

12pk and 24pk Can *Beers for Cheers* SRS



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In Market: NOV-DEC 2024

12pk Can *Beers for Cheers* VP

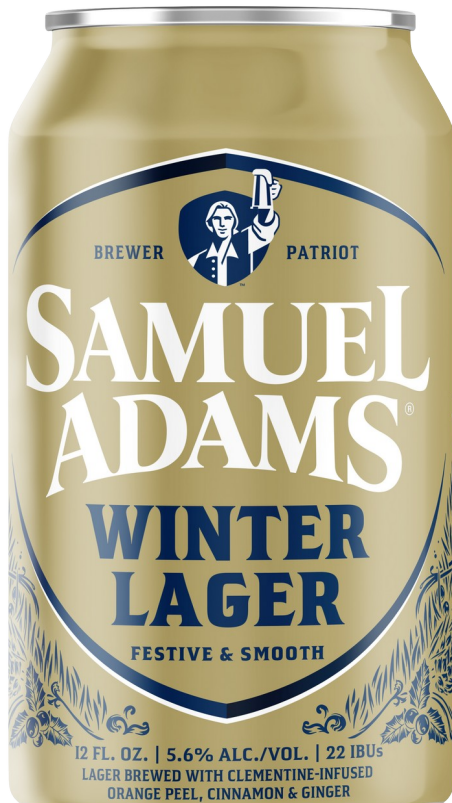


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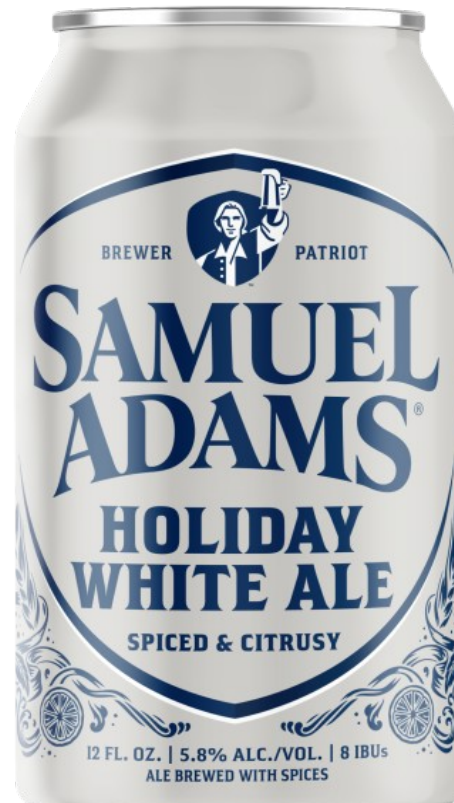


12pk Can *Beers for Cheers* Lineup

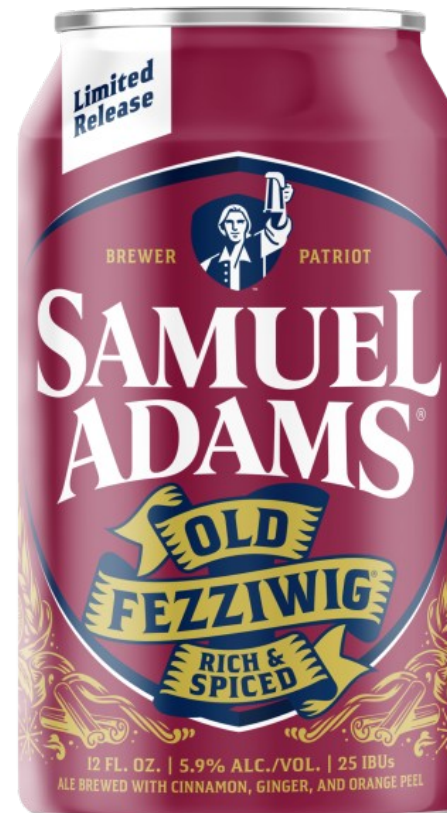
Winter Lager
Festive & Smooth



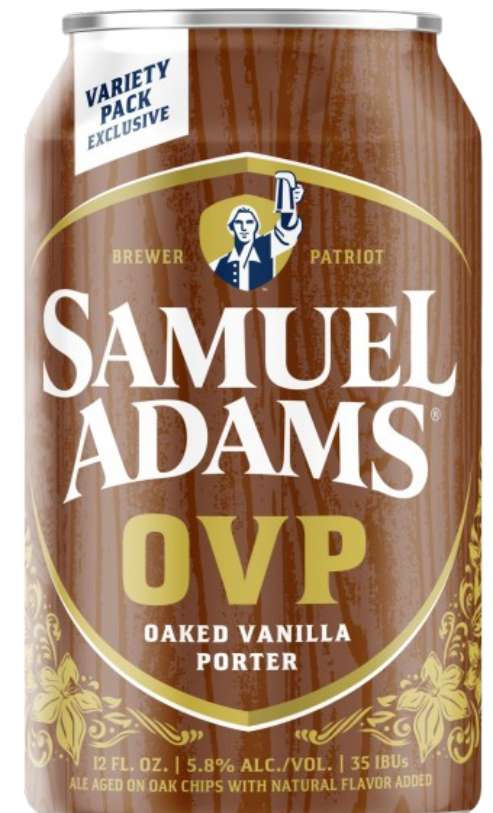
Holiday White Ale
Citrusy & Hazy



Old Fezziwig
Rich & Spiced



Oaked Vanilla Porter
Roasted & Slightly Sweet



Seasonal | *LTO beers that celebrate the season*

VP Exclusive

24pk Can Beers for Cheers VP



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Only Sam
Variety Pack
to include
Golden
Pils!!

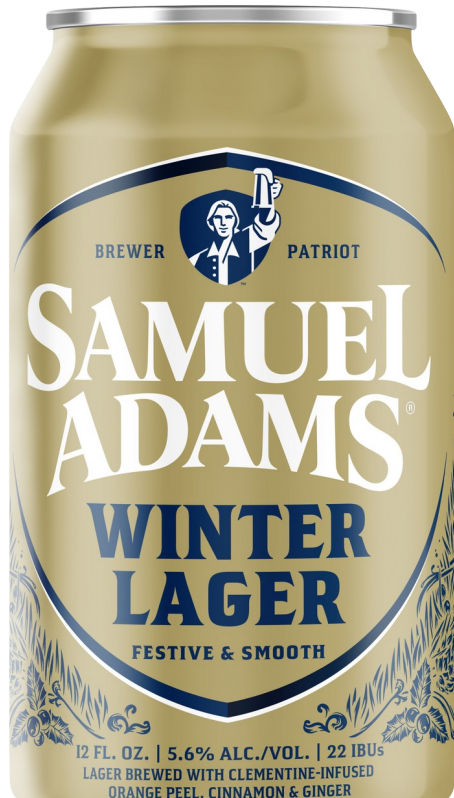


24pk Can Beers for Cheers Lineup

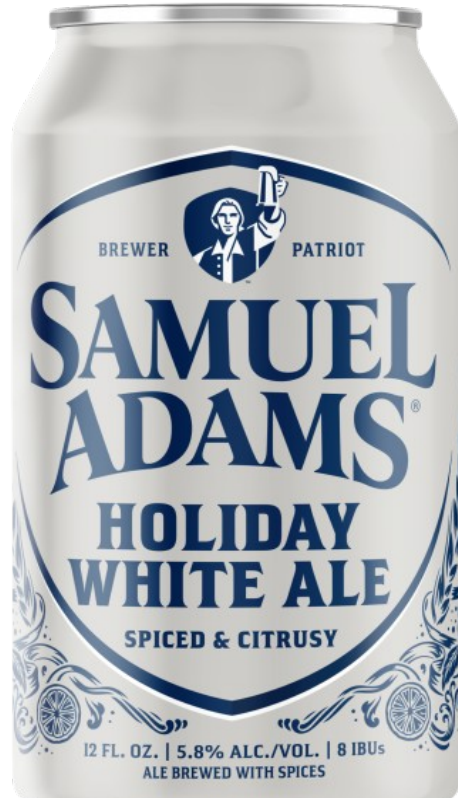


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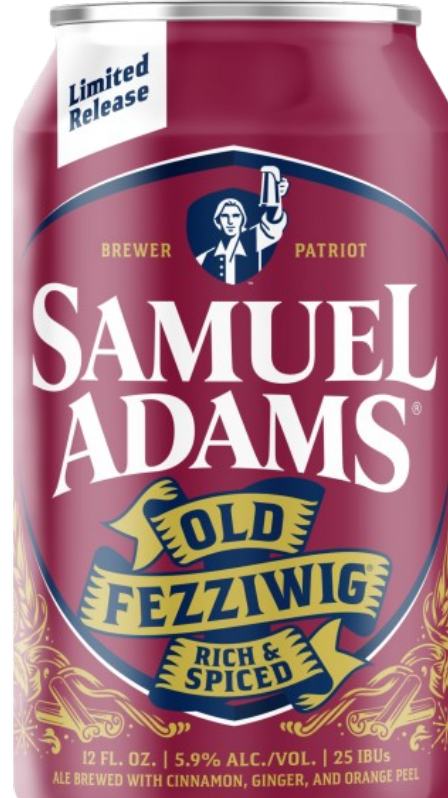
Winter Lager
Festive & Smooth



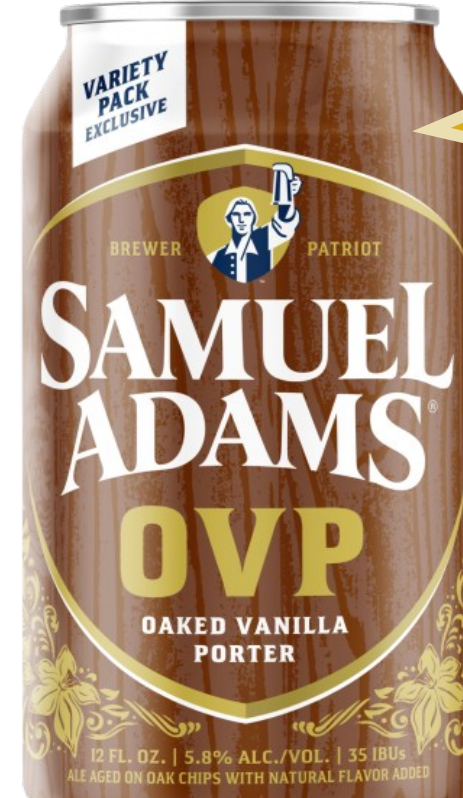
Holiday White Ale
Citrusy & Hazy



Old Fezziwig
Rich & Spiced



Oaked Vanilla Porter
Roasted & Slightly Sweet



Golden Pilsner
Crisp & Refreshing



Seasonal

LTO beers that celebrate the season

VP Exclusive

**24pk Variety Pack
Exclusive**

Style Profile: Winter Lager

Tasting Notes

For colder nights, lean on Winter Lager: a crisp bock with citrus and spices. The clementine orange aroma is especially refreshing during holiday meals and celebrations.

Style Profile

Style	Spiced Wheat Bock
Malt Varieties	Samuel Adams two-row pale malt blend, Caramel 60, Malted Wheat, Chocolate, Munich 10
Hop Varieties	Mandarina
Special Ingredients	Cinnamon, ginger, & orange peel
IBUs	22
Color (SRM)	Deep ruby brown / 25 SRM
Alcohol	5.6% ABV / 4.4% ABW
Yeast Strain	Samuel Adams lager yeast
First Brewed	2020

Food Pairings

- Small Plates: Baked brie, Stuffed mushrooms, Toasted ravioli.
- Entrees: Roasted duck or turkey, Beef stew, Pork loin.
- Desserts: Gingerbread, Caramel flan.

Tasting Steps

- **Appearance:** Deep ruby & bright
- **Aroma:** Bright clementine orange aroma accented by spice notes of cinnamon and ginger
- **Taste:** Hints of spice complement the rich maltiness of light caramel and roasted malt, with just a touch of bitterness
- **Mouthfeel:** Medium-bodied, round mouthfeel
- **Finish:** Smooth and warming with a hint of citrus in the finish



Product Image

Style Profile: Holiday White Ale

Tasting Notes

Ah, the holidays. Full of friends, family, festive parties...and last-minute gifts and food mishaps. Whatever happens, this beer is your trusty plus one, smoothing things over with orange peel and holiday spices.

Food Pairings

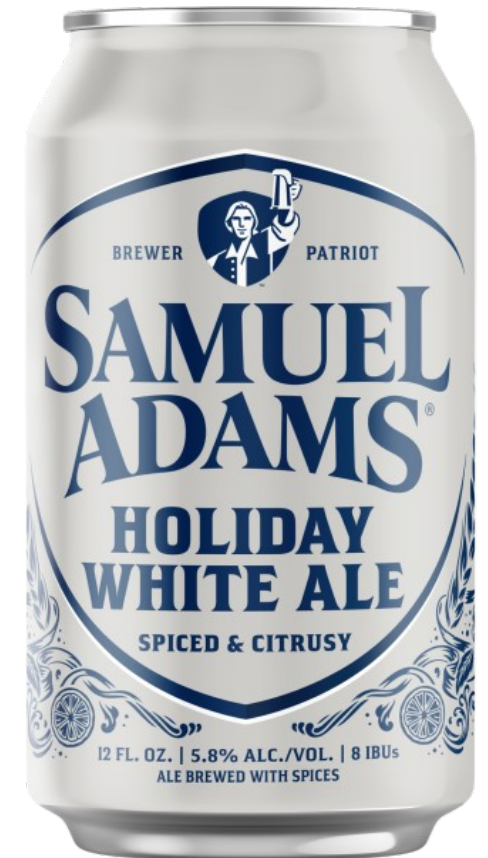
- Baked ham, root vegetables

Style Profile

Style	White Ale
Malt Varieties	Samuel Adams two-row pale malt blend, Wheat
Hop Varieties	Spalt Spalter Noble hops
Special Ingredients	Cinnamon, Nutmeg, & Orange Peel
IBUs	8
Color (SRM)	Pale golden, hazy / 6 SRM
Alcohol	5.8% ABV / 4.4% ABW
Yeast Strain	<i>Samuel Adams</i> ale yeast
First Brewed	2020

Tasting Steps

- **Appearance:** Pale golden, hazy
- **Aroma:** Herbal, spice, and citrus notes
- **Taste:** Slightly sweet, citrusy orange flavors balance spicy cinnamon and earthy nutmeg; Spalt Spalter Noble hops contribute a subtle herbal lemon character
- **Mouthfeel:** Medium-bodied
- **Finish:** Crisp finish from the wheat with a citrus note on the palate followed by a lingering warming note from the cinnamon and nutmeg



Product Image

Style Profile: Old Fezziwig

Tasting Notes

Like the character that inspired it, this spiced ale is warm, festive, and worthy of a celebration all its own. Its full body accompanies a deep malt character, with notes of sweet toffee and rich, dark caramel.

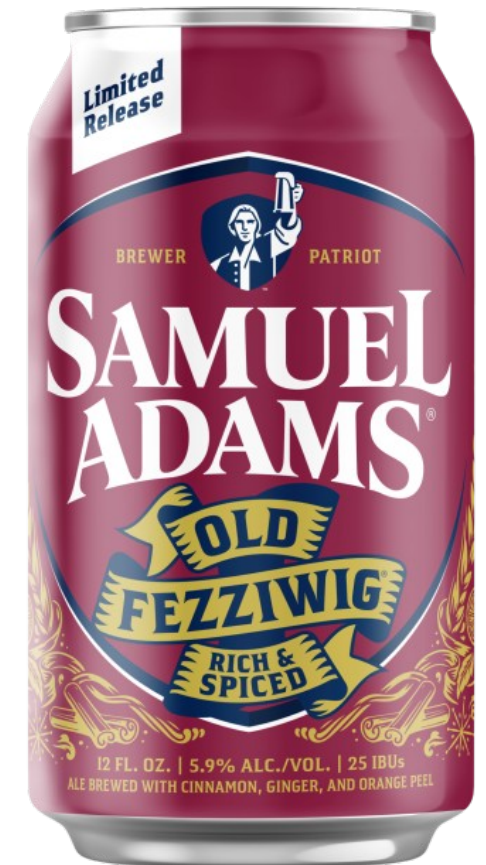
Food Pairings

- Small Plates: Roasted vegetables
- Entrees: Meat pies, lamb dishes
- Desserts: Caramel dessert

Tasting Steps

- **Appearance:** Deep mahogany brown
- **Aroma:** Notes of toffee and mocha
- **Taste:** Sweet caramel and chocolate flavors up front balanced with spicy notes of orange and ginger
- **Mouthfeel:** Full bodied
- **Finish:** Lingering sweet malt flavors with subtle spice

Style Profile	Spiced Brown Ale
Malt Varieties	Samuel Adams two-row pale malt blend, Chocolate, and Caramel 60
Hop Varieties	Saaz
IBUs	25
Color	Deep Mahogany/ 38 SRM
Alcohol	5.9% ABV – 4.5% ABW
Yeast Strain	Samuel Adams Ale Yeast
First Brewed	1995



Product Image

Style Profile: Oak Vanilla Porter (OVP)

Tasting Notes

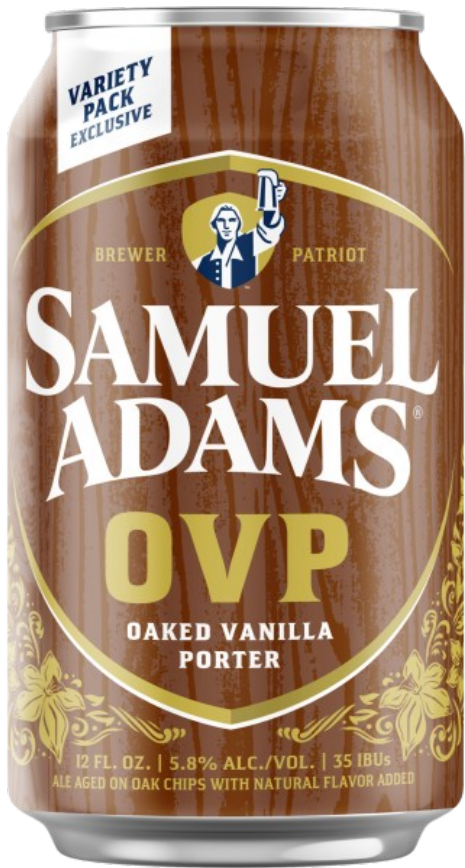
Complex and malty with a hearty, warming character, this Porter features notes of vanilla and oak, hints of coffee, and a touch of sweetness. O.V.P just might be your holiday party’s new M.V.P.

Style Profile

Style	Porter
Malt Varieties	BBC 2-row pale malt blend, Munich, Chocolate, C60
Hop Varieties	Hallertau
Specialty Ingredients	Vanilla, Oak Chips
Color (SRM)	50 Dark Brown
Alcohol	5.8% ABV
Yeast Strain	Samuel Adams Ale Yeast
First Brewed	2023

Tasting Steps

- Appearance:** Dark brown with tan-colored head
- Aroma:** Notes of fresh vanilla beans, chocolate, and lightly roasted coffee
- Taste:** This beer showcases a complex malt profile with notes of chocolate and coffee, slight sweetness from the vanilla, a hint of oak, and moderate bitterness
- Mouthfeel:** Medium-full body, moderate carbonation, and slightly warming
- Finish:** Hint of vanilla sweetness with a slightly drying finish



Product Image

Style Profile: Golden Pilsner



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Tasting Notes

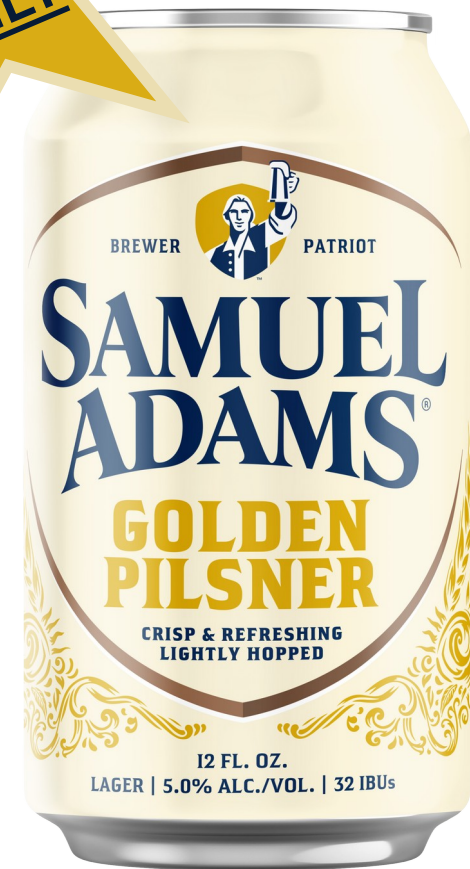
Developed as a gift for our VP of Brewing, this classic German style Pilsner is brewed with golden malt for a subtle sweetness and Hallertau and Tettnang hops for a floral yet restrained hop character. The flavor is rounded out with a clean dry finish.

Style Profile

Style	German Pilsner
Malt Varieties	Samuel Adams two-row pale malt blend
Hop Varieties	Hallertau Mittelfrueh and Tettnang Tettnanger Noble hops
Special Ingredients	None
IBUs	32
Color	4 SRM / Brilliantly Golden
Alcohol	5% ABV
Yeast Strain	Samuel Adams Lager yeast
First Brewed	2022

Tasting Steps

- **Appearance:** Golden and brilliantly clear
- **Aroma:** Floral noble hop aromatics
- **Taste:** Crisp with a clean finish. Slight malt sweetness with a restrained hop bitterness
- **Mouthfeel:** Light bodied
- **Finish:** Clean, crisp, and dry



Product Image

12pk and 24pk Can *Beers for Cheers* Product Info



Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
12pk Loose Can VP	12	10.44	7.81	4.94	402.64	9.5	10.09	10 cases/layer, 10 layers high
24pk Loose Can VP	24	15.69	10.5	4.94	813.3	19.02	20.18	10 cases/layer, 10 layers high

Item Numbers

Product	SKU	UPC	PTC
24pk Loose Can VP	SAWA33A1	0 87692 02023 3	\$27.99-\$29.99
12pk Loose Can VP	SAWA63A1 SAWA63AT (Tray)	0 87692 00358 8	\$17.99
12oz Winter Lager Can	SA1467AR	0 87692 00095 2	
12oz Holiday White Ale Can	SA2X67AR	0 87692 00200 0	
12oz Oaked Vanilla Porter Can	SAFJ67AR	0 87692 01780 6	
12oz Old Fezziwig Can	SA2967AR	0 87692 01309 9	
12oz Golden Pilsner Can	SA0A67AR	0 87692 01490 4	

Shelf Life: 6 months
In-Market: 10/28/24 – 12/29/24

Winter Lager 12oz Can
0 87692 00095 2



Holiday White Ale 12oz Can
0 87692 00200 0

