

Holiday 2014 | V.12

FINLEY DISTRIBUTING

Heady Times

BREWERIES GIVE BACK



Retail Edge Seasonals Account Spotlights New Products Programs

WINTER SEASONALS | HOLIDAY SELECTIONS | BRAND STRATEGY WRAP UP

Letter to *THE TRADE*



'TIS THE SEASON FOR HOSPITALITY, SOCIABILITY, good cheer and my personal favorite, winter seasonals. The holiday season is about traditions old and new.

Traditionally, winter ales in the United States and elsewhere include aromas and flavors indicative of the winter months. A winter beer is a seasonal offering that doesn't quite fit into a particular style category, but is unique because of its interesting flavor profile. The spotlight of these beers is often on malts, which add sweetness and depth. These full-bodied beers can be stronger, darker, hoppier, spiced, or whatever characteristic the brewer wants to manipulate. A winter beer is a special "gift" from the brewery at the end of the year. American winter beers are often brewed with spices such as cinnamon, spruce, allspice, figs or even smoke to complement the beer. Some have added

flavor dimensions from fermentables like molasses, honey or candi sugar which make them suitable for winter. These big, bold beers make a great addition to any holiday celebration and their limited availability keeps them relevant for the season. Pair them with your holiday menu to create a nice, seasonal touch. They also make great gifts! To close out the year, how about offering your customers some festive beers to connect the winter beer tradition with holiday celebrations?

Another important focus for the season, which I hope you will keep in mind, is premium imports. Beers like Heineken, Newcastle and Negra Modelo can be enjoyed year-round, but in all honesty, they just taste better during the winter. During the holidays, the upscale segment is the only segment that continues to grow shares in all channels, because people are willing to spend more money during this time. Regardless of their demographic, consumers and shoppers have a common desire to slow down, socialize with friends and family, and acknowledge their achievements. They place high value on tradition during the holidays. Brands in the premium import segment speak to those values and desires. Beer is essential and mandatory. It is often purchased to ensure there is something for everyone. When hosting or attending a special event or celebration, customers will likely purchase upscale brands for their strong value and to show that they care. I encourage you to help your customers make the right choices by ensuring that you have plenty of options available for them to splurge on.

I will reiterate the importance of offering a refined beer lineup, featuring a wide range of style and taste options, to appeal to your customers. Now is the time to edit that lineup! There are several great options listed on the following pages for you to consider. Consult your Route Manager to determine which selections will best suit your needs. I suggest that you ride the momentum you created for beer sales when you offered fall seasonals. Finish the year strong by offering a few winter selections and be sure to stock up on premium imports. I think you'll be happy with the results and so will your customers. To support the season, both large and small format holiday-themed merchandising elements will be available. In the off-premise, watch for in-store seasonal offers to be rolling out. On-premise holiday specific programming will begin soon.

Responsibility is something Finley Distributing and all of our supplier partners take very seriously. Please remember to market, sell and consume our products responsibly.

I wish you all a happy holiday season and a successful New Year. I am looking forward to our continued partnerships in 2015! Thank you for your business.

Sincerely,

Dennis Shields
President

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Big Breweries That Give Back...Big

Many businesses affiliate themselves with a charity to market their company. Not only is it a meaningful way to reach customers, it helps others in the process. As the holidays approach, it is not unusual for companies and individuals to start thinking about the less fortunate. But the less fortunate and worthy causes don't magically materialize during the months of November and December. Organizations and people need assistance all year long, and for that reason, Heady Times is giving a "shout out" to suppliers that engage in charitable endeavors continually. There are too many to acknowledge in this limited space, so our apologies to companies and individuals who are not listed.

There are very good and obvious business reasons to align your efforts with a good cause. And don't think that charities are oblivious to your motives. Most charities understand your purpose for participating and are more than happy to help you receive a return on your investment/donation.

From a business standpoint, look for charities that will give you meaningful exposure to a large number of people. If you are sponsoring a charitable event, try to choose one in which your target market would participate. Publicize your involvement by sending press releases to the local media and spread the word via social media. Should you get involved with high-profile causes, media coverage will be more likely.

If you keep your efforts in-house, designate specific products as "cause-related". Let your customer know that when that product is purchased, a portion of the proceeds supports the charity. This information is particularly valuable to Millennials who as a generation are eager to make a difference and will spend their dollars accordingly. Data exists to back up that claim. Deloitte's Millennial Survey 2013 reveals that four out of five Millennials are more likely to purchase from a company that supports a cause they care about. Additionally, three in four would think more highly of a company that supports a social cause.

Businesses can do well financially while doing a lot of good for the community. Before the rush of the holidays is upon us, please give some thought to how you can help a great cause... all year long.

MILLERCOORS

The Holiday Meals Program provides meals to tens of thousands of citizens in 14 local communities.

United Way MillerCoors matches employee donations and donates \$2 for each volunteer hour logged by employees.

St. Jude Children's Hospital The Coors Light Halloween program allows consumers to purchase \$1 pinups at local retailers with all proceeds going to St. Jude.

CONSTELLATION BRANDS

Corona Cares A program initiated in 2005 by the company's beer division and wholesaler partners to benefit children with health problems and their families.

The V Foundation and Corona partner each year for the Help Find a Cure Program that aids in the search for a cure for cancer.

HEINEKEN USA

Day of Giving HUSA employees gather to support local non-profits every year.

Heineken with a Heart HUSA partners with local retail accounts and distributors to produce events to raise money for local nonprofits.

SPOETZL BREWERY

The **Shiner Toast Our Troops** program has raised almost \$300,000 for The Boot Campaign, a national, nonprofit organization, dedicated to cultivating awareness, promoting patriotism and providing assistance to military personnel (past and present) as well as wounded soldiers and their families.

GREAT DIVIDE BREWING COMPANY

Since 2011, Great Divide has donated 100% of the proceeds from samples poured in the brewery's Tap Room to local non-profit groups. To date, the company has donated over \$100,000 to organizations including the **Denver Foundation's Summer Food Program, Colorado Youth at Risk, local divisions of Boys Hope Girls Hope, Habitat for Humanity and ARC.**

LOST COAST BREWERY

Lost Coast regularly contributes to over 40 local organizations including **Humboldt Botanical Garden Foundation, Boys & Girls Club of the Redwoods, Humboldt State University and the Sequoia Park Zoo.**

ABITA BREWING COMPANY

"**Save Our Shore – A Charitable Pilsner**" is a message in a bottle... a distress signal for the troubled waters of our Gulf Coast. For every bottle sold, Abita donates \$0.75 to the rescue and restoration of the environment, industry and individuals fighting to survive this disastrous oil spill.



Del Sol Marketplace

THE DEL SOL MARKETPLACE HELD ITS GRAND Opening Celebration on August 27, 2005 and has been going strong ever since. Located on Valencia near Casino Del Sol Resort, the Del Sol Marketplace provides quality fuel and excellent customer service to both tribal members and the surrounding community.

Del Sol Marketplace is more than just a convenience store. Besides your standard c-store offerings (beer, liquor, tobacco products, food, etc.) customers can fill their tank with Chevron fuel, or take advantage of the on-site car wash. Since its opening, Del Sol Marketplace has not only provided steady jobs, it has also added revenue to support community programs.

The store has always been owned by the Pascua Yaqui Tribe, but just last summer it became an official part of Casino Del Sol Resort – a partnership that is proving to be mutually beneficial for both parties. For example, when the casino celebrated its 20th anniversary this past July, Del Sol Marketplace was able to tie into casino promotions, like offering specially-priced product themed around the number “20”. According to Casino Del Sol Resort staff, “Del Sol Marketplace is a great addition to the overall property and it provides another opportunity to reward Club Sol players with incentives and gas cards, as well as including Del Sol Marketplace deals in our monthly promotions.” Hopefully customers and Club Sol players can look forward to more cross-promotional opportunities in the future.

Its proximity to the casino does give Del Sol Marketplace a burst of extra business every once in a while. Patrons stop in on their way to a concert for a snack or beverage before heading to AVA to see a show. Customers will also swing through to fill up their tank before heading home from a night at the tables or slots.

Although Del Sol Marketplace gets a boost here and there from Casino Del Sol Resort traffic, they owe the majority of their business to the support of the surrounding community and tribal members who make a concerted effort to patronize the business by frequently stopping in to make purchases.

Del Sol Marketplace welcomes quite a few regulars through its doors, and the employees make a point to get to know their customers’ preferences and habits. Assistant Director of Retail Pablo Rivera credits this excellent customer service as one of the keys to the success of Del Sol Marketplace. By taking the time to engage the consumer, Del Sol Marketplace is able to provide a relaxing, welcoming environment that ultimately results in happy customers.

Besides a satisfied customer, happy employees are also important to the success of Del Sol Marketplace. Several employees have been there for years – including three who have been with the store since it opened in 2005. With staff loyalty and customer satisfaction, it’s no wonder Del Sol Marketplace is such a successful retailer.



Del Sol Marketplace, 5405 West Valencia Road in Tucson, steps from The Casino Del Sol Resort



Frog & Firkin

“WE WANTED TO DO ONE THING – AND WE WANTED TO do it really well.” That was the vision of Garrett Raetzman, owner of Frog & Firkin on University. A standout among the bars and pubs in the university area, Frog & Firkin truly is “A Beer Lover’s Paradise” – but it wasn’t always that way.

Fourteen years ago, Raetzman took over the bar formerly known as Blue Jay’s, and re-opened it as Frog & Firkin. He grew up in the industry, the grandson of another Tucson bar owner, and knew a thing or two about running a successful business. Besides a name change and a menu makeover, Garrett wanted a larger selection of beer for his customers, so he added a few tap handles, brought in more imports, and Frog & Firkin became a local pioneer in the world of beer, truly ahead of its time.

Just recently the craft and import beer markets have exploded all over the country, and Frog & Firkin is at the forefront of the movement here in Tucson. Their menu includes roughly 200 bottles and 26 beers on tap – everything from imports to classic American domestics and new micro-brews. The formula seems to be working: a big chunk of the bar’s sales come from beer.

Keeping the beer menu fresh is a constant challenge, especially with so many choices - and more popping up every day. Raetzman says it’s important to do your own research on what’s out there, but it’s also a good idea to build relationships with industry experts and rely on them for suggestions. And when it comes to adding a new brew to the menu, his staff plays a big part. Often he’ll have tastings with the staff to get opinions – and to educate them. The key, he says, is to make sure your staff is knowledgeable and let them educate your customers.

A knowledgeable, involved staff may just be one of the secrets to Frog & Firkin’s success. There are regular staff meetings, employees are included in decisions on menu changes, asked for their opinions on business practices, and see their boss working right beside them on a daily basis. It’s obvious this owner cares about his employees and believes quality staff management is paramount – and it seems to be paying off. In an industry where employee turnover is rampant, Frog & Firkin’s employees often stick around for years.

So next time you’re looking for a festive atmosphere and great beer with a menu that in every aspect could stand on its own in any restaurant setting, head down to Frog & Firkin and ask your server for suggestions. We guarantee you’ll have a “Firkin Great Time.”

Frog & Firkin is open from 11:00am until 1:00am Sunday through Thursday, 11:00am until 2:00am Friday and Saturday. Find them online at www.frogandfirkin.com.



Frog & Firkin, 874 East University Boulevard near the University of Arizona campus



New PRODUCTS

Big Sky Ivan the Terrible Imperial Stout



Ivan the Terrible is a beer with intense flavor. In the murky darkness you'll find notes of coffee, bittersweet chocolate and roasted cocoa. But don't hold your breath, this beer is sure to develop with age. Sometimes great beers come in small packages! **ABV:** 9% **Package:** 12 oz. 4 pack bottles only **Availability:** Late October

Borderlands Nolche Dulce in a CAN!



Noche Dulce, brewed by Borderlands Brewing Company in downtown Tucson, has quickly become one of the city's favorite craft beers. The vanilla porter has won several awards, including Best Specialty Beer at the Born and Brewed festival. The Tucson Weekly describes it as, "Unique and delicious" and it's a constant

favorite at beer festivals across the state. Notes of chocolate, coffee and a subtle sweetness make Noche Dulce the perfect fall and winter sipper. The beer is surprisingly smooth for 7.3% ABV, and it features real vanilla beans roasted here in Arizona. Now you can take Noche Dulce to the pool, campsite, or your refrigerator. It is now available in 16 oz. cans! **Availability:** Now!

Green Flash Jibe Session IPA



Prepare to Jibe! With the wind at their backs, Green Flash is changing direction. Guided by San Diego's endless summer breeze, they have navigated into new hop territory with Jibe Session IPA. A well-balanced, floral, citrus and vibrant hop character defines their idea

of what a perfect session ale should be. **ABV:** 4% **Package:** Draught only **Availability:** Year-round, beginning in October

Green Flash Soul Style IPA

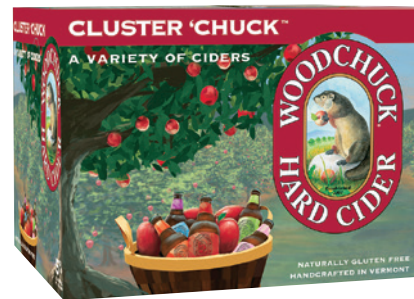


Soul Style is an effortless and pure manifestation of the Single IPA. Citra, Simcoe and Cascade hops are layered, allowing bright, tropical waves of flavorful citrus and sour notes to break gently on the palate. Get stoked on a laid back single and ride a wave to

soothe your soul. **ABV:** 6.5% **Package:** Draught only **Availability:** Year-round, beginning in October

Woodchuck Cluster 'Chuck Variety Pack

The Woodchuck variety pack has been revamped with a new name, new graphics and new ciders within the mix. Now included in the variety is: the flagship, **Amber**, the tart and tangy **Granny Smith**, the current **seasonal** cider and



a rotating **Chuck's choice** – which can be any cider that Woodchuck produces... including experimental batches! **Availability:** Year-round, beginning in October

New Belgium and Alpine Hop Kitchen Super IPA

The Alpine Beer Co. and New Belgium have come together for the love of IPAs. This collaboration is hop-wonderful with Amarillo, Columbus, Simcoe and Centennial hops bringing the bitter all the way to the front. A nice balance is present with Pale, C-80 and Carapils malts, but the tropical and citrus tones of the American hops dominate. This Super IPA pours a sheened copper and carries a bright, white head. Consider yourself a hero for getting an Alpine beer outside of San Diego. **ABV:** 9.0% **Package:** Draught only **Availability:** Late October



New Belgium Lips of Faith Salted Belgian Chocolate Stout

New Belgium and Perennial Artisan Ales go together like chocolate and beer. Put everything in one glass and you've got this collaborative, Salted Belgian Chocolate Stout. Deep roasted and caramel malts brew together a dark pour, with a tan head atop. The Belgian yeast, paired with a chocolate addition, bring rich aromas to join in with the roasted coffee tones, hints of tobacco and dried fruit. A touch of salt enhances the chocolate sweetness, and this full-bodied beer carries a warm, lingering finish. Salted Belgian Chocolate Stout will leave you thirsting for a second sip. **ABV:** 9.0% **Packages:** 12 and 22 oz. bottles and draught **Availability:** Late October



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.

Big Sky Powder Hound Winter Ale

Two words describe Montana winters... Cold, Dark and Snowy. And they wouldn't have it any other way, because it's the only time of the year for Powder Hound, a Northern Rockies strong ale with a rich malt taste and an avalanche of hops that will make you want to say these three words – "I'll Have Another Powder Hound!" **ABV:** 7.2% **Packages:** 12 oz. 6 pack bottles **Availability:** October



Newcastle Scotch Ale



Newcastle has reached into its past and partnered with Caledonian Brewery to produce Scotch Ale. This classic style is hundreds of years old, with rich and complex flavors sure to satisfy any adventurous beer drinker. The Caledonian Brewery uses its extensive brewing experience and traditional methods to brew this Scotch Ale, made using only the finest ingredients including locally sourced malts and full hop flowers from ancient farms. The beauty of this beer is its fulsome malt character that is simply mouthwatering. The history and heritage of the brewery are something to behold, and their beers are something to savor. **ABV:** 6.4% **Package:** 12 oz. bottles only **Availability:** Late November/early December

Shiner Holiday Cheer

This seasonal dunkelweizen, also known as a dark wheat, is brewed with Texas peaches and roasted pecans. The brewery's most complex beer, Holiday Cheer features beautiful aromatics and a one-of-a-kind taste, perfect for all of your holiday celebrations! **ABV:** 5.4% **Packages:** 12 oz. 6 pack bottles only **Availability:** Now!



Firestone Walker Velvet Merlin

Named after Firestone Walker's Brewmaster, Matt Brynildson who owners Adam and David refer to as "Merlin," this decadent oatmeal stout offers robust cocoa and espresso aromas with subtle American hop nuances. Rich, dark chocolate and roasted coffee flavor with a creamy mouth feel and wonderfully dry finish create the perfect balance in this full-bodied stout. Ideal for sipping in the winter months, try this winter session brew with full-flavored foods such as braised brisket, dark chocolate desserts, aged cheeses or oysters. **ABV:** 5.5% **Packages:** 12 oz. 6 pack bottles and draught **Availability:** October



Beers of Mexico Winter Fiesta Pack with Dos Equis Invierno

The Beers of Mexico Winter Fiesta Pack offers a choice of flavors that satisfy every taste at any gathering, all winter long. The ¡Celebración Pack! features **Dos Equis Special Lager, Sol, Tecate** and **new Dos Equis Invierno**, a smooth winter bock that is perfect for the season. This dark, medium-bodied, bock beer has a rich amber



hue with light copper overtones and offers an even balance of toasted malts and toffee for a clean and crisp finish. Grab this variety pack before it's gone! **Availability:** Now!



Seasonal SELECTIONS

Great Divide Oak Aged Yeti Imperial Stout

This is Yeti Imperial Stout's sophisticated sibling. They may be from the same clan, but they have entirely different personalities. Oak aging gives a subtle vanilla character, rounding out Yeti's intense roastiness and huge, hoppy nature. Who says you can't tame a Yeti? **ABV:** 9.5% **Packages:** 22 oz. bottles and draught **Availability:** November



Great Divide Fresh Hop Pale Ale

Fresh Hop Pale Ale is a labor of love meant to be enjoyed today.

Brewed in the fall with wet, whole cone hops from the Pacific Northwest, Fresh Hop is the embodiment of seasonality. Don't age it. Keep it cold. Drink it now. Savoring this delightful pale ale during harvest season ensures that its unparalleled, grassy, citrus hop brilliance will remain uncompromised.

ABV: 6.1% **Packages:** 22 oz. bottles and draught **Availability:** October



Great Divide Hibernation Ale

Hibernation Ale has been Great Divide's celebrated winter tradition since 1995. This robust, dry-hopped ale has a malty richness balanced with a complex hop profile and hearty, warming character. **ABV:** 8.7% **Packages:** 12 oz. 6 pack bottles and draught **Availability:** November



Pyramid Snow Cap

Deep mahogany in color, this full-bodied winter warmer is brewed in the spirit of British winter ales. Crafted with a flurry of roasted chocolate and caramel malts, and generously hopped, it delivers a smooth finish that makes this beer the perfect cold weather companion. **ABV:** 7% **Package:** 12 oz. 6 pack bottles only **Availability:** November



Blue Moon Mountain Abbey Ale

Blue Moon Mountain Abbey Ale is crafted with roasted malts and dark Belgian candi sugar for rich caramel and toffee notes. This winter brew starts with assertive, malty caramel notes and a touch of dark chocolate. The taste is quickly balanced with a small amount of hop bitterness to keep the malt sweetness from building up. The rich caramel and toffee notes in this ale pair with hearty stews and chocolate-based desserts. It's a perfect beer for those bitter cold winter days when you're stuck inside. Leave the hustle and bustle at the door. **ABV:** 5.6% **Package:** 12 oz. bottles only (6 packs and 12 packs, also featured in the Brewmaster's Winter Sampler Pack) **Availability:** October



Blue Moon Gingerbread Spiced Ale

Not too long ago, Blue Moon asked fans to suggest ingredients for a new limited winter release that would best fit the season. After lots of great suggestions and tastings with fans, Gingerbread Spiced Ale came out on top. With tastes of ginger, cinnamon, molasses and hints of nutmeg and allspice, this winter wonder is a taste that's right out of the oven. The notes of ginger in this beer pair well with ginger chicken or ginger carrot soup, curry chicken, goat cheese and desserts made with ginger, cinnamon or chocolate. **ABV:** 5.9% **Package:** 12 oz. bottles only (also featured in the Brewmaster's Winter Sampler Pack) **Availability:** October



Blue Moon Brewmaster's Winter Sampler Pack

Blue Moon's 2014 Winter Sampler is perfect for holiday parties. The exciting mix includes six varieties of Blue Moon: **Horchata Ale, Gingerbread Spiced Ale, Mountain Abbey Ale, Belgian White Belgian-Style Wheat Ale, Rounder and Farmhouse Red.** **Availability:** October



Seasonal SELECTIONS

Anderson Valley Winter Solstice

Winter Solstice is Anderson Valley's take on the classic winter warmer style. Boasting a deep amber hue and a rich mouth feel, its creamy finish will lift your spirits. Hints of toffee, spice and caramel tease the senses, making this the perfect ale to share with friends and family during the cold days and long nights of winter. **ABV:** 6.9% **Packages:** 12 and 22 oz. bottles **Availability:** October



Woodchuck Out on a Limb Spitter Splinter

The second beer in Woodchuck's Out on a Limb series is Spitter Splinter! European bittersweet apple varieties are often called 'spitters,' as trying to eat one would elicit such a response. Yet when pressed for juice and aged in American whiskey barrels, something unique emerges. The bittersweet apples bring a dry profile and the six month aging in bourbon barrels adds woody, vanilla oak notes throughout. **ABV:** 5.5% **Package:** 12 oz. 6 pack bottles only **Availability:** November



Woodchuck Private Reserve Barrel Select

Woodchuck Private Reserve Barrel Select is aged in small batches to bring out balanced hints of bourbon over a crisp apple backdrop. The cider is aged for six months in genuine white oak Kentucky Bourbon barrels. The barrels impart a copper hue as well as gentle notes of oak, vanilla and whiskey. This is a truly rare cider which proves that patience is indeed a virtue. **ABV:** 5.5% **Packages:** 12 oz. 6 pack bottles and draught **Availability:** November



Lost Coast Winterbraun

Winterbraun is a richer, stronger version of Lost Coast's signature beer, Downtown Brown, and is especially brewed for those long winter months when nights grow cold. Brewed with American pale malt and a mixture of caramel and chocolate malts, the result is a full body and rich chocolate taste. Winterbraun is then given a unique spicy flavor from

Saaz hops grown in the Czech Republic. **ABV:** 8% **Packages:** 12 oz. bottles and draught **Availability:** November



Abita Christmas Ale

This brown ale is brewed with seven types of malted barley and fermented with a German ale yeast. It is brewed with pale malt as well as a combination of specialty malts including caramel, biscuit, chocolate, roasted and rye. It is hopped with Willamette and Columbus hops for a good hop flavor and aroma. **ABV:** 5.6% **Packages:** 12 oz. 6 pack bottles and draught **Availability:** November



Abita Grapefruit Harvest IPA

Grapefruit Harvest is a brilliant golden IPA with a subtle zest of grapefruit flavor and aroma that enhances the strong hop character. This bright, snappy brew is made with real Louisiana Ruby-Red grapefruits, pale, pilsner and caramel malts and Cascade hops. The strong hop profile and subtle zest of grapefruit make it a good choice with grilled chicken and it also pairs well with ceviche and raw oysters. **ABV:** 6%

Packages: 12 oz. 6 pack bottles and draught **Availability:** November



Seasonal SELECTIONS

Magic Hat Snow Roller

Winter calls for walls of white and the Snow Roller begins his work. Riding in on wicked winds, he dusts the naked trees and covers the brown barren fields that gasp a bitter breath at the touch of snow. No place is left free of flurry by his icy surf, save for those gathered together in good spirits. Bundle up and let the Snow Roller take your soul for a roll. **ABV:** 6.2% **Package:** 12 oz. 6 pack bottles only Available: November



Magic Hat Winterland Variety Pack

Magic Hat's Winterland Variety pack includes **Magic Hat #9**, **Snow Roller** and **Encore** – a genre-bending mix of an unfiltered American wheat beer and an IPA that showcases the Simcoe hop with its heady floral nose and dry, citrusy hop finish – in addition to a brand new beer: **Starlit!** Starlit is a robust porter, full of dark chocolate and caramel malt flavors and a twinkle of star anise in the finish. **Availability:** November



New Belgium Accumulation White IPA

This winter, IBUs start accumulating like snow in Colorado with New Belgium's new seasonal offering, Accumulation White IPA. Brewing a white IPA was not only a way to salute the white beauty falling from the sky, but a direct revolt to the longstanding tradition of brewing dark beers for winter. At least that's what rebellious brewer Grady Hull likes to claim as he shovels in plenty of new hop varieties and a bit of wheat for a smooth mouth feel. Stack up a few cases of Accumulation White IPA to keep your long nights glowing blizzard white. **ABV:** 6.2% **Packages:** 12 oz. bottles (6 packs and 12 packs) and draught **Availability:** October



New Belgium Frambozen

Frambozen begins with the aroma of fresh red raspberries, followed by the ripe seductiveness of a fruity brown ale with depth and delicate malt notes. It is deep ruby in color with flavors just as rich. Every year, New Belgium sends a delegate to the Pacific Northwest to oversee the process of turning freshly picked berries into a pure juice to be added in fermentation. The coming of Thanksgiving at New Belgium is ushered in with the first sighting of their cellar operators scuttling about, covered head to toe in a festive crimson berry wash. **ABV:** 6.5% **Package:** 12 oz. bottles only **Availability:** November



Grand Canyon Winter Bourbon Barrel Bomber

This seasonal brown ale, brewed with maple syrup and aged on bourbon oak, brings the warmth back to the winter. The flavor bomb is packed with bourbon barrel oak sticks, then placed in the bomber to condition with the beer. This revolutionary product changes everything you know about beer! **ABV:** 6% **Package:** 22 oz. bomber bottles only **Availability:** Late October

Available Year-Round *PERFECT FOR THE SEASON*

Left Hand Milk Stout

Roasted malt and coffee flavors build the foundation of this creamy, sweet stout. Milk sugar in your stout is like cream in your coffee. Dark and delicious, America's great milk stout will change your perception about what a stout can be. "Preconceived notions are the blinders on the road to enlightenment." This one is udderly delightful. **ABV:** 6% **Packages:** 12 oz. bottles and draught



Left Hand Milk Stout Nitro

Super smooth with soft roastiness and mocha flavors, Milk Stout Nitro is dark and delicious. Pouring hard out of the bottle, this brew cascades beautifully, building a tight, thick head like hard whipped cream. The aroma is of brown sugar and vanilla cream with hints of roasted coffee.



The pillowy head coats your upper lip and its creaminess entices your palate. Initial roasty, mocha flavors rise up with slight hop and roast bitterness in the finish. The rest is pure bliss of milk chocolate fullness. **ABV:** 6% **Packages:** 12 oz. bottles and draught

Oskar Blues Old Chub



This jaw-dropping, Scottish strong ale is brewed with bodacious amounts of malted barley, specialty grains and a dash of beechwood-smoked malt. Old Chub features semi-sweet flavors of cocoa and coffee, and a wee-bit of smoke. A head-turning treat for malt heads and folks who think they don't dig dark beer. **ABV:** 8% **Packages:** 12 oz. cans and draught



Alaskan Amber Alt Style Beer

The name of this beer style comes from the German word "alt" meaning "old". This refers to the aging that alts undergo since they ferment more slowly and at colder temperatures than most ales. Slow fermentation helps condition the flavors in this beer, contributing to its overall balance and smoothness. Richly malty and long on the palate, there's just enough hop-backing to make this beautiful amber-colored "alt" style beer notably well balanced. **ABV:** 5.3% **Packages:** 12 oz. bottles and draught

Big Sky Moose Drool Brown Ale



Moose Drool is the world's premier brown ale. For a dark beer it is extremely drinkable and an excellent complement to most foods. Four different malts are used in this brew. They also do four hop additions consisting of a combination of East Kent Goldings, Liberty and Willamette. **ABV:** 5.1% **Packages:** 12 oz. 6 pack bottles, 12 oz. 6 pack cans and draught



Breckenridge Vanilla Porter

Remarkable. Partakable. Deep in the jungles of Papua New Guinea and Madagascar grows the perfect ingredient for an extraordinary porter brewed in Colorado. Breckenridge Brewery's Vanilla Porter is an ale that has all the chocolate and roasted nut flavor of a classic porter, with an enigmatic surprise thrown in for good measure. **ABV:** 4.7% **Packages:** 12 oz. bottles and draught



Sonoran White Chocolate Ale

Inspired by the beauty of the White Mountains, Sonoran White Chocolate Ale is a light, refreshing and completely unique wheat beer. Like a fine chocolate, this brew has a delicate aroma and a subtle taste of white chocolate, which is truly astonishing! **ABV:** 4.7% **Packages:** 12 oz. bottles and draught



Programs

Celebrate the Holidays with Coors Light

Coors Light wants consumers to spread holiday cheer with The World's Most Refreshing Beer™ while reminding people to drink responsibly this holiday season. Invite shoppers in-store with refreshing point of sale that can only be brought to them by Coors Light!



BATCH19 Road to Repeal

Leave Prohibition in the Dust: make Repeal Day a holiday! BATCH19 is hitting the road to spread the word about the brand and Repeal Day (December 5th), encouraging fans to celebrate the anniversary of the end of Prohibition and our right to enjoy beer. A video series will be launched to build momentum for this holiday. In addition, the brand will give Facebook fans a chance to win BATCH19 merchandise every Friday leading up to Repeal Day.



Blue Moon Brewing Up A Winter Experience

Blue Moon is providing consumers a chance to win a three-night mountain getaway in Colorado, via a text-to-win promotion! In addition, consumers will be able to view a four-part video series featuring a well-known host, taking craftsmanship to the great outdoors in Colorado. And, shoppers will be able to download holiday playlists and view holiday recipes using Blue Moon beers.

'TIS THE SEASON TO PICK DIFFERENT

Redd's Holiday

Why bring the same old beer to a holiday gathering? 'Tis the season to Pick Different™! Offer consumers something unique to take to their holiday gatherings. The red and green packaging builds the perfect holiday display.

Programs



Corona Holiday

This holiday season, Corona is launching a new festive look for the iconic 'Feliz Navidad' campaign. With fresh photography that brings the beach celebration and social nature of the holiday front and center, materials will invite consumers to embrace, share and celebrate the carefree spirit of the holidays with Corona.

Celebrate the Authentic with Modelo

In 2014, Modelo will celebrate the holidays with all new POS materials that are sure to connect with consumers, thus generating trial and purchase.

"Celebrate the Authentic with Modelo" reflects the true substance of the season – the social gatherings among friends and family – where real, authentic connections are made. Both Negra Modelo and Modelo Especial are made from the finest ingredients and proud brewing heritage. Their distinctive packaging is the perfect touch for celebrating connections this holiday season.



Negra Modelo Pairs Up with Celebrity Chef, Rick Bayless

SMOKY NEGRA MODELO & CHIPOTLE MEATBALLS

Makes approximately 100 meatballs

- | | |
|----------------------------------|----------------------------------|
| 3 pounds ground beef | ¼ teaspoon ground black pepper |
| 1½ cups Panko-style breadcrumbs | 1 jar of Frontera Chipotle Salsa |
| 3 eggs | 1 bottle of Negra Modelo beer |
| ¼ cup chopped fresh cilantro | 1 20-ounce can of tomato puree |
| 2 tablespoons chopped fresh mint | 2 tablespoons dark brown sugar |
| 1 tablespoon salt | |
| 1½ teaspoons Mexican oregano | |

Mix the ground beef, breadcrumbs, eggs, cilantro, mint, salt, oregano and black pepper together in a large bowl until well incorporated. Form the meat mixture into balls, about 1-1½ inches in diameter.

Bake the meatballs about 10-15 minutes at 400° on 2 foil-lined baking sheets until nicely browned and fully cooked.

Combine the salsa, beer, tomato puree, dark brown sugar and 1 teaspoon of salt in a slow cooker and turn on low. Add in all the meatballs. Once hot, the meatballs are ready to serve and can be held in the slow cooker on low for 3-4 hours. Serve individually with toothpicks or let guests help themselves with a spoon.

Serve responsibly.
Negra Modelo® Beer Imported by Crown Imports, Chicago, IL

BRING AUTHENTIC FLAVORS TOGETHER

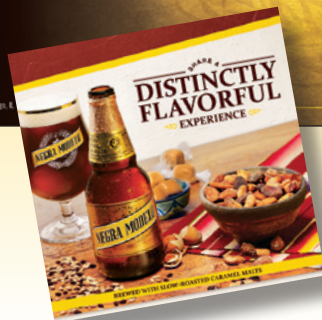


Recipes to Pair with Negra Modelo by Chef Rick Bayless

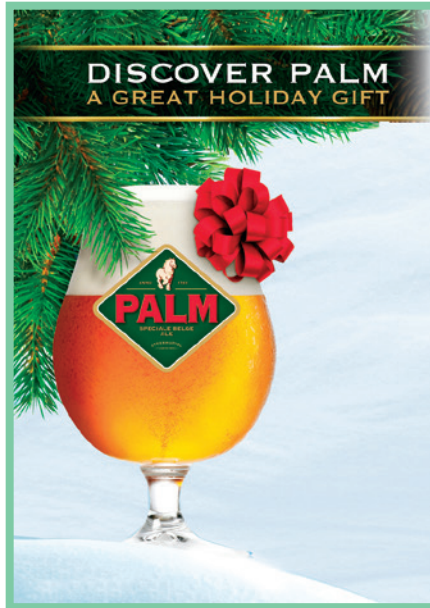


Negra Modelo has launched a national off-premise campaign promoting Negra Modelo as the perfect beer to go with consumer's holiday gatherings and other culinary explorations – both in flavor and experience. A suite of all new POS positions the beer as one to enjoy during the holidays thru premium, eye-catching photography highlighting Negra's caramel flavor. Materials will remind core drinkers to purchase Negra Modelo for their imminent occasions and will educate new drinkers by highlighting the beer's unique and intriguing taste, all of which is validated by the partnership with celebrity chef, Rick Bayless.

Renowned for his highly-celebrated restaurants that combine gourmet dining and authentic regional specialties from across Mexico, Bayless won "Outstanding Restaurant 2007" (James Beard), he was the winner of *Top Chef Masters* Season 1 and he was inducted into the Culinary Hall of Fame in 2012. He also has an award-winning TV show on PBS called *Mexico One Plate at a Time*. Consumers will be directed to NegraModelo.com to enter for a chance to win an experiential food weekend for two, crafted by Bayless.



Programs



PALM for the Holidays

Whoever came up with the expression, “It’s better to give than to receive” was likely not a beer lover during the holidays. As the #1-selling ale in Belgium, and one of fastest growing brands in the U.S., it’s safe to assume that there are many beer lovers who would like to receive PALM, the original Speciale Belge Ale, as a gift. Because of that, PALM is bringing back its popular holiday program. With a red bow and a “To – From” sticker, the green and red PALM package instantly becomes a great holiday gift. High margin, festive displays are easy to execute and this package is a great idea for holiday shoppers and last minute spontaneous purchases. “Prettige Kerstdagen” as they say in Flemish.



Mike's #Twelfie

Mike's Variety Pack was a top FMB package last holiday and this holiday season will be no different. Consumers who purchase the variety pack will receive elf charms, given away at retail and via digital promotions, to dress their Mike's Hard Lemonade bottles like elves! From December 1st through the 24th drinkers will be asked to take a #Twelfie (a photo of themselves with a bottle of Mike's that is dressed in the elf hat and collar). Participants will spread some cheer by sharing their #Twelfie on social media to win an instant online prize! The prizes range from Mike's Hard Lemonade socks to flat screen TVs, so to make the program even more exciting, users who want a different prize can “re-gift” what they received, via social media, for another chance to win!

Oskar Blues and Icelantic Road to the Rocks

From October 3rd through January 15th, Oskar Blues Brewery & Icelantic Skis are offering three lucky consumers a chance to win the Ultimate Colorado Winter Experience prize package – Road to the Rocks! Consumers will enter online for a chance to win this incredible experience that includes VIP tickets to Winter on the Rocks – a winter concert at one of the world's most iconic venues, Red Rocks Amphitheatre in Colorado on January 31st. Now in its third year, this event has become the premier winter event, attracting fans from all over the country. In addition to the tickets, the three lucky Grand Prize winners will receive roundtrip airfare, four nights at the Hotel Teatro, a Jeep to drive during their stay, a VIP tour of Oskar Blues Brewery, lift tickets, and two pairs of Oskar Blues-branded Icelantic Skis!



Brand Strategy Wrap Up

By George Latella



Over the last few issues we have covered various elements in formulating your Brand strategy. It is now time to bring it all together. We started the process by identifying the four key questions that you must answer:

1. **Who are you?**
2. **What do you do?**
3. **How are you different?**
4. **What problems do you solve for the customer? (What makes you better than the competition?)**

Once you have answered these questions, you can begin the process of developing your Brand Strategy. Your customer should be at the center.

The first step in the process is called **segmentation**. This involves putting people into groups based on demographics (age, race, income, education), geographics (where they live, where they work, where they shop), psychographics (attitudes, interests, lifestyles) and behaviors (heavy, medium, light users of the product). Use the following questions to get at the center of the issue:

Who is your customer? (Male/female, old/young, ethnic/white, blue collar/college educated)

What do they buy/consume? (Craft, seasonal, established brands, can/bottle/draught)

When do they buy/consume? (Morning/night, weekday/weekend, special events, seasonally)

Where do they buy/consume? (On-premise, off-premise, at home, at events)

Why do they buy? (Thirst, to try something new, to be social/share with friends, to take to a party)

How do they buy/consume? (alone, with friends)

Once you segment the market, you need to identify who your "Target Market" is. Which primary group of people are you going to market to? This will help you with your marketing communications. Finally, you need to position your brand in the minds of your customers.

We then discussed your **core brand values**, message and personality.

What is brand personality?

It is the tone and attitude that begins to immediately separate your company from the competition. Everyone knows the TV show *Cheers* and if you are from Philadelphia and know who Joe Conklin is, you have heard of Chip Snapper's Taproom. If not, think of the local corner taproom in the neighborhood you grew up in. If you were going out for a beer, would you rather go to Chip Snapper's Taproom or Cheers? Both serve beer and other beverages, but provide a different atmosphere. You would expect a corner taproom to have the same group of people there all the time. And while Cheers had regulars, you also saw many other people frequent that establishment.

Brand Icons were next on the list.

Icons relate to our sensual side – sight, sound, taste, smell, and touch. We crave certain things as consumers. And our senses help guide us in certain directions. You can also define an icon as something that is unique to your brand and brings up an image in the customers mind.

Visual – Beer bottle with a sliced lime at the top (Corona)

Sound – The sound a beer bottle or can makes when opened

Touch – The feeling of an iced beer mug or cold bottle/can in your hand and on your lips

Smell – The difference between a corner taproom and bar/restaurant that serves food

Taste – Light beer vs lager vs porter

Finally, we discussed the **power of people and characters**.

A great example of this is the comparison between Jim Koch from Boston Beer and the spokesman for Dos Equis, "The Most Interesting Man in the World". Both brands are very successful and use iconic figures very differently in their marketing.

Together, all of these help form your brand roadmap. They help guide all of your decisions as it relates to YOUR brand.

In the next issue, we will discuss **Marketing planning**.

George Latella teaches Food Marketing at Saint Joseph's University in Philadelphia. Food Marketing, the largest major at Saint Joe's, recently celebrated its 50th anniversary. Latella is also a partner in Beacon Marketing Group which provides marketing planning, research and e-commerce/direct marketing communications for food and beverage companies. He can be reached at glatella@sju.edu or 610-660-2254.



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Share the Heineken

The holidays are a time to inspire shoppers while they are connecting with their friends and family in a meaningful way. And this year, Heineken is celebrating one of the greatest moments of connection – sharing a cold beer with those who matter the most. As a premium, imported lager, Heineken is the perfect beer for these special occasions as a way to further elevate each celebration. Working with partners Hipcricket, ZipList and Evite, Heineken is providing the tools to prepare for holiday gatherings and relieve some stress.

Marrying modernity with a timeless tradition, Heineken is also partnering with Bond Thank You Notes, a premium, user-friendly website and iPhone app. Consumers can compose letters on their iPhones or desktops that will trigger a handwritten letter to be sent to the intended recipient complete with a wax seal.

This year, celebrate the legend of Heineken with legendary holiday profits!



Tecate Lupe-Reyes

This holiday season, Tecate will encourage shoppers to “Taste Their Traditions” and celebrate Maratón Gaudalupe-Reyes. For Hispanics, the celebration extends beyond the New Year. Maratón Gaudalupe-Reyes is a string of celebrations that begins the Day of the Virgin of Guadalupe (Lupe), December 12, 2014, and ends on Three Kings Day (Reyes), January 6, 2015.

Lupe-Reyes thematic POS elements will create a retail destination and invite shoppers to enter the Lupe-Reyes sweeps by going to Facebook and sharing traditions. Winners will receive a celebration kit and discounts to enhance their traditions. Grab a Tecate and get ready to Taste Your Traditions!