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2011 Labatt Blue Light Pittsburgh Penguins Hat in Pack Giveaway



To celebrate the start of the 2011- 2012 hockey season in Pittsburgh, Blue Light and Labatt Blue will offer a mesh-back, baseball style Penguins hat inside specially marked cases of 28 pack bottles of Blue Light and Labatt Blue. Consumers will look for specially marked packages of 28 pack bottles of Blue Light and Labatt Blue at retail. There will be one hat in each package of Labatt Blue and Blue Light.

Magic Hat Variety Pack and Seasonal Products

Magic Hat Hex (Ourtoberfest)

Hex is a German Ale. A malty amber ale with hints of toffee and caramel and a slightly smoky finish. Very cool label design with ghouls sitting at a Biergarten table.



Magic Hat Night of the Living Dead Variety Pack

A macabre medley of monstrous mixtures in a box that goes bump in the night. Four fiendishly phantasmic formulas in one creepily convenient carry-out container.



Magic Hat H.I.P.A

H.I.P.A. begins and ends with big, bountiful bites of hops, hops and more hops while maintaining the barest hint of a malty middle in the mouth.



Mike's Hard Winter Blackberry

Most people dread the coming of winter, but not Mike. That's because he can't wait to introduce his latest seasonal creation, winter blackberry. It's the perfect combination of crisp blackberry refreshment with trademark mike's kick.... So go ahead, pour one over a glass of ice and enjoy the very best that winter has to offer.



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.





Staropramen Lager, Stiegl Goldbrau and Stiegl Radler Lemon Now Available



Staropramen Lager, #1 Prague beer in the world, has been linked to Prague's brewing origins since 1869. Even before the liquid reaches your lips, the rich hop aroma takes you back to our Lager's Czech ancestral lands, where the beer was first brewed. The bright golden clear color, clashes at the top with a thick creamy foam, giving it an inconceivable taste. Full bodied and pleasantly balanced, Staropramen starts off with a thoroughly rewarding and soft malty flavor, finishing off with a just right gently bitterness. Available in 24/11.2oz NR.

Stiegl Goldbrau boasts an unrivalled, well rounded, balanced and wonderfully thirst- quenching flavor. Mildly hopped with a typical refreshing beer bouquet, golden color, a magnificent fine head and pleasant aftertaste, Stiegl Goldbrau is the enjoyment of beer at the highest level. Available in 24/11.2oz NR and 24/16oz Cans.

Stiegl Radler Lemon is half Stiegl Goldbrau and half high quality soda with all natural flavors. Low in calories and with low alcohol content Stiegl Radler makes an ideal thirst quencher. A fragrant, fresh thirst quenches with a refreshing finish. Available in 24/16.9oz NR.



Guinness Black Lager Now Available

Guinness proudly introduces a new brew that combines the crisp, refreshing taste of a cold-filtered lager with the distinctive roasted flavor of Guinness. Brewed using traditional lager brewing methods, but with dark roasted malt for a more intense flavor and character.

Shock Top is the beer that invites consumers to Live Life Unfiltered...

Now Shock Top can go where ever your customers do, with the launch of the Shock Top 12 Pack can.



Shock Top Variety Pack

The refreshingly smooth taste of Shock Top is now available in a 12-pack variety package. The new

Shock Top Variety Pack features Shock Top Belgian White, Shock Top Raspberry Wheat and Shock Top Pumpkin Wheat. Available at the end of October in 12oz NR 2/12 Packs.

Welcome back the Coors Light Aluminum Pint

Coors Light has many innovative packages and now added to the list is the 16oz aluminum bottle with blue "frost- brewed liners" inside, in-tended to keep beer colder longer. The packaging will be flagged with a blue frost-brewed liner strip on the bottle, which also will feature a more predominant Rocky Mountain graphic. The bottle also uses outlast technology by having its label wrap act as insulator keeping the frosty liquid inside from the warmth of the drinker's hand. Available in 18/16oz Aluminum Pint.



Theakston Old Peculier: The beer that made Masham famous!

A rich, dark, smooth-tasting beer with an unequalled flavour. Brewed using the traditional Fuggle hop, Old Peculier is our best known beer and has a large and enthusiastic following all over Britain and around the world. Available in 12oz NR 4/6 Bottles.





New Seasonal Products available from Rogue



Rogue Double Chocolate Stout

Double Chocolate Stout is an evolution of Rogue Chocolate Stout, which is flavored with imported Dutch bittersweet chocolate. In 2010, Double Chocolate Stout received a Gold Medal at the World Beer Championships

Rogue Double Dead Guy Ale

Deep amber copper color. Buttery peanut brittle, orange blossom tea aromas follow through to a rich chewy and fruity full body with nice notes of caramel drizzled dried apricot and roasted grains and spice. Finishes with a long, tangy grilled grapefruit and chocolate fade

Rogue John John Hazelnut

This unique ale consists of Rogue Hazelnut Brown Nectar aged in Rogue's Hazelnut Spiced Rum barrels

Rogue XS Imperial IPA

Above and beyond an India Pale Ale—IPA is radically hopped with an intense aroma and hop bitterness



Harpoon UFO Pumpkin

Imagine a pumpkin vine wound its way in a field of barley, and a brewer harvested it all to make a beer. Add Northwestern hops and a blend of spices, and

you've got UFO Pumpkin. The malt combination provides a smooth body and slightly sweet flavor, which balances perfectly with the earthy notes derived from the pure pumpkin. And like all of our UFO beers, UFO Pumpkin is unfiltered so all the wonderful flavors are right there in your glass. Cheers!

Southern Tier Oat Imperial Oatmeal Stout

This beer begins in spring when oat seeds are sown as soon as the soil can be worked. Meanwhile, select types of barley are planted with hopes that Mother Nature will be kind. Our brewers wait patiently until the legumes are mature and ready for the scythe. Upon delivery to the brewery, these ingredients are mixed together in the mash tun where they steep, creating a rich molasses-like liquid. Spicy hops are boiled with the thick brew, giving balance and complexity. Brewers yeast feasts upon the rich sugars, concluding its transformation into oatmeal stout.



Long Trail Imperial Porter

Long Trail Imperial Porter features a complex, darkly roasted malt flavor complimented by a thin, creamy head. The abundance of malt is balanced with a variety of hops, creating a clean finish.

Ithaca Smoked Porter

As sumptuous as it is dark, this porter is full-bodied with big fruit ale notes and leaves a nice toasted head.

