

HEADY TIMES

FINLEY DISTRIBUTING
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OFFICIAL CORPORATE SPONSOR
OF ARIZONA ATHLETICS

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What an incredible summer we have experienced, from America's 250th celebration to the World Cup taking place in our nation's backyard. It was wonderful to see fútbol fans out and about, enjoying matches with family, friends, and cold Finley beverages.

As the dog days of summer begin to wind down and U of A Football gears up for another season, we are excited to welcome back University of Arizona students and Arizona Athletics.

Finley Distributing is proud to sponsor Arizona Athletics through several alliances with our brewery partners, including **Blue Moon, Coors Light, Modelo, Surfside,** and our newest addition to the partnership lineup, **High Noon.** In this issue, you'll learn more about these brand alliances.

There is a ton of great content in this issue of *Heady Times*. **Your Route Manager remains your key resource** and is available to answer questions, recommend products, and help build a strong portfolio for your business and customers.

Although fall celebrations such as Halloween may still seem months away, August historically brings a significant increase in cider, German beer, and Oktoberfest beer sales – a true example of pent-up demand.

In the pages ahead, you'll find a brewery highlight on Angry Orchard, a feature on Oktoberfest beer traditions, and a new educational series covering our industry, Finley's history, an overview of our operations, and Finley's online ordering tool, eoMarket. Please take good note on eoMarket as online ordering is here to stay!

Another hot topic in our industry is the growing popularity of RTDs and FMBs. What are they? How are they different? And why are there so many varieties? We'll explore these questions and highlight why many of these delicious beverages deserve space on your shelves as consumer demand continues to grow.

Even though the excitement of the World Cup and America's 250th celebration is now behind us, the patriotism and shared celebration across our country, state, and region were truly inspiring. Here's to carrying on that same spirit forward into the days, weeks, and months ahead, with each of you our valued partners – celebrating responsibly with a cold, refreshing Finley product.

Cheers!

Lisa Zashin
President and
Chief Operating Officer
Finley Distributing

first draft *getting you ahead of the curve*



Mark Your Calendars

AUGUST

8/6 National IPA Day

8/7 International Beer Day

8/20 National Hazy IPA Day

8/24 University of Arizona First Day of Fall Semester

SEPTEMBER

9/5 Arizona Football Home Opener

9/5 – 9/7 Sonoita Labor Day Rodeo

9/7 Labor Day *Finley will be closed, and no deliveries will be made.*

9/7 National Beer Lover's Day

9/9 NFL Opening Night

9/11 – 9/13 Rosh Hashanah

9/15 – 10/15 Hispanic Heritage Month

9/16 Mexican Independence Day

9/19 – 10/4 Oktoberfest

9/20 – 9/21 Yom Kippur

9/28 National Drink Beer Day

OCTOBER

10/2 Barrel-Aged Beer Day

10/9 International Beer & Pizza Day

10/10 National Black Brewers Day

10/23 – 10/25 Tucson Celtic Festival

10/27 National American Beer Day

10/31 Halloween

Märzen vs. Festbier: Know Before You Prost

Both styles belong at the fall table, but their color, body, and flavor profiles offer very different drinking experiences.

Both are German lagers brewed for fall festivities, but they bring different vibes. **Märzens** are darker, richer, and malt-forward, with amber color and notes of caramel, toasted bread, and a touch of sweetness. **Festbiers** are the modern Oktoberfest favorite: golden, crisp, and refreshing, with clean bread flavors and a lively sparkle that keeps the steins flowing. Drinkers seeking a cozy, malt-forward experience will gravitate toward a Märzen, while those looking for something lighter, brighter, and endlessly drinkable will find a festbier more their speed.

Trending: What the Heck Is Zebra Striping?

Zebra striping is a growing moderation trend where consumers alternate between alcoholic and alcohol-free drinks during the same social occasion. Studies show that 94% of alcohol-free beer drinkers also consume alcohol. That means NA beer should not be treated as a separate or niche category, but as an add-on opportunity that can sit alongside traditional beer and help capture shoppers who are looking to pace themselves without leaving the occasion.

Pumpkins, Prosts & Purchase Power: Fall is Still Prime Time for Beer Sales

- 71% of Gen Z and millennials participate in Halloween.
- Approximately 6.5 million people attended Oktoberfest 2025 and consumed roughly 6.5 million liters of beer.
- Non-alcoholic beer sales at Oktoberfest 2025 increased an estimated 6-10% compared to the previous year.
- Oktoberfest and pumpkin beers remained the leading fall seasonal beer styles at retail in 2025.
- Oktoberfest beers can account for up to 67% of beer sales at some venues during September and October.



Proud Partners of Wildcat Nation



Sports alliances like the partnership with Arizona Athletics bring together fans, retailers, and brands.

Few institutions are as deeply woven into the fabric of Southern Arizona as the University of Arizona. For Finley Distributing, partnering with Arizona Athletics has been an opportunity to connect iconic brands with the passion, tradition, and community spirit that define Wildcat Nation.

The University of Arizona is a cornerstone of Southern Arizona culture, uniting communities across Tucson and the region through shared pride and tradition, with Wildcat ties running deeper than just the current student body. Not only is the University a top employer in Tucson (and southern Arizona's largest public employer), it's also one of the biggest sources of jobs in the region and a central economic driver. Arizona Athletics extends the school's

impact beyond competition, serving as a rallying point that drives economic activity, local identity, and lifelong connections among Wildcat fans.

Partnership History

Finley Distributing has long been a supporter of the University of Arizona and has held season tickets for both Arizona Football and Arizona Men's Basketball for decades. But **the official business partnership with Arizona Athletics began with the 2016-2017 school year, when Coors Light was the first alcoholic beverage to sign an agreement to be an Official Corporate Sponsor of Arizona Athletics**, a sponsorship that granted the brand use the famous block A and other University of Arizona trademarks.

Corona followed suit in the 2019-2020 school year as the preferred import sponsor or, as we like to say, the Cerveza of the Wildcats. **Blue Moon** joined the team as craft beer partner starting in the 2020-2021 season. Just this past year (2025-2026), **Surfside** brought their vodka-based drinks to the bar, and Constellation moved the sponsorship from Corona to **Modelo** to better align with national brand priorities. The most recent addition to the team is **High Noon Hard Seltzer**, a brand new to the Finley portfolio (but not new to Tucson), with their sponsorship taking effect during the upcoming 2026-2027 school year. All in, Finley Distributing is proud to have 5 national brands supporting local by investing in the University of Arizona Wildcats.



From the stadium to the store, local sports partnerships help turn fan passion into brand loyalty.

Leveraging the Wildcat Brand

From not accepting sponsorships from adult beverages at all, to now having a different partner for seemingly every alcoholic beverage category, the school's relationship with these kinds of alliances has evolved quite a bit over the last 10 years. Back in 2016, beer wasn't even being sold in the stadiums. That practice started in the fall of 2020 at Arizona Stadium, now Casino Del Sol Stadium.

From the very beginning, the primary benefit of the official alliance is the ability to use University of Arizona trademarks. **The Arizona "A" is one of the most recognizable logos in Tucson and southern Arizona, and only Finley's brand partners are allowed to use it.** From schedule posters to custom neon signs, specialized tap handles to co-branded swag giveaways, the A is a universal symbol of supporting the hometown team, the Arizona Wildcats. The ability to use Wildcat trademarks directly connects brands to local consumers through retailers.

The connection is further solidified through other elements of the alliance like tickets and game experiences used for retailer entertainment and consumer sweepstakes, offering access that can't be purchased. Distribution at games, in-venue signage and in-game features give brands another opportunity to directly engage and interact with consumers, creating a lasting impression they carry with them the next time they visit their local grocery store or neighborhood bar.



This Surfside-branded bar showcases how sponsorships can engage consumers through shared game-day experiences.

From Visibility to Velocity

Sports alliances – especially at the local level like this – play a powerful role in connecting brands with the community, creating authentic, shared experiences that go far beyond traditional marketing. For beer brands in particular, these partnerships are a natural fit, aligning with social moments like game days, tailgates, and celebrations where fans come together and brand loyalty is built in real time.

Sports alliances also help drive purchasing decisions by creating a stronger emotional connection between fans and the brand. When consumers see a brand actively investing in their local sports community, they're more likely to view it as part of the experience and choose it over competitors. Those authentic connections build trust, loyalty, and ultimately influence spending – both on game day and beyond.

Surfside is a perfect example. **Their alliance with Arizona Athletics massively increased visibility of this new brand while their stadium**

distribution drove trial. In its first season at Arizona Stadium, Surfside Lemonade and Surfside Tea were available at only 2 locations. Sales were so strong that not only did the concessionaire expand their in-stadium availability to all bars, but they are also adding two more flavors to the lineup. Outside the stadium, demand for the brand has skyrocketed; volume sales were up nearly 900% over the course of the school year – with the strongest growth concentrated near campus. In fact, the Surfside Lemonade Variety Pack was Finley's #1 selling variety pack in convenience stores around the University of Arizona, and the #3 12-pack, behind only Coors Light and PBR. As if that wasn't enough, the Surfside Iced Tea Variety Pack ranked #3 and #8, respectively.

Proud Partners

This collaboration is more than a business arrangement; it's a celebration of shared values, regional identity, and the passion that unites Wildcat fans across Tucson and beyond. Shaped over years of alignment, it reflects an

enduring connection where brand presence, fan engagement, and game-day experiences come together in lasting and memorable ways.

This goes so much deeper than a corporate sponsorship, it is a true alliance. Bear Down!



Modelo POS and activations leverage the power of the iconic Arizona "A" to create strong connections with fans.

More Than Beer: Investing In Our Community

While Finley Distributing carries major national brands, we are locally owned and operated at heart. Supporting our community has always been a priority. Our relationship with Arizona Athletics has given us the opportunity to support a variety of community events, like the Jim Click Run 'N' Roll, an annual event that raises critical support for the University of Arizona Adaptive Athletics program and empowers athletes with disabilities.

We are also fans, and we want to bring the fun as much as the beer. That's why Finley hosts a tailgate before every Arizona Football home game for employees, retailers, friends and family. We invite our retail partners to join us for great food, cold beverages, and plenty of Wildcat spirit before kickoff. Whether you're catching up with industry peers, networking with the Finley team, or simply enjoying the game day atmosphere, there's a place for you at our tailgate. Come celebrate football season with us and experience one of our favorite traditions.



On The Job With...



Jason Hogan

Jason Hogan *Inventory Specialist*

Where were you born? Tucson, Arizona.

How long have you been with Finley Distributing? 24 years and counting!

What's your favorite part of your job? I love math and the schematics for my job. I enjoy having to break down schedules and products. I thoroughly enjoy the challenge of trying to keep things in stock.

What Finley product(s) do you enjoy in your free time? My favorite Finley product is definitely Firestone Walker's Anniversary Ale.

Do you have a favorite local spot you'd recommend? My favorite local spot I'd recommend is Corbett's. It's close to my house and I love that it has different seating depending on what vibe you're going for.

Are you a morning person or a night owl? Definitely a morning person!

What do you like to do in your spare time? I love anything outdoors including bike riding, fishing and golfing.

Kelly Davis *Brand Manager*

Where were you born? I was born in Auckland, New Zealand.

How long have you been with Finley Distributing? I have been with Finley 14 years as of October.

What is your favorite part of your job? My favorite part of being a Brand Manager is building strong relationships with my team, suppliers, and retail partners, and seeing those partnerships drive success. It is rewarding to bring plans to life in the market and watch a brand grow through collaboration and execution.

What Finley brand(s) do you like to enjoy in your free time? Choosing just one favorite Finley product is nearly impossible. With such an extensive portfolio, from everyday hydration with Eternal Water to relaxing at the lake with a Lucky One or enjoying a Fever-Tree Espresso Martini at brunch... there's a perfect option for every occasion.

Do you have a favorite local spot you'd recommend? Growing up on the northwest side of town, Michelangelo's has always been my go-to spot. From prom nights to special occasions and date nights, it's been part of so many great memories and continues to be a favorite.

If you could travel anywhere tomorrow, where would you go? With so many places on my list, I wouldn't even pick a destination. I'd let fate take over. I'd show up at the airport and grab the next ticket out, wherever the adventure leads.

Tell us a little about your family. Life with my husband Robert and son Alex is always on the go. If we're not cheering Alex on from the sidelines at a soccer or flag football game, we're packing up the RV and heading out on our next adventure. From mountain escapes to lake weekends and getaways to new states, we love exploring as a family. Our goal is to hit all 50 states.



Kelly Davis

No Need to Be Mad: Angry Orchard Paves a Promising Growth Path for Hard Cider

Cider education, quality craft, and fresh branding position Angry Orchard as a category leader, year-round, in a typically seasonal category.

By Courtney Iseman

While much of the beverage alcohol industry is facing pressure, cider is stretching its branches. **In 2025, cider volume grew by 1.7% and dollar sales by 2% in off-premise channels**, per the American Cider Association. **In convenience stores, specifically? Those dollar sales were up by 6%.** The segment tends to trend especially strong in the fall, but lately it seems **cider is taking center stage as a year-round, multi-occasion force. One brand has played an especially crucial role in this upward trajectory: Angry Orchard.**

Angry Orchard is Boston Beer Company's cider brand. According to 3 Tier Beverage NIQ data shared by trade publication BevNET, the cider producer turned 2024 dollar sale and volume declines around in 2025 with **5.6% and 5.1% growth figures**, respectively. **This impressive 180 isn't the result of some overhaul, but of careful attention paid to consumer preferences, portfolio refinement, and a long-term confidence in cider.**

When Angry Orchard launched in 2012, "cider was pretty niche," says the brand's Head Cidermaker Joe Gaynor. "But to us, that was the opportunity. We saw this whole untapped audience of people who might love cider if they found one that felt right to them. **Crisp Apple** was our answer to that. It's balanced, not too sweet, made with real fruit, and rooted in real craft."

Over the years, Angry Orchard invested in the agricultural, artisanal nature of quality cider. At the brand's Cider House in Walden, New York, the team works on about 20 different ciders each year, experimenting with various fruits and techniques, barrel aging, and foeder fermenting. "We pull from winemaking, brewing, and the culinary world," Gaynor explains.



Joe Gaynor, Head Cidermaker at Angry Orchard, has helped guide the brand's growth by staying focused on consumer preferences, thoughtful portfolio refinement, and a long-term belief in cider's potential.

They let the fruit guide much of the way, growing over 30 apple varieties on-site. The fruits, individual harvests, flavor inspiration from the worlds of food and beverage, and the team's own expertise and curiosity have manifested in Angry Orchard's evolving lineup. It's a system the team stays true to rather than chasing trends.

"We're always paying attention to what people are looking for, but we interpret it in a way that still feels true to who we are," Gaynor says.

Entering the beverage alcohol market in a time when many consumers were less than well-versed in cider, the brand knew that in order to succeed, they'd have to help the entire cider category succeed. They'd need to help more drinkers understand that good cider isn't just a too-sweet beverage or a subpar gluten-free alternative; it can offer a wide range of flavors, mouthfeel characteristics, and ABV levels across the segment. Gaynor says Angry Orchard has

done this with "industry and community involvement, constantly engaging drinkers, and offering cider-specific training and tours for co-workers and customers..."

From the beginning, we wanted to be a brand you could grow with: Start with Crisp Apple, then get curious and keep learning and exploring the category."

When consumers are indeed engaged and ready to embark on that continued discovery, Angry Orchard has been there with carefully crafted and curated options. In 2024, the brand locked in their core ciders: **Crisp Apple**, 5% ABV and **Crisp Imperial**, 8% ABV. **By branching the steadily popular Crisp Apple into a higher-alcohol option, Angry Orchard has made it an all-occasion cider. Consumers don't have to look to other brands if they want a bolder or more sessionable experience.**

Complementing these core offerings are Angry Orchard's limited and seasonal ciders. **The idea of "seasonal cider" beyond fall is a revelation itself, one Angry Orchard**



Crisp Apple and Crisp Imperial give drinkers two ways to enjoy the brand's signature cider profile: the balanced, real fruit character of Crisp Apple at 5% ABV and a bolder, higher-ABV expression in Crisp Imperial at 8%.

has been able to excite consumers about with variety packs. These packs contain flavors outside of the typical cider wheelhouse and are branded with playful, evocative names – like **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**, all of which consumers may be more used to seeing from RTDs and hard seltzers.

Angry Orchard has covered its bases: Introducing consumers to quality, craft cider with real ingredients; keeping cider education top of mind; and extending the idea of what cider can be with new flavors and seasons. But how do they approach keeping that tried-and-true “cider equals fall” association feeling fresh every year?

According to Angry Orchard Marketing Director John Dorman, the brand keeps its finger on the pulse of overall culture. What do people seem the most fired up about in the fall each year? And how can a cidery connect those dots? Lately, that's led Angry Orchard to spooky season.

“We're really focusing on being a brand people associate with Halloween,” he says. “Last year, Angry Orchard partnered with Jason Universe – a multi-platform brand built around the *Friday the 13th* film franchise character Jason Voorhees – to tap into the horror and entertainment space our fans already love.” This was new territory for the cider producer, Dorman adds, and the response was “incredible, really invigorating excitement around the brand.”



Angry Orchard's “Don't Get Angry. Get Orchard.” platform brings a bolder, more playful personality to the brand, supported by refreshed packaging, real fruit ingredients, and the cidery's long-standing commitment to quality.

For that collaboration, Angry Orchard worked with the Jason Universe to create an original short-form vignette. “It helped us reach new audiences who might not have been thinking about Angry Orchard before, while strengthening the association between the brand and Halloween,” Dorman says. This accompanied the creation of the **Thriller Pack**, which saw triple digit growth in the lead-up to Halloween. This year, Angry Orchard is partnering with the *Scream* franchise and showcasing flavors including **Mystery Caller**, **Headless Pumpkin**, **Blood Orange**, and **Caramel Apple Curse** in the new mix.

Beyond the lead-up to October 31, the brand has also built its own creative platform, “Don't Get Angry. Get Orchard.” as an umbrella for refreshed packaging and assets, all reflecting a bolder, more playful personality. Dorman credits this platform and fresher, more modern branding for much of Angry Orchard's success. **Between the beginning of 2025 and 2026, the brand climbed from the number nine ranked FMB brand to number six.**

“From a production standpoint, we're leaning into what sets us apart,” he says. “Bold flavor, strong personality, and real quality. We start with real fruit. Two apples in every bottle is a real thing, and that gives us a level of authenticity that stands out in the category.”

Angry Orchard: A Year in Cider

Angry Orchard proves cider is a calendar constant. While future innovations are yet to be announced, the brand already has summer, fall, and year-round drinking occasions covered.



SUMMER: The Summer Crush Variety Pack looks beyond the apple orchard for bright, refreshing, and exciting flavors like **Berry Smash**, **Peach Rush**, **Tropical Storm**, and **Watermelon Slice**.



FALL: Angry Orchard's Thriller Pack has included special apple twists like **Caramel Apple Curse**, **Headless Pumpkin**, **Blood Orange**, and **Mystery Caller**.

ALL YEAR: The brand's long-running flagship is **Crisp Apple** at 5% ABV. They've spun that off into another core offering: **Crisp Imperial** at 8% ABV.

About the Author: *Courtney Iseman is a Brooklyn-based freelance writer covering craft beer and spirits for Food & Wine, Craft Beer & Brewing, Brewing Industry Guide, PUNCH, Inside Hook, VinePair, Thrillist, Wine Enthusiast, and more.*

The Gallo Evolution

Founded in 1933 by brothers Ernest and Julio Gallo, Gallo has strategically evolved from a leading winery into retail's fourth-largest alcohol supplier.

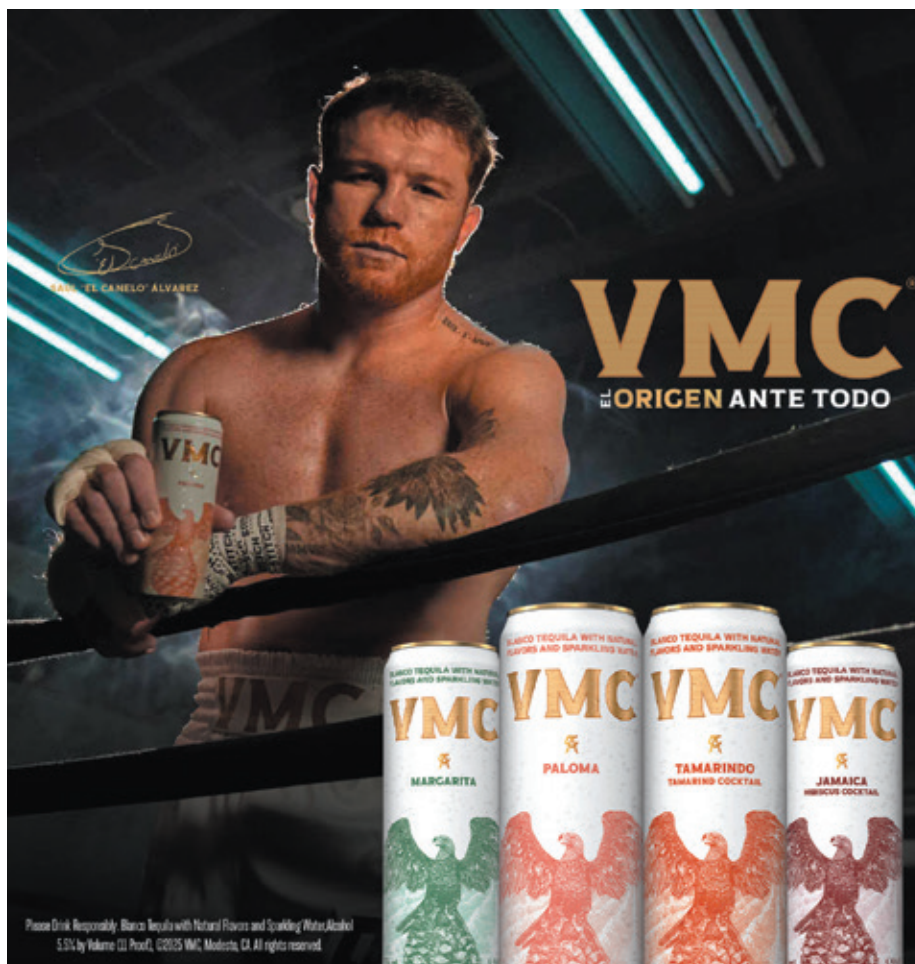
Ernest and Julio Gallo were 23 and 24 years old, respectively, when they founded their winery with little more than a relentless determination to succeed. That determination has fueled Gallo's evolution from a family-owned California winery into a diversified total beverage alcohol supplier. While wine remains a core part of the business, Gallo has expanded well beyond traditional wine, investing heavily in strategic acquisitions, innovation, and portfolio diversification to meet changing consumer preferences and participate in faster-growing beverage categories. Even their name has changed from E. & J. Gallo Winery to simply Gallo, reflecting their broader beverage alcohol strategy and commitment to building a comprehensive portfolio across multiple segments.

Finley Distributing + Gallo

Finley Distributing's relationship with Gallo officially began in September 2023 with the addition of **VMC Tequila Cocktails** to the portfolio. Co-founded by Mexican icon Saul "El Canelo" Alvarez, **VMC authentically delivers a true-to-Mexico brand and product for a consumer demographic that had been underserved by existing RTD offerings.** Made with blue agave from the highlands of Jalisco, VMC Tequila Cocktails are the perfect combination of authentic Mexican flavors and premium tequila craftsmanship, delivering a refreshingly bold taste in every sip. **VMC Paloma** 4-packs of 12 oz. cans are Finley Distributing's #1 selling spirit-based item, and the brand as a whole continues to grow and expand at a blistering pace. Other original flavors **Jamaica** and **Margarita** were joined by **Tamarindo** in 2025, followed by **Mangonada** and a **VMC Variety Pack** in early 2026.

From Podcasts To Cold Snacks

The next Gallo product to join Finley's portfolio was a malt-based version of



From the ring to the RTD category, Saúl "Canelo" Álvarez helps bring the bold taste and authenticity of VMC Tequila Cocktails to consumers everywhere.

Pink Whitney. Pink Whitney originated from former NHL player Ryan Whitney's favorite mix of New Amsterdam Vodka and pink lemonade, popularized on the *Spittin' Chiclets* podcast. Fans of the show started recreating the drink, sharing it online, and asking for a bottled version. New Amsterdam Vodka partnered with Whitney and Barstool Sports to launch Pink Whitney in 2019 as a pink lemonade-flavored vodka.

Its popularity skyrocketed thanks to the massive *Spittin' Chiclets* fan base, strong social media buzz, and an easy-drinking flavor profile that appealed to both vodka drinkers and casual consumers. What started as a podcast joke quickly became one of the most recognizable flavored vodka brands in North America. In 2024,

Finley began carrying the malt-based format that offered the same smooth, refreshing taste while providing greater availability and convenience for ready-to-drink consumers.

Also in 2024, Gallo officially entered the beer category through a strategic investment in **Montucky Cold Snacks**, partnering with the brand's founders to accelerate growth while maintaining Montucky's independent identity and culture. Though the brand was new to Gallo, it had been a part of the Finley family since 2019. **The "snackable light beer" has grown to be popular among lovers of fun anywhere and everywhere, with its irreverent branding and core values rooted in giving back to the community.**



One of the hottest brands in beverage alcohol, High Noon continues to drive growth and attract new consumers across the category.

High Noon + Lucky One

High Noon is the #1 spirit brand in the U.S. (by physical cases) and the #2 hard seltzer by dollar sales. In 2025, 12-pack sales grew by 30% and the brand's new permanent variety packs proved to be a hit. Cultural relevance keeps them growing with those highly coveted LDA consumers ages 21 to 28, and there are no signs of a slowdown. The popularity of High Noon is just one of the reasons Finley was pleased to take over distribution of the brand in May of this year.

Consumers are looking for beverages that are light, flavorful, refreshing and sessionable – and High Noon understands the assignment. Known for its simple, premium ingredient profile, made with real vodka, real fruit juice, and sparkling water, the brand appeals to consumers with clean fruit flavors, no added sugar, and a gluten-free formulation.

High Noon offers a wide range of flavors across both its vodka- and tequila-based portfolios, giving consumers plenty of options to suit different tastes and occasions. **From fan-favorite vodka flavors like Pineapple, Peach, Watermelon, and Black Cherry to tequila varieties such as Lime and Grapefruit, High Noon continues to expand its lineup with refreshing, real-fruit-inspired options that keep the brand top of mind for shoppers.**

Another standout in the Gallo RTD portfolio is **Lucky One Lemonade**, a fun,

easy-drinking brand inspired by *Barstool Sports* and Dave Portnoy's rescue dog, Miss Peaches. Offering a refreshing lemonade profile with approachable flavor and grab-and-go convenience, **Lucky One delivers a laid-back option for consumers looking for something different from traditional hard seltzers or canned cocktails.** Beyond great taste, the brand also gives back, supporting animal rescue and adoption efforts, allowing consumers to enjoy a beverage that aligns with a meaningful cause.

Built For The Future

As Gallo has demonstrated throughout its history, success comes from the ability to evolve while staying true to core values. From pioneering wine brands to building leadership positions in beer, spirits, ready-to-drink cocktails, and hard seltzers, **Gallo continues to invest in the categories and brands shaping the future of the beverage alcohol industry.**

For Finley Distributing, the rapid growth of VMC, the momentum of High Noon, and the addition of innovative brands like Pink Whitney, Montucky Cold Snacks, and Lucky One Lemonade are strong indicators of what lies ahead. We are excited about the future of our partnership with Gallo and confident that their commitment to innovation, strategic growth, and consumer-focused brand building will continue to create new opportunities for our retailers, our customers, and the Arizona market for years to come.



More than just a beverage, Lucky One Lemonade offers consumers a refreshing choice that supports animal welfare and adoption initiatives.



With its irreverent personality and devoted fan base, Montucky Cold Snacks continues to stand out in the beer category.

High Noon + University of Arizona

High Noon is officially adding the University of Arizona to its lineup of collegiate partnerships, starting with Wildcat Football. College football and basketball are core passion points for High Noon drinkers, and the brand is tapping into the energy of college sports with premium partnerships and POS that resonates with fans and fuels purchases. In addition to a local alliance with Arizona Athletics, High Noon's national partnership with *Barstool Sports* will allow the brand to take the spotlight alongside Barstool's most influential football voices, fueling the takes, debates and rivalries fans obsess over all season long.

Fall's Most Festive Pour

Oktoberfest beers worth stocking from classics to crafts.



From Munich's centuries-old beer halls to the taprooms of modern American breweries, Oktoberfest beers continue to evolve while staying rooted in tradition. Classic German festbiers and Märzen lagers remain benchmarks of the style, known for their smooth malt character, toasted bread notes, and clean, drinkable finishes that were designed for long celebrations. At the same time, inventive American breweries are distinguishing Oktoberfest lagers through flavor variations, lighter profiles, and modern interpretations broadening consumer appeal.

Smart Storytelling And Retail Activations Are Key

Selling Oktoberfest requires compelling recipes and storytelling, and a timely release is crucial. Most Oktoberfest beers ship towards July's end so retailers can build displays in advance of Labor Day, as U.S. Oktoberfest celebrations can start as early as late August.

With Oktoberfest, familiarity can become part of the sales pitch. Samuel Adams introduced balanced, malt-forward,

Oktoberfest in 1989 and "helped define what American drinkers expect from the style," says Jon London, head of beer for Boston Beer Company. "The annual debut of **Samuel Adams Oktoberfest** lager signals a shift in weather, routines, and gatherings, making it less about competing occasions and more about owning a moment."

The lager's sustained success is due to Boston Beer equipping retailers with ideal sales tools. In addition to education, "we focus on high-impact merchandising [in the off-premise] like secondary displays, cross-merchandising with fall foods, and clear seasonal signage," London says. In the on-premise, the company's stein-hoisting competitions are essential to their winning strategy. Win or lose, a liter of lager goes down easy.

Though beer may be central to many fall gatherings, cracking cold ones need not mean consuming alcohol.

Athletic Brewing's festbier-inspired **NA Oktoberfest** "opens the fall beer occasion to more people and more moments," says Alex Boerger, the brewery's Chief Commercial Officer. "Athletic is redefining the Oktoberfest season by making the annual tradition more inclusive."

NA Oktoberfest is Athletic's best-selling seasonal, and the brewery brings it "to life at retail with thematic POS materials and dedicated displays that evoke the sights, colors, and energy of fall," Boerger says. Think playful inflatable pretzels and eye-catching posters that underscore seasonality. Says Boerger, "The goal is to make Athletic Oktoberfest an easy-to-spot, occasion-driven seasonal offering that taps into consumer excitement around autumn traditions, tailgates, gatherings, and celebration."





Oktoberfest in Tucson(ish)

Nestled high in the Santa Catalina Mountains above Tucson, Oktoberfest at Mt. Lemmon Ski Valley has become one of Southern Arizona's most anticipated fall traditions. Now celebrating its 51st year, the festival began as a way to attract visitors during a quieter season and has since grown into a regional draw. Guests can enjoy live German music, authentic favorites like brats, sauerkraut, and pretzels, traditional German beers, scenic chairlift rides, and family-friendly activities throughout the day. With crisp mountain air, changing seasonal colors, free admission, and free parking, it offers a uniquely Arizona take on a classic Oktoberfest celebration. Pro tip: weekends get progressively busier, so earlier dates tend to be less crowded.

2026 Oktoberfest at Mt. Lemmon Ski Valley

September 19-20

September 26-27

October 3-4

October 10-11

HOURS: 11:30 a.m. to 5:00 p.m. daily

ADMISSION: Free

PARKING: Free

Tradition Still Sells, Too

Classic malt-forward Märzens and strong, golden festbiers have long dominated fall beer sales. Authentic German imports are now a domestic sales powerhouse tied to autumnal rhythms. Deeply rooted in centuries-old brewing standards like the Reinheitsgebot (German Beer Purity Law), which emphasizes quality ingredients and time-honored techniques, these beers bring Old World credibility and still play a huge role in today's Oktoberfest lineup, blending cultural tradition with strong commercial momentum.

Leading the charge are Munich and Bavarian standouts such as **Paulaner**, **Aying**, and **Hacker-Pschorr**, whose Oktoberfest-season offerings continue to resonate with American consumers seeking authenticity and heritage.

Paulaner and Hacker-Pschorr bring direct ties to Munich's Oktoberfest tradition, while Aying has built a reputation for exceptionally crafted lagers and Märzens that embody the depth and precision of traditional Bavarian brewing.

Beyond Bavaria, brands like **Warsteiner** and **Schöfferhofer** have helped broaden the appeal of German beer across a wider range of drinkers. Warsteiner's crisp, approachable pilsners offer a familiar entry point into German brewing, while Schöfferhofer's refreshing wheat beers have introduced many consumers to a lighter, fruit-forward side of the category. Together, these brands illustrate how imported German beers have evolved from niche seasonal selections into mainstream fall favorites, fueled by demand for premium quality, brewing heritage, and the cultural experience that Oktoberfest represents.

RTDs vs. FMBS

All FMBS are RTDs, but not all RTDs are FMBS. Confused? You're not alone. As ready-to-drink beverages continue to grow across beverage alcohol, understanding the terminology can help retailers stock smarter, answer customer questions, and build assortments that match how people are drinking today.

What Is An RTD?



A premium RTD, Sun Cruiser combines refreshing flavor with easy drinkability.

RTD stands for Ready-To-Drink. The term applies to pre-mixed alcoholic beverages that are packaged and ready to enjoy straight from the can or bottle, with no mixing, measuring, or prep required. Recently, RTD has often been used to describe spirit-based canned cocktails like **Sun Cruiser**, **High Noon**, or **VMC**, but it is actually a broader category that includes any pre-packaged flavored alcoholic beverage designed for convenience.

What Is An FMB?



White Claw helped introduce a new generation to FMBS.

Flavored Malt Beverages, or FMBS, are a subset of RTDs made from a malt base. Like beer, they begin with fermented grain, but the base flavor is filtered or neutralized before fruit, cocktail-inspired, or other flavors are added. Examples of true FMBS include **Mike's Hard Lemonade**, **Smirnoff Ice**, and hard seltzers like **White Claw** or **Truly**.

What's The Difference?

Think of it more as a distinction than a difference. **RTD is the umbrella term, while FMB refers to one specific type of RTD** made from a malt base. That distinction matters because Arizona liquor licenses are not all the same. Spirit-based RTDs require a license that allows spirits sales, while FMBS can be sold by retailers with a beer and wine license.

There can also be differences in nutrition, ABV, and product positioning. Many spirit-based brands highlight better-for-you traits such as gluten-free, low sugar, low calories, or low carbs. FMBS can deliver big flavor and variety, though some may trade nutritional claims for sweetness, higher ABV, or a more indulgent profile.



Carbliss exemplifies how RTDs bring flavor and convenience to social occasions.

What Do Customers Want?

More than ever, customers are seeking flavor first, pushing brands to innovate with bold, familiar, and sometimes unexpected options. We see the same trend across food and beverage, from limited-edition chips to soda flavor drops and spicy condiment variations. **Consumers want variety, and RTDs are beverage alcohol's answer.**

Driving the flavor craze is the desire for a personalized experience. One shopper may want bright, nostalgic flavor with higher ABV, making **BuzzBallz** a fit. Another may want a craft cocktail that works with a keto lifestyle, where **Carbliss** stands out. Someone else may want flavor without carbonation, making **NOCA** or **Surfside** appealing for smoother sipping.

Those preferences can even belong to the same consumer on different occasions. A pool day, tailgate, backyard

barbecue, or high-energy night out may each call for something different. Increasingly, beverage choices are driven by occasion, and the RTD category is built to meet that need with options for nearly every taste, lifestyle, and moment.

RTDs continue to gain popularity because they deliver convenience and consistency. They save time, remove guesswork, and give consumers the same flavor experience every time. Brands like **Cayman Jack** build loyalty by making the choice easy: open, pour, or sip, and know exactly what to expect. For busy shoppers, that reliability matters.

As the category evolves, understanding the distinction between RTDs and FMBS can help retailers make smarter assortment decisions and better serve today's consumers. The base ingredients and licensing requirements may differ, but both segments are united by what shoppers care about most: flavor, convenience, and choice. Whether consumers are reaching for a classic hard seltzer, a spirit-based canned cocktail, or a bold new flavor innovation, RTDs offer something for every taste and occasion. As demand for variety and personalization continues to grow, RTDs and FMBS are poised to remain a major force in beverage alcohol for years to come.

Finley 101

As a retailer, your success depends on having the right products in the right place at the right time. While consumers often focus on breweries and brands, distributors are the critical link that connects suppliers with retailers, ensuring a reliable flow of products, expert category support, and access to a diverse portfolio of beverages. As the first installment in a new series exploring the beer business from the distributor's perspective, this article takes a closer look at the essential role distributors play within the three-tier system and provides an inside look at Finley Distributing's history, operations, and commitment to helping retail partners grow their business.

What is a Distributor?

Independent beer distributors, like Finley Distributing, are licensed by both the federal and state governments to get bottles, cans, cases and kegs from a brewer or importer to your shelves through a safe, transparent and accountable system. We work to help new brands get to market and to ensure that your customers can choose from a vast selection of beer.

The Three-Tier System

In the United States, alcohol gets from producers to consumers through a three-tier alcohol distribution system made up of beverage suppliers, distributors and retailers. It is an important regulatory system that has been serving the American public for decades, helping to create and maintain a competitive, safe, and efficient marketplace benefiting customers. As an independent distributor, Finley Distributing is the critical link between your customers and the beverages they want.

A Brief History of Finley Distributing

Founded in 1948 when Harold and Dorothy Finley and a partner purchased a beer distributorship in Fairbank, Arizona, Finley Distributing has grown alongside Southern Arizona for nearly eight decades. A relocation to Tucson in 1950 followed by



Dorothy Finley's dedication, resilience, and passion for people helped lay the foundation for generations of success at Finley Distributing.

a few more moves and a period of expansion led to the company establishing its longtime home on South Euclid Avenue in 1982. Dorothy Finley took over leadership in 1983



following Harold's passing and helped guide a new era of growth, including the acquisition of Pearce Beverage brands in 2001. The company continued to expand with major warehouse additions in 2016, 2019, and 2026. Today, Finley Distributing

remains a family-founded business rooted in Arizona, with a legacy built on growth, service, and strong supplier partnerships.

Finley Distributing by the Numbers

- 200+ Employees
- 92 Sales, Merchandising and Delivery Vehicles
- 180-365 Stops per Day
- 11,000-25,000 Cases Delivered Daily





ONLINE ORDERING

NOW AVAILABLE

Place your orders with ease using Finley Distributing's online ordering portal

Product Catalog

Filter products by style, package type, and brand family to find detailed product information.



Account Information

Use the Order Again feature to quickly add a prior order to your cart, and generate shopping lists based on your purchase history.



Convenience

Order at your convenience from any device, check the status of your order, see your delivery schedule, and more.



Sign yourself up with a recent invoice number and total.



**Call your Route Manager or
520-623-8800 to get started**

High Noon



High Noon offers a variety of refreshing ready-to-drink hard seltzers available in multiple flavors and sizes. Designed for summer and day-drinking occasions, the brand emphasizes premium quality and convenience, with options for vodka only, tequila only, vodka iced tea, or mixed packs. Ask your Route Manager for all the options!

Lucky One



Made with real vodka and real lemonade, Lucky One delivers an authentic, refreshing, and sessionable drinking experience. Available in a variety of Lemonade and Tea flavors, the brand stands out with the support of Miss Peaches, the viral rescue pit bull adopted by *Barstool Sports* founder Dave Portnoy. Miss Peaches appears on every can and helps drive Lucky One's mission to support animal rescue organizations, giving

consumers a beverage that combines great taste with a meaningful cause.

Lytt Electric Coolers

Lytt is lightning in a bottle – a shortcut to electrifying the moment. Lytt is here for the thrill of the here and now, for the wild ideas and epic parties that leave consumers with tears of laughter streaming down their cheeks and a camera roll full of good times. So get in! It's about to get Lytt!

These single-serve FMBs are available in unique, resealable, recyclable containers in four flavors: **Strawberry Rita**, **Blue Raspberry**, **Tropical Punch**, and **Peach Mango**. **ABV:** 15.0% **Package:** 200ml (6.8 oz.) containers only **Availability:** Year-round, beginning in August



Blue Moon Variety Pack

For over 30 years, Blue Moon has brought its bright, sessionable, and always approachable flavor to the Craft beer space. And now the brand is proud to introduce the new Blue Moon Variety Pack to engage core drinkers by offering the flavors they already love in a new, discovery-driven format, and tap into lighter and flavor-forward beverage trends. This share pack includes classic **Blue Moon Belgian White** alongside **Blue Moon Mango Wheat** and **Blue Moon Light**. **Availability:** September



Re-introducing Keystone Ice

The more flavorful, higher-ABV counterpart to "Always Smooth" Keystone Light is coming back to shelves after being gone for a few years! Keystone Ice is a medium-bodied, crisp beer that is lightly hopped with a slightly sweet flavor and medium-to-dry finish with a light gold color. **ABV:** 5.9%

Packages: 12 and 24 oz. cans **Availability:** Year-round beginning in August



Carbliss Blood Orange Vodka Cocktail

Its crisp, zesty flavor bridges the gap between citrus lovers and those who want a refreshing, not-too-sweet option. With notes of fresh orange zest, Carbliss Blood Orange tastes light and citrusy for summer, but sophisticated and sharp for winter sipping – great for all seasons. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in August



Carbliss Grapefruit Vodka Cocktail

Bold and refreshing, Carbliss Grapefruit has a bright citrus smell that tickles the nose, while upfront notes of grapefruit tang with a pleasant bitterness. It finishes with a natural grapefruit sweetness underneath the tartness, creating a balanced finish. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Year-round, beginning in August



Absolut + Ocean Spray DOUBLE

*Real
Spirits!*

Crafted with Absolut® Vodka + real Ocean Spray® juice, this isn't your basic vodka cran... it's the upgrade. 9% ABV. No bubbles. All flavor. Smooth enough to sip, bold enough to hit. Two flavors, zero compromise: **Cranberry Crush & Cran Grape Smash**. Real vodka. Real juice. Level up your cran. Make it a DOUBLE. **ABV: 9.0%**
Package: 12 oz. cans only
Availability: Year-round, beginning in September



Schilling Excelsior 5.2

Excelsior has explored the cosmos at imperial heights, but what happens when there's nowhere to be? **EXCELSIOR 5.2** takes the same bold flavor as Excelsior Imperial Apple and builds it for draft. At 5.2%, the night just keeps getting better and nobody's ready to close out. They're not making Excelsior lighter. They're making it longer. **Package:** Draft only **Availability:** Year-round, beginning in August



NEW PACKAGES

Variety Pack Changes for Malibu Cocktail and Absolut + Ocean Spray

*Real
Spirits!*

Maintaining momentum on their variety packs, changes are coming to Malibu Cocktails and Absolut + Ocean Spray. New **Malibu Pink Lemonade** will now be part of the Malibu Cocktail Variety 8-pack, and **Cran-Apple** will join the Absolut + Ocean Spray Variety 8-pack.
Availability: September



Sapporo X Capcom Limited-Edition Onimusha Packaging

Sapporo is partnering with Japanese video game pioneer, Capcom, for their 25th anniversary release of *Onimusha: Way of the Sword* in September. Limited-edition packaging on Sapporo Premium 12 oz. 12-pack cans and 12 oz. 6-pack bottles will feature a QR code for consumers to unlock an exclusive in-game reward! **Availability:** August



SEASONAL SELECTIONS

When Demand Exceeds Supply

Seasonal and specialty releases are produced in limited quantities, and Finley works hard to secure as much as possible. However, since this publication goes to print well before brewery allocations are finalized, variations in availability may occur. Please feel free to discuss your options with your Route Manager.

Truly Sunset Mix

The sun may be setting on summer, but that doesn't mean the party is over! Introducing the new Truly Sunset Mix! The variety pack includes four deliciously dreamy flavors perfect for ending summer on a high:

Orange Glow, Peach Rays, Lemon Drops, and the return of fan-favorite Cotton Candy. Whether consumers are kicking back with their crew after another long and crazy season or keeping the fun going until the clocks turn back, these sunset-inspired flavors were made for porch-rocking, cloud-watching, and everything in between.
Availability: August



*NEW
VARIETY
PACK!*

New Belgium Brewing Voodoo Ranger Halloween Hoppy Pack



Voodoo Ranger gets a spooky twist this season, teaming up with horror icon Michael Myers for **Slasher IPA** inside a Halloween-inspired variety pack. Featuring bold pine and grapefruit notes with a striking mid-copper hue, this collection is built to stand out. Anchored by two fan-favorite classics and the return of **Citrus Slayer IPA**, it's a frightfully good lineup for fall. **Availability:** August

New Belgium Brewing Voodoo Ranger Atomic Pumpkin



Back by popular demand is Voodoo Ranger Atomic Pumpkin. This lighter pumpkin ale features cinnamon and Habanero chili peppers for the just the right amount of heat. Pale, Munich and Caramel malts set the stage for this fall seasonal favorite! **ABV:** 6.4% **Packages:** 12 oz. cans and draft **Availability:** Now!

New Belgium Brewing Oakspire



First brewed in 2018 as a special release for the fall and holidays, this beer has since become a fan favorite. Oakspire features a custom built, proprietary infusion method pulling flavors from Four Roses bourbon-steeped charred oak and marrying it with a malty-sweet amber ale. **ABV:** 9.0% **Package:** 12 oz. bottles only **Availability:** October

Lagunitas Sucks



It's back. And yes, they know. Sucks started as a stand-in for Shugga' when Lagunitas couldn't brew it one year, a beer born out of necessity that immediately developed a cult following of its own. Now it's returning as a limited release, and if you've been waiting, this is it. Brewed with a four-grain blend of barley, rye, wheat, and oats, then loaded with Citra, Simcoe, and Mosaic hops, it delivers tropical fruit and dank, resinous aromatics with the kind of lingering bitterness that reminds you why double IPAs exist. Big, aromatic, and unapologetically hoppy. **ABV:** 8.0% **Packages:** 12 oz. bottles and Draft **Availability:** October

Athletic Oktoberfest

A golden, malty fest brew that's soft on the palate but strong on flavor, Athletic Oktoberfest is brewed with Vienna and Munich malt alongside German Noble hops. It has a robust and bready body and dynamic malt kick.

Crisp, clean, and a little creamy, this fall seasonal is a paradigm of craftsmanship. Prost! **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** August



Athletic Dark & Gourdy

Dark & Gourdy is a festive fall brew crafted in a traditional porter style. It features classic autumn spices and has a subtle sweetness thanks to the pumpkin added to the brew. Grab a flannel, light

a fire, and sip on some as the seasons change. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** August



Huss Brewing Oktoberfest

Inspired by the traditional Bavarian Märzen, this beer has a copper-red hue, with full body and drinks with a slight malty sweetness. **ABV:** 5.5%

Packages: 12 oz. cans and draft **Availability:** August



Schilling Chaider

Chaider is arriving just in time for crisp nights and cozy sips. This 6.5% seasonal favorite blends fresh-pressed PNW apples with Schilling's custom organic Kinglet Chai spice blend, creating a cider that's bright, warming, and unmistakably fall. Catch it while you can – it's only here for the season. **Packages:** 12 oz. cans and draft **Availability:** August



Samuel Smith Winter Welcome

Winter Welcome has a floral aroma and delicious malt flavor with great richness and balance. Brewed by Yorkshire's oldest brewery, it's the first imported winter seasonal beer to be sold in the U.S.. Hard crystalline brewing water is still drawn from the original well sunk in 1758, and the yeast strain has remained unchanged for over 100 years. The result is a beer honey-amber in color with great finesse and complexity.

ABV: 6.0% **Package:** 12 oz. bottles only

Availability: October



Lindemans D'Or



Lindemans D'Or is a premium Belgian mixed-fermentation fruit beer that blends traditional lambic with Belgian strong ale and tropical fruits, including mango, melon, and lime. With its brilliant golden color, juicy tropical character, and refreshing sweet-tart balance, D'Or delivers a smooth, full-bodied drinking experience despite its robust 8% ABV. Bright, vibrant, and refreshingly exotic, it offers a unique fusion of Belgian brewing tradition and tropical flavor. **Package:** 8.45 oz. bottles only **Availability:** September



Lindemans Noir

Lindemans Noir is a bold Belgian mixed-fermentation fruit beer that combines traditional lambic with Belgian strong ale and a rich blend of dark fruits, including blackcurrants, elderberries, and blueberries. Its deep maroon color, intense berry aroma, and full-bodied flavor create

a complex, almost wine-like drinking experience. Balanced by refreshing acidity and a remarkably smooth finish, Lindemans Noir delivers sophisticated dark-fruit character with an approachable 8% ABV. **Package:** 8.45 oz. bottles only **Availability:** September

Ayinger Oktober Fest-Märzen

The quintessential Bavarian festival lager for Oktoberfest season! Ayinger's Oktober Fest-Märzen is world-renowned for its delicious nose and taste of bready malts with a balanced, yet subtle finish of hallertau hops. Bavarians have been celebrating beer festivals since before the 1400s, with Oktober Fest-Märzen being one of the most admired festival beers of its style. **ABV:** 5.8%

Packages: 11.2 oz. bottles and draft

Available: Now!



Abita Pecan Ale

Pecan Ale is brewed with real Louisiana roasted pecans, giving it a subtle nutty flavor and aroma. It features pale, Munich, biscuit, and caramel malts, plus Willamette hops, with roasted pecans added in the brewhouse. **ABV:** 5.2% **Packages:** 12 oz. cans and draft **Availability:** Now!



Shiner Oktoberfest

Celebrate Oktoberfest with Shiner's take on the classic Märzen style! Crafted with premium two-row barley, Munich and caramel malts, and German-grown Hallertau Tradition and Hersbrucker hops, this rich, malty brew offers a taste of traditional German festbier. Shiner Oktoberfest has a well-

rounded flavor with a hint of caramel sweetness and a crisp, dry finish, balanced by a touch of moderate hoppiness. The moderate carbonation and balanced body make it both flavorful and easy to drink, perfect for autumn festivities and cooler evenings. This fall beer pairs perfectly with bratwurst with sauerkraut, soft pretzels with mustard, and apple strudel. Pröst to autumn gatherings! **ABV:** 5.7% **Packages:** 12 oz. bottles and draft **Availability:** Now!



Hacker-Pschorr Original Oktoberfest Märzen



Hacker-Pschorr Original Oktoberfest Märzen makes any celebration authentic! Since 1417, Hacker-Pschorr has been a leader among Munich's famed breweries. Over the ensuing 600+ years, their brewmasters have perfected the art of making the most flavorful and consistent beer from the simplest of ingredients: water, malt, yeast, and hops. Original Oktoberfest has a nose of black currants and earth, with a malt-driven flavor expertly balanced by Hallertau hops.

ABV: 5.8% **Packages:** 11.2 oz. bottles and draft **Availability:** August



Paulaner Oktoberfest Bier

This golden Oktoberfest lager is Germany's #1 Oktoberfest beer. It is also the only beer served in Paulaner Oktoberfest tents today and the favorite beer at the Munich Oktoberfest. Brewed once a year, Oktoberfest Bier is the pinnacle of German brewing – deep golden in color, full-bodied, and wonderfully mellow with a balanced, harmonious taste and the pleasant fragrance of hops. At 6% ABV, it is stronger and bolder than the typical lager. **ABV:** 6.0% **Packages:** 12 oz. bottles, 16.9 oz. cans, and draft (including 5-liter mini kegs) **Availability:** August



From August 17 through October 11, Paulaner is offering consumers the chance to win the best Oktoberfest ever! Fans can visit OktoberfestWithTheBest.com and play the Perfect Pour game for a chance to win a VIP trip to Oktoberfest in Munich, plus exclusive Paulaner swag, because no Oktoberfest is complete without the perfect pour!



Paulaner Oktoberfest Märzen

This amber beer style was developed more than 200 years ago to celebrate the original Munich Oktoberfest. The Märzen name originates from "March beer" because it was historically brewed in March, to be available for its peak flavor by the Oktoberfest celebration. This full-bodied beer, with its rich malt flavor and dark toffee notes, has an underlying fruitiness and masterful hop balance. **ABV:** 5.8% **Packages:** 11.2 oz. bottles and draft **Availability:** August





Summer isn't over yet and Corona is owning the season by giving loyal fans the chance to win one of 102 trips to la playa, now through August 15! Grand prize winners will receive a three-day beach trip for four people. Other winners will receive a La Playa Pack – a bundle of beach necessities including a Corona cooler, Sun Ninja tent, Diet Starts Monday merch, and more!

Corona Elevates Every Football Experience

Consumers can score a touchdown by joining their favorite cerveza in the Corona Lime Zone! From August 17 of this year through February 14, 2027, Corona is offering football fans the chance to win a game day beach trip or unique tailgate gear. Corona doesn't just show up, it becomes part of the game day ritual, elevating every aspect of the football experience.



Modelo + Arizona Football

As an Official Partner of Arizona Athletics and the Official Sponsor of the College Football Playoff, Modelo is leaning into the truth that college football isn't something you do, it's something you live for. The iconic cerveza will welcome Wildcats Fans to Full-Time Fandom while also celebrating all college football fans with the Modelo Fan Box, a season-long sweepstakes packed with energy, surprises, and exclusive rewards.

Salud to the End of Summer with Modelo



Modelo has partnered with Blackstone to bring the sizzle to summer "asada occasions" and they're giving consumers the chance to win gear until the season ends, now through August 15. With dedicated retail tools sure to stand out in the market, Modelo drinkers will have a reason to *Salud to Summer!*



Victoria X Carín León Sweeps

Victoria has partnered with Carín León to soundtrack the season with unforgettable music! Together, they're giving a lucky winner and a friend the chance to see Carín León live! Other winners will receive a vinyl copy of his Grammy-winning album "Boca Chueca, Vol. 1", a Victoria-branded record player, and a custom slip mat! Consumers can enter for a chance to win via QR code scan on themed POS now through September 15.



Victoria: Fiesta Patrias

Victoria is proud to connect with Mexican and Mexican American consumers through the brand's Fiestas Patrias retail POS. The vibrant graphics celebrate Mexican Independence Day, the way only Victoria can.

Make Summer Happen with Pacifico

Now through September 7, Pacifico is helping consumers Make Summer Happen by giving one lucky winner the ultimate adventure: a Taiga Watercraft to fuel their summer escapes. Additional winners will score exclusive Pacifico



Summer Gear Kits, each featuring a portable Pacifico-branded Nomad Grill, a Pacifico Yellow Yeti Backpack Cooler, and a custom Pacifico JBL portable speaker – everything they'll need for unforgettable end of summer moments.



Samuel Adams Raise a Stein to a Legend

Each fall, the leaves change, the temperature drops, and a legend returns. For over 30 years, Sam fans have waited with bated breath for the reappearance of Oktoberfest. In fact, the only thing more renowned than this beer is drinkers' commitment to it. They hoist steins. They don lederhosen. They stock up, stash, and squirrel away for later with legendary devotion. And if you ask us, it's about damn time they got their just due. So Sam Adams is asking consumers to grab their friends, crack a bottle, and raise a stein in recognition. To the beer. The drinkers. The moments. To the 'Legends of the Fall.'

Samuel Adams Oktoberfest



In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Sam Adams' take on the style blends hearty malts for a deep, smooth flavor with notes of caramel perfect for the season. **ABV:** 5.3% **Packages:** 12 oz. bottles, 12 oz. cans, 19.2 oz. cans, and draft **Availability:** August

Samuel Adams Non-Alcoholic Oktoberfest

Sam Adams' legendary fall brew is back, featuring the same robust, malty flavor without the alcohol.

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



NEW
NON-ALC
BEER!

Samuel Adams Fall Legends Variety Pack

This year's fall variety pack celebrates the legendary **Oktoberfest** beer and a delicious collection of seasonal beers that accompany it: **Harvest Helles**, **Jack-O**, and **new Apple Spice Ale**. The pack name connects to the "Legends of Fall" retail program and thematic POS that will support the Sam Adams Fall seasonal lineup in market. Whether you're stein hoisting, tailgating, apple picking, or sitting around a bonfire, the Samuel Adams Fall Legends 2/12 can Variety Pack has a perfect beer for every occasion. Prost! **Availability:** August



NEW
VARIETY
PACK!



Twisted Tea X REALTREE

Drive fall momentum for Twisted Tea by leveraging limited-edition REALTREE camo packaging and high-impact, thematic POS to dominate outdoor occasions at retail. The versatile REALTREE camouflage pattern and their legacy Team REALTREE logo will be leveraged across three Twisted Tea Original SKUs to help dominate outdoor occasions and drive display execution at retail. **Availability:** September





Twisted Tea is Ice Cold and Tailgate Ready. Fall is one of the most important times of the year for Twisted Tea and fun-hunting drinkers are getting the party started early. Twisted Tea is meeting them in the parking lot, backyard, or wherever they get ready for the big game with an even more TWISTED program, beginning August 1, that will stand out at retail.

Angry Orchard X SCREAM Thriller Pack



Introducing the 2026 Thriller Pack – a killer combination of seasonal hard ciders that are so good you'll *Scream*! This Halloween season, Angry Orchard and *Scream* are teaming up to deliver this bold, refreshing (and a little spooky) celebration of the season.

The 2/12 can mix includes four spooktacular ciders: **Headless Pumpkin**, **Mystery Caller**, **Caramel Apple Curse**, and **Blood Orange**.
Availability: August

**NEW
VARIETY
PACK!**

IT'S ALWAYS THE HARD CIDER YOU KNOW...

**SO GOOD YOU'LL
SCREAM**

Celebrate Scream Season with Angry Orchard

Angry Orchard is thrilled to partner with one of the most iconic horror movie franchises in the industry, *Scream*! By tapping into one of horror's most recognizable franchises, they're creating bold, immersive experiences for in-store and on-premise designed to own Halloween. From eye-catching POS and limited-edition packaging to themed giveaways and breakthrough digital, this program is built to stop shoppers in their tracks. Starting September 1, Angry Orchard will make it clear that there's only one way to celebrate the season and that's by letting the screams out with Angry Orchard and *Scream*!

**BE A
FULL FLAVOR FAN**

8% ALC VOL

**ENTER FOR A
CHANCE TO
WIN THE ULTIMATE
TAILGATE WAGON**

SCAN HERE

PLEASE ENJOY RESPONSIBLY. SMIRNOFF ICE Premium Flavored Vodka Beverage. The Smirnoff Co., New York, NY 10108. NO PURCHASE NECESSARY. Sweepstakes starts 8/1/2019 @ 12:00 a.m. Eastern Time (ET) and ends 9/30/2019 @ 11:59:59 p.m. ET. Open to legal residents of the US 18+ years of age. Actual prize may vary from image. For Official Rules, including how to enter, odds, prize details and restrictions, visit www.spiritsmash.com/smirnoff-icetailgate-sweeps. Void in VA & where prohibited. Sponsor: Diageo Beverages USA, New York, NY.

Smirnoff Ice SMASH Full Flavor Fan Tailgate Sweeps

From August 1 through September 30, Smirnoff Ice SMASH is offering consumers the chance to win The Smirnoff Ice SMASH Ultimate Tailgate Wagon via QR code scan on themed point-of-sale! A total of 100 winners will receive different prizes from a tailgate wagon to folding chairs, a cooler Bluetooth speaker, and more!



Guinness Premier League

After celebrating Arsenal's historic 2025/26 Premier League title triumph, Guinness is raising a glass to a new chapter as the reigning champions kick off their title defense when the Premier League returns in August. Guinness maintains its status as the Official Beer of the Premier League along with three partner clubs: Arsenal, Newcastle United, and Aston Villa. Beginning August 22, consumers are invited to kick off the season by entering a sweepstakes program where they have a chance to win prizes every week of the full 38-week season.



Blue Moon

From an alliance with Arizona Athletics to localized POS, Blue Moon is meeting drinkers at Wildcat football occasions and beyond. Blue Moon fits naturally into how craft drinkers experience fall and their new visuals elevate retail activation and drive consumer engagement.

Smoothest Year Ever? Say Less.

Starting August 1, Keystone Light is looking to become the beer of choice near campus. QR codes on POS tools offer a chance to win cash prizes – and who doesn't need a little extra spending money?? Good times. Good value. Say less.



Miller Lite Inspires Fans to Make Game Day Legendary

Every fan has a game day rule – lucky jersey, same seat, no jinxes. Beginning September 1, Miller Lite will tap into those rituals with a national pro football program. With POS showing up across bars, restaurants, and retail, consumers can scan the QR code, share their rule, and enter for a chance to win cash and game tickets.

Tune in to the High Life

Music has a way of turning ordinary moments into unforgettable experiences and Miller High Life helps fans savor every note. This fall, Miller High Life will show up at music occasions and drive in-store sales with retail tools, thematic packaging, a *Rolling Stone* tour partnership, local music activation support, and a rocking promotion to win a Crosley Record Player.





Mix Up Your Aperitivo with Peroni & Fever-Tree

Peroni and Fever-Tree come together to craft cocktails and aperitivos that celebrate the crisp, vibrant spirit of Italian style. Look for retail-forward tools that highlight both brands and unlock crowd-pleasing cocktail recipes by scanning the QR code on themed POS.

The Perfect Combo for the Game

Game day just got easier. Grab Topo Chico Hard and Mission Tortilla products for a ready-made watch party pairing that shoppers will love. Beginning August 1, consumers can buy two cans of Topo Chico Hard and Mission Super Soft Tortillas or Tortilla Chips to qualify for a rebate, making this an easy, snack-and-sip solution for tailgates and game-time get-togethers.



More Sabor

From now through the end of August, Dos Equis Cheladas are firing up the flavor by offering consumers the chance to win a range of amazing prizes. Grand prize winners will receive a More Sabor Fiesta Bundle including a portable Blackstone grill, Dos Dressing Kit, grilling spices and rubs, and more! It's the perfect way to amp up the flavor at every tailgate, backyard hang, picnic...anywhere the mood takes you!

Dos Equis xx Fuerza Regida

Dos Equis is the Official Beer Partner of Fuerza Regida, one of the biggest bands in the world. They're gearing up for a massive year of live shows across the US, and fans can't get enough. To celebrate the partnership, Dos Equis is sending three lucky winners on a trip to catch the band live in concert. The Grand Prize includes 2 VIP tickets, hotel, travel, and more.

Consumers can enter any time until the end of the year by scanning a QR code on custom POS.





Go for Dos

This season, Dos Equis is encouraging consumers to GO FOR DOS. The literal meaning of the phrase (go for two) is describing a football team's attempt at a two-point conversion. But over the years, the phrase has grown to represent much more than that. It's a call to action; an invitation to embrace the unexpected and lead a more interesting life. As the most interesting cerveza, Dos Equis is uniquely positioned to own the occasion and make this season unforgettable. Get ready to GO FOR DOS every day!

Tecate Honors Dia de los Muertos

Tecate's Día de los Muertos program celebrates one of the most important cultural moments by honoring tradition, remembrance, and togetherness in a bold, authentic way. Through simple, vibrant POS inspired by ofrendas, candles, and iconic holiday symbols, Tecate becomes a natural part of shoppers' celebrations. Running from September 15 through November 2, the program delivers easy-to-execute retail theater that connects emotionally with consumers and keeps Tecate top of mind during the season.



MORE SEASONAL SELECTIONS & PROGRAMS



Experience the U.S. Open Like a V.I.P.

In 2026, Heineken will help consumers experience the U.S. Open like no other – through a compelling sweepstakes that brings awareness to the brand's 30+ year sponsorship with the event and the help of 6x U.S. Open Champion, Serena Williams. The Grand Prize includes two tickets to the 2027 Men's or Women's Finals, roundtrip airfare and hotel accommodations, a travel stipend and more. As a bonus, throughout the promotion, 100 consumers have a chance to receive an exclusive Heineken x U.S. Open branded hat! Consumers can enter for a chance to win by scanning a QR code on select POS between now and September 20.

Heineken x F1

Utilizing the new global sponsorship campaign, *Fans Have More Friends*, Heineken will celebrate fandom by offering consumers the opportunity to experience race day at one of the U.S.'s most exciting races: Miami Grand Prix! One Grand Prize winner and their guests will receive tickets to the 2027 Miami GP inclusive of roundtrip airfare, hotel accommodations and a travel stipend. Consumers can enter for a chance to win by scanning a QR code on select POS between September 1 and November 30.





Now through October 15, Cali Squeeze & Aftershock are offering fans a chance to score a custom Fender guitar via QR code scan on themed POS! There will be only one lucky winner!



White Claw Iconic Venues

White Claw is bringing its national music platform to life at retail through a program tied to its sponsorship of two iconic venues: Red Rocks Amphitheatre and Hollywood Bowl. Running August through October, the promotion gives shoppers a chance to win two epic experiences at these two iconic venues via QR code scan on themed POS. Backed by a full suite of in-store displays and merchandising support, the program is sure to turn some heads – offering shoppers a chance to access a bucket list music experience while helping retailers generate incremental sales and excitement.



Gameday Seltzer with Wildcat Spirit

High Noon has plans to dominate the full College Sports athletic calendar through a national partnership with Barstool Sports. This program will drive relevancy and loyalty with Gen Z LDA consumers, leveraging their passion for college sports. By connecting High Noon to the excitement of “watch party” day-drinking occasions, retailers can amplify engagement, drive sales, and create unforgettable experiences for customers. The brand’s new partnership with Arizona Athletics can help retailers capitalize on high-interest occasions through drink features and floor displays, driving foot traffic, revenue, and mutual success.

Turn Up the Sun with High Noon

High Noon’s 2026 Summer retail program invites consumers to enjoy High Noon all summer long with impactful summer-themed displays and an engaging call-to-action. Shoppers can scan QR codes on POS to enter sweepstakes for chances to win one of three sun-soaked trips including a Vegas pool party, a golf outing at a PGA course, or a yacht day in Miami, plus hundreds of other prizes. Backed by a multi-million-dollar national media investment, this program will drive consumer traffic and sales at retail.





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OFFICIAL SPONSOR

KICK OFF COLD WHEN IT COUNTS

This fall, Coors Light is tapping into the excitement of college football through a continued partnership with Arizona Athletics and Wildcat Football. The brand is also sticking with TV partner ESPN GameDay, and it's bringing a new player to the table – a limited-edition Beer Cheese flavored Cheez-It. Fans can scan a QR code on packs and POS tools to enter for a chance to win a VIP experience for the first 2027 season College GameDay, which includes a behind-the-scenes tour, tickets to the game, flights, and hotel stay for the winner and three friends!

Coors
LIGHT



OFFICIAL CORPORATE SPONSOR OF ARIZONA ATHLETICS