HEADY TIMES

FINLEY DISTRIBUTING
Holiday 2026 | V.60



YOUR HOLIDAY CHECKLIST

What to Stock and How to Promote It

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



In our last issue of Heady Times, we highlighted Finley's proud sponsorship of Arizona Athletics alongside our brewery partners and shared our excitement about U of A football. The Cats have given us plenty to cheer for this season—and bringing that spirit of cheer to our community is what Finley Distributing and you, our valued partners, are all about.

We're excited to share another jam-packed issue of Heady Times as we welcome the winter holiday season and offer a variety of holiday recommendations to meet all your customers' needs. **Finley Distributing has something for everyone: traditional beer, craft beer, imports, flavored beverages, ready-to-drink cocktails (RTDs), and more, including non-alcoholic options.** In a separate feature, you'll discover why N.A.s should be top of mind for all of us. Finley Distributing's portfolio offers a wide range of choices, from non-alcoholic beer to more traditional favorites like soda and water.

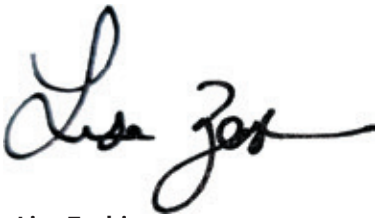
N.A.s are just one part of the holiday cheer. In this issue, you'll also find features on **Monaco** and **Long Drink**, the newest additions to our portfolio. We also continue our behind-the-scenes look at operations, an essential part of our business. **We hope you enjoy this issue, discover something new, and bring the cheer of the Finley portfolio to your customers while helping your business prosper.** As always, your Finley Route Manager is your go-to resource for building the perfect lineup for our beautiful Sonoran late fall and early winter season.

As the year draws to a close, we're reflecting on all we navigated together in 2026. There's no denying it was a tough year, but challenging times reveal the true strength of partnership. Business is inherently unpredictable, yet one important piece which has predictability is our partnership, which helps each of us weather the uncertainty and look to the future with confidence.

Thank you for your continued commitment to Finley Distributing and for your valued partnership. I'm genuinely excited about the upcoming holiday season and all that 2027 will bring and hope we share this excitement together.

Wishing you, your family, and your loved ones happy holidays, with joy, memories made and filled with cheer!

Cheers!



Lisa Zashin
President and
Chief Operating Officer
Finley Distributing

first draft *getting you ahead of the curve*



Mark Your Calendars

NOVEMBER

11/1 – 11/2 Día de los Muertos
11/5 International Stout Day
11/11 Veterans Day
11/26 Thanksgiving *Finley will be closed, and no deliveries will be made*
11/28 Small Business Saturday

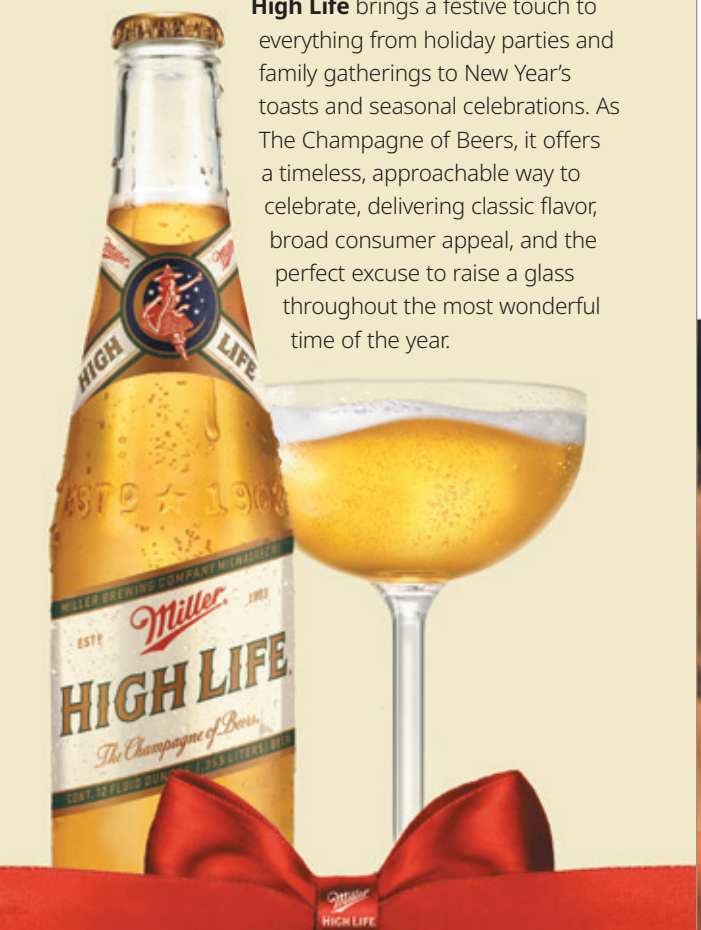
DECEMBER

12/4 National Bartender Day
12/4 – 12/12 Hanukkah
12/5 Repeal Day
12/10 National Lager Day
12/25 Christmas Day *Finley will be closed, and no deliveries will be made*
12/26/26 – 1/1/27 Kwanzaa
12/31 New Year's Eve

JANUARY

1/1/27 New Year's Day *Finley will be closed, and no deliveries will be made*

Champagne isn't the only way to add sparkle to the holiday season. With its crisp, refreshing taste, signature golden bubbles, and iconic heritage, **Miller High Life** brings a festive touch to everything from holiday parties and family gatherings to New Year's toasts and seasonal celebrations. As The Champagne of Beers, it offers a timeless, approachable way to celebrate, delivering classic flavor, broad consumer appeal, and the perfect excuse to raise a glass throughout the most wonderful time of the year.



State of Beer 2026

The beer industry continues to face headwinds, but there are signs the market may be stabilizing. The Brewers Association estimates craft beer production declined 4% during the first half of 2026, while the number of operating breweries fell 1.8% to 9,344. Still, **54% of breweries surveyed reported growth** – up from 49% last year – and **monthly consumption among craft drinkers reached its highest level since 2019–2020**. The takeaway? Today's beer market remains challenging, but consumers are still engaged, giving breweries and retailers opportunities to win with the right brands, occasions, and execution.



Draft Keeps Gaining Ground

Draft is emerging as one of beer's brightest spots. According to NIQ and Draftline Technologies, draft now accounts for 53.1% of U.S. on-premise beer volume, up two percentage points in just two years. Its share of beer dollars has climbed to 49.9%, putting draft on the verge of overtaking packaged beer by value in bars and restaurants. A well-chosen, well-maintained tap lineup can help turn that momentum into sales.

Your Holiday Checklist: What to Stock and How to Promote It

Be ready to make the most of the year's busiest season.

By Courtney Iseman



The holidays are the strongest season of the year for drink sales. **20% of a beer, wine, and/ or liquor store's annual revenue will likely come from November and December**, per Statista. It's crucial for retailers to prepare to make the most of the substantial spike in demand.

This isn't quite as simple as doubling down on stereotypically celebratory products like sparkling wine, though. Today's consumer is ever-evolving in their preferences. A holiday-geared selection in any store must now cater to a wider range of demographics and occasions, spanning from non-alcoholic to lower-ABV to full-strength. Let's run through the checklist of essentials for the 2026 holiday season.

1. Seasonal Beers

Seasonal beers capture the moment, stir up nostalgia, and boast the appeal that they're fleeting. They're commonly strong performers for breweries, building loyal followings of fans who eagerly anticipate their annual return.

Back for its second year, **Modelo Noche Especial** is a full-flavored amber lager with smooth toasted caramel malt character, subtle hop notes, and a clean, refreshing finish. **Bells Christmas Ale** is rich and malty with notes of caramel and a warm finish. **Samuel Adams** leans brighter with their Winter White Ale, a 5.7% white ale brewed with orange peel, cinnamon, and nutmeg.





2. Classic, Crowd-Pleasing Beers

For every person craving the bigger, bolder flavors of seasonal beers, there's another who simply wants their go-to. The increase in hosting for the holidays means more people need a variety of options that speak to as many guests as possible. Think familiar heavy-hitters: easy-drinking lagers from **Corona**, **Miller**, **Dos Equis** and **Coors** as well as lagers that scratch the elevated import itch like **Peroni**, **Heineken**, **Sapporo**, and **Peroni**, and other popular styles like **Guinness Draught Stout** and **Dragoon IPA**.

3. Variety Packs

"The holidays are a great opportunity for variety packs," says Finley Distributing's General Sales Manager, Sloane Teasley. "With so many different occasions and preferences during the holiday season, a variety pack gives consumers the flexibility to bring something for everyone. Whether it's craft beer, seltzers, FMBs, ciders, or NAs, there are more options than ever to satisfy different flavor preferences and make it easy to shop for a group."

The **Winter Break Variety Pack** from **Samuel Adams** includes the iconic **Winter White Ale**, as well as **Winter Lager**, **Old Fezziwig** and new **Cherry Chocolate Stout**. The **Mad Chill Pack** is Angry Orchard's new winter variety pack, mingling something for every party guest from cozy **Baked Apple Pie** to versatile **Angry Old-Fashioned Style** to new **Stoked Sangria Style** and **Rad Plum**.





4. Flavored Malt Beverages

Shoppers want all their guests to feel included. That means addressing the middle space between beer and other categories like cocktails, wine, and non-alcoholic options. Malternatives, or flavored malt beverages, speak to those consumers. Classics like **Smirnoff Ice**, **Twisted Tea**, and **Mike's Hard Lemonade** provide familiarity and approachability. **Redd's Apple Ale** brings crisp apple flavor, festive appeal, and easy-drinking refreshment that's right at home at holiday gatherings and seasonal celebrations. Hard seltzers factor into this category, too; think **Truly**, **White Claw**, and **Topo Chico Hard Seltzer**.

5. Ready-to-Drink Cocktails

Ready-to-drink cocktails have been growing even as other categories decline. This tells us people want the experience of drinking a cocktail, but they don't want to have to break out multiple ingredients and tools. That's truer than ever during the holidays. Canned cocktails are a significant time-saver for the party host.

RTDs promise consistency, reliability, and variety. **VMC** delivers bar-inspired flavor in an easy-to-enjoy format, with refreshing takes on classics like the **Paloma** and **Margarita**, along with other fruit-forward varieties. **Carbliss Crafted Cocktails** appeal to holiday hosts and guests alike with premium



spirits and festive fruit flavors. **Monaco** offers a line of flavorful crushes; and **BuzzBallz** serves up cheeky twists on iconic cocktails everyone knows and loves in a fun format, from the **Espresso Martini** to the **Choc Tease**. And Boston Beer recently introduced **Lytt Electric Coolers**. Coming in at 15% ABV, they pack a punch and always stand out in the crowd as they come in light bulb-shaped packaging that glows in the dark!

6. Non-Alcoholic Options

A robust selection of non-alcoholic options is non-negotiable. Think about checking off as many subcategory boxes as possible so no matter what someone is looking for, they find it on your shelves.

For beer, there are craft options from **Athletic Brewing Company**, **Firestone Walker**, and **Lagunitas**, as well as macro brands like **Guinness Draught Zero**, **Corona Non-Alcoholic**, and **Heineken 0.0**.

7. Mixers

While an increasing number of consumers reach for ready-to-drink cocktails, there is still demand for products like mixers. This is especially relevant considering the versatility of today's mixers and how they're used.

Espresso Martini, **Sparkling Pink Grapefruit** and **Classic Margarita** mixes from Fever-Tree elevate alcoholic and alcohol-free cocktails alike. Fever-Tree also offers premium **Ginger Beer**, **Tonic** and **Club Soda**, crucial workhorse products. Craft sodas speak to shoppers who want those familiar favorite flavors but appreciate better ingredients – think **Root Beer**, **Orange Cream**, and **Vanilla Cream** varieties from **Henry Weinhard's.**

Once your inventory checklist is complete, consider how to best present it to customers.

"Merchandising can be very effective during the holidays because it might be the only time that year that customers go to a specific account," says John Hubbard, Finley Distributing's Chain Sales Manager. "Attractive eye-catching displays could make a decision easier for a customer taking a product to a party."

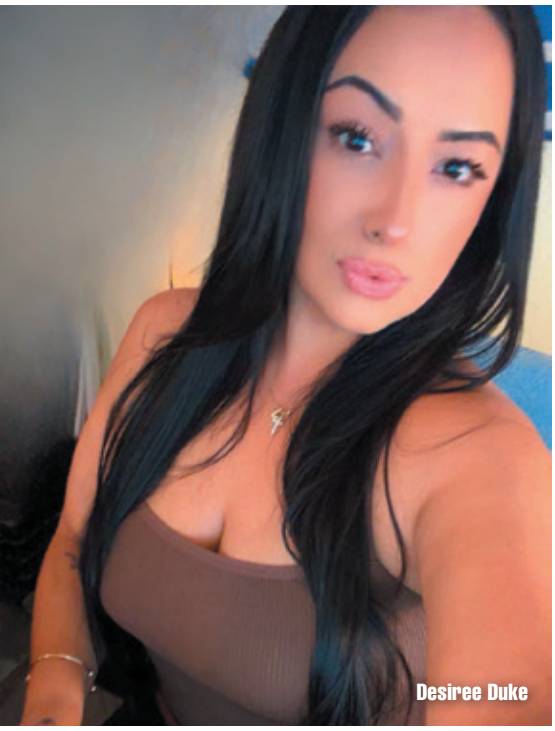




Products grouped by category are approachable for shoppers, but think about opportunities to elevate merchandising, introducing new ideas to customers and/or rounding up options by occasion. For example, a New Year's Eve end cap with standard sparkling wine alongside wine-based RTDs pulled from the canned cocktail section plus non-alcoholic options. Another display could organize alcoholic and non-alcoholic bases plus mixers together to demonstrate easy cocktail-making opportunities. Communicate all of this via your social media channels and in-store activations – holiday customers are eager to learn and shop smarter for a more celebratory season.

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.*

On The Job With...


Desiree Duke


David Villalva

Desiree Duke

Marketing Coordinator and On-Premise Sales

Where were you born? San Bernardino, California.

How long have you been with Finley Distributing? I started at Finley Distributing 3 years ago as the Receptionist. I moved into the Marketing Coordinator position in March of this year, and I also handle a list of On-Premise accounts.

What's your favorite part of your job? Meeting new people and trying new products is definitely my favorite thing about this job. Also being able to support my route and take care of my customers.

What Finley product(s) do you enjoy in your free time? Dos Equis Lager (draft with a lime!) and High Noon Sweet Tea + Vodka.

What's your go-to comfort food? My go-to comfort food is wood-fired pepperoni pizza.

Are you a morning person or a night owl? I've always been a night owl, but I am trying my hardest to get in the habit of getting up earlier.

Tell us a little about your family. I have four beautiful daughters, from an adult to a toddler. Unless I'm working, I spend every free second I have with them.

David Villalva

On-Premise Supervisor

Where were you born? I was born and raised in the desert heat! Tucson, Arizona.

How long have you been with Finley Distributing? I have been with Finley for a total of 7 years.

What's your favorite part of your job? My favorite part of my career is how much trust and all the great relationships I've built within the Finley family and with accounts out in the market. And of course selling beer!

What Finley product(s) do you enjoy in your free time? I always enjoy an ice-cold Voodoo Ranger Juicy Haze in my free time. But lately a SuperLyte from Surfside has been very enjoyable during this fall heat.

Do you have a favorite local spot you'd recommend? A great local spot I'd recommend would be Putney's Pitstop. Great food and great beers to watch any games.

Are you a morning person or a night owl? I am a morning person. I enjoy drinking hot coffee!

What do you like to do in your spare time? I enjoy gaming in my spare time. I am a big Madden guy so if anyone would like to lose against me, let me know!

Monaco Cocktails

Monaco Cocktails give retailers a premium, malt-based RTD lineup built for today's flavor-driven, convenience-minded shoppers.

Retailers do not need another reminder that beverage alcohol is changing. What they do need are brands that can turn that change into dependable sales. Monaco Cocktails give retailers a strong answer to one of the biggest shifts in the industry: consumers are still looking for flavor, convenience, and occasion-ready drinks, but they are increasingly finding those things outside the traditional beer aisle. **Built around bold flavors, single-serve convenience, and its simple "2 shots in every can" positioning, Monaco is a ready-to-drink cocktail brand – available as either a wine-based or spirits-based product – that deserves serious attention at retail.**

The broader category case is clear. Beverage alcohol remained under pressure in 2025, with beer, wine, and spirits all seeing dollar declines. **RTDs, however, continued to stand out as one of the most reliable growth engines, accounting for more than 12% of total alcohol dollars**, according to NIQ's 2025 Beverage Alcohol Year in Review. Within that momentum, cocktail-style RTDs are especially important.

For retailers, the takeaway is simple: flavor-forward, cocktail-inspired drinks are no longer a niche add-on. They are a meaningful part of the alcohol set, and Monaco fits that opportunity because it already has the scale and identity many RTD brands are still trying to build. Launched in 2012, **Monaco has grown into a top-five RTD cocktail brand in the U.S.** by bringing together quality ingredients and convenient servings. **The brand also holds a 5% share of RTD singles and is sold in more than 70,000** retail locations across the country, showing particular strength in convenience stores.

That strength matters because impulse, trial, and trade-up behavior often happen one can at a time. A shopper who may not want to commit to a full pack can still grab a cold can for a party, tailgate, concert, beach day, or night out. **Monaco's single-serve format makes it especially valuable in c-stores and cold boxes, where speed, visibility, and immediate consumption occasions drive purchase decisions. At the same time, the brand's growth across multi-pack formats gives retailers a way to turn trial into larger-basket purchases.**

Monaco's flavor lineup speaks directly to where consumer interest is going. Modern shoppers are not just buying alcohol by category; they are buying by occasion, mood, and taste profile. Monaco's portfolio of bold, recognizable flavors – including **Citrus Rush** and **Lime Crush** – gives retailers a colorful, easily recognizable brand that is simple to merchandise. In an RTD set that can feel crowded, Monaco's impactful packaging, flavor options, and value create quick shelf communication.

The brand also connects naturally to high-energy social occasions. Monaco has built its fanbase through experiential events, including music festivals, UFC MMA fights, and live-action sports. Molson Coors has said the brand was developed through "real, in-person experiences." That positioning matters in a category driven by convenience and visibility. Retailers can lean into Monaco for weekend displays, sporting events, holiday weekends, and single-serve cold box placements where shoppers are already looking for grab-and-go options.

Molson Coors' acquisition of Atomic Brands adds another reason for retailers to pay attention. The company has said **Monaco fills a portfolio gap, adds immediate scale, and is expected to contribute roughly 1% to global net sales on a trailing 12-month basis.** Molson Coors has also pointed to increased marketing support, expansion through chain retailers, and overlap with its existing distributor network as growth opportunities for Monaco. In practical terms, **Monaco is not just a fast-growing RTD brand, it is now backed by a supplier with the distribution reach and commercial resources to push it further.**

The RTD category is no longer a trend riding the tail end of hard seltzer. It is a durable, evolving part of beverage alcohol, and Monaco is a brand that's best positioned to help retailers win with today's convenience-driven, flavor-first shoppers.



Born in 2012, Monaco is the original high-energy, high-impact, full-flavored RTD cocktail, delivering the convenience of a high-quality, perfectly mixed party in a can.

The Finnish Long Drink: Finland's Best-Kept Secret

Finland has spent more than 70 years enjoying Long Drink. Now the rest of the world is catching on.

The story starts in Finland in 1952, when the Finnish government was preparing to host the Summer Olympics in Helsinki. Officials needed a drink that could be served quickly to thousands of international visitors, so they created a refreshing blend of gin and grapefruit soda that became known as the "long drink," or *lonkero*. What began as a practical solution soon became one of Finland's most beloved alcoholic beverage categories.

In 2018, Mikael Taipale, Ere Manner, Sakari Manninen, and Evan Burns brought that Finnish tradition to the United States. Their premium canned cocktail stood out through its distinctive flavor, quality, and authentic heritage – not a manufactured marketing story.

The approach worked. **Long Drink became one of the fastest-growing ready-to-drink brands, appealing to consumers seeking an alternative to beer, hard seltzer, and conventional canned cocktails.** Earlier this year, Mark Anthony Group – maker of **Mike's Hard Lemonade**, **Cayman Jack**, and **White Claw** – acquired The Finnish Long Drink.

Now in the Finley Distributing portfolio, **Long Drink gives Southern Arizona retailers and on-premise accounts a compelling origin story, broad appeal, strong trial results, and repeat-purchase potential.** Its audience includes curious legal-drinking-age Gen Z and Millennial consumers seeking authentic brands and new experiences.



Part of what makes Long Drink successful is that it doesn't act like a typical RTD brand. Its personality is guided by a few key, and distinctly Finnish, principles:

- **Don't Brag.** Let the product speak for itself.
- **Respect the Sauna.** Some traditions are sacred.
- **Never Explain Long Drink.** Just hand someone a can and let them decide.

Building a Lifestyle and Cultural Brand

Long Drink builds a lifestyle connection through social media, digital content, sampling, and partnerships that have leaned into Finland's culture, humor, and reputation as one of the happiest countries in the world, creating a brand identity that feels distinctive, approachable, and memorable. Actor, real-life fan, and co-owner Miles Teller, community influencers, recreational leagues, golf events, running clubs, and other social activities extend awareness while reinforcing the brand's laid-back, active personality.

Driving Trial Through Sampling and Activation

Long Drink invests heavily in sampling and on-premise activation because it understands that trying the product is often the fastest path to becoming a fan. **Long Drink consistently generates an exceptionally strong consumer response through sampling, with roughly 91% of consumers recommending the product after trying it and a 50% repeat purchase rate** among first-time purchasers.

Bars, restaurants, festivals, sporting events, and experiential activations remain critical touchpoints for introducing new consumers to the category and converting them into repeat purchasers. For retailers, that means dependable sales driven by loyalty rather than one-time purchases.

All in, the future of The Finnish Long Drink looks bright. **The combination of an authentic heritage story, a highly engaged consumer base, strong sampling performance, and a marketing strategy built around culture, community, and trial makes Long Drink a brand that consumers discover and return to**, creating meaningful value for retailers through repeat purchases and dependable sales.

For drinkers, it's a refreshing cocktail with a fascinating history. For retailers, it's a fast-rising brand with momentum. And for the Finns? It's simply their favorite drink finally getting the attention it deserves.

Fun Finnish Fact: Traditional Citrus Long Drink is 5.5% ABV, a nod to Finland's population of approximately 5.5 million people.

NAs for the Holidays and Beyond

Holiday entertaining starts the conversation. Year-round moderation sustains the opportunity.

By Joshua M. Bernstein

As the weather cools down, calendars fill up with holiday festivities where friends and families gather for cookies, company, and copious drinks. If you're hosting, you should have options for everyone. But, often, many hosts fail to provide a suitable variety of options for those abstaining from alcohol. Your guests deserve better choices than water or your kids' juice drinks.

That "miss" represents a growing sales opportunity for beverage retailers both on- and off-premise. As more consumers moderate without giving up social drinking occasions, accounts that offer compelling NAs can keep more people – and more purchases – within the beverage set.

Over the last half-decade, NA drinks have become a fast-growing juggernaut. U.S. off-premise sales of NA beer, wine, and spirits surpassed $1 billion in 2025, while NA beer brands continue to grow double digits within an otherwise declining beer market. **Athletic Brewing is now America's sixth-biggest craft brewery, growing 20% in 2025 to produce about 480,000 barrels consumed by, well, everyone.** "Customers and retailers are often surprised to learn that **80% of Athletic drinkers still consume alcohol**," says Chris Furnari, Athletic's Senior Communications Manager. That means NAs are not simply serving abstainers; they are increasingly generating additional purchases from drinkers who already consume beer, wine, and spirits.

Once viewed as a Dry January niche, NA beverages have become a year-round sales opportunity. Retailers on- and off-premise can't afford to treat NA beverages as afterthoughts – especially during holiday gatherings that unite drinkers, moderators, abstainers, and designated drivers seeking celebratory options beyond soda. The holidays are an "important opportunity to ensure consumers have great choices for every occasion," says Megan Hurtuk, Head of Marketing of Non-Alcoholic Beverages at Diageo North America.



Athletic Brewing is now America's sixth-biggest craft brewery, producing around 480,000 barrels in 2025.

The stretch between Thanksgiving and New Year's Eve is a marathon, and smart drinkers are moderating, pacing themselves across a long night, or alternating between drinks. The beverages that fit that need go in the cart *alongside* beer and wine, not instead of it. For a retailer, that means a bigger basket. This distinction matters. **Moderation does not necessarily mean fewer beverage purchases** when accounts give consumers something appealing to alternate with.

NA Beers Are Holiday Essentials

For retailers, the holidays are ideal for showcasing NA beers in-store. This year, Diageo is reviving its "beer train" point-of-sale promoting limited-edition **Guinness Draught** and **Guinness 0**, 14.9 oz. cans. "The holidays are when the off-premise shines," says Ryan Wagner, National Ambassador for Guinness.

Expect Guinness 0 to shine brighter this season. Upgrades at the Dublin brewery will help non-alcoholic Guinness maximize stout season and celebratory moments. "We're ready for Guinness 0 to have a massive year," Wagner says.

NA versions of beloved beers can turn brand awareness into holiday sales. They also give retailers an accessible entry point for shoppers who may be curious about the category but unsure where to begin. Does your uncle drink Heineken and Corona? He's driving to the gift swap and would likely enjoy **Heineken 0.0** and **Corona Non-Alcoholic**. With Blue Moon, Molson Coors Beverage Company offers a wide ABV range. "From **Blue Moon Belgian White Non-Alcoholic** (<0.5%)



Guinness 0 is poised "to have a massive year" this year, according to Ryan Wagner, National Ambassador for Guinness



Peroni 0.0 offers retailers an opportunity to elevate their non-alcoholic assortment during the holiday season, providing consumers with a sophisticated, great-tasting beer alternative

and **Blue Moon Light** (4% ABV) to **Blue Moon Belgian White** (5.4%) and **Blue Moon Extra** (8%), there's a Blue Moon for every occasion," says Elizabeth Hitch, Vice President of Marketing for Above Premium Beer at Molson Coors, which also produces **Peroni 0.0%**. "Whether someone just doesn't drink alcohol, or they're moderating over the course of all their celebrations, we offer a variety of familiar and great tasting NA options," Hitch says. To lend humor the holidays, Molson Coors will bring back Blue Moon Non-Alc's popular "Answer's on the Can" packaging featuring cheeky responses for a common question: Why aren't you drinking?

Beyond the beer drinker, hops-infused sparkling waters are an attractive option, especially for IPA fans looking to zebra stripe during a drinking session, or simply as hydration. **Lagunitas Hoppy Refresher** and **HOPWTR** are commonly added to home and work fridges.

Sales energy can carry over from the holidays and into Dry January, when there's a fresh opportunity to bring beer drinkers into the NA fold. "January is when a lot of shoppers first discover Athletic, but it's not a one-off seasonal blip. That discovery sticks," Furnari says. "**NIQ data shows each year's January spike resets the non-alcoholic beer category's share of total alcohol sales to a higher baseline. For retailers, that means the spike isn't the ceiling, it's the floor for the rest of the year."**



Premium mixers like Fever-Tree can complement a variety of drinking occasions and reflect consumers' growing interest in more intentional, elevated beverage experiences.

Consumers of all ages (younger consumers in particular) now require a wider range of options to meet varied and shifting needs. Nowadays, a lot of people will have an alcoholic drink and then they'll have a non-alc drink. In case you didn't know, this trend has been dubbed "zebra striping". For bars and restaurants, a strong NA menu can keep guests ordering through multiple rounds rather than ending their beverage spend once they decide they've had enough alcohol.

The Benefits of a Premium Mixer

Increasingly, retailers are looking to bring elevated NA cocktails to their menus; and an elevated cocktail menu requires elevated mixers. **Fever-Tree provides premium mixers and cocktail ingredients that help bars create elevated non-alcoholic drinks without compromising on flavor or experience.** From an **Espresso Martini Mix** paired with non-alcoholic vodka to refreshing serves featuring **Mediterranean Tonic Water** or **Premium Ginger Ale**, Fever-Tree makes it easy to offer sophisticated alcohol-free options.

In the off-premise, the holiday season includes work, chores, and exercise, creating additional NA opportunities beyond parties. A **Fever-Tree Sparkling Sicilian Lemonade** easily slots into afternoon refreshment. "Premium mixers like Fever-Tree can complement a variety of drinking occasions and reflect consumers' growing interest in more intentional, elevated beverage experiences," says Jaime Rotniki, Vice President of Innovation and Beyond Beer for Molson Coors.

Trial and education are essential to NA's continued growth. Accounts that give NAs visible placement and make sure employees can confidently recommend them are better positioned to turn curiosity into purchase. Athletic's sales team provides retailers with data, selling points, and hands-on training to help them understand why the category deserves shelf space. With consumers, "we invest heavily in sampling because tasting really is believing. Pairing that with clear education on what modern NA beer drinkers actually look like helps break down outdated assumptions," says Furnari.

For its part, the Adult Non-Alcoholic Beverage Association is prioritizing supporting restaurants and bars in terms of integrating NA products into their menus. "Part of the job of ANBA is to help accelerate that process," says Marcos Salazar, ANBA Co-founder and CEO. "Instead of it taking decades, we're trying to increase the likelihood that happens in years."

Ingrained behaviors and attitudes aren't overhauled overnight. But seasonal moments can serve as recruitment opportunities. **The goal is to use the holidays as the beginning of the sales cycle, not the end of it: build awareness while entertaining is at its peak, capitalize on Dry January's heightened interest, and retain those shoppers and drinkers as NA occasions become part of their normal routines.** "While the holidays drive social trial, Dry January creates a high-intent moment to explore new choices," Hurtuk says. "The opportunity is to turn that initial interest into repeat behavior across hosting, dining out, and everyday social occasions throughout the year."

About the Author: *Award-winning beer journalist Joshua M. Bernstein is the author of six books, including* The Complete Beer Course.

Cheers to the Season

Finley team members share what they'll be drinking during the holidays.

The holidays are full of traditions, and everyone has a favorite drink they reach for when it's time to celebrate. To get into the seasonal spirit, we asked our employees to answer one of two holiday-themed questions: either tell us what they'd be pouring while hosting friends and family, or share the beer they'd bring to a holiday gathering when asked to bring their favorite. Their responses range from timeless classics to personal favorites, offering a fun look at the beverages that help make the season bright. Read on for a collection of holiday favorites and the reasons behind them.

Victor Valdez

Warehouse Manager



Modelo Negra

If I'm at home and people are coming over, I've got a very cold **Modelo Negra**. I like the flavors that come out of it. It's got a dark beer taste, but it's still light enough to not feel weighed down like a heavy stout. When it's served cold, it is just so refreshing.

Sloane Teasley

General Sales Manager



Dos Equis Lager

If I'm bringing beer to a party, I'm showing up with **Dos Equis Lager**. This is a beer that everyone has a story behind. This takes me to the beaches of Mexico, where some stories are told, but some must stay there.

Matt MacCullagh

Craft Brand Manager



Oskar Blues Dale's Pale Ale

If I'm going to a party, I'm bringing a slab of **Oskar Blues Dale's Pale Ale** ("slab" is Australian for "case"). It's my favorite beer; the original craft beer in a can and still the best pale ale in America. I love my Dale's Pale Ale.

John Hubbard

Chain Sales Manager & Brand Manager



Dragoon IPA

I would most definitely bring **Dragoon IPA** 16-ounce cans. This is my everyday "GO TO" beer and I enjoy one or two every day. I support the local brewery and am pleased to be part of the process of having Dragoon Brewing go from self-distribution to being with Finley as their distributor.

Stephanie Fernandez

Inventory Specialist



White Claw Black Cherry

If I'm hosting, I'm definitely drinking **White Claw Black Cherry**. This beverage is easy-drinking and light-tasting, with low calories and a decent amount of alcohol. I also like that it is sweetened with cane sugar and not artificial sweeteners that leave a bad taste in your mouth. Plus, it also pairs great with a shot of tequila, which always makes for a good time!

Journey of a Case

What Happens Before the Beer Hits the Truck?

When most people grab a cold beer off a store shelf, they rarely think about everything that happened before it got there. But, long before reaching a retailer, every case follows a carefully managed journey. From warehouse arrival to truck loading, multiple teams ensure the right product reaches the right customer on time.

Step 1: Receiving the Product

Our case arrives at Finley's warehouse from the supplier, stacked on a pallet**. Receiving is Finley Distributing's first quality-control checkpoint.** Before any case or keg enters inventory, the team confirms the shipment matches the order, inspects for transit damage, and checks code dates for freshness.

Occasionally, products will arrive damaged. When this happens, Finley team members physically down stack and re-stack affected cases to fully assess the damage – which takes time and manpower. Additionally, there is a detailed process to put in a claim with the supplier, then a waiting game until the supplier responds with options to resolve the issue. Technology to improve efficiency has come a long way, but there still must be humans in the loop.

These checks protect quality before product even enters the building. Each pallet must also be recorded accurately in the inventory system; errors at arrival make products harder to track and customer orders harder to fulfill.

Once our case passes inspection and is entered into the system, it's officially part of Finley's inventory and needs to be stored in one of our warehouses.

Step 2: Storage & Inventory

Finley's **151,000+** square feet of warehouse space functions as a carefully coordinated system. **At any given time, Finley's warehouses hold up to 1,600 SKUs and 360,000 to 380,000 cases**, depending on seasonal demand and inventory.



Each location is planned to maximize efficiency, safety, and the daily flow of product. Fast-moving brands must be easy to access, while slower-moving products need locations where personnel can find them quickly. **Every pallet position supports inventory accuracy, workplace safety, and smooth operations from receiving through delivery.**

Step 3: Picking

Retailers place orders during the day so our team can build the orders at night. With the help of technology, the nighttime warehouse crew receives instructions identifying the products to pull and their locations in the warehouse. Team members navigate the warehouses on forklifts, locate the case, and remove it from storage as part of a larger order—a process called "picking." **On average, each crew member picks about 135 cases per hour.**

Accuracy is essential: the right case and quantity for the right order. Missed cases or incorrect products create problems for retailers and consumers, so teams balance speed with precision.

Step 4: Loading for the Journey Ahead

After picking, the case moves to the loading area, where teams build loads by delivery route and customer stop. Products are organized so drivers can unload efficiently while protecting product integrity in transit.

By the time our case reaches the truck, multiple teams have handled it. It's ready to roll, but its story isn't over.

What happens after it leaves the warehouse? How does it get from the truck to the store shelf, and ultimately into the hands of consumers?

That's the next chapter of the journey, and we'll follow it from the loading dock all the way to the final pour in our next issue.



Pony Beers

Smaller packages meet modern moderation habits while creating fresh merchandising, pricing, and occasion-based opportunities for retailers.

In a beer market shaped by moderation, value concerns, and changing drinking occasions, smaller may be the category's next big opportunity. 7 to 9 oz. "pony" beers give consumers the familiar taste and social ritual of a full-strength beer without requiring them to commit to a standard 12 or 16 oz. serving. **Although the format has existed for generations, renewed supplier investment suggests that pony beers are moving beyond nostalgia and becoming a relevant answer to how people want to drink today.**

Moderation is a major reason for the comeback. NIQ's review of the 2025 beverage alcohol market identified increased moderation, flexibility, and intentional consumption as defining shifts in consumer behavior. **Pony beers fit naturally into that mindset: They provide a smaller portion while allowing drinkers to remain part of the occasion and enjoy the brands and styles they already know.** They also appeal to consumers who want one drink with dinner, a lighter commitment during a longer gathering, or a small indulgence that fits the broader "little treat" culture.

Major brewers are taking notice. *The Wall Street Journal* reported that **Constellation Brands** and other large suppliers are investing in 7 to 9 oz. packages. **Constellation has expanded its small-format portfolio with a 7 oz. Pacifico package alongside Coronita and Modelito**, which the company identifies as the two leading 7 oz. beer brands in the United States. **Dos Equis Lager also offers 6-packs of 7 oz. "mini" bottles.**

The small-format trend is not limited to beer. Though not technically "ponies", **some flavored malt beverage brands have introduced higher-ABV products in 7.5 oz.mini cans, giving consumers a more controlled serving size**



Corona's iconic 7 oz. Coronita bottles offer the full Corona experience in a smaller serving, giving consumers a convenient option for moderation, casual gatherings, and keeping every sip cold and refreshing.

while preserving flavor and alcohol content. At 12% ABV, both **Redd's Wicked Apple Bites** and **Simply Spiked Bolder** give consumers convenient ways to have just the right amount to meet their turn-up occasion quickly. For retailers, the format creates another way to align with moderation-minded drinking occasions while offering a differentiated package that stands out on shelf and in cold-box displays.

Temperature is another selling point. A smaller beer is more likely to be finished before it becomes warm, making pony packages especially attractive for patios, golf outings, and tailgates. The format also creates a lower entry point for trial and gives shoppers an approachable alternative when a full-size beer feels like too much.

Small packages can provide accounts with additional pricing and pack-architecture flexibility, too. Rather than simply discounting a traditional package, retailers can establish an accessible opening price point while maintaining the product's premium positioning. Multiple pack sizes also give shoppers a choice based on occasion, budget, and desired portion.

In the market, success will depend on treating ponies as more than miniature novelty packages. Place them cold and at eye level, use checkout or grab-and-go displays, and merchandise them around specific



Constellation identifies Modelito as one of the leading 7 oz. beer brands in the U.S.



At 12% ABV, Redd's Wicked Apple Bites come in 7.5 oz. cans, a smaller format to give consumers just the right amount to meet their turn-up occasion quickly.

occasions. Clear signage should explain the benefits – smaller servings, cold to the last sip, and convenient for casual occasions – while pricing should make the value easy to understand. Mix-and-match packs can encourage exploration, and on-premise accounts can use ponies in buckets, flights, beer-and-shot pairings, or beer-based cocktails.

Pony beers will not replace traditional packages, but they can expand the number of occasions in which beer feels like the right choice. At a time when asking consumers to drink more is neither realistic nor responsible, offering them less beer per serving may help retailers sell more effectively.

Cider for the Season

From festive dinners to casual gatherings, hard cider's versatility, food-friendly character, and range of styles make it a natural fit for holiday occasions.

Hard cider deserves a prominent place in holiday displays, menus, and celebrations. With styles ranging from crisp and dry to fruit-forward and full-bodied, the category offers something for beer drinkers, wine enthusiasts, and shoppers seeking gluten-free options. Cider's natural acidity and bright apple character also make it exceptionally food-friendly, cutting through rich dishes while complementing seasonal dishes like roasted poultry, pork, stuffing, cheese, and baked desserts.

Retailers can encourage discovery by building hard cider into holiday and winter entertaining displays, grouping bottles alongside suggested food pairings, or positioning premium selections as festive alternatives to sparkling wine. Variety packs and mixed cider displays can also showcase the category's diversity while making it easy for shoppers to find a crowd-pleasing option for parties, dinners, and gifting.

Angry Orchard Crisp Apple Hard Cider 5% ABV



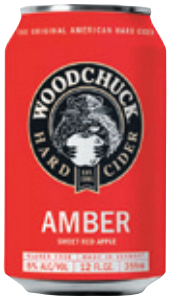
The #1 hard cider in the country, Angry Orchard Crisp Apple has a bright, crisp apple flavor. The perfect balance of sweetness and bright acidity from culinary apples with the dryness of traditional cider-making apples.

Schilling Excelsior Imperial Apple 8.4% ABV



Complex and crushable, with a semi-sweet profile of tantalizingly tart fresh-pressed apples, this stellar cider is a pioneer of imperials.

Woodchuck Amber 5% ABV



The original cider, Woodchuck Amber is well-balanced, delivering a medium body and sweet, refreshing red apple taste with a clean finish.

Ciderboys Strawberry Magic 5% ABV



Come alive to crisp apple hard cider blended with the fresh taste of strawberries, soft and deep red, backed by mouthwatering sweetness and a delicate hint of tartness.

Samuel Smith's Organic Cider 5% ABV



Produced by Samuel Smith's, the oldest brewery in Yorkshire, this medium-dry sparkling cider features a brilliant straw color, light body, and clean apple flavor followed by a gentle apple blossom finish. Its elegant presentation and lively carbonation make it a festive alternative to sparkling wine for holiday meals and celebrations.

Variety Packs



If you're having trouble deciding, explore multiple flavors and styles in one purchase with a variety pack. **Angry Orchard** offers a winter variety pack that brings together a refreshing mix of bold fruit flavors inspired by vintage winter weekends and laid-back nights with friends. The **Schilling Hard Cider Variety Pack** includes a range of Schilling's core craft cider flavors, giving consumers the opportunity to explore different taste profiles from crisp and refreshing to bold and fruit-forward.

Monaco

Born in 2012, Monaco is the original high-energy, high-impact, full flavored canned cocktail. With 2 Shots in Every Can, Monaco delivers more bounce per ounce with the convenience of a high quality, perfectly mixed, party in a can.

Monaco was created with a clear vision: premium quality, bold flavor, endless energy plus zero fuss. The brand is fast paced, unforgettable and makes metro/pop culture drinks accessible for all.

Available flavors include **Citrus Rush**, **Lime Crush**, **Blue Crush**, and **Watermelon Crush**. All flavors come in 12 oz. cans and are available with a wine base or a spirits base. **ABV:** 9.0%



The Finnish Long Drink

The Finnish LONG DRINK Legend of 1952

A refreshing new way to capture your customers' attention and drive sales has just landed. Finland created the drink to welcome global visitors to the Summer Olympic games in Helsinki, mixing a refreshing cocktail of gin and grapefruit soda that soon became a staple of Finnish culture. Today, the iconic beverage is available in Arizona in a variety of flavors to bring the refreshingly different taste to shelves.

Traditional Citrus

Crafted with a premium liquor, this is the drink that started it all. The original version is 5.5% ABV, a nod to Finland's population of 5.5 million people. There is also **Zero Sugar Citrus**, featuring all the authentic flavors with zero sugar, zero carbs, 5% ABV and just 99 calories. For consumers wanting a little bit more kick, **Strong Citrus** weighs in at 8.5% ABV. All three versions are available in 12 oz. and 19.2 oz. cans.



Cranberry



Long Drink Cranberry mixes the authentic Finnish Long Drink experience with bright and bold cranberry flavor. Packed with flavor and unmatched drinkability it's a perfect beverage to complement the changing seasons, toasting the winter holidays and beyond. Think of it as a festive celebration that celebrates customers' desire for authentic beverages and seasonal flavors in a single product. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Peach



Whether it's tagging along for a summertime adventure or just a juicy way to capture the season any time of year, Long Drink Peach delivers it all. With crisp, lightly sweet, bright flavor and unmatched drinkability, it's perfect for anywhere. It's summer captured in a can. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Zero Sugar Pineapple



Fresh pineapple aroma and flavor, slightly sweet, bubbly and refreshing taste. 0g carbs, 99 calories, 0g fat, 0g protein per 12 fl oz. **ABV:** 5.0% **Package:** 12 oz. cans only **Availability:** Now, year-round

Zero Sugar Variety Pack

The Long Drink Zero Sugar Variety 12-Pack brings together Long Drink's most celebrated flavors – **Traditional Citrus**, **Peach**, and fan-favorite **Pineapple** – into one convenient package. Great for packing a cooler for a BBQ or sampling Finland-inspired flavors, this variety pack is the perfect way to recruit new drinkers and keep fans coming back. **Availability:** Now, year-round



NEW TO FINLEY

Super Lyte VODKA+ADE

Super Lyte is a non-carbonated, 90 calorie vodka+ade beverage in craveable sports drink flavors. It's built for the cool down and the next hang out with friends. The brand for those who always bring the energy.

Super Lyte VODKA+ADE Variety Pack



Super Lyte's Vodka+Ade Variety Pack flavors **Fruit Punch**, **Orange**, **Lemon Lime** and **Blue Chill** are inspired by classic sports drink flavors. Delivering a familiar and refreshing taste with vodka, each 12 oz. can is gluten free containing just 90 calories, zero sugar and zero bubbles. **ABV:** 4.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Super Lyte Blue Chill

Smooth, bold flavor meets an icy, cool finish for a refreshingly crisp experience from start to finish. **ABV:** 4.5% **Package:** 19.2 oz. cans only **Availability:** Now, year-round



Super Lyte Lemon Lime

This take on the deliciously tried-and-true lemon lime flavor delivers the perfect balance of sweet and tart. **ABV:** 4.5% **Package:** 19.2 oz. cans only **Availability:** Now, year-round

NEW PRODUCTS

Cali Squeeze Blood Orange Non-Alcoholic

All that juicy, real blood orange flavor drinkers love, just without the alcohol. Perfect for kicking back but keeping it easy. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** Now, year-round



Trumer Pils



Trumer Pils is brewed in California using the original recipe perfected at their 400 year-old sister brewery in Salzburg, Austria. Brewing in California allows beer drinkers in America to enjoy Trumer the way it was meant to be: Fresh! With its spicy noble hop aroma, balanced profile, brisk carbonation and crisp, refreshing finish, Trumer Pils is truly best-in-class! **ABV:** 4.9% **Packages:** 12oz. bottles and draft **Availability:** Now, year-round



Four Loko Frostbite

Four Loko Frostbite is a bold mixed berry flavored malt beverage bursting with blueberry, raspberry, and blackberry flavors. This high ABV offering delivers a bright berry aroma, slightly tart finish, and a true-to-fruit taste experience in a tall can featuring cold-activated ink technology. **ABV:** 13.9% **Package:** 23.5 oz. cans only **Availability:** Year-round, beginning in January

LUC & LÉON Brut



LUC & LÉON is crafted for those who want to celebrate everyday moments without sacrificing taste or style. A versatile beverage for use in place of both traditional sparkling and cocktail occasions, LUC & LÉON is a bubbly beverage with natural flavors of apple and clover honey. **ABV:** 10.0% **Package:** 750 ml bottles only **Availability:** Now, year-round

NEW PACKAGES

Truly Gets a Refresh



For the first time since 2024, the Truly Masterbrand creative has been refreshed, and now has a new suite of everyday POS. These refreshed everyday assets are designed to make Truly more distinctive in market based on what fits the brand: day drinking vibes, a colorful personality and a variety of flavors. The visual world of Truly is designed to capture a feeling consumerse never want to leave behind: carefree, sun-soaked, and endlessly refreshing. Every element – from the warm, optimistic color palette inspired by Truly's variety of flavors to the airy typography and luminous photography – works together to evoke the feeling of a perfect summer afternoon.

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.

Bell's Christmas Ale



Inspired stylistically by traditional non-peated Scotch Ales, Bell's Christmas Ale is rich and malty with notes of caramel and a warm finish. Certain to make any occasion festive, or at least a bit more bearable. Enjoy with the company of friends and family. **ABV:** 7.5% **Packages:** 12 oz. bottles and draft **Availability:** Now!

Athletic Wit's Peak



Wit's Peak is a lively and luminous non-alcoholic Belgian-style white with ingredients that pay homage to the Old-World style. It's built upon classic flavors of wheat and malt interwoven with exotic spices and citrus peel. Coriander and orange dance across the palate alongside a light, crisp, herbal bitterness. Smooth, silky, and curiously savory, it's beautifully layered and wonderfully bright. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** November



Athletic Winter Wonder



Winter Wonder is a light amber brew that captures the season with warming notes of spice, mulled apple, and orange peel. Hints of cinnamon and cardamom blend with subtle hops, resulting in a smooth profile built for cooler months. It's a festive, non-alc, balanced brew wrapped in holiday flavor. **ABV:** <0.5% **Package:** 12 oz. cans only **Availability:** November



Sonoran Candy Cane White Chocolate



Welcome this special holiday offering from Sonoran Brew Co: Candy Cane White Chocolate! This wheat ale was cleverly crafted with real candy cane and blended to balance subtle white chocolate flavor with assertive peppermint. Not too sweet but full of holiday cheer! **ABV:** 4.7% **Packages:** 16 oz. cans and draft **Availability:** November

Huss Brewing Brown Cow



This big, bold, American-style imperial chocolate milk stout is brewed with over 40 pounds of cacoa beans. **ABV:** 8.0% **Packages:** 12 oz. cans and draft **Availability:** Now!

Schilling Legends of Cider: Polar Plunge



Embrace your inner legend with this frosty 6.5% winter punch, a festive fusion of plums, pomegranates, and pears. Crafted for the season, it's the perfect PEARing for cozy gatherings and holiday cheer. **Package:** 12 oz. cans only **Availability:** November

Shiner Holiday Cheer



An Old-World dunkelweizen brewed with Texas peaches and pecans, the malty flavors of this dark wheat flavored ale are enhanced through the use of malted barley and wheat. And Krausening ensures a smoothness that makes the subtle peach and pecan flavors all the more satisfying. May your days be merry and bright and your Shiner be cold. Happy holidays from the "Little Brewery" in Shiner, TX. **ABV:** 5.4% **Package:** 12 oz. bottles only **Availability:** November

Abita Christmas Ale



Each year Abita Brewery crafts a special dark ale for the holiday season. Then, Papa Noel harnesses up his team of gators & makes this special delivery. The recipe changes each year so that Abita Christmas Ale is always the perfect gift. **ABV:** 5.8% **Packages:** 12 oz. cans & draft **Availability:** November



Enjoy the Holidays with Corona

Corona's Feliz Navidad campaign transcends time and occasions, and makes you feel the positivity of the holidays. This year, from November 3 through December 31, Corona is bringing the holiday spirit directly to consumers as they'll have the chance to win their very own Corona palm tree!

It's Merry with Modelo

To wrap up the year, Modelo will remind consumers it's Merry with Modelo. Celebrate the holidays the Modelo way: full of friends, family, laughter, and cerveza for all!



Modelo Noche Especial

This seasonal lager is crafted for Noche Buena, a cherished Mexican holiday made for celebrating with family and friends.
ABV: 5.7% **Package:** 12 oz. bottles only
Availability: October





Pacifico Snow League

From October 31, 2026 through January 30, 2027 Pacifico is giving consumers the chance to experience an unforgettable trip to Aspen or Park City for the ultimate Snow League weekend! The winner will also have the opportunity to participate in the exclusive Founder's Box experience, where they'll be able to hang with Shaun White and/or a Snow League Athlete.





Coors Beers Deliver Holiday Cheers

Coors Banquet and Coors Light are bringing extra cheer to the holiday season. Festive displays, eye-catching retail tools, and winter-inspired creative help these iconic beers stand out when shoppers are stocking up for gatherings big and small. And with illuminated on-premise elements like LED displays, this program is ready to light up the holidays from barstool to beer aisle.



Miller Lite Helps Fans Get Home for the Holidays

The holidays are about being together, and Miller Lite wants to help make that happen. Shoppers can scan a QR code on themed POS for a chance to win a $500 travel gift card, while instant-win holiday wearables keep the festive spirit going. A house surrounded by packs turns the large format display into cart-stopping retail theater. Consumers can turn every beer run into a chance to make someone's season a little brighter.

Miller High Life Celebrates the Season with Spanish-first Program





Miller High Life is bringing extra cheer to the season with a Spanish-first holiday program built around sharing what matters most. Featuring festive bottle scarves and the iconic 32 oz. bottle, this holiday-ready package stands out at shelf and feels right at home at family celebrations. Popular among many Hispanic shoppers, the larger bottle can easily be poured into two or three glasses, making it perfect for sharing with a friend, a cousin or anyone who pulls up a chair. Combined with Spanish-language retail support, the Champagne of Beers is helping make every holiday gathering feel a little more special.

Holiday Brunch Starts with a Bloody Good Pair

What's better than a Bloody Mary? A Bloody Mary with a High Life on the side. Miller High Life and Zing Zang make a bloody good pair this holiday season with cross-merchandising support, retailer-friendly tools and a rebate that makes stocking up even easier. Pints, shot glasses, and swizzle sticks bring the partnership to life at on-premise locations. Whether it's football on the TV, family around the table, or a holiday brunch that's running a little long, this duo is ready to help "bloody with a sidecar" fans celebrate one sip at a time.





Blue Moon Brings a Festive Finish to the Holidays

Holiday hosts are always looking for that little something extra, and Blue Moon is here to help. Shoppable creator content, holiday recipes, garnish inspiration, and a QR code-powered Content Hub give shoppers fresh ways to ramp up their festivities. It's an easy way to bring more discovery to the aisle and more Blue Moon to holiday celebrations.

Celebrate the Holidays Italiano-style with Peroni

Great food, great company, and a little Italian flair... Peroni is helping shoppers elevate holiday entertaining with recipes from Giada De Laurentis, hosting inspiration, and retail and pre-shop tools designed to bolster the pairing and spark meal ideas from aperitivo through dessert for holiday revelers.





Mix Up Your Holidays with Fever-Tree

The star of the holiday party might just be a really good cocktail. Fever-Tree is helping shoppers shake, stir and pour their way through the season with a festive cocktail eBook and retail tools like display enhancers and recipe neck-hangers featuring everything from Espresso Martinis to Margaritas and more. For a contagiously delicious holiday, help your shoppers mix with the best.

Heineken Sounds of the Season

This holiday season, Heineken will celebrate the traditions, both timeless and evolving, that bring people together through the power of music. From TouchTunes-powered moments at the bar to vinyl-inspired experiences at home, Sounds of the Season turns holiday gatherings into memorable experiences. Consumers will have a chance to win a limited-edition custom Victrola record player and a high-value gift card. In the on-premise, consumers can upload proof of purchase (receipts) to receive a rebate or TouchTunes credits bringing their favorite holiday tunes to the bar.



Tecate Holiday



Tecate's holiday program taps into the spirit of togetherness, celebration, and Orgullo during the most festive time of year. Rooted in authentic Mexican traditions and modern holiday rituals, Tecate shows up as a natural part of gatherings, bringing people together to celebrate with boldness. The program leverages a compelling Christmas tree visual build from Tecate product to create a strong, ownable connection to the holiday season and stand out in-store.

Celebrate the Holiday Season with Dos Equis

The holiday season offers countless opportunities to gather, celebrate, and create lasting memories with friends and family. Dos Equis is uniquely positioned to complement these occasions, enhancing the moments that turn into great stories. This promotion drives purchase intent by providing meaningful consumer value during a high-spending season, empowering shoppers to do more, celebrate more, and create even more memorable experiences with the people closest to them.



Go for Dos



In January 2027, Dos Equis will continue the momentum of college football's GO FOR DOS and bring it into the playoff season with new creative and a new display. The Go for Dos mentality is all about going above and beyond and never settling for less. So, in true Dos Equis fashion, they're putting their money where their mouth is to award one fan with all the cash they need to host a legendary football party. Fans will simply enter on a microsite for their chance to win a $10,000 cash prize so they can host the Most Interesting Big Game party in the world.

Amp Up Your Tailgate with White Claw Surge

Piggybacking off the Pre-Game Day Palooza, Surge is extending the retail excitement through the "Amp Up Your Tailgate" sweepstakes, where consumers can enter for a chance to win the ultimate tailgating truck, built for legendary game days with their crew. Through live music, fan experiences, culturally relevant content, and retail engagement, Pre-Game Day Palooza will put White Claw Surge at the center of game day celebrations all season long.



Escape in Style with Cayman Jack



Cayman Jack knows the end of summer blues are real. So they're here to help consumers Escape in Style. Designed to drive extra engagement through eye-catching in-store displays, the program allows shoppers to scan a QR code for a chance to win a Cayman Jack-branded carry-on suitcase and a $300 e-gift card, creating a compelling reason to stop, shop, and purchase. Everyone loves a vacation, let Cayman Jack show how to escape in style.

Mike's Hard Lemonade X Upper Deck Golf



Mike's is doubling down on golf in 2026. A partnership with Upper Deck Golf brings a unique, stadium-based entertainment experience to markets across the country, combining interactive golf, live entertainment, and social occasions in iconic venues. Backed by Mike's Hard Lemonade as the lead sponsor, the program delivers a full brand experience through on-site sampling, selling, and activation, engaging consumers beyond the shelf. The program gives everyone an opportunity to tap into a high-energy, experiential platform that drives new shopper engagement while still supporting the current customer base.

Mike's HARDER Fantasy Life



Now in its third year, Mike's HARDER's partnership with Fantasy Life's Guillotine Leagues connects the brand with one of fantasy football's most engaging and competitive formats. Running from August 17 through December 31, the fully integrated program drives visibility throughout football season with a national shopper promotion featuring the "Sit on the Bench" sweepstakes, weekly prizes, and a $10,000 grand prize. Consumers can also compete in the Mike's HARDER Guillotine League for a chance to win $25,000, creating up to $35,000 in total prize opportunities while keeping the brand at the center of the fantasy football conversation all season long.



Samuel Adams Crafted for the Season

The holidays live in the in-between, where chaos meets tradition, and every moment carries a little more meaning. From the ritual of untangling lights to the first pour at a crowded gathering, the season is built on the details we return to year after year. The flavors, the scents, the small pauses that make it feel like winter again. Sam Adams Winter White Ale is brewed with bright citrus and subtle spice to match the energy, the flavor, and the feeling of the holidays. It's crisp enough to keep up and refreshing enough to bring drinkers back for another. This is the beer crafted for the moments that define the season.



Samuel Adams Winter White Ale

Winter may be chilly, but this festive ale balances bright orange peel with holiday spices like cinnamon and nutmeg to warm up even the coldest temperatures and help you celebrate the season. **ABV:** 5.7% **Packages:** 12 oz. bottles, 12 oz. cans and draft **Availability:** October

Samuel Adams Winter Break Variety Pack



This year's winter 2/12 can variety pack features Sam Adams' primary seasonal, **Winter White Ale**, alongside a delicious collection of seasonal beers including: **Winter Lager**, **Old Fezziwig**, and *new* **Cherry Chocolate Stout**. The pack name and design deliver on festive vibes while allowing the package to extend beyond the holidays into January. Whether it's a holiday gathering or a cozy evening spent by a fire, Sam has a beer for every cherished moment, because Sam Adams is crafted for the season. **Availability:** November

NEW VARIETY PACK!

Truly Astrology Pack

NEW VARIETY PACK!

Meet the Truly Astrology Pack – a 2/12 slim can cosmic collection of four celestial flavors inspired by the elements that rule the zodiac: **Blackberry Rosemary** (Earth), **Lemon Elderflower** (Air), **Watermelon Cucumber** (Water), and **Mango Chili** (Fire). Each can showcases the three zodiac signs tied to its astrological element, so no matter your sign, there's a Truly written in the stars just for you. Crack open the Truly Astrology Pack, channel your element, and let the universe guide your next sip! **Availability:** November



Make Your Holiday Dreams Come Truly

The holidays are filled with reasons to get together, and Truly is here for all of them. From spontaneous get-togethers to New Year's countdowns, the Truly holiday program brings a fresh, colorful take to the season, reminding shoppers that celebration doesn't stop when summer ends. It's an invitation to keep the good times going all winter long!





'Twas a Night to Get Twisted

This winter, it's time to reimagine how the holidays come to life through a 'Twisted' lens. Forget the picture-perfect holidays – Twisted Tea is going to break the rules and turn average celebrating into twisted holiday moments that live on in legend.

Cruise Into the Holidays

Sun Cruiser's holiday program will extend the brand's relevance throughout the season by driving incremental retail visibility, capturing shoppers during holiday entertaining and celebration purchase occasions, and connecting with consumers through seasonal menu integration across both off-premise and on-premise channels during November and December.



Angry Orchard Mad Chill Pack



Introducing the Angry Orchard Mad Chill Pack, a new winter variety pack that brings together a refreshing mix of bold fruit flavors inspired by vintage winter weekends and laid-back nights with friends. The mix includes **Baked Apple Pie**, **Stoked Sangria Style**, **Angry Old Fashioned Style**, and **Rad Plum**. Whether drinkers are bundled up by a bonfire, heading to a cabin getaway, or embracing the chill from the comfort of the couch, this 2/12 can mix pack is made for kicking back and keeping things easy. **Availability:** November

NEW VARIETY PACK!

'Tis the Season to Get Angry

The holidays sparkle with snowflakes, sleigh bells, and joy, but let's be honest, they also bring chaos, stress, and more than a few reasons to get ANGRY. That's where Angry Orchard comes in – the hard cider sidekick for embracing the madness, not fighting it. When the wrapping paper runs out, the lights tangle, and the family drama hits a high note, Angry Orchard will be there as an accomplice to indulge. 'Tis the season to get angry!





Guinness X Premier League Festive Fixtures

Festive Fixtures is a Premier League midseason tradition where teams play four weeks' worth of matches in just over two! This season, Guinness is rallying fans with bold POS. Tap into fan excitement, fuel the football occasion, and make Guinness the go-to for every Festive Fixture this holiday season. And fans will have the chance to win weekly gameday prizes via the Guinness season-long sweepstakes!

Guinness Holiday Pack

NEW LOOK!

The Guinness holiday 14.9 oz. can 8-pack is back with a new look featuring a "Guinness Express" design that will be supported by a full suite of visual tools to light up shelves and retail floors. Get ready for The Most Wonderful Pint of the Year: Holiday Time is Guinness Time. **Availability:** November





Guinness X Kerrygold

Two Irish favorites. One holiday table. Guinness is partnering with Kerrygold this holiday season to unlock delicious holiday-inspired recipes, adding even more flavor to seasonal celebrations.

Snowed In with Smirnoff Ice

Get Snowed In with Smirnoff Ice this holiday season! Smirnoff's partnership with influencer Brittany Broski will be amplified across streaming and social media, plus custom holiday podcast segments and shareworthy content. Smirnoff will also be popping up all season long at major shopping locations with limited-edition merch and gift-wrapping opportunities to celebrate.





Cali Squeeze Snowboard Sweeps

From now through January 31, 2027, Cali Squeeze is offering consumers a chance to score a custom Cali Squeeze snowboard via QR code scan on themed POS. Just one lucky winner will be awarded this sweet snowboard!

805 Long Live Cold Beer Winter Giveaway

Beginning December 2026 through March of 2027, 805 is offering consumers the chance to win a custom 805 x Capita snowboard.





Paulaner Stein Stuffer

From festive parties to cozy winter gatherings with friends and family, Paulaner brings authentic German cheer to the season. All season long, beer lovers are invited to celebrate with Paulaner's rich brewing traditions made for raising a stein. Throughout November and December, consumers can enter for a chance to win the perfect stein stuffer (exclusive Paulaner merchandise, holiday-ready gifts, and fan-favorite gear from Paulaner) by texting PAULANER to 24272.

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SPREAD CHEER
WITH
The Champagne of Beers®

Miller High Life is making the holidays a little more toast-worthy. With refreshed holiday packaging and festive retail support, the Champagne of Beers is showing up ready for everything from Friendsgiving to New Year's Eve. Because if you're going to raise a glass this season, you might as well raise the Champagne of Beers.