

HEADY TIMES

FINLEY DISTRIBUTING
Spring 2024 | V.50

SINGLE-SERVES DRIVE SALES

SIPPING
SUCCESS WITH
ATHLETIC
BREWING CO.

KICK OFF
SUMMER WITH
CINCO
DE MAYO



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Finley
Distributing is
proud to offer
you a portfolio
with a beverage
for every
occasion.))

Welcome to Warm Weather!

Before we know it, it will be too hot to go outside, but right now it's just perfect. Tucson is buzzing with activity from local events to University of Arizona baseball and softball games and concerts at Casino Del Sol. It's a great time to be in the Old Pueblo, and we're looking forward to spring and summer.

Speaking of looking forward, it's a great time of year to look at your shelves and maybe do some spring cleaning. As the temperatures heat up, customer demand tends to change to light, easy-drinking beers and full-flavored adult beverages – and there are more and more options out there for them to choose from.

Hard teas like **Twisted Tea**, new **VooDoo Ranger Hardcharged Tea** and Monster's **Nasty Beast** are seeing increased demand already – and that will only accelerate as we head into summer. And don't sleep on seltzers. **White Claw** and **Truly** have shown their staying power, and this is still a very important category for consumers. Those brands are also investing heavily in new marketing campaigns and will be capturing consumer attention wherever they can in the coming months.

Before we get too far into summer, don't forget about the Cinco de Mayo holiday. We have a variety of Mexican imports and other margarita products that your consumers will love – and will continue to sell throughout

the summer. Don't miss our special Cinco de Mayo feature in this issue. Besides classics like **Dos Equis** and **Corona**, we've got "Canelo" Alvarez's **VMC** tequila-based canned cocktails, and **Cayman Jack** margarita-flavored drinks to meet consumer needs. **Modelo**, **Sol** and **Dos Equis** also offer a variety of **chelada** flavors to pair perfectly with the Sunday holiday – or the rest of summer.

Finley Distributing is proud to offer you a portfolio with a beverage for every occasion. From non-alcoholic beers to heritage beers to canned cocktails and flavored beverages, we've got a drink for every consumer. Take a look at all the new and exciting options we've got for your customers. And, if you still don't find what you're looking for, reach out to your sales rep and let us do the work for you.

As always, we appreciate your partnership. Cheers!

Dennis Shields
President



Heady Times is published four times a year, courtesy of Finley Distributing Co., LLC.



Mark Your Calendars

MAY

- 5/4 Kentucky Derby
- 5/5 Cinco de Mayo
- 5/12 Mother's Day
- 5/13 American Craft Beer Week Begins
- 5/27 Memorial Day *Finley will be closed and no deliveries will be made*

JUNE

- 6/3 World Cider Day
- 6/6 NBA Finals Begin
- 6/14 Flag Day
- 6/16 Father's Day
- 6/19 Juneteenth
- 6/20 First Day of Summer

JULY

- 7/2 National Wildland Firefighter Day
- 7/4 Independence Day *Finley will be closed and no deliveries will be made*
- 7/7 National Dive Bar Day



In the News



Athletic Stays Hot – The *Wall Street Journal* hailed Athletic Brewing's meteoric rise, stating, "the hottest beer in America doesn't have alcohol." Athletic has recently passed Budweiser as the No. 1 brand by sales in U.S. grocery stores, according to Bump Williams.

Craft Cans Continue to Dominate – Craft cans now account for nearly 70% of off-premise craft dollar sales, according to NIQ data. In 2023, craft can dollar sales increased +5.2% to more than \$4 billion.

Both Constellation and Molson Coors did big business in 2023 – Constellation's Modelo overtook Bud Light as the best-selling beer in the country, on the way to becoming the No. 2 beer category vendor by dollar sales. And Molson Coors increased dollar sales by 11.2% for a total of \$8.434 billion.

Single-Serves Drive Sales as Shoppers Demand Convenience and Flavor

By: Kate Bernot

Convenience stores have long been strongholds for beer, and that's expected to continue. In 2023, convenience stores were the channel that showed the strongest growth for the beer category, according to Circana. But the variety of beer sold in these stores is changing. Shoppers demand more variety and more premium products, and convenience stores are delivering with more dynamic assortments than ever before. To meet their needs and preferences, shoppers are increasingly reaching for single-serve cans across many subcategories of beer.

Today, the c-store beer cooler is in flux – domestic beer staples mingle with imported brands, craft IPAs, FMBs and even premixed cocktails – and premium, flavored products are showing strong growth. It bucks the historic notion that shoppers in the c-store channel wouldn't be attracted to more expensive products. The “fourth category” set of beverages (which includes RTDs like hard seltzers, FMBs, wine coolers and canned cocktails) that's grown fast in c-stores in recent years has done so despite the fact that these products are priced about 28% higher per equivalized case than all other beverage alcohol.



Molson Coors CEO Gavin Hattersley says Molson Coors expects its three core brands – Coors Light, Miller Lite and Coors Banquet – to grow space by more than 10% in the largest U.S. grocery and convenience retailers this spring compared to last year.

Amid so much change, there is a clear king when it comes to packaging: the 19.2 or 24-ounce single-serve can. Using National Retail Solutions' (NRS) point-of-sale systems, in independent convenience stores that carry single-serve cans, singles have grown from 44% of the SKUs to 48% between January 2021 and January 2024. Across all NRS stores, singles – the majority of which are 22-25-ounce cans – now represent more than a third of total beer dollar sales and more than two-thirds of total beer volume.

Designed for portability and a single occasion, these cans meet what c-store shoppers demand: instant gratification. A recent National Association of Convenience Stores survey found 83% of items purchased at a c-store are consumed within an hour. With high-ABV beers increasing their share of single-serve dollars, it's clear that shoppers want bang for their buck, and they want it right away.

“The single-serve consumer's number one priority is convenience. They want to grab their favorite drink and keep on moving,” says Jenny Odom, Vice President of National Accounts, Convenience, for Constellation Brands. **Constellation's portfolio of Mexican imports, including Modelo, Pacifico and Corona, are consistently leaders in the c-store, single-serve space.** **“Single-serve cans are a key driver in the success of the beer division's portfolio.”**

Sampling Opportunity

The rise in dollar sales of beer in c-stores is partially attributable to more premium offerings since pre-pandemic years. But it's also thanks to single-serve cans, which boast a **higher price tag per ounce than larger packaging sizes while still delivering value for the shopper.** Between fiscal years 2019 and 2023, **retail sales of alcohol in convenience stores have increased 22% while volumes increased just 1%,** according to NielsenIQ data analyzed by 3 Tier Beverages.



With their relatively affordable price points, single-serve cans have proven a popular format for drinkers to try new flavors in Constellation's Modelo Chelada line.

This is the magic of single-serve cans: They deliver more dollars per ounce for the retailer, but consumers still view them as affordable indulgences and an inexpensive way to test a new brand or flavor. The opportunity for trial is why many craft breweries are careful to price their single-serve offerings competitively.

C-store shoppers aren't only looking for convenience, but also value.

Getting craft beers priced with the rest of the category gives these breweries the ability to create sampling opportunities. As breweries like New Belgium Brewing have proven, **convenience has emerged as a key channel for introducing new drinkers to craft. For example, the fruit-forward Voodoo Ranger Force family – Juice Force, Fruit Force and new Tropic Force – offers easy-drinking, high ABV beverages that appeal to shoppers looking for new flavor experiences.** Consumers are really looking for flavor and variety now more than ever, and that's especially true in the convenience channel.

This has also proven true for Constellation Brands, where the **Modelo Chelada family in particular has been a recent star.** The single-serve package allows shoppers to take a chance on a new flavor, such as **Sandía Picante** or **Limón y Sal**, at an affordable price point.

"As we have introduced new flavor profiles within this lineup, the single-serve package supports new trial opportunities and is a great entry point to become a brand fan," Odom says.

From Trial to Trust

While single-serves are a low-risk package for shoppers looking to try a new beverage, they can quickly become part of c-store shoppers' daily routines. The "after-work beer" is an occasion where shoppers frequently turn to c-stores. **Brands that create loyal fans in the convenience channel have the opportunity to become part of their routine multiple times per week.**

Notably, NRS data shows that singles aren't always purchased as singles. In a 15-day period ending in mid-February, **45% of single-serve transactions actually included two or more cans.** NRS Vice President of Data Sales and Client Success Brandon Thurber attributes this to **2-for-\$5 and 2-for-\$6 deals** typically offered for certain brands. With nearly half of shoppers in those stores purchasing more than one single-serve can at a time, these are repeat customers whose two-can purchases can represent significant sales for brands. **At a time when beer shoppers have more options than ever, locking in these loyal fans is critical to building sales and brand affinity.**

"Many of our brands have single-serve can formats and we see consumers reaching for them over and over, so this option continues to grow for us," Odom says.

"Single-serve cans continue to play a major role in the Constellation Brands Beer portfolio growth story."

Shoppers have always wanted to find their favorite beers as singles in convenience

The single-serve consumer's number one priority is convenience. They want to grab their favorite drink and keep on moving.

—JENNY ODOM, Vice President of National Accounts, Convenience, for Constellation Brands



Many craft breweries are increasing their sales in convenience stores, with craft dollar sales up 4.5% in the channel in 2023.

stores; new packages are just meeting that need. It's not uncommon for independent c-stores to break up 16 oz. can packages into singles. **The desire for a single-serve had always existed, but lately, but more brands have catered directly to that with their packaging.**

Retail partners want formats that are more familiar to their consumer. **If breweries and brands aren't meeting them in the place they want to consume their product, it's a completely missed opportunity.** Going into 19.2 or 24-ounce cans – particularly for craft breweries – has really highlighted what was a complete blind spot previously.

Convenience stores are the prime example of meeting consumers where they are. But it's not only about selling beer there, it's about putting the right brands in the right packages at the right price to drive trial – and long-term loyalty.

About the Author: *You may know her as the director of the North American Guild of Beer Writers, but Kate Bernot wears many hats. The work of this celebrated journalist and BJCP Certified Beer Judge routinely appears in The New York Times, Washington Post and the online publication Good Beer Hunting – to name a few. Ms. Bernot resides in Missoula, Montana where she enjoys the great outdoors and a good pint of beer made by the area's skilled local brewers.*



Corona Extra depletions rose to 125 million cases in 2023. It's the most loved beer brand among both Gen Z and Hispanics with #2 household penetration among that cohort, behind only Modelo Especial.

Finley Distributing's Top 5 Best-Selling Single Serves

TWISTED TEA ORIGINAL 24 OZ. CAN

Consumers love Twisted Tea Original's true iced tea taste. For a refreshing and smooth taste, brewers use select tea and natural lemon flavor. It's delicious. And a little twisted.

COORS LIGHT 24 OZ. CAN

Well-balanced flavor with malty notes, low bitterness, and light body. The end result is a clean, crisp finish, making Coors Light a highly sessionable beer.

MODELO ESPECIAL 24 OZ. CAN

Handcrafted with all natural ingredients, this pilsner has built a solid reputation as a classic, thirst-quenching beer. A somewhat bolder Mexican beer, Modelo Especial is a must for those looking to capture the flavor of Mexico.

DOS EQUIS LAGER 24 OZ. CAN

Dos Equis Lager is a crisp, refreshing, light-bodied malt-flavored beer with a well-balanced finish. A lager that drinks like a pilsner.

STEEL RESERVE 24 OZ. CAN

Introduced in 1998, Steel Reserve is a leading high-gravity lager brand. Steel Reserve is slow-brewed with extra barley and select hops, giving it an exceptionally smooth taste.



On The Job With...



Josh Landi



Jason Marccone

Josh Landi *Inventory Control Specialist*

Where were you born? San Jose, CA

How long have you been with Finley Distributing? 2 years in June.

What does your current position entail? A lot of counting, for the most part. Primarily, I ensure alignment between the inventory recorded in our system and the tangible stock present in our warehouses, correcting any discrepancies that may arise. I also work closely with other warehouse employees to ensure proper labeling and placement of our products. There are ancillary aspects to my position, as well.

What's your favorite part of your job? Working with others to solve complex problems. We have a good team here at Finley.

Jason Marccone *On-Premise Manager*

Where were you born? Tucson, AZ

How long have you been with Finley Distributing? 30 years in May. I started out as a Driver Helper, then got into merchandising, eventually making my way into sales, which has led me to my current position.

What does your current position entail? I oversee six on premise sales reps and also our Draft Department. I help my team stay focused and on track, providing and maintaining the best customer service. I also support our alliances by managing the relationship with University of Arizona concessions.

What's your favorite part of your job? Being able to interact with employees and accounts, building the best rapport.

What Finley brand(s) do you like to enjoy in your free time? I enjoy Pacifico, Dos Equis and Voo Doo Ranger Juicy Haze.

What Finley brand(s) do you like to enjoy in your free time? I don't drink much, but when I do, I drink Dos Equis.

What do you love best about Tucson? The mountains. I find them both beautiful and comforting.

What are 3 things on your bucket list?
1. Have children. 2. Visit Italy to rediscover my heritage. 3. Own my own music-related business.

Tell us a little about your family. I have a lovely wife named Claire, a Golden Retriever and four kooky cats.

If you could be anywhere, drinking any alcoholic beverage... I would be in Maui, drinking a Mai Tai or Dos Equis on the beach as the sun sets beneath the horizon.

What do you love best about Tucson? The weather and being outside. I especially enjoy swimming, hiking and BBQing.

What are 3 things on your bucket list? To be able to travel, enjoy the food and experience the beautiful landscapes of Ireland, Italy and Maui.

Tell us a little about your family. I have been married to my wife, Desiree, for over 10 years. She has been in real estate for over 20 years. We have a beautiful daughter, who is 7 years old and loves gymnastics and playing the piano.

If you could be anywhere, drinking any alcoholic beverage... I would be on a beach in Key West, Florida or in a pub in Dublin, Ireland.

The Many Faces of Firestone Walker Brewing Company

With a mantra like *Beer Before Glory* and a Brewmaster known throughout the industry as “Merlin”, you know these guys are serious about their beer.



Founders David Walker and Adam Firestone. “One of the first things I discovered after meeting Adam was that we actually shared a passion for great beer, hard work and building stuff.” – David Walker

Founded in 1996 by brothers-in-law Adam Firestone and David Walker, Firestone Walker Brewing Company helped define craft beer in the United States. Now, this brewery with roots in wine country on California’s Central Coast is the 4th largest craft brewer and 12th largest brewery in the entire United States. What makes them so successful? One look at their journey proves they are constantly evolving in their search for the perfect beer, always rising to meet the expanding palates of craft beer enthusiasts across the country.

The Classics

Firestone Walker’s first release was the 12-time gold medal winner **Double Barrel Ale (DBA)**. It was brewed in 1996, long before barrel-aging beer was a thing. Though near and dear to the brewery founders, it’s not as widely available outside the brewery’s home state of California.

A beer that is widely available is one of Firestone Walker’s original hop-forward beers, **Union Jack IPA**. Union Jack was first brewed in 2006 and was Firestone’s first West Coast IPA, the style that really catapulted craft brewing in the United States. This cornerstone of the portfolio has proven itself to be fad-proof, reaching icon status with hop heads and craft beer enthusiasts around the world.

Firestone Walker has turned out a number of specialty and innovative brews over the years, but if consumers are looking for a bit of everything Firestone Walker, their **Mix Pack** is the way to go. It’s all of their best IPAs, many of which you can only get in the mix pack (**Luponic Distortion**, **Hopnosis** and new **Firestone IPA**).

805

Continuing the Firestone Walker tradition of producing great beers, Firestone Walker released **805** in 2012, a blonde ale that gets its name from the area code of the brewery headquarters. Subtle malt sweetness is balanced by a touch of hops, creating a versatile beer with a clean finish that, within four years, was the top-selling

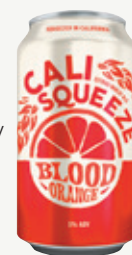
Meet Cali-Squeeze

In 2021, Firestone Walker acquired the Cali-Squeeze brand. David Walker explains how these fruit-forward hefeweizen beers complement the existing Firestone Walker portfolio: "This new brewing platform allows us to experiment in a way that doesn't impact our traditional beer programs." And, of course, all Cali-Squeeze beers are brewed for a California state of mind.

Launched in Arizona in the summer of 2021, Cali-Squeeze is dominating in the on-premise, and seems to be exactly what consumers are looking for these days: an easy-drinking, flavorful beer.

CALI-SQUEEZE BLOOD ORANGE

A crispy, rube red beer with juicy orange and fresh citrus flavors, the Blood Orange hefeweizen always goes down easy.



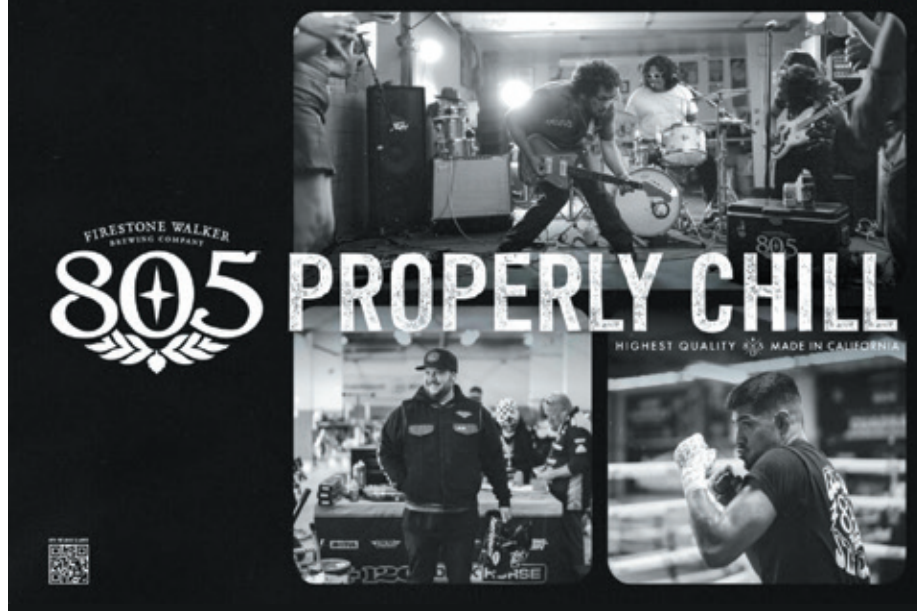
CALI-SQUEEZE VARIETY PACK

With one of the fastest growth trends amongst its competitors, Cali Squeeze is shooting to the top of many craft beer charts, and the Variety Pack gives a taste of **Blood Orange** alongside three other flavors:

Passionfruit: A taste of paradise in every sip, with real passionfruit bringing a burst of tropical flavor balanced with juicy tartness to this refreshing wheat beer.

Tangerine Daze: Brewed with tangerine and vanilla, juicy citrus flavors combine perfectly with subtle creaminess for a throwback to your classic orange-cream ice pop.

Peach Pomegranate: Juicy peach and tangy pomegranate combine to create a delightful duo of deliciously balanced refreshment.



The 805 family of beers is a workhorse for Firestone Walker, accounting for more than 50% of the brewery's production.

craft beer in California. By 2016, the runaway hit expanded to other states – including Arizona.

Regarded as one of the most successful beer brand launches in recent history, 805 is now the top-selling product in the Firestone Walker portfolio. The brand's first line extension, **805 Cerveza** was released in 2021, and is the second-best selling brand. Driven by lifestyle and ethos of the people of California's Central Coast, this brand has tapped an emotional touchpoint with consumers looking for a taste of that laid-back California vibe.

The Mind Haze Evolution

Walker and his team see themselves as artisans who strive to innovate. "It's very important for our brewery to evolve," says Walker. So, when hazy IPAs became all the rage, Brewmaster Matt Brynildson took his research seriously, spending time in Germany thinking specifically about Europe's hazy beers until, as he says, he was "finally ready to do a hazy IPA the Firestone Way". In 2019, **Mind Haze IPA** was born.

Hannah Barnett, Brand Director at Firestone Walker Brewing, oversees the Mind Haze IPA family, which now includes **Double Mind Haze**, the **Into the Haze Mixed Pack** and new **Brain Melter** and **Cosmic Crush**. What goes into presenting new products like this to consumers? "On the marketing side, we spent over a year developing the new world you see today for Mind Haze," says Barnett. "The world

we built around the brand is designed to support with bright colors and trippy visuals. It's a fun, modern take on what a premium IPA brand can be."

Mind Haze Cosmic Crusher Juicy Imperial IPA and **Mind Haze Brain Melter Hazy Imperial IPA** are the two newest beers to launch under the Mind Haze umbrella. At 9.5% and 8.5% respectively, both beers pack a serious punch from both a flavor and ABV perspective. High ABV IPAs are all the rage right now, and these beers represent Firestone Walker's world-class brew team's exploration of the style.

Looking Forward

From humble beginnings in Paso Robles, California to one of the most respected breweries in the industry, Firestone Walker has always been driven by a passion for making great beer. As founder, Adam Firestone, put it: "Firestone Walker was a classic startup...but all that mattered to us was the beer."

Today, Firestone Walker Brewing Company is renowned for crafting iconic beers, combining the authenticity of Old World craft with an innovative spirit. Their relentless pursuit to deliver quality beer shows up in every product they release, and their dedication to evolving, growing and learning makes us believe that, even though they're 28 years in, they're just getting started in so many ways.

Athletic Brewing Co.

By: Jerard Fagerberg



Athletic co-founders John Walker (left) and Bill Shufelt (right) met when Walker responded to a listing for a job in “the most innovative sector of beer.”

Non-alcoholic beermaker Athletic is now a top-10 craft brewery in the United States, with two of the top-selling IPAs in retail. You don't get that big selling beer to Dry January participants alone. Co-founder and CEO Bill Shufelt breaks down his brewery's utilitarian, occasionless appeal.

In 2017, Bill Shufelt was well past fed up with the lack of non-alcoholic options on the market. Shufelt, then a stock trader, had been sober for 8 years by that time, and was longing for the same full-flavored, big-bodied beer he'd experienced while at college in Vermont. He shared his vision for craft non-alc with John Walker, whom he met on a brewing forum, and together the two set out to redefine what 0% ABV meant to modern beer drinkers.

Eight years later, their company Athletic Brewing has done exactly that. Standout beers like **Run Wild IPA**, **Upside Dawn Golden**, and **Athletic Lite** have demolished longstanding stigmas, and now “non-alc” is the buzziest sector of the beer industry.

Heady Times (HT): Dry January is obviously a high point in the year for Athletic. How do you keep that excitement going throughout the rest of the year?

Bill Shufelt (BS): January is a time of year where people are receptive to change and new habits and trialing new things in their daily routine. It lowers the bar for people who are not actually taking a long pledge of sobriety. At some point, people fall in love with it, and it makes them realize our true goal. Athletic's biggest sales weeks of the year are not in the month of January. They are during traditional beer peaks like summer and holidays. January's just a really easy time of introduction to lead up to those.

HT: We traditionally think of beer being sold into an occasion, but you've referred to Athletic's beers as “occasionless.” What does that mean?

BS: We get emails like that all the time from customers who say they had no

intention of ever drinking non-alcoholic beer, but they tried our beer somewhere, and all of a sudden they're drinking more beer than they've ever drank before, just less alcohol. Intuitively, humans are not drinking alcohol greater than 99% of the time they're awake. Why is the beverage-alcohol world razor-focused only on that 1% sliver when there was this whole other slew of occasions?

HT: You met co-founder and CPO John Walker on an internet forum for brewers in 2017. The ad you placed promised a job in “the most innovative sector of beer.” Turns out, you were right, non-alc is the most innovative sector of beer. Did you really see that coming?

BS: It's for sure innovative, but if you look back 10 years ago, non-alcoholic beer was probably the most boring area of the entire grocery store, besides maybe canned beans or something. Now, it is potentially the most exciting moment in beer history. We're reimagining what modern drinking can be, and there's just so much excitement there.

HT: Athletic debuted with an IPA, Run Wild. Was that an intentional signal that you were coming to redefine what non-alc was to the modern craft beer drinker?

BS: We try to meet our consumers where they're at. About 80% of our drinkers do drink alcohol on other occasions, so we're just giving beer lovers more times they can drink beer. We have really turned the heads of people who are discerning beer drinkers. Now, picky craft beer consumers can drink non-alcoholic beer and be proud about it for the first time.

HT: Most beer brands are launching non-alc beers now, in addition to hop waters and other alcohol-free options already on the market. How does Athletic feel about their competition?

BS: We are totally focused on non-alcoholic and driving people to the shelf. We spend very little time thinking about competition. It's a subcategory within beer that is a little over 1% of all beer, and we



Bill Shufelt invites you to try an Athletic non-alcoholic brew, whatever the occasion.

think it's going to double-digit percentages in the next five to 10 years. We're thinking about this as a very positive sum.

HT: The fact that you do direct-to-consumer e-commerce is an advantage over traditional beers, but how have your distributor partners helped you grow Athletic?

BS: We have a very omni-channel approach, and the three-tier system is a very important part of our approach. Beer distributors are incredible. They've been forging these retail relationships in their regions for decades, and having an endorsement from a distributor who has those relationships with retailers helps drive broader distribution. Distributors are the logistics and distribution

experts, where we're the product marketing experts.

HT: Athletic produced 170,000 barrels in 2022, and now you're in the middle of another expansion. What should we expect from this latest stage of growth?

BS: We've lived our whole lives at Athletic up against the brink of our capacity with smoke coming out of our ears. So, we put in a pretty big expansion this fall to be ready by next summer. We have eight of the top 11 non-alcoholic craft beer brands on the market, and we'd love retailers to have at least five different Athletic styles on the shelf, so you're giving someone a best-in-class offering of their favorite variety.

HT: A lot of people are bullish on non-alc and category growth, but there are lots of skeptics, too. What do you say to people who think non-alc is just a fad?

BS: Most alcohol trends in the past have been one-for-one substitutions of existing alcohol occasions. All of our data indicates that Athletic customers drink more beer over time than less. They find more and more occasions within their life and drink more over time, which bodes really well for the overall health of the category. It's not a "trial and move on" category, it's a new part of their routines. Athletic's awareness is only around 22%, and our distribution level is around the same, so there's plenty of opportunity.

About 80% of our drinkers do drink alcohol on other occasions, so we're just giving beer lovers more times they can drink beer.

—BILL SHUFELT, Athletic Brewing Co-founder and CEO



Free Wave IPA is a top-10 SKU for six-pack IPAs, despite having 0% alcohol.



Shufelt says that Athletic's brews offer a "best-in-class" experience across every style.



Run Wild IPA signaled to the market that Athletic meets modern beer drinkers where they are.

Available Year-Round – Perfect for the Season

With Cinco de Mayo right around the corner, and Mexican imports on absolute fire these days, we wanted to reintroduce you to Finley Distributing’s portfolio of Mexican beers.

DOS EQUIS

Born in Veracruz in 1897, Dos Equis was first imported to the United States in 1983. Originally, the brand family included **Dos Equis Ambar**, a classic Vienna-style lager with a full body and a smooth finish, and **Dos Equis Lager Especial**, a golden pilsner-style beer that’s flavorful, yet light-tasting and smooth. In 2021 Dos Equis begins its innovation journey by bringing the ritual of

adding lime and salt into a can with **Dos Equis Lime & Salt**. Today, the family also includes **Dos Equis Michelada** alongside new **Dos Equis Chelada Mango** and **Dos Equis Chelada Pineapple**. For a Mexican beer experience without the alcohol, they’re also proud to offer **Dos Equis Lager Lime & Salt Zero**.



MODELO

Brewed for those with a fighting spirit, the Modelo family has three main branches. **Modelo Especial**, the hottest beer in America, is clean, crisp and refreshing, while **Modelo Negra** is medium-bodied, rich and toasty. And then there’s

the **Modelo Chelada** lineup. Modelo is proud to honor the tradition of micheladas with a variety of flavors: **Chelada Especial**, **Limón y Sal**, **Mango y Chile**, **Piña Picante**, **Naranja Picoso**, **Sandía Picante** and new **Fresa Picante**.



CORONA

Corona Extra was introduced to the U.S. in 1979 and quickly became synonymous with the beach lifestyle. When consumers started asking for a more calorie-conscious beer that didn't skimp on taste, **Corona Light** was the answer. A bit lesser known, **Corona Familiar** offers fuller flavor and higher ABV. The family expanded even more just recently with the addition of **Corona Premier**, the exceptionally smooth premium light beer experience consumers had been waiting for. Also born of consumer demand,

new **Corona Non-alcoholic** has the same crisp and balanced taste of the original, in a non-alcoholic brew.



Outside the Beer Box

Round out your shelves and coolers with these other Mexican-born Finley products – available year-round, but perfect for the Cinco season.

TOPO CHICO HARD SELTZER

Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico Mineral Water. With refreshing flavors like **Strawberry Guava**, **Oasis Cherry** and **Ranch Water Hard Seltzer**, Topo Chico Hard Seltzer delivers a crisp taste that's crafted with soul. And don't forget the **Margarita Hard Seltzer** Variety Pack with four different margarita-flavored hard seltzers to choose from.



VMC

VMC is a ready-to-drink tequila-based canned cocktail brought from Mexico by world champion boxer Saúl "Canelo" Álvarez. It is a celebration of Mexican heritage, tradition and flavors, founded by one of its most iconic, globally recognized sporting superstars. Best served chilled straight from the can, VMC is available in three distinctive flavors: **Paloma**, **Jamaica Hibiscus Cocktail** and classic **Margarita**.



TECATE

All great traditions have to start somewhere. For Cerveza Tecate, that somewhere is the town of Tecate, Baja California Mexico. Tecate signature beers have been brewed for over 60 years and continue to soar today. **Tecate Original** was originally created in 1944 to be the perfect thirst-quencher for parched miners, and is still brewed in Tecate using the same high-quality recipe. For those who prefer a light beer, **Tecate Light** is a refreshing choice with a light citrus flavor and aroma.



SOL

Inspired by the sun, **Sol** is a bright and refreshing lager born in the heart of Mexico. Drinking a Sol feels like a Mexican ray of sunshine – light and easy. **Sol Chelada**, a flavorful and refreshing mix of Sol with tomato lime and spice flavors, brought a brighter chelada to the market. **Sol Chelada Limón y Sal** and **Sol Chelada Mango y Chamoy** also offer refreshing mixes of Sol with other natural flavors for consumers to discover.



Pacifico

After successfully making Modelo the #1 selling beer in the country, Constellation opens their playbook for Pacifico.

Constellation knows a thing or two about building a brand.

Working off powerhouse brands like Corona and Modelo (the newly minted #1 selling beer in the country) Constellation officially became the second largest beer vendor in dollar sales in 2023, overtaking Molson Coors.

But Constellation's success wasn't built on the backs of Corona and Modelo alone. **Pacifico finished the year as the 22nd largest beer brand**, ahead of stalwarts like Mike's Hard Lemonade and Blue Moon, **with dollar sales up an incredible +28.8%**. And if you ask the bullish team at Constellation, there's still a whole lot of runway and excitement about what this brand could become...

An authentic, smooth, pilsner-style lager, Pacifico dates back to 1900 when it was first brewed in the small Mexican port of Mazatlán. In the 1970s a group of California surfers traveling the beaches of Baja discovered this local cerveza and returned to the U.S. with as many cases as they could carry.

Today that story continues to resonate with the brand's many fans, and **represents the core of Pacifico's ethos: adventure, discovery, authenticity. As a result, Constellation's third largest beer brand is seeing enormous success with younger, active, legal-drinking-age consumers.**

"Pacifico is a Gen Z and Millennial lifestyle brand," says Pacifico's Senior Director of Brand Marketing Ryan Anderson. "So we lean into that consumer culture when determining how to show up in market." Pacifico is positioned as a beer for adventurous, lifestyle moments and encourages their consumers to "Live Anchors Up."



Pacifico is positioned as a beer for adventurous, lifestyle moments and the brand encourages consumers to "Live Anchors Up."

With a target audience that is digitally driven, Pacifico meets these consumers where they are with a heavy digital investment. "We know this brand is more active than others," says Anderson. "So, we use that to identify and partner with the right organizations."

Partnerships this year include the U.S. Open of Surfing and the Winter X Games. Pacifico is also rolling out retail programs across Cinco de Mayo, as well as summer and fall brand partnerships highly relevant to Gen Z & Millennial consumers, such as Solo Stove, Duvin (a fashion brand that makes breezy beachwear) and Lakai.

But Constellation knows that successful brands aren't built overnight. **"We are very disciplined in our approach and while the growth has been great to see, our focus continues to be strategic,"** says Anderson. That future looks bright for Pacifico, as the brand continues to expand and attract more Gen Z and Millennial consumers. "That yellow label is pretty hard to miss."



With a yellow label that's hard to miss, Pacifico is conveniently available in bottles, cans and draught.

Surfside

Surfside is proudly made with Stateside Vodka, has 100 calories per can and 0 bubbles. Because not everything needs bubbles. Introducing sunshine in a can ...

*Real
Spirits!*



Iced Tea + Vodka

Don't get it twisted, there are a lot of other iced teas out there. Most of them are loaded with sugar and made with malt liquor. Surfside Iced Tea is proudly made with Stateside Vodka, has 100 calories per can and is non-carbonated. Because iced tea shouldn't have bubbles. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Lemonade + Vodka

This is lemonade. It's still Surfside, but it's Surfside Lemonade. Not Iced Tea and Lemonade. If you want that, you have to buy Surfside Iced Tea & Lemonade. Got it? Good. Let's crush some lemons. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Iced Tea & Lemonade + Vodka

It tastes like a combination of Fergie and Jesus, if Fergie and Jesus were Iced Tea and Lemonade. The perfect combo anytime, anywhere. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Surfside Starter Pack

It's like picking your favorite child. An impossible choice. Though you may like one more than another, you still enjoy all of them. That's where the Starter Pack lends a hand. Each 8-pack includes 2 Lemonades, 2 Iced Teas, 2 Peach Teas and 2 Half & Halfs. **Availability:** Now, year-round

Sprinter Vodka Soda



Founded by entrepreneur Kylie Jenner, Sprinter is a bold and juicy RTD vodka soda made with real fruit juice, premium vodka and sparkling water. Using only the highest quality ingredients, Sprinter delivers vibrant and fruit-forward flavor profiles in four flavors: **Black Cherry,**

Peach, Grapefruit and **Lime.** Sprinter is 100 calories and gluten-free, with no added sugars. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

*Real
Spirits!*

HOP WTR

HOP WTR is a craft beer alternative that combines hops, adaptogens and nootropics for stress relief and mood enhancement. Refreshing and hydrating, HOP WTR is packed with Citra, Amarillo, Mosaic and Azacca hops to remind you of your favorite IPA, all with no calories and no sugar. Available flavors include **Blood Orange, Mango, Peach** and **Ruby Red Grapefruit.** The **HOP WTR Mixed Pack** contains 3 cans each of Classic, Blood Orange, Mango and Lime. **Package:** 12 oz. cans only **Availability:** Now, year-round

*Non-
Alcoholic!*



Mela Water

*Non-
Alcoholic!*

This premium watermelon water captures the essence of the juiciest fruit on earth, delicately preserved in a can for your convenience.

Packed with naturally occurring electrolytes and antioxidants, every sip replenishes essential minerals, keeping you energized and refreshed throughout your day. All flavors are available in 11.15 oz. and 16.9 oz. cans now, year-round.



Original Watermelon

Get ready to fall in love with Original Watermelon Water. Mela sources the best watermelons in the world to provide a juicier, tastier way to hydrate.

Watermelon + Passionfruit

Passionate about passionfruit? Fall in love with the exotic, sweet notes of this watermelon water plus passionfruit, overflowing with an abundance of juiciness and just the right amount of tart.



Watermelon + Pineapple

This bold and juicy watermelon water and pineapple is a zesty fusion of bold citrus notes and crisp sweetness.





Pink Whitney Malt Based

The #1 flavored vodka shot is now expanding its universe! Pink Whitney is adding a malt-based offering to the family, opening doors to accounts who don't have the option to sell higher-proof and vodka-based products. The infusion of pink lemonade adds a unique twist to the traditional experience, making Pink Whitney stand out from other flavored RTDs in the market with a delicious flavor profile that strikes a perfect balance between sweet and tangy. **ABV:** 15.0% **Package:** 50mL **Availability:** Now, year-round

White Claw Surge Pineapple

Incredibly balanced with just the right amount of sweetness and tartness, White Claw Surge Pineapple is super refreshing. **ABV:** 8.0% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



White Claw Surge Green Apple

With fresh, juicy apple notes, White Claw Surge Green Apple has an incredibly well-balanced and refreshing taste. **ABV:** 8.0% **Package:** 19.2 oz. cans only **Availability:** Now, year-round

White Claw Vodka + Soda Variety Pack No. 2

The world's first triple wave filtered vodka + real fruit juice now has a second variety pack with more flavors to reach new consumers. The new 8-pack of 12 oz. cans includes

White Claw Vodka + Soda Lemon, Cranberry, Mango and Passion Fruit. **ABV:** 4.5% **Availability:** Now, year-round



White Claw Tequila Smash

Introducing White Claw Tequila Smash – authentic tequila with blue agave nectar and real juice. The tequila category is accelerating, and tequila-based RTDs are incremental to the category.



The new Variety Pack includes **Pineapple Passion Fruit, Lime Prickly Pear, Strawberry Guava** and **Mango Tamarind** – each only 100 calories. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Cayman Jack Sweet Heat Margarita Variety Pack

The Cayman Jack Sweet Heat Margarita Variety Pack includes four refreshing flavors, each with a hint of spice: **Grilled Pineapple, Spicy Lime, Sweet Heat Peach** and **Tangy Tropical.** **Availability:** Now, year-round



TÖST

TÖST was created so everyone can celebrate their moments positively and inclusively. Equally as satisfying as a daily refreshment as it is paired with fine dining, TÖST goes beyond the celebratory occasion. Enjoy an alcohol-free, dry, sparkling refresher perfect for every occasion. Also available in **Rosé.** **ABV:** N/A **Package:** 750mL only **Availability:** Now, year-round



NEW PRODUCTS

Mike's Limonada Fresca Variety Pack

Mike's is more refreshing than ever with the Limonada Fresca Variety Pack. Inspired by traditional limonada recipes, this pack includes **Watermelon Lime, Mangonada, Citrus Limonada** and **Pineapple Guava.** **Availability:** Now, year-round



Mike's HARDER Hurricane Punch



The refreshing taste of superbly blended tropical fruit flavors deliver a deliciously tropical experience. **ABV:** 8.0% **Package:** 23.5 oz. cans only **Availability:** Now, year-round

Truly Bold Flavor Reformation



Lightness and refreshment do not have to come at the cost of flavor and fun – turn the flavor to 10 with Truly bolder flavor seltzers, now with a new and improved taste. The makers of Truly have removed Stevia from the formula, making this their best-tasting seltzer yet! The new formulation is for the **Truly Lemonade Variety Pack** and **Truly Punch Variety Pack** flavors. **Availability:** Now, year-round



Samuel Adams American Light Lager

Distinctly American, this light craft lager features pleasant floral hop notes balanced by a light sweetness for the perfect combo of flavor and easy drinking. Clean, refreshing, ready for tailgates, beach days, backyard BBQs and every day in between. This American classic will leave you wanting more! **ABV:** 4.2% **Package:** Draught only **Availability:** Year-round, beginning in May



Smirnoff Smash Variety Pack



Smirnoff Ice Smash combines two fruity flavors that give one smashing Smirnoff experience. Sometimes it's hard to choose between two flavors and now you don't have to – just enjoy! The new Variety 8-Pack of 16 oz. cans

includes **Red, White & Berry, Peach + Mango, Screwdriver** and **Pink Lemonade**. **ABV:** 8.0% **Availability:** Now, year-round

Lagunitas The Beast of Both Worlds



Lagunitas' new year-round brew is a bi-coastal IPA. What fresh freak of nature is this?! Hazy flavors without the haze? West coast hoppy without mega bitterness? Quite the contrary kaiju towering before you. Double dry-hopped

with a juicy blast of Citra & Mosaic for a super smooth finish, this beast is truly the best of both worlds. Release the hound! **ABV:** 8.0% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round

Firestone XPA

A next-generation Pale Ale brewed with southern hemisphere hops and California style. Delivering bright tropical fruit and citrus flavors at an ABV of 5%, Firestone XPA nails the trifecta of drinkability: crisp, hoppy and crushable.

ABV: 5.0% **Packages:** 12 oz. cans and draught **Availability:** Now, year-round



Firestone Brain Melter

Embark on a flavor-fueled odyssey with Brain Melter Hazy Imperial IPA. Unleashing a torrent of tropical sensation, immerse yourself in a juicy symphony of explosive hop aroma & lusciously smooth texture. At 8.5% ABV, get ready to experience a deliciously intense journey of pure hop-driven delight that pushes the boundaries of hazy IPA perfection. **ABV:** 8.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Firestone Cosmic Crusher

Expand your horizons with Mind Haze Cosmic Crusher Juicy Imperial IPA. A celestial explosion of juicy flavors that will leave your taste buds starry-eyed. Packed with bold flavors of succulent pineapple and mango at a lofty 9.5% ABV, prepare to embark on an out-of-this-world experience where juicy bliss meets cosmic intensity.

ABV: 9.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Tsingtao 0.0



Non-Alcoholic!

Tsingtao 0.0 is a great take on an alcohol-free beverage that replicates its premium lager partner. It's brewed and fermented with a gentle alcohol removal and blending process to achieve a balanced and satisfying experience. **ABV:** <0.03% **Package:** 12 oz. bottles only **Availability:** Now, year-round

Huss Brewing Pink Pineapple Haze

This hazy IPA blends luscious pineapple and prickly pear puree with El Dorado and Azacca hops, delivering a tantalizing explosion of tropical fruit punch that captivates your palate with exotic flavors.

ABV: 6.6% **Package:** Draught only **Availability:** Now, year-round



NEW PRODUCTS

Shiner Orale Limon

This Mexican-style cerveza isn't just a crisp and clean beer brewed with agave, it's a rallying cry! It's a way to say "Hi!" "Huh?" and "Hell yes!" to awesome nights ahead. Say the word, ¡Orale! **ABV:** 4.5% **Package:** 12 oz. bottles only **Availability:** Now, year-round



Shiner RodeO Golden Brew



Take a ride on non-alc with Shiner RodeO Golden Brew, Shiner's first non-alcoholic brew. This golden brew has the crisp malt taste and subtle hoppy finish of a classic American lager, just without the alcohol. It's a perfect non-alcoholic option for craft beer lovers to tip back. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Non-Alcoholic!

Shiner RodeO Red Amber



Shiner RodeO Red Amber is styled after an amber ale. It offers a copper-red hue with toasted and caramel notes. It's malt-forward, but balanced by a gentle hopping. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round

Non-Alcoholic!

Shiner RodeO Variety



A variety of non-alcoholic brews for all tastes! This new 12-pack includes **RodeO Golden Brew**, **Red Amber** and **Citrus Wit** – all brewed with pride and ready to ride. **ABV:** <0.5% **Availability:** Now, year-round

Non-Alcoholic!

Guayaki Yerba Mate Berry Lemonade



Non-Alcoholic!

Low calorie with no added sugar, this noncarbonated organic beverage is made with infused yerba mate, lemon and strawberry juices and natural flavors. **ABV:** N/A **Package:** 15.5 oz. cans only **Availability:** Now, year-round

NEW PACKAGES

A New Look and Name for Cayman Jack Variety Pack

This spring, the Cayman Jack Variety Pack will debut a fresh look with a new name. Now called the Cayman Jack Mixed Drink Pack, it still features the same premium malt beverage flavors that consumers love: **Margarita**, **Moscow Mule**, **Cuban Mojito** and **Paloma**. **Availability:** Now, year-round



Lone River Ranch Water Redesign

Gather round, let's reintroduce Lone River. The new look for Ranch Water celebrates Lone River's story, showcasing their swagger and authentic roots. In the Ranch Water Variety Pack, **Blackberry** will be replacing Rio Red Grapefruit. **Availability:** Year-round, beginning in May



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 we 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.

Vizzy Orange Cream Pop

Vizzy is relaunching its seasonal throwback flavor for a limited time this spring and summer. Available in 12-packs of 12 oz. cans, Orange Cream Pop is that nostalgic taste shoppers over 21 love, now all grown up. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Mid-May



Samuel Adams Summer Ale



Light and refreshing, this American wheat ale has a citrus blend of orange, lime, lemon peels and subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day. **ABV:** 5.3% **Packages:** 12 oz. bottles and draught **Availability:** April

Samuel Adams Beers of Summer Variety Pack



NEW MIX!

The Beers of Summer Variety Pack features **Summer Ale, Porch Rocker, Cherry Wheat** and new **Pool Party Pale Ale**.

Availability: April

Twisted Tea Rocket Pop Party Pouch



The secret is out: America loves to party with Twisted Tea, and the brand is ready to fuel the fun all summer long. An adult take on the frozen treat, the nostalgic flavors in Rocket Pop get a big upgrade when combined with the smooth and delicious real iced tea taste of Twisted Tea. And now, Rocket Pop is available

in a Party Pouch! A throwback flavor with a kick of alcohol, this will be a fan-favorite this summer! **ABV:** 5.0% **Package:** 5L Party Pouch only **Availability:** May

Twisted Tea Americana Party Pack



For the second year in a row, Party Pack is getting an all-American makeover to celebrate the tentpole summer holidays with fans. Limited-edition flavor **Rocket Pop** joins **Original, Half & Half** and **Peach**, making this the perfect pack to crush in the sun all summer long. **Availability:** May

Angry Orchard Yard Party Pack

Introducing a new summer variety pack from Angry Orchard. This party pack includes **Blueberry Rosé, Tangerine, Crisp Apple** and **Crisp Light**. **Availability:** May



NEW VARIETY PACK!

Truly Red White & Tru Variety Pack

When the sun is shining, the flags are flying and the air conditioners are running, it's time to officially celebrate summer with the new limited-edition Truly Hard Seltzer Red White & Tru Variety Pack. Named a Top Product of the Year 2024 by *USA Today*, Truly tapped their favorite flavors of summer to inspire the refreshing, easy-drinking, lightly flavored goodness in this pack. Coming off a very successful 2023 summer for Truly, Red White & Tru is returning... and better than before. This year the pack will include **Cherry Pop, Blue Razz, Lemon Ice** and new **Cotton Candy!** **Availability:** May



NEW MIX!

Athletic Ripe Pursuit

Ripe Pursuit is based on a simple belief: the juice is always worth the squeeze. This non-alcoholic, lemon-infused, radler-style brew is bursting with citrus and balanced with a light sweetness. Smooth and zesty with a moderate haze, it's about as refreshing as it gets.

ABV: <0.5% **Package:** 12 oz. cans only **Availability:** Now!

Non-Alcoholic!



Schilling Strawberry Rhube Awakening

Introducing Schilling's new seasonal, Strawberry Rhube Awakening! Awaken your taste buds with this semi-sweet and furr-ociously fruited delight, sun-kissed for extra strawberry juiciness and perfectly balanced tartness. Part of Schilling's Legends of Cider seasonal roundup, Strawberry Rhube Awakening is the perfect cider to pop open in the summer warmth. **ABV:** 6.5% **Package:** 12 oz. cans only **Availability:** May



Shiner Lemonade Shandy



NEW!

Shiner Lemonade Shandy is brewed with premium 2-row wheat malts and agave for a medium-bodied, crisp beer with a hint of citrus. After fermentation, this easy-drinking brew is blended with Spoetzl's own lemonade, made with juicy lemons and cane sugar, to create a sweet yet refreshing beer perfect for summertime. **ABV:** 4.2% **Package:** 12 oz. bottles only **Availability:** Now!

SEASONAL SELECTIONS

New Belgium Brewing VooDoo Ranger 1985 Mango



VooDoo Ranger 1985 Mango IPA is bursting with on-trend juice flavors and boosted with the addition of mango to the recipe. This bright, fruit-forward IPA is perfect for summer with a refreshing flavor and slightly lower ABV for high drinkability. Like, totally loaded with juicy mango flavor, 1985 takes you back to the future of hazy IPAs. Buckle up! **ABV:** 6.7% **Packages:** 12 oz. cans seasonally, draught year-round **Availability:** Now!

New Belgium Variety Pack



The New Belgium Variety Pack is getting an update for the warmer weather! The new lineup includes fan favorites **VooDoo Ranger 1985 Mango** and **Juice Force** alongside **Dominga Grapefruit Paloma** and exclusive release **Summer Lime Lager**. **Availability:** April

Bell's Oberon



Oberon is an escape from the ordinary and puts you in a summer state of mind. One of craft beer's most iconic brands, Oberon delivers citrus and fruity aromas and is brewed with only 4 ingredients (water, malt, hops & Bell's house ale yeast). Hazy and unfiltered, easy-drinking and authentically refreshing, Oberon appeals to those who want to add some flavor to their summer soundtrack. **ABV:** 5.8% **Packages:** 12 oz. cans and draught **Availability:** Now!

Bell's Hearted Variety Pack

This wildly shareable Hearted Variety Pack brings a pack-exclusive **Change of Heart Experimental Pale Ale** to the mix, alongside standbys **Two Hearted IPA**, **Hazy Hearted IPA** and **Big Hearted Imperial IPA**. Cheers to best-in-class beers paired with best-in-class friends to share them with. **Availability:** May



PROGRAMS

Coors Light and Lainey Wilson Make Summer Chill

Consumers will be turning up the volume and raising up their Coors Light this summer with the help of country star Lainey Wilson. New thematic packaging swaps Coors Light's iconic blue mountains for an equalizer pattern and includes a QR code to enter for a chance to win tickets to Wilson's June 15th concert. Plus, they'll get their shot at VIP access, merch and more. Grab new packs, POS and full retail theatre displays in time for spring!



Soccer Fans Kick It with Coors Light



Our blue-mountained friends are refreshing the game with an exciting opportunity to win branded soccer merch, Leagues Cup tickets and more.

Consumers will scan

POS to get a "Blue Card" that unlocks their prize, plus they'll be able to grab thematic soccer packs throughout the summer. Coors Light is partnering with standout players to bring the program to life through three-sided pop-up displays, cooler door takeovers and more. Goooooooallll!

Coors Light Brings Chill to Arizona

Coors Light's new "Arizona, Choose Chill" POS will honor our state's spirit with a local custom illustration. Retail tools and local billboards will encourage consumers to celebrate all summer long.



TASTES LIKE SUMMERTIME



Miller Lite's Americana Summer

The original Lite beer is painting the season red, white and blue with thematic primary and secondary packaging. Packs will celebrate the summer holidays with stars and stripes, while POS cues the cookout occasion with imagery of iconic Miller Lite cans transformed into grills.

12 | 16 OZ. CANS

Miller
Lite



Miller Lite and Luke Combs Are Back for a Summer of Music

Miller Lite is extending their partnership with the country star, bringing a whole new set of POS and creative templates and tools, co-branded merch, limited-edition packaging and an exciting consumer promotion. Entrants will scan POS for the chance to win a flyaway trip for them and a friend to attend one of Combs's concerts.

GREAT TASTE LESS FILLING



Miller Lite Drafts an All-Star Team

Miller Lite is teaming up with all-stars David Ortiz, Mia Hamm and JJ Watt to bring shoppers a one-of-a-kind experience. Consumers can scan thematic alliance and national POS for the chance to win a flyaway trip to MLB All-Star Week in Arlington, TX, autographed merch and more.

TASTES LIKE Miller TIME

TUNE IN TO THE HIGH LIFE



Miller High Life Turns Up the Music

The Champagne of Beers is partnering with TouchTunes in the ultimate dive bar collab. New "Tune in to the High Life" tools will drive on-premise purchase while song credit giveaways, themed playlists and more get 21+ drinkers on the dance floor all year long.

 TouchTunes



Have Your Zest Summer Ever with Blue Moon

The craft beer brand is helping consumers squeeze more out of summer with the chance to win up to \$500 for beer, food and fun. New summer illustrations will catch shoppers' eyes and encourage them to scan a QR code for a chance to elevate their own seasonal occasions. Add some zest to summer with a lineup of bright, exciting tools!



The Coors Banquet Legacy Continues

Brewed since 1873, Coors Banquet is built on years of tradition and a legacy of using 100% Rocky Mountain water. Now, they're celebrating that history with limited-edition "Start Your Legacy" packaging and POS. The eye-catching creative will be available on pole toppers, heroic pop-up displays and more.



✧ HAPPY ✧
CINCO DE MAYO

Topo Chico
HARD SELTZER
STRAWBERRY GUAVA

Topo Chico Hard Seltzer Celebrates Cinco de Mayo

This Cinco de Mayo, Topo Chico Hard Seltzer is making it easier than ever for shoppers to celebrate authentically. New thematic point of sale pays homage to Mexican heritage while drawing in consumers all month long.



WHEN SUMMER CALLS FOR A
REFRESHING GETAWAY

HELLO
Topo Chico
HARD SELTZER

Topo Chico Hard Seltzer Sends Shoppers on a Refreshing Getaway

The seltzer brand is taking lucky winners on a one-of-a-kind summer adventure via a branded Airstream camper. By scanning POS, they'll get the chance to hit the road in style or win other Topo Chico Hard Seltzer-branded merch, including the custom TCHS x Airstream cooler! A full retail lineup of displays and display enhancers featuring the Airstream design support the giveaway.



WHEN LEAGUES CUP IS ON

HELLO Topo Chico
HARD SELTZER

OFFICIAL HARD SELTZER OF
LEAGUES CUP 2024

Topo Chico
HARD SELTZER
SPIKED SPARKLING WATER
STRAWBERRY GUAVA

Topo Chico Hard Seltzer Scores with Soccer Fans

As the official hard seltzer of Leagues Cup 2024, Topo Chico is turning up the hype with a bright new look and feel. Partnership POS will drop this spring, encouraging shoppers everywhere to grab a seltzer and tune in to the action.

A promotional graphic for Miller High Life and Planters. At the top left is the Miller High Life logo featuring a yellow character in a top hat and the text "Miller HIGH LIFE". Below it is the Planters logo with a yellow character and the text "PLANTERS". The central text reads "A MATCH MADE IN THE HIGH LIFE" in large, bold letters. On the right is a bottle of Miller High Life beer and a jar of Planters Dry Roasted Salted Peanuts. At the bottom left is a cooler and a blue jacket. A QR code is located in the bottom center, and the text "YOU COULD WIN* A MILLER HIGH LIFE x PLANTERS® COOLER AND MORE" is at the bottom right.

Planters® Brand and Miller High Life Make the Perfect Match

The iconic duo is back for its nuttiest summer yet, bringing shoppers the chance to win a dual-branded, vintage-inspired cooler and other “Match Made in The High Life” swag. To enter, consumers can scan thematic packaging or point of sale – including tools like coasters, large format displays and national paid media. Go nuts and order the whole lineup!



Go to Adult Summer Camp with Leinenkugel's

Leinie's is awakening shoppers' thirst for fun this summer with the chance to visit Camp Halcyon – Wisconsin's premier adult summer camp. Consumers can scan POS or go to CampLeinies.com to enter for a chance to win airfare and camp tickets, plus secondary prizes like Camp Leinie's merch and apparel. Thematic packaging will make every Leinie's consumer feel like they're part of the fun with an eye-catching lemon pattern that will have them reaching for refreshment all summer long.

A promotional graphic for Keystone Light. The background is blue with white stars and a red and white striped pattern at the bottom. The text "GIVE A SMOOTH SALUTE" is in large, bold letters. On the right is a can of Keystone Light beer. At the bottom left is a QR code, and the text "SUPPORT SERVICE MEMBERS AND ENTER FOR A CHANCE TO WIN A NASHVILLE CONCERT GETAWAY" is in the center. On the bottom right is the "PROUD SUPPORTER OF THE USO" logo.

Give a Smooth Salute with Keystone Light

Keystone is giving back this summer in partnership with the United Service Organizations. When shoppers scan limited-edition Americana POS, they can support service members and enter for a chance to go to Nashville for an exclusive concert. The 360-degree program offers unique retail theatre to appeal to the rural consumer, along with localized tools like pop-ups as well as social and e-commerce assets. Join them in a smooth salute and get your hands on the lineup!

MADE FOR THE JUICIEST MOMENTS OF SUMMER

Simply Spiked
Signature Limeade
Signature Lemonade
Signature Peach

MUST BE 21+ TO PURCHASE PLEASE SPIKE RESPONSIBLY. CONTAINS ALCOHOL 5% ALC/VOL. NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Simply Spiked Makes Summer Juicy

Sports fans everywhere will be gearing up for their most flavorful summer yet with the chance to view the juiciest moments in sports both at home and IRL. This summer, shoppers can scan limited-time POS to enter to win three months of ESPN+ plus a VIP experience at the ESPYs.

PERONI ITALIA SUMMER WITH TRUE ITALIAN STYLE



CELEBRATE RESPONSIBLY™ © 2018 IMPORTED BY PERONI IMPORTATION & MARKETING, LLC - 4828

Taste a Simpler Summer with Peroni

The Italian beer brand is bringing shoppers a taste of European simplicity all season long with a 360-degree program. From off premise retail theatre to e-commerce and PR support, they're bringing Italian style straight to consumers' mouths. Ciao, summer!

VIZZY HARD SELTZER

FLAVORS THAT PLAY WELL TOGETHER

PPA PICKLEBALL TOUR OFFICIAL PARTNER

Vizzy Hard Seltzer Takes it to the Court

As a partner of the Professional Pickleball Association, Vizzy is bringing the sport to shoppers everywhere while showcasing their dual flavors with new "Flavors That Play Well Together" POS. This spring, consumers can scan for a chance to win branded pickleball merch like sweatbands, paddles and more and vote for a local court to win a "revibe." Plus, the eye-catching tools and cooler chair display enhancer will have fans vibing all summer long.

Corona Premier Presents Canelo vs. Munguia

Corona Premier has formed a strategic partnership with leading boxing organization PBC. Boxing resonates deeply within the Hispanic community, providing a unique platform to connect with consumers on a more personal and engaging level.

About the Boxers:

Saul "Canelo" Alvarez

Saul "Canelo" Alvarez is a highly accomplished professional boxer. As of now, he has a record of 60 wins, 2 losses, and 2 draws. Out of his 60 victories, 39 have come by way of knockout. Alvarez has held multiple world championships in four weight classes, from light middleweight to light heavyweight, and is the first and only boxer in history to become an undisputed champion at super middleweight.

Jaime Munguia

Jaime Munguia is a professional boxer with an impressive record. As of now, he has fought 43 times and has won all of his matches, maintaining an undefeated record of 43-0. This includes one super-welterweight world title win and five successful title defense fights. He has a high knockout-to-win ratio of 79.1%, with 34 of his total 43 fights ending in a knockout.



Join Victoria as the brand celebrates Nuestra Música, Nuestro Verano. This summer, Victoria will be partnering with regional Mexican artist Carin Leon, creating a one-of-a-kind cooler made to play music, keep the cerveza cold and pull up to every fiesta in style. Consumers can enter to win prizes by scanning the QR code on POS and one grand prize winner will receive an all-expense paid trip to see Carin in concert.



¡ESCANEA Y PARTICIPA POR LA OPORTUNIDAD DE GANAR DOS BOLETOS VIP!



It's Corona Season

All summer long, Corona is giving consumers the opportunity to heighten their favorite summer occasions: concerts, grilling, ballgames and travel. This summer, it's Corona Season. All-new POS and a new QR code on primary packaging will drive consumers to the Corona Season site where they can enter to win prizes including exclusive merch, baseball tickets, concert experiences or a getaway with friends.



Cinco Auténtico with Modelo

Modelo is once again inviting consumers to Cinco Auténtico. Modelo will bring the fiesta to retail through high-impact POS, including cross-merch displays featuring Mission. The partnership will be supported through shoppable media activation and exclusive recipes. In the on premise, Modelo will host Cinco-themed custom shop activations where consumers can grab custom Modelo Cinco gear.



Pacifico is La Cerveza del Cinco

The Pacifico Cinco de Mayo campaign is back, partnering once again with artist Daniel Diosdado to feature new high-energy displays and showcase Pacifico's roots as La Cerveza del Cinco.

Sapporo Celebrates the Year of the Dragon

The dragon is a revered symbol of power, wisdom and success. In the Lunar New Year cycle, 2024's dragon will be of the wood element, marking this year as one of growth and new opportunities. Sapporo is commemorating the Year of the Dragon with a collaboration with Japanese-American artist Tokyo Hiro. Exclusive, custom illustrations will be used in marketing materials across web, social and point of sale channels to generate excitement around this iconic brand.





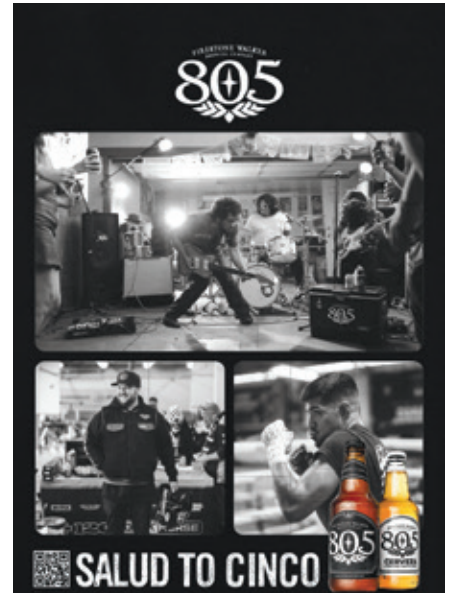
Samuel Adams Sips of Summer

In summer 2024, Sam Adams will push back against anything heavy, stuffy and not wholly carefree. Summer is our most precious resource – so don't waste a drop! Savor every sweet sip of the season.



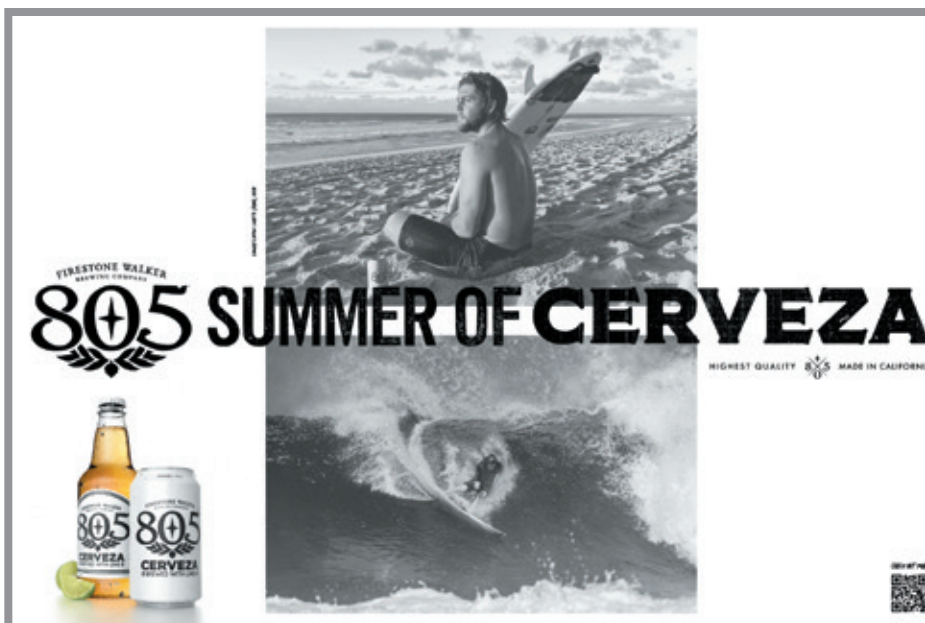
America Parties with Tea

Twisted Tea is synonymous with summer. Twisted drinkers love partying for the summer holidays, celebrating America and cracking open ice-cold teas. It's only right that America's favorite hard iced tea, Twisted, brings back the America Parties with Tea program in 2024.



805's Salud to Cinco

Firestone Walker's 805 is kicking the Cinco de Mayo party off with professional boxer Karlos Balderes, professional Harley bagger racer Frankie Garcia and their good friends Tropa Magica. The campaign will feature a documentary highlighting Karlos' journey from Santa Maria kid to Olympian, as well as a media flight tied to Salud to Cinco.



Summer of Cerveza

The weather is heating up and the beer is cold. In partnership with the World Surf League, 805 is dropping a globally distributed podcast series featuring pro surfer and Central Coast native, Conner Coffin. 805 will be out in Huntington Beach for an immersive art, surf, music and culture experience around the U.S. Open of Surfing, complete with trade activation and programming.



Dos Equis Makes Cinco Bigger Than Ever

Cinco falling on a Sunday can seemingly cut celebrations short, but Dos is doing the complete opposite this year and making Cinco bigger than ever! The brand is delivering more Cinco to celebrate this year with more prizes and by inviting consumers to XXtend their Cinco celebrations with their closest friends beyond just one weekend. From April 1 through May 5, consumers can enter to win a trip for cinco (5) to a luxury escape in Punta de Mita, Mexico. Secondary prizing includes Airbnb discount codes and gift cards for friends to celebrate the Cinco weekend in style.



Heineken USA Partners with F1

As Miami enters its third year in the race, Heineken USA wants to bring fans to the center of the action. One grand prize winner and a guest will win an exclusive experience to the Las Vegas Grand Prix 2024 including tickets, airfare and hotel! Four first prize winners and their guests will each win a trip to the Miami Grand Prix the weekend of May 4, with tickets, airfare and hotel plus exclusive passes to all the Heineken action!



Celebrate Instantly this Cinco with Tecate

Celebrating Mexicanity is what Tecate is all about – Tecate is a land set apart by values, traditions and people! For 2024, Tecate is focusing on Cinco de Mayo, incorporating an impactful sweepstakes program with daily instant prizing plus a chance to win a limited edition 80th anniversary commemorative zip up!

Cheers to Hardcore Fans

Soccer is the world's favorite sport and the UEFA Champions League is the most followed sports competition in the world. This year, fans can win a trip to the 2025 UCL Finals by entering for a chance to win through Heineken!



Smirnoff Ice will bring the spirit of travel to life with a sweepstakes tailored to meet consumer needs. Consumers can enter to win one of these three exciting getaway experiences!



Smirnoff Ice Music Fest Getaway

Smirnoff Ice consumers love travel and live music, so the brand is giving them the chance to win both! Consumers can enter for a chance to win a grand prize trip for four to the Live Nation music festival of their choice OR a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Ice Beach House Getaway

Smirnoff Ice fans can enter for a chance to win a grand prize trip for four to an exclusive beach resort/house or a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Ice Lake Life Getaway

This summer, consumers will be able to enter for a chance to win a grand prize trip for four to an exclusive lakeside resort/house or a first-place prize of Smirnoff Ice Miles to redeem for travel awards.



Smirnoff Smash Golden Tee Sweepstakes

Smirnoff Ice will bring the spirit of travel to life with a sweepstakes tailored to meet consumer needs. Consumers can enter for a chance to win one of these three exciting getaway experiences!



Guinness Partners With Jason Momoa

Guinness is officially partnering with global superstar Jason Momoa, who will help to widen the tent of Guinness adorers and occasions by showing that Guinness is a brand for ALL those who share the Irish spirit of goodness and communion.



Grill with Paulaner

The table is set for Paulaner's next big feast, which will feature Paulaner Hefe-Weizen and Münich Lager grilling recipes and America's barbecue-loving people all over the nation. Consumers can head on over to www.GrillWithPaulaner.com and play the Paulaner grilling game by matching the German recipe name with the multiple-choice image options. Playing will get consumers entered for a chance to win a real German schwenker grill (tri-pod grill) or other grilling prizes. This is where the biers of Paulaner meet American barbecue. Prost!

The Biers of Paulaner Meet American Barbecue.
Discover this Spring's Finest Flavors.

Scan to play the Paulaner grilling game. You could win a German grill set and other prizes!



#Biergoals

© PAULANERUSA



Escape to Your Happy Place

From March 1 through April 30, consumers will be eligible for a \$5 rebate when they try the new Jamaican Me Happiness Collection Variety Pack! Packaging with QR codes will give drinkers the details they need to claim their rebate.

Moosehead Tool Chest Fridge Sweepstakes

From May through October, Moosehead will be giving fans a chance to win a tool chest refrigerator! Consumers can enter to win using the pin code located inside specially marked 12-packs.



LEGENDS OF CIDER



Schilling Presents "Legends Of Cider"

Most legends spring from the core of history... Schilling's spring from the core of an apple! Welcome to the LEGENDS OF CIDER series, a tribute to the curious and creative craft of cidermaking. It's an epic tale of curious characters and flavorful plot-twists so incredible they can't be real...or can they?! Step into a familiar world where old legends are reborn, such as the beloved Local Legend and the once-familiar London Dry, now transformed into **Dryabolical**. This journey of reimagination continues with Grapefruit & Chill, now known as **Citrus Maximus**! Last, introducing the newest addition to the lineup: Barrie the Unicorn, the charming face of **Moon Berries**! Whether you choose the mythical dry or labeled semi-sweet, every sip is the stuff legends are made of.



2104 S. Euclid Ave.
Tucson, AZ 85713

Corona De Mayo.



START YOUR
CINCO

SCAN NOW
OR TEXT SÍ
TO 20102



Say Sí to Cinco with Corona

This spring, Corona is helping consumers Say Sí to Cinco! By texting "Sí" to CINCO (24626), consumers will have the chance to win digital gift cards from Uber, Instacart and Cash app – everything to start the fiesta off right! With bold, festive retail POS, consumers will know every Cinco starts with Corona. Both POS & social channels will drive consumers to the Cinco Hub, where consumers will be able to enter for a chance to win!

