



SRS: Q1 2022 GAMEDAY BEERS VARIETY PACK

In-Market: 12/20/21– 3/21/22





INTRODUCING THE 2022 GAMEDAY BEERS VARIETY PACK

IN-MARKET: 12/20/21– 3/21/22

New exciting split-packaging that can be utilized during Superbowl and March Madness! One side shows football, and the other side shows basketball – leaving a choice to show whichever on display.

Also, featuring the **NEW** Golden G.O.A.T. - only available in 2022 Gameday Beers VP!





2022 GAMEDAY BEERS VP BOTTLE LINEUP:

Boston Lager

*Flagship and Fan Favorite
Complex & Balanced*



Core

Provides strong pack consideration

Cold Snap

White Ale with Spices



Seasonal

Provides variety and innovation

Alpine Lager

Brisk & Smooth



Golden G.O.A.T.

Crisp & Easy



NEW

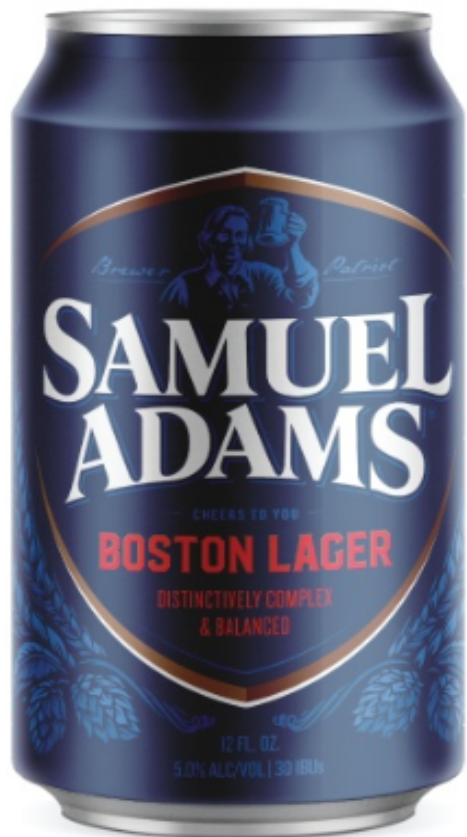
Provides newness and innovation



2022 GAMEDAY BEERS VP CAN LINEUP:

Boston Lager

*Flagship and Fan Favorite
Complex & Balanced*



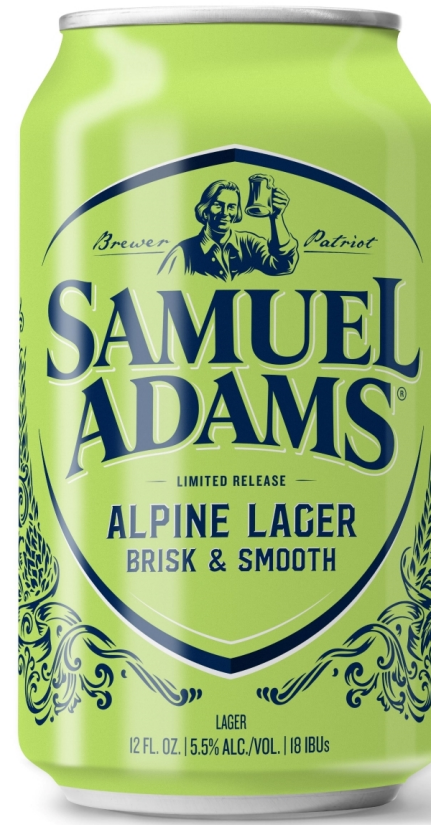
Cold Snap

White Ale with Spices



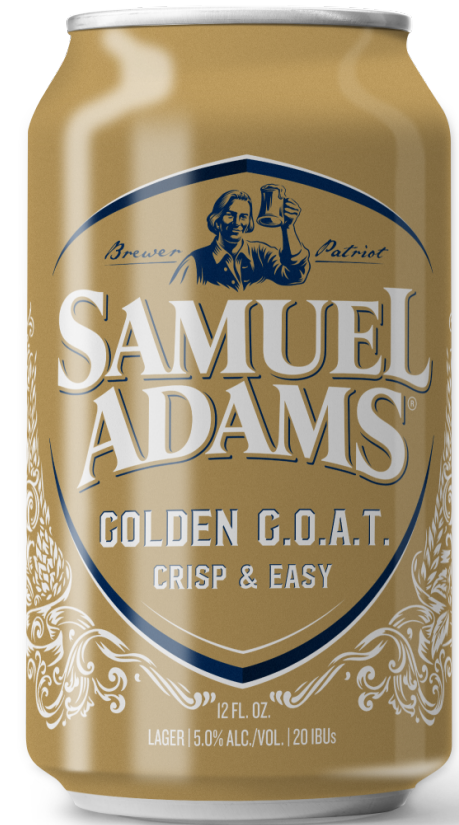
Alpine Lager

Brisk & Smooth



Golden G.O.A.T.

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Q1 2022 GAMEDAY BEERS VP PRODUCT INFORMATION

Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Units per Pallet	Layer per Pallet	Units per Layer
24pk 12oz Bottle Loose Case	24	15.44	10.31	9.63	0.89	18.99	30.28	48	6	8
12pk 12oz Bottles	2/12	15.31	10.06	9.75	0.87	18.99	30.65	60	5	12
12pk 12oz Cans	2/12	15.88	10.69	5.06	0.5	18.99	20.35	100	10	10

Note: 2/12pk can tray and 2/12pk bottle tray are generic and have no UPCs.

Cold Snap 12oz Bottle



Alpine Lager 12oz Bottle



Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Gameday Beers 12pk Bottle	SA3213	0 87692 29103 9	\$15.99 -17.99	5 months
Gameday Beers 12pk Can	SAHG63	0 87692 00358 8	\$15.99 - 17.99	
Gameday Beers 24pk Bottle/Loose	SA3211	0 87692 00113 3	\$27.99-\$29.99	

PLEASE NOTE: Lined priced with Boston Lager

Cold Snap 12oz CAN

0 87692 00095 2



Alpine Lager 12oz CAN

0 87692 00200 0



Golden G.O.A.T. 12oz Bottle



Gameday Beers 12pk BOTTLES



Gameday Beers 12pk CANS



Gameday Beers 24pk: 12oz bottle Loose



Boston Lager 12oz Can
0 87692 00094 5



Golden G.O.A.T. 12oz CAN
0 87692 01342 6



Boston Lager 12oz Bottle





BOSTON LAGER STYLE PROFILE

Tasting Notes

Bold, rich and complex. The distinctive balance of spicy hops, slightly sweet roasted malts, and a smooth finish give Boston Lager its full-flavored taste. The unmistakable character of this brew began as our original and became an American classic.

Food Pairings

- Small Plates: Small plates: Clam chowder, Cobb salad, Charcuterie/cheese plate.
- Entrees: New York strip steak, Rosemary chicken, Pulled pork.
- Desserts: Dark chocolate, Crème brûlée.

Style Profile

Style	Bohemian Pilsner
Malt Varieties	Samuel Adams two-row pale malt blend and Caramel 60
Hop Varieties	Hallertau Mittelfrueh and Tettnang Tettnanger Noble hops
IBUs	30
Color	Brilliant Amber / 11 SRM
Alcohol	5.0% ABV – 3.8% ABW
Yeast Strain	<i>Samuel Adams</i> lager yeast
First Brewed	1984
Availability	Year-round
Packages	12oz bottles: 6pk, 12pk, 24pk, 28pk 12oz. cans: 12pk can, 12pk can variety Single: 16oz, 24oz can Draft: 1/2bbl, 1/6bbl

Tasting Steps

- Color: Brilliant amber
- Aroma: Caramel & toffee notes combined with a piney, citrusy, and floral hop character
- Taste: Complex yet balanced between a backbone of caramel and toffee malt notes and a distinct noble hop character with hints of spicy pine and citrus
- Mouthfeel: Medium-bodied
- Finish: An upfront smooth maltiness with a crisp finish and subtle lingering hop bitterness

Product Images





COLD SNAP STYLE PROFILE

IN-MARKET: 12/20/21– 3/21/22

Tasting Notes

At this time of year, there's nothing like this unfiltered white ale with its exotic blend of ten fruits, spices, and florals. Bright orange notes and a touch of vanilla add smooth, subtle sweetness, creating a refreshing flavor that signals spring is on its way.

Food Pairings

- Small Plates: Pork empanadas, Niçoise salad, Hummus
- Entrees: Sushi, Lamb curry or Chicken tandoori, Shrimp pad Thai
- Desserts: Spiced cake with vanilla bean ice cream, Snickerdoodle cookies

Style Profile

Style	White Ale
Malt Varieties	Samuel Adams two-row pale malt blend and Malted Wheat
Hop Varieties	Hallertau Mittelfrüh Noble hops
Special Ingredients	A blend of 10 exotic fruits & spices: orange zest, vanilla, lemon zest, coriander, rose hips, hibiscus, powdered plum, grains of paradise, anise, and tamarind
IBUs	10
Color	Golden, hazy / 6 SRM
Alcohol	5.3% ABV – 4.2% ABW
Yeast Strain	Samuel Adams ale yeast
First Brewed	2014; New recipe developed in 2019.
Packages	12oz bottles: 6pk, 12pk 12oz. cans: 12pk can, 12pk can variety Draft: 1/2bbl, 1/6bbl

Tasting Steps

- Color: Golden amber, slightly cloudy
- Aroma: Fruity, floral, citrus and vanilla
- Taste: Distinctly spicy with floral, fruity notes, and a cereal malt flavor. The crisp wheat and slight sweetness of the vanilla is balanced by the zesty citrus and spice character.
- Mouthfeel: Medium-bodied, soft mouthfeel
- Finish: Crisp with a smooth malty finish

Product Images





ALPINE LAGER STYLE PROFILE

IN-MARKET: 12/20/21– 3/21/22

Tasting Notes

Hazy, golden, and bright, this unfiltered lager is a breath of fresh air. The crisp maltness and lively citrus notes transport you to brisk, sunny days out in the mountains.

Style Profile

Style	Kellerbier
Malt Varieties	Samuel Adams two-row pale malt blend, honey malt, and wheat malt
Hop Varieties	Tettnang Tettnanger Noble hops and Mandarina hops
IBUs	18
Color	7 SRM
Alcohol	5.5%ABV – 4.3%ABW
Yeast Strain	<i>Samuel Adams</i> lager yeast
First Brewed	2020
Packages	Bottle: 6pk, 12pk Can: 12pk No draft Variety Pack: 12pk bottles, 24pk bottles, 12pk cans

Tasting Steps

- Color: Deep golden, hazy
- Aroma: Floral, cereal, and citrus aromas of tangerine and lemon
- Taste: Slightly sweet malt note from honey malt, crispness from pale malts, elegant citrus and spicy notes from Tettnang hops
- Mouthfeel: Medium-bodied
- Finish: Finishes slightly astringent with wonderful citrus/fruit notes and a subtle warmth

Product Images





GOLDEN G.O.A.T. STYLE PROFILE

IN-MARKET: 12/20/21– 3/21/22

Tasting Notes

Golden G.O.A.T. is a refreshing lager complimented by herbal, citrus, and mild noble spicy hop aromas. It has a light and breezy body that'll leave you wanting another.

Style Profile

Style	Dry hopped Helles lager
Malt Varieties	Pale 2-Row and Munich
Hop Varieties	Spalt and Tettnang
IBUs	20
Color	Pale Golden (5 SRM)
Alcohol	5.0%
Yeast Strain	<i>Classic German Lager yeast</i>
First Brewed	2021
Packages	Variety Pack: 12pk bottles, 24pk bottles, 12pk cans

Tasting Steps

- **Color:** Bright, pale golden
- **Aroma:** Biscuity and cracker-like pale malt accentuated by layered noble hop aroma
- **Taste:** Follows aroma, with balance between malt and spicy and citrusy noble hop, mild bitterness
- **Mouthfeel:** Soft, light
- **Finish:** Quick and quenching with some lingering citrus and biscuit character

Product Images



*Name ties into game day in a unique playful way!