

# Frank B. Fuhrer Wholesale Company

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## Mike's Pink Lemonade and Breast Cancer.



An iconic, all-American favorite done hard. Lightly carbonated and packed with all the punch and sour kick that's made mike's famous.



Mike's hard pink lemonade makes for the perfect cool beverage as we wind down the summer and head into the fall and tailgating season. Mike's will be making a contribution to The Breast Cancer Research Foundation. The contribution of \$250,000 will fund research aimed at preventing and curing breast cancer, and is Mike's way of helping fight a fight against Breast Cancer

## Church Brew Works Coconut Stout



This recipe is a twist of our Milk Stout. It is the basic recipe for the Milk Stout except we added a considerable amount more chocolate malt and scaled back the roast barley. The coconut comes into play in the serving tank. Fifty pounds of unsweetened coconut flakes were added to the conditioning tank and serving tank. When the cooling jackets are turned on the oils from the flakes mix with the brew and give the beer a subtle hint of coconut. When tasting this beer you will notice the chocolate malt up front on your tongue. This will give way to a subtle taste of coconut in the finish and in the back of your throat. The hop bill was kept low so that it would not overpower the sweetness and the coconut.



## Sierra Nevada Abbey Saison

Hazy blonde in color, these rustic ales are designed to be complex and contemplative

but also refreshing and drinkable after a day in the fields. With earthy and spicy aromas this Saison has notes of green grass, and a faint citrus tang. The body is light and layered with fruit and spice accents and a dry, peppery, and refreshing finish.

## Moosehead Light Draft.



This Moosehead has a genuine Moosehead taste that's light and refreshing. Now available in draft. Moose Light is a refreshing light lager that's aged longer for an extremely smooth finish. Its fresh and easy-drinking taste makes it a welcome guest at any get together. Our emphasis on quality and traditional craftsmanship has made Moose Light a winner at the renowned World Beer Cup.

## Pittsburgh Wing Festival



The Pittsburgh Wing Festival is NOW a part of the Official "Road to Buffalo Tour". Pittsburgh was identified by Drew Cerza, The Wing King, and The National Buffalo Wing Festival as the first city outside of Buffalo, NY to host a Western Pennsylvania version of this competition to find out who has the Best Wings in the 'Burgh?!? Local restaurants will compete in a Pittsburgh style wing fest, and the best overall Festival Favorite will move on to the national competition in Buffalo, NY on Labor Day Weekend as a special guest of The Wing King with a shot at the official 2012 title! The festival will be on Saturday, August 6 12pm-9pm in Waterfront. For more information please visit the following [PittsburghWingFestival.com](http://PittsburghWingFestival.com)

## OKTOBERFEST SEASON 2011

Oktoberfest is a 16-day celebration held each year in Germany that has inspired numerous festivals around the globe. Below is just a highlight of some of the great Oktoberfest beers that are available. For a complete list of Oktoberfest beers and for availability please contact your Fuhrer Sales Representative



### Beck's Oktoberfest

Once again the Beck's family of brands is proud to offer its Oktoberfest seasonal beer. Named for the 16-day celebration held each year in Germany that has inspired numerous festivals around the globe, Beck's Oktoberfest is a German-Style Marzen with a distinctive amber color and an aromatic, malty-sweet taste. This autumn specialty beer is brewed in limited quantities and is only available throughout the Fall Oktoberfest season. Available at the end of July in NR 4/6 and 50L kegs.

### Point Oktoberfest

Point Oktoberfest is an authentic Marzen-Style Lager beer, a style reminiscent of the beers originally brewed for the first Oktoberfest Celebrations in Germany during the early 1800's. Craft brewed using Hallertauer Hops and sweet Vienna roasted malts result in a full flavored, finely balanced beer brewed in celebration of the upcoming season. Available at the end of July in NR 4/6 and ¼ barrels.



### Breckenridge Autumn Ale (Oktoberfest)

Looking for a fresh take on Oktoberfest beer?

Breckenridge Brewery's fall seasonal combines the malty goodness of a German lager with the clean crispness of an American ale. Brewed with Munich malts and a delicate blend of Bavarian hops, our Autumn Ale is a full-bodied treat with a nutty-sweet middle, a warming alcohol level and notes of toasted grains.

### Dundee Oktoberfest

A traditional Marzen-Style Lager. A unique combination of specialty malts, including Carmel 60, Vienna, Munich and Chocolate, produces this amber-colored brew with a rich, sweet malty finish that makes it a perfect transition from light summer beers to hearty winter brews.



### Spaten Oktoberfest

Spaten Oktoberfest Beer, created in 1872, is the world's first Oktoberfest beer, brewed for the greatest folk festival in the world.



Spaten Oktoberfest Beer is amber in color. This medium bodied beer has achieved its impeccable taste by balancing the roasted malt flavor with the perfect amount of hops. Having a rich textured palate with an underlying sweetness true to tradition.

### Penn Oktoberfest

Penn Oktoberfest is a rich, deep golden-colored lager fest bier that is exceptionally smooth and mellow. Uses two-row malted barley and a combination of roasted malts.



### Great Lakes Oktoberfest

Great Lakes Oktoberfest, is an amber lager with rich malt flavor balanced by fragrant noble hops. Pairs well with spicy dishes, pork, pasta and sausage.



### Stegmaier Oktoberfest

Stegmaier Oktoberfest boasts a brilliant reddish-brown color and full-body for the true beer drinker. In using a blend of Munich, Vienna, and Aromatic malts, Oktoberfest possesses a light-toasted character with a touch of sweetness. The addition of German Hops adds a perfect balance of flavor.



## Southern Tier Pumking

Brewed in the spirit of All Hallows Eve, a time of year when spirits can make contact with the physical world and when magic is most potent. Pour Pumking into a goblet and allow it's alluring spirit to overflow. As spicy aromas present themselves, let its deep copper color entrance you as your journey into this mystical brew has just begun. As the first drops touch your tongue a magical spell will bewitch your taste buds making it difficult to escape.

## Southern Tier Harvest

Harvest Ale is our celebration of the changing weather and the sowing of hops and barley that will be used in our upcoming brews. We usher in the fall with a classic English style Extra Special Bitter of the highest order. Deep ruby in color with an even deeper hop flavor... in fact, we throw fresh English hops into every brewing vessel, then dry hop after fermentation to impart a zesty kick. This beer has real hop character that mingles with fresh malted barley for an experience that will make you wish it were fall year



## Yuengling Oktoberfest Coming in 2011.

Yuengling will make and release a new seasonal beer this fall, called Yuengling Oktoberfest. Yuengling Oktoberfest will be a traditional Märzen style Oktoberfest beer.



## Atwater Blocktoberfest

Oktoberfest is a German tradition that celebrates the harvest. Now, Atwater carries on that tradition with our own special lager. Blocktoberfest is brewed with 100% German malt, creating a rich taste and a beautifully amber color.



## Point Whole Hog Pumpkin Ale

Handcrafted using real pumpkin and savory pumpkin pie spices with hints of all natural cinnamon and nutmeg. Perle hops balance with rich Munich, Roasted, and Caramel malts for the full-bodied taste and exceptional flavor. Available at the end of August in 12oz NR 6/4 packs.



## Shock Top Pumpkin Wheat

Shock Top Pumpkin Wheat is a traditional Belgian-Style Wheat Ale brewed with ripe pumpkins, and a variety of autumnal spices, including nutmeg, cinnamon and cloves, for a refreshingly smooth beer that fully captures all the flavors of fall. This seasonal, unfiltered ale has a deep amber color and 5.2% ABV. Available at the end of August in 12oz NR 4/6 and 1/6 barrels.



## Brooklyn Oktoberfest

Available from August through October. Brewed from the finest German malt and hops, Brooklyn Oktoberfest is true to the original style, full-bodied and malty, with a bready aroma and light, brisk hop bitterness.



## Brooklyn Post Road Pumpkin Ale

Available from August through November. Blended with barley malt, pumpkins became a commonly used beer ingredient. Post Road Pumpkin Ale brings back this tasty tradition. Hundreds of pounds of pumpkins are blended into the mash of each batch, created a beer with an orange amber color, warm pumpkin aroma, biscuit malt center and crisp finish.



**With three special brews, there's a St. Pauli Girl for you.**

If you like a Girl that has a deep golden color, distinctive full-bodied taste and "hoppy" aroma, then the Lager is for you. This Girl has been a Gold Medal winner for the American Tasting Institute Best Full Calorie German Lager.

St. Pauli Girl Special Dark is a remarkably smooth beer with a light hop character and rich malty taste. This Special Dark Girl has been a Gold Medal winner for the American Tasting Institute Best Full Calorie German Dark.

For those that prefer a non-alcoholic Girl, St. Pauli Non-Alcoholic (N.A.) has a pleasant hop aroma, a well-balanced malt flavor, crisp hop finish and the taste of an imported beer without the alcohol. This N.A. has been a Gold Medal winner for the American Tasting Institute Best Imported Non-Alcoholic Malt Beverage. She's a pure, high-quality Girl.

St. Pauli N.A. is also the #1 Imported Non-Alcoholic Malt Beverage sold in the U.S.

### Sierra Nevada Tumbler



As the nights grow cool, the leaves on the valley oaks begin to turn and fall.

In honor of this yearly dance, we bring you Tumbler Autumn Brown Ale and invite you to enjoy the show. We use malt within days of roasting at the peak of its flavor to give Tumbler a gracefully smooth malt character. So pour a glass, and grab a window seat to watch as the leaves come tumbling down.

### Harpoon Oktoberfest



The character and complexity of Harpoon Oktoberfest comes from the malt and hops. When looking at a freshly poured Harpoon Oktoberfest, you will notice the garnet-red color with a firm, creamy head. The beer's color is from a blend of Munich, chocolate, and pale malt. The thick head results in part from wheat malt added to the grist. The hop aroma of this beer is not overpowering but it is present. Tettnang hops add a subtle spice nose that blends with the malt character. This beer is full-bodied, smooth, and malty. Willamettehops are used to provide a gentle bitterness and to balance any residual sweetness present from the malt. The finish is soft and malty with a mild bitterness.

### Abita Harvest Pecan



Pecan Harvest Ale is made with real Louisiana pecans that have been toasted to perfection. That makes it

something really special, because most beers with a nutty flavor or aroma aren't made with real nuts. The natural oils from the Louisiana pecans give the ale a light pecan finish and aroma.

This ale is excellent served with both red meat, seafood, and no surprise here, it's also great with nuts! Try Pecan Harvest with Gouda cheese.

### Ayinger Oktober Fest Marzen

Ayinger Oktober Fest Märzen has a deep golden color tinted with amber. It is lightly sweet with a malty nose balanced with floral hops. Its medium to big body and alcohol is not overpowering. The soft dryness comes from long maturation.



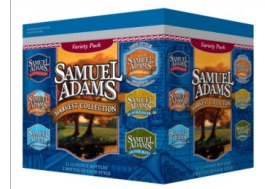


### Sam Adams Harvest Pumpkin Ale

Samuel Adams Harvest Pumpkin Ale is brewed with over 11 pounds of real pumpkins per barrel, adding a full body and sweetness to the dark reddish amber brew. Deep roasted malts, including smoked malt, lend a distinct roasted character while traditional pumpkin pie spices give the beer a subtle spice note.

### Sam Adams Harvest Collection

The Samuel Adams Harvest Collection Variety Pack will come in a new package in 2010 and supports the brand billboard, while also better communicating variety. The full lineup of beers in this pack-age includes: Boston Lager, Octoberfest, Dunkelweizen, Irish Red, Black Lager and Harvest Pumpkin Ale.



### Sam Adams Oktoberfest

The first thing you notice when pouring a glass of this seasonal beer is the color. Samuel Adams Oktoberfest has a rich, deep reddish amber hue which itself is reflective of the season. *Samuel Adams* Oktoberfest masterfully blends together five roasts of malt to create a delicious harmony of sweet flavors including caramel and toffee. The malt is complimented by the elegant bitterness imparted by the Bavarian Noble hops.

### Blue Moon Harvest Moon Pumpkin Ale

Blue Moon Harvest Moon Pumpkin Ale is an amber wheat ale brewed with all the flavors of fall, including vine ripened pumpkin, cloves, nutmeg, and allspice. The beer has a nice, rich amber color and the flavor complexity that consumers expect from a fall beer.



### Church Brew Works Pumpkin Stout

Church Brew Works Pumpkin Stout starts with their Milk Stout recipe and from there took it to another level. The other level we took it to was, with the addition of pumpkin and spices. Pumpkin spiced beer is quickly becoming a top seller in brew pubs across the country. In colonial times due to heavy taxation on barley pumpkin was used, by brewers in the colonies. This was due to the large sugar content present in pumpkins. American brewers have taken this practice to another level with the addition of pumpkin spices.



### Church Brew Works Oktoberfest

The brewers of Bavaria, Germany, typically brewed a special beer for the annual Oktoberfest celebration. The style which evolved for such an occasion is appropriately called an Oktoberfest. Church Brew Works Oktoberfest is a medium copper hued beer brewed with 100% imported Weyerman Malt from Germany. It is malty in both flavor and aroma making it a very drinkable lager. The beer is nicely balanced with a 100% Noble German Hop backbone giving a slightly earthy and smooth profile. Notice the crisp clean character and enjoy the smooth finish.



The first thing you will notice is the aroma. When you smell the beer you will notice the aroma of pumpkin pie. This is from the addition of two pounds of cinnamon, nutmeg, clove, ginger, allspice, and mace. When you sip the beer for the first time you will taste roastiness as well as chocolate. This comes from the use of Roasted Barley and Chocolate Malt. The last thing you taste will be a subtle pumpkin pie flavor.