness Imperial Stout

Brewed in Baltimore, MD, this Imperial stout is black as night with a tan head and aromas of chocolate, bourbon and candied red apples, with hints of coconut and vanilla. It has a sweet, chocolatey, roasty flavor with a velvety mouthfeel, some coconut and an oak finish.

**ABV:** TBD upon aging completion (10.3%-10.8%) **Package:** 11.2 oz. bottles only

**Availability:** November



## Guinness Imperial Gingerbread Spiced Stout



Deep brown in color with a white head and an aroma of cinnamon, nutmeg and ginger, this spiced stout, brewed in Baltimore, MD, is sweet, with flavors of baking spices and

warming bourbon. **ABV:** TBD upon aging completion (10.3%-10.8%)

**Package:** 11.2 oz. bottles only **Availability:** November



## Shiner Holiday Cheer

Holiday traditions come in all shapes and sizes. Shiner's comes in freshly wrapped bottles. This old-world dunkleweizen is brewed with Texas peaches and roasted pecans – perfect for cracking open in front of a crackling fire. **ABV:** 5.4%

**Package:** 12 oz. bottles only

**Availability:** October



## Samuel Adams Winter Lager

Now Crisper & Brighter! For cooler nights, lean on Winter Lager, a crisp bock with citrus and spices.

The new, brighter clementine orange aroma is especially refreshing during holiday meals and celebrations. Hints of spice complement the rich maltiness of light caramel and roasted malt, with a smooth and warming finish. **ABV:** 5.6% **Packages:** 12 oz. bottles, 12 oz. cans and draft (also in the Winter Classics Variety)

**Availability:** November



## Samuel Adams Winter Classics Variety Pack

Sam's Winter Classics 2/12 Variety has a new mix this year! Included in the variety are: **Sam Adams Winter Lager, Boston Lager, Sam '76, Holiday White Ale, American IPA** and **Holiday Porter**.

This variety is perfect for any holiday get-together.

**Availability:** November



## Angry Orchard Winter Orchard Explorer Variety Pack

New this winter, Angry Orchard's Orchard Explorer 2/12 Variety Pack offers a mix of fan-favorite hard ciders perfect for cozying up or getting out into the elements. Featuring the flagship **Crisp Apple**; hazy and less sweet **Unfiltered**; refreshing **Rosé** and well-rounded **Pear**, Angry Orchard's Winter Orchard Explorer Pack is full of deliciously complex, real fruit flavor.

**Availability:** November



# Seasonal SELECTIONS

## Lagunitas Born Yesterday

The freshest hops picked and rushed to the brewery, then rush-delivered right to you... Born Yesterday is a ridiculously limited, ridiculouslier fresh pale ale packed full of the juiciest, stickiest, lupulin-drenched Citra, Simcoe, Mosaic & Sabro hops for your immaculate receptions. Congratulations... it's a beer! **ABV:** 7.2% **Packages:** 12 oz.

bottles and draft  
**Availability:** October



## Lagunitas Sucks Ale

This joyously dry-hopped IPA is full of complexishness from the cereal medley of rye, barley, wheat & oats. The big, resinous, lip-smackin' flavor is hop-forward and bright, with forward-looking hope that next year will be brighter than the last. It has to be... right?

**ABV:** 8.0% **Packages:** 12 oz. bottles and draft **Availability:** October

## Lagunitas Willettized

Over at Kentucky's own Willett Distillery they have one kind of barrel: wood. And they put two things in them: Bourbon and Rye. Lagunitas was fortunate enough to get some of their Rye barrels, and put their Imperial Coffee Stout in them. It's a chocolatey, coffee-y, smoky, oak-y, Rye-y beast. Word. **ABV:** 12.0%

**Packages:** 12 oz. bottles and draft  
**Availability:** November



## New Belgium Accumulation White IPA

Accumulation was inspired by the white beauty that falls each winter from the Colorado Sky. Flurries of Mosaic and Amarillo hops bring soft fruit and citrus flavor, followed by a powder-smooth finish in this seasonally-suited White IPA. **ABV:** 6.2% **Package:** 12 oz. cans only

**Availability:** October



## Firestone Walker Twenty-Fourth Anniversary Ale

Firestone Walker's most-anticipated vintage release returns with a new tour de force blend of six barrel-aged beers, created with the help of local winemakers to produce a masterwork of flavor and complexity. Select lots of Parabola, Walker's Reserve, Stickee Monkee, Velvet Merkin, Bravo and Tequila Helldorado combine to deliver dark intensity with notes of rich, roasted malt character; mellow s'more-like flavors of dark chocolate and vanilla and graham with hints of caramel pecan.

**ABV:** 11.3% **Package:** 12 oz. bottles only **Availability:** Limited quantities in November



# Seasonal SELECTIONS

## Abita Christmas Ale



This brown ale is brewed with five types of malted barley and fermented with American ale yeast. It is brewed with pale malt, as well as a combination of caramel, biscuit, Munich and chocolate malts. It is hopped and dry hopped with Apollo, Columbus, Centennial and Amarillo and has a nice piney and citrus hop flavor and aroma. The result is a flavorful brown ale that is sweet and malty, with a pleasant hop aroma.

**ABV:** 5.9% **Packages:** 12 oz. bottles and limited draft **Availability:** October



## Alaskan Smoked Porter

The dark, robust body and pronounced smoky flavor of this limited edition beer make it an adventuresome taste experience. Alaskan Smoked Porter is produced in limited edition "vintages" each year in November, and, unlike most beers, may be aged in the bottle to develop in flavor and complexity over time. On a side note, this particular beer holds more gold medals at the G.A.B.F. than any other beer ever entered.

**ABV:** 6.5% **Package:** 22 oz. bottles only **Availability:** Limited quantities in November



## Bell's 35<sup>th</sup> Anniversary Expedition Stout Reserve

Expedition Stout is the longest brewed Imperial Stout in the U.S. First brewed in 1989 to be robust enough to hold up to time and travel, there's no better beer to honor for Bell's 35<sup>th</sup> Anniversary. They've brewed a special, stronger version for your cellar, your travels, or those special occasions of your own. **ABV:** 11.5% **Package:** Limited quantities of 12 oz. bottles only **Availability:** October



## Bell's Christmas Ale

This traditional Scotch Ale is rich and malty with notes of caramel and a warm finish. Certain to make any occasion festive, or at least a bit more bearable. Enjoy with the company of friends and family. **ABV:** 7.5% **Packages:** 12 oz. bottles and draft **Availability:** October



# THE ART OF DARKNESS

Cooler weather is here, which means your customers will want the darker, maltier beers that fill the void of winter's chill and pair amazingly with comfort food – especially dessert! Most of these stellar selections are available year-round, but they make particularly wonderful additions to any holiday table.

## Guinness Draught Stout



Rich, creamy and so ruby-red it's black, this iconic stout is defined by harmony. Sweet counters bitter sip after sip as the malt perfectly complements a base of roasted barley. Defined by its bold combination of flavors and smooth, velvety texture, Guinness Draught Stout brings out the best in chocolate cake and beef stew. And due to its rich, coffee-flavored undertones, it makes for the perfect float when poured over chocolate or vanilla ice cream. At only 125 calories with a sessionable 4.2% ABV, this is a wonderful choice for holiday get-togethers.

## New Belgium 1554



Although dark in color, 1554 is not a porter, stout, schwartzbier or bock. Rather, it is a rebirth of a lost beer style called zwert (Flemish for black), which uses gruit for bittering. New Belgium's whimsical improvisation includes a variety of specialty dark malts, a dash of licorice root, and a European lager yeast that's fermented at ale temperatures.

## Firestone Walker Nitro Merlin Milk Stout



Nitro Merlin Milk Stout incorporates nitro gas for a smooth, creamy mouthfeel and milk sugar for a hint of sweet roundness. To create this beer, Brewmaster Matt "Merlin" Brynildson worked his magic to offer a true widge-free nitro experience straight from the can. Ultra-smooth nitro mouthfeel. Dark, toasted malt flavors, a creamy texture and a touch of sweetness.



## Great Divide Yeti Imperial Stout

Yeti Imperial Stout is an onslaught of the senses. It starts with big, roasty malt flavor that gives way to rich caramel and toffee notes. Yeti gets its bold hop character from an enormous quantity of American hops. It weighs in at a hefty 75 IBUs.



## Paulaner Salvator Double-Bock

The Paulaner monks invented this bottom-fermenting double bock. Paulaner has been brewing Salvator for over 375 years – always according to the original recipe, which has been continuously refined over the years. The head is the colour of caramel and the beer is chestnut brown, combined with a seductive flavour of chocolate to give a pleasing intensity on the palate. Along with this comes the finest Munich malt, rounded off by a light note of hops in the background.



## Bell's Porter

Bell's award-winning Porter bridges the gap between malty brown ales and heavily roasted stouts. Notes of chocolate, coffee and roasted barley are offset with just a slight hop bitterness. Enjoy any time of the year.



## Left Hand Milk Stout Nitro

Experience America's Stout. Milk Stout Nitro is a full sensory experience. Gaze at the mesmerizing cascade of all those tiny Nitro bubbles. Breathe in the aromas of roasted coffee, milk chocolate, brown sugar and vanilla cream. Savor the super smooth Nitro sensation. And, smile as the perfectly pillowy head coats your upper lip. This portable draft beer experience is good to go straight from the can or served like a pro in a glass. From the can or bottle, Pour Hard to release the Nitro magic inside.

# Programs



## Keep Comfy with Coors Light

Get in the spirit of being comfy this holiday season with Coors Light's instant-win holiday sweepstakes. This season's promotion features a quick digital game, allowing participants to see if they've instantly won a Coors Light holiday onesie. After playing the instant-win game, participants will be automatically entered into an additional sweepstakes for a chance to win another Coors Light onesie to gift to a friend. A supporting point-of-sale kit will inform people of the holiday sweeps and allow them to keep playing all season long.

### Celebrate the Season with Blue Moon

This season, Blue Moon is showing shoppers how adding a special touch can make their holiday extraordinary. The holiday program features a fresh, new look that will carry through all thematic tools, occasion-forward assets and Blue Moon's cross-merchandising mixology program. To kick off the program, Blue Moon is introducing a new cocktail, the Brandy Moon, to refresh holiday spirits in an extraordinary way. Limited-edition glassware also adds a holiday twist to the iconic Blue Moon glass this season.

### Peroni Holiday

The simply elegant beer masters at Peroni invite shoppers to elevate the season with the "Joy of Aperitivo". This campaign features a celebrity food partnership plus beautifully inspiring visual and eye-catching displays to immerse the shopper in a full experience with the product. The celebrity partnership will leverage PR support through a cooking contest and proprietary recipes that engage drinkers in opportunities that live beyond the shelf at retail. The key visual shows off Peroni as the perfect accessory to your holiday table, supplemented by cross-merchandising opportunities, pairing and mixology plays, and custom holiday recipes. This work is sure to stand out in stores.

# Programs



## Tailgate with Dos Equis

For many fans, tailgating is the best part of college football Saturdays. Maybe one of the best parts of fall/winter, period. If any portion of the season is cancelled, America will feel a void. With or without football, tailgating is an activity that can be enjoyed at home or almost anywhere one has ice-cold Dos Equis, a grill and friends.

This football season, consumers can snap a photo of themselves enjoying a Dos Equis and upload it to [DosEquis.com/fan](http://DosEquis.com/fan) to enter to win one of 300+ prizes including social distancing coolers, a home pop-up bar, tailgating chairs or a branded tailgate truck!



## Win Big with Heineken This Holiday Season

This holiday season will bring new packaging from Heineken – a great option for holiday festivities! Heineken has created unlimited different bottles to give consumers the perfect, personalized serve, wrapped in a unique, festive experience – 100 million different patterns to be exact! Consumers can also enter to win a million dollars or instant-win prizes of limited-edition festive merchandise!



## Guinness Gives Back

This holiday season, Guinness has created five “Guinness Gives Back” packs around the country and they are contributing \$1 from every pack made, up to \$750,000, towards local and national charitable organizations across America to help in recovery efforts, supporting those who have long supported them. You can find more information about their commitment to philanthropy at [Guinnessgivesback.com](http://Guinnessgivesback.com). And this year, the Guinness Gives Back donation program has been extended to the on-premise with a coaster program, which donates \$1 for every social post throughout the season! Consumers can celebrate the season knowing they are helping to give back during the holidays. Leverage the GGB pint glasses, Holiday Keep the Pint nights and giveaways (where legal).



## Mingle All the Way with Smirnoff

This holiday season, Smirnoff is bringing consumers the ease and deliciousness of all different Smirnoff ready-to-drink malt beverages. Utilize holiday-themed point-of-sale to gain floor space for the Smirnoff portfolio and appeal to consumers’ wants and low sugar desires. Smirnoff Ice and Smirnoff Seltzer provide shoppers with easy and delicious solutions to holiday entertaining and drive sales all season long.



Experience the season with two times the holiday cheer with Smirnoff SMASH (8% ABV) or enjoy all of the holiday cheer with no sugar with Smirnoff Ice Zero Sugar or Smirnoff Seltzer with zero sugar, 90 calories and only 1g of carbs!

# HAPPY PAW-LIDAYS

We'll donate 25¢ to the ASPCA for every case of Mike's sold

**TEXT PUP TO 12345**

to make your own donation & get a gift for your dog

This year, Mike's is partnering with the ASPCA to help bring awareness to animal hunger by donating \$0.25 for every case of Mike's sold during November and December. Consumers will also be able to donate to the ASPCA via text, and receive a gift for their dog! Bring a bit of joy & happiness to an otherwise sad situation with Mike's.

**ASPCA**



UNCAP A WORLD OF FLAVOR RIGHT AT HOME

DISCOVER PREMIUM PREPARED COCKTAILS AND UNIQUE CULINARY INSPIRATION



bon appétit

SCAN HERE FOR A CHANCE TO WIN A 1-YEAR SUBSCRIPTION FROM TO BON APPÉTIT MAGAZINE



## Uncap Flavor with Cayman Jack

From September through December, Cayman Jack will partner with popular food magazine Bon Appétit to inspire shoppers to host a standout celebration with the best bites, awe-inspiring apps and, of course, premium crafted cocktails. The program also offers consumers a chance to win a one-year subscription to the magazine.



## Support the Movember Foundation with Cayman Jack

From September through November, for every case sold, Cayman Jack will make a donation to the Movember Foundation – a global charity raising funds and awareness for men's health. What's more, shoppers will receive discounts when purchasing CJ and grooming products together (where applicable).

# Programs



## Give Presence This Holiday Season with Corona

For the 30<sup>th</sup> year in a row, Corona is bringing the spirit of Feliz Navidad to life. In 2020, through a fully integrated holiday marketing campaign, general market and Hispanic consumers will embrace, share and celebrate meaningful holiday moments. The iconic “Oh Tannenpalm” spot will be back for its 30<sup>th</sup> consecutive year, solidifying its place as the longest running beer ad and 2<sup>nd</sup> longest running holiday ad of all time. The program will also be supported with social media and on- and off-premise displays. Corona is here to remind us all that the best gift you can give is being present with the people you are closest to this holiday season.



Casa Modelo is inviting everyone to Celebrate the Season with Gold this holiday season. Leaning into the iconic poinsettias and an authentic Mexican celebration captured through photography, Modelo is capping off the year strong. This holiday’s dual-branded, bilingual point-of-sale showcases a traditional Hispanic holiday celebration with Modelo and authentic fare.

# Programs

## A PICTURE PERFECT LAGER WORTH A THOUSAND WORDS



Hashtag your pics with Paulaner Munchner Lager #PicPerfectPaulaner on Instagram and you could **WIN PAULANER PRIZES!**

### Paulaner: A Picture Perfect Lager

Paulaner USA is holding a photo contest on Instagram starting November 1<sup>st</sup> and ending December 31<sup>st</sup>. Consumers are encouraged to post a photo of their Paulaner Munchner Lager accompanied with a creative caption that includes the use of the contest-specific hashtag, #PicPerfectPaulaner. Winners, based on the best photos, will win Paulaner prizes!

## Firestone Walker Text To Save Offers

From now through the end of the year, Firestone Walker is offering consumers two text-in offers: Buy two 6-packs, get \$4.00 back. Or, buy a 12-pack, get \$4.00 back!



1 SIMPLE STEP FOR  
GAME CHANGING BROWNIES  
Simply replace water with  
Sex Panther in your favorite  
brownie mix or recipe.



## Cooking with SanTan

Beer isn't just for drinking. This holiday season, SanTan Brewing Company encourages consumers to think outside the box when it comes to how they enjoy their favorite brews. Besides creating their own food and beer pairings, shoppers can incorporate a SanTan product into their next recipe – like Sex Panther Brownies.

## Serving Beer

By Chuck Knoll



After what the on-premise has been through over the past few months it is more important than ever to make certain

that beer is being served properly. As places reopen, consumers will be reevaluating where and how they drink when they leave their homes. Serving beer incorrectly will cause them to look for a place that will serve beer that can be fully enjoyed.

**Proper Glassware** – this is important but not critical. The use of glassware appropriate to the style of beer has to do with how the glass treats the beer, how it releases the aromatics and how the drinker perceives the beer. Try it yourself. Pour a higher ABV beer like a Belgian Tripel in both a standard pint glass and a tulip glass (you can use a white wine glass if you don't have a tulip). The pint glass will lose flavor more quickly, while the tulip will allow the aromatics to concentrate and hit your nose just as you take a sip. Since aroma is so important to taste, the flavor will be enhanced and you will truly taste the beer. You can have your higher gravity beers in tulips or goblets or snifters. It is not practical for most bars to carry a large assortment of beer glasses, but if they at least have one style, like a tulip or snifter, for more complex beer then they are on the right track.

**Clean Glassware** – Nothing can ruin a drinking experience quicker than a dirty glass. There is a certain method to cleaning glassware that should be followed. The best is a dedicated three compartment sink with proper petroleum-free soap, a cool rinse and sanitizer. The wash sink should have brushes and glasses should be thoroughly scrubbed and allowed to air dry inverted. If a dishwasher is used, it should also be dedicated to

glasses only, as other foodstuffs may linger. There are a variety of simple ways to tell if your beer was served in a beer clean glass. The easiest ways are bubbles on the side of the glass and head retention – does the head stay appropriate for the style as you drink it? If there are bubbles on the side, or poor head retention, the glass was not beer clean.

**Glass Temperature** – This is a hotly debated topic which we will resolve right here and now. Glassware should never, never, ever be frozen. This is true for every beer including American Light Lagers. There are multiple reasons for this. One reason is that frozen glassware destroys the carbonation level of the beer. Carbonation is important to mouthfeel which is a major component of beer enjoyment. The beer becomes flat and watery very quickly. Frozen glassware also causes the beer to foam excessively. The most important reason not to freeze glassware is that the last thing that touches the glass during the cleaning process is sanitizer. When a beer glass is frozen that sanitizer is frozen to the sides of the glass. In essence, when you are drinking out of a frozen glass, you are drinking sanitizer.

**Serving Temperature** – In an ideal world only the lightest flavored beers, such as American Premium Lagers and Lights would be served below 40 degrees. Craft and import pilsners, hefeweizens, and most other lagers and wheats should be served in the 40-45 degree range. The bulk of American craft styles...Ambers, Pales, IPAs, Stouts, etc...are best served in the 45-50 degree range. As you climb the ladder in ABV so too should the temperature rise. Next stop is the cellar temperature area – 50-55 degrees. Finally, truly big beers are best served in the 55-60 degree range. The reason for this is twofold. First, cold hides flavor; bigger, richer beers deserve

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***“There is so much to know about the proper method of serving beer, and this just scratches the surface, but it is a starting point.”***

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to be presented at a temperature which allows the best possible taste experience. Secondly, at colder temperatures the dominant flavor tends to be alcohol, which is not necessarily the way you want to enjoy your La Trappe Quad. So the rule of thumb is the higher the alcohol, the warmer you should serve it.

**Pouring a Beer** – How a beer is poured makes all the difference in the world. The server should take a clean, room temperature glass and ideally give it a little cold water spritz from a glass rinser. This cleans out any sanitizer residue, removes any dust that may have accumulated, and cools the glass down slightly to make for a better pour. To dispense the beer, hold the glass at a 45-degree angle about one inch below the beer faucet. A properly poured beer will always have at least an inch of foam on the top, depending on the style. This foam is important to the enjoyment of the beer as it allows the aromatics to release slowly and keeps the beer from going flat. Never stick the tap faucet into the beer. This can lead to a metallic taste at best. At worst, it allows bacteria to grow on the faucet as the old beer sits.

There is so much to know about the proper method of serving beer, and this just scratches the surface, but it is a starting point. Until next time, Cheers.



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## Bring Back the Chill with Coors Light

The constant pressure to be “on” during the holidays can make it feel like the least Chill time of year. But Coors Light is going to bring the Chill back with a holiday favorite. The Coors Light onesie is making its triumphant return, and this year, it’s going nationwide. Eye-catching point-of-sale shows the brand with a seasonal twist – featuring “Chill” script wrapped in holiday string lights! The program will be built out with other holiday essentials too: branded string lights, cheeky coaster postcards, themed beverage wraps and custom smart glass mittens.



## Miller Lite Holiday

All year long, Miller Lite has been encouraging people to embrace the unpretentious hangs that make times with friends great, and that momentum is carrying over into the holidays. The holiday point-of-sale will remind busy holiday-ers to “Get Together and Put Your Lites Up,” showing customers that no matter where

or how they holiday, it’s always better with Miller Lite. Plus, the famous Miller Lite holiday ugly sweater and knitwear are back for another holiday season to keep the fan favorite tradition rolling!