

13TH ANNUAL
2020

HOLIDAY HAPPENINGS

ENTERTAINING GUIDE



GIVE YOUR PARTY THE GIFT OF MUNICH'S BEST.



PAULANER'S BEST OF MUNICH VARIETY
PACK AND NEW GRAPEFRUIT RADLER.
GERMANY'S GIFT TO YOUR HOLIDAYS.

  PAULANERUSA

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 #BIERGOALS



OH WHAT YUM!

THE FLAVORFUL GIFT
THAT KEEPS ON GIVING

New FROM
Twang



GREAT FOR
MICHELADAS,
BLOODY MARY'S,
AND MORE.



@TWANG_OFFICIAL   





HAPPY HOLIDAYS FROM SIERRA NEVADA BREWING CO.

Enjoy these beer inspired recipes to
share during your holiday festivities!

Celebration IPA Stuffed Turkey Breast
sierranevada.com/blog/celebration-ipa-stuffed-turkey-breast/

Hazy Little Thing Pineapple Fried Rice
sierranevada.com/blog/hazy-little-thing-pineapple-fried-rice/




6.8% ABV
65 IBU



6.7% ABV
40 IBU

©Sierra Nevada Brewing Co.
Chico, CA & Mills River, NC
www.sierranevada.com

Please Drink Responsibly

 Please recycle.

ENJOY THE HOLIDAYS TO THE FULLEST



CLAUSTHALER
NON-ALCOHOLIC
TASTE FULL LIFE.

WWW.CLAUSTHALER.COM

Imported by Radeberger Gruppe USA, Norwalk CT 06851

THE HOLIDAYS — JUST — GOT LIT



100
GOLD MEDALS

AWARDED TO
GNARLY HEAD WINES
SINCE 2012

SCHMITT SÖHNE
- FAMILY WINES -

RIESLINGS TO BE

Thankful






OVER 100 YEARS OF
GERMAN
WINEMAKING
TRADITION
ESTABLISHED 1919

AMERICA'S **#1** IMPORTED RIESLING

This Holiday Season, LEAVE NO STONE UNTURNED



www.Leave-No-Stone-Unturned.com

   @StoneBrewing

UNA MAS CERVEZA

EASY DRINKING. LIME INCLUDED.

COMING JANUARY 2021



JUICY. HAZY.
TROPICAL IPA.
LET YOUR MIND WANDER

DOS EQUIS[®] DRAFT ANYWHERE



ENJOY THE PERFECT DRAFT BEER:



CHILL



POUR



CHEERS



REPEAT

You're one in a
billion and could
win a million*.

SCAN
the QR code

OR

TEXT
"HOLIDAY" to
77000



Every festive bottle is
as unique as you are.




Heineken®



By entering via text, you agree to receive up to three (3) text messages from Heineken USA, Inc.

NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN. PURCHASING A PRODUCT OR SENDING A TEXT MESSAGE WILL NOT IMPROVE YOUR CHANCES OF WINNING. PROMOTION IS OPEN ONLY TO LEGAL RESIDENTS OF THE (50) UNITED STATES AND DISTRICT OF COLUMBIA (D.C.) WHO ARE 21 YEARS OF AGE OR OLDER AS OF DATE OF ENTRY. VOID WHERE PROHIBITED. PROMOTION IS GOVERNED EXCLUSIVELY BY THE LAWS OF THE U.S. Promotion begins at 12:01 a.m. Eastern Time (ET) on 10/1/20 and ends at 11:59 p.m. ET on 1/4/21. To enter, text "HOLIDAY" to 77000 from your mobile device. You will receive a return text message providing a link to www.Heineken.com/US/Holiday. Visit the site and follow the on-screen entry instructions to redeem a valid entry code (available on a Heineken limited edition holiday bottle label or via mail-in request), then participate in the one in a billion number guess contest, and determine if you are an instant win bonus prize winner (note: CA residents are not required to redeem an entry code to participate). Carrier's standard messaging and data rates apply. OR, to enter directly online (without sending a text), and for full terms and conditions including eligibility, prize descriptions and how to receive a free entry code by mail, scan the QR code or visit www.Heineken.com/US/Holiday. Normal time rates, if any, charged by Internet service provider will apply. You may submit one number guess contest entry for each unique entry code redeemed. If you are an instant win bonus prize winner, you will receive an on-screen confirmation message (excluding residents of NJ who are not eligible for instant win prize award). An eligible entrant must correctly guess the randomly predetermined one in a billion winning number per requirements in official rules to claim grand prize: \$1,000,000* payable as a 40-year annuity (\$25,000 per year for 40 years). Maximum one grand prize award available. Odds of winning grand prize are 1:1,000,000,000. If winning number guess is not submitted by an eligible entrant per requirements of Official Rules, then grand prize will not be awarded, and entrant with closest guess shall be awarded the runner-up prize. All mail-in entry code requests must be postmarked by 1/4/21 and received by 1/9/21. All entry codes and entries must be submitted by 11:59 p.m. ET on 1/15/21. Sponsor: HEINEKEN USA Inc., White Plains, NY. Administrator: Million Dollar Media, Woodbridge, NJ.

©2020 HEINEKEN® Original Lager Beer. Brewed in Holland. Imported by HEINEKEN USA, White Plains, NY.



NOBLE VINES
— COLLECTION —

POUR SOME
**HOLIDAY
CHEER**



22 BEST BUYS
WINE ENTHUSIAST

Angeline

VINEYARDS



PROPRIETOR'S SELECTION

WHY VIZZY HARD SELTZER?

AS THE ONLY HARD SELTZER WITH ANTIOXIDANT VITAMIN C FROM ACEROLA SUPERFRUIT, VIZZY DELIVERS MORE IN EVERY CAN.

- Flavors: Blueberry Pomegranate, Strawberry Kiwi, Pineapple Mango and Black Cherry Lime
- Only 100 calories with 1g of sugar and 5% ABV
- Certified Gluten-Free

WHY COORS SELTZER?

THE FIRST "SELTZER WITH A MISSION," COORS SELTZER HAS PARTNERED WITH CHANGE THE COURSE TO RESTORE 1 BILLION GALLONS OF RIVER WATER IN A YEAR—500 GALLONS FOR EVERY 12-PACK SOLD.*

- Flavors: Black Cherry, Mango, Lemon Lime and Grapefruit
- Only 90 calories and 4.5% ABV per 12 oz can

Coors
SELTZER

+



CELEBRATE RESPONSIBLY® ©2020 COORS BREWING COMPANY, FORT WORTH, TX
FOR EVERY 12-PACK OR 12-PACK EQUIVALENT OF COORS SELTZER SOLD AT PARTICIPATING RETAILERS BETWEEN 8/15/2020 AND 8/31/2021,
COORS BREWING COMPANY WILL PURCHASE SERVICES FROM CHANGE THE COURSE TO RESTORE 500 GALLONS OF FRESH RIVER WATER.
A 12-PACK FOR 36 FL OZ IS 144 OUNCES. FOR INFORMATION ABOUT CHANGE THE COURSE, VISIT CHANGETHETHECOURSE.ORG. MUST BE 21+



BLUE MOON

ADD A SPECIAL
TOUCH TO
YOUR HOLIDAY

CELEBRATE RESPONSIBLY®
©2019 BLUE MOON BREWING COMPANY, GOLDEN, CO - A/B

The Joy of Aperitivo

CELEBRATE MASTERFULLY. BIRRA BEAUTIFULLY.



PERONI

CELEBRATE RESPONSIBLY®
BOTTLES IMPORTED BY BIRRA PERONI & COMPANY, WASHINGTON, DC - A/B

SHARE
THE GIFT
OF PEAK
PERFECTION



HESS
FAMILY SELECT



FAMILY OWNED c.1978



NORTH COAST
CABERNET
SAUVIGNON

HESS
FAMILY SELECT



FAMILY OWNED c.1978

MONTEREY COUNTY
CHARDONNAY

  @hesscollection

©2020 THE HESS COLLECTION, NAPA, CALIFORNIA. ENJOY RESPONSIBLY.

INTRODUCING
MAVERICK RANCH WINES
FROM THE HESS COLLECTION

FAMILY OWNED SINCE 1978



THE HESS COLLECTION
MOUNT VEEDEE / NAPA VALLEY

For pairing ideas and holiday recipes, visit HESSCOLLECTION.COM   
©2020 THE HESS COLLECTION, NAPA, CALIFORNIA. ENJOY RESPONSIBLY.

*Feliz
Navidad*



**LET CORONA PREMIER
FILL YOUR STOCKING
THIS HOLIDAY SEASON!**

**ENTER FOR YOUR CHANCE
TO WIN A \$500 GIFT CARD!**

See Official Rules for details. Subject to additional restrictions.
All prizes offered and awarded are not redeemable for cash.

TEXT: *Stocking* TO: *20102*

Drink responsibly. Corona Premier® Beer. Imported by Crown Imports, Chicago, IL.

Per 12 fl. oz. serving average analysis: Cals: 90, Carbs: 2.6 g, Protein: 0.7 g, Fat: 0.0 g.

NO PURCHASE NECESSARY. TX res., 21+. Ends 1/5/21. No alcohol awarded with prizes. Msg&data rates apply. Text HELP to 20102; Text STOP to 20102. By participating, you consent to send/receive up to 10 text msgs (exc. error msgs) relating to each sweepstakes entry. Consent is not a condition of purchase. Rules at CoronaStockingRules.dja.com.

CELEBRATE THE SEASON WITH GOLD



SCAN THE CODE ABOVE WITH YOUR SMARTPHONE CAMERA FOR MODELO BEER COCKTAIL AND AUTHENTIC FOOD RECIPES

Drink responsibly. Modelo Especial® and Modelo Negra® Beers. Imported by Crown Imports, Chicago, IL.



There's Always a Seat
AT OUR TABLE

*Sharing a great bottle of wine has a way
of leaving people closer than they came.*

—Zac Brown, proprietor



Z. Alexander
BROWN®

Happy Holidays

FROM THE WEST COAST



ALPINEBEERCO.COM



GREENFLASHBREW.COM

PLEASE DRINK RESPONSIBLY

HOLIDAYS ARE HARD



Four deliciously unique flavors. 100 calories. Meet the best tasting hard seltzer in all of Texas.

Happy Holidays

FROM OUR TOWN TO YOURS
Frohe Weihnachten, Y'all!



Altstadt

BREWERY

FREDERICKSBURG, TEXAS



GO TEXAN.



AltstadtBrewery

ALTSTADT BEER BREAD

3c Self-rising Flour
12 oz Altstadt Light
4 tbsp Sugar
1/2c (1 Stick) Melted Butter

Allow beer to come to room temperature. Mix flour, sugar and Altstadt Light. Pour mixture into a greased and lightly floured loaf pan. Pour melted butter over the top and bake at 375° for 45–55 min.



**DO
MORE**
FOR THE HOLIDAYS

Brooklyn Special Effects
Hoppy Amber & Special
Effects IPA are ready for
any way you celebrate



HOLIDAY PAIRINGS

WITH ODELL



PEPPER JACK

Odell IPA's distinctive bitterness profile and incredible hop character are the perfect match for a spicy pepper jack.



BRIE

Brewed with acai, guava and elderberry, Sippin' Pretty's refreshing tart finish balances rich, buttery brie.



WHITE CHEDDAR

The hazy, juicy, & bright flavors of Mountain Standard IPA highlight the bold creaminess of white cheddar.





TWO ROBBERS

✦ CRAFT HARD SELTZER ✦



0g
SUGAR



110
CALORIES



GF
NATURALLY
GLUTEN FREE



5.2%
A.B.V.

Martin Ray

VINEYARDS & WINERY



OJAI



CALI



FLYING EMBERS HARD KOMBUCHA

0 SUGAR



0 CARBS

BREWED WITH GRATITUDE

Flying Embers proudly gives a portion of our proceeds to firefighters and first responders out of respect for their service to our community.



THE BEST WAY TO
TOAST THE HOLIDAYS

9 CONSECUTIVE
90+
SCORES

2009 – 2020 NAPA VALLEY
CABERNET SAUVIGNON

WINE ENTHUSIAST
JAMES SUCKLING



THE UNWAVERING PURSUIT OF *unforgettable* WINES



MERCER
BROS.



TENDED
BY US.
...
MADE
BY US.
FOR
YOUR
HOLIDAYS

¡FELIZ
NAVIDAD!



UPGRADE
- YOUR -
Cerveza

CERVECERÍA DE COLIMA, MEXICO





**A refreshing holiday?
Probably.**

PROBABLY THE BEST  BEER IN THE WORLD



AVAILABLE HERE!

THE 46th ANNUAL ANCHOR CHRISTMAS ALE



MEALS ON WHEELS
AMERICA

Anchor Brewing Company is a proud supporter of Meals on Wheels America. We urge you to scan the QR code below and donate to help Meals on Wheels deliver food to seniors in need.

Anchor's 2020 Christmas Ale is a smooth and velvety spiced Ale, with rich flavors of roasted malts, gingerbread, and holiday aromatics.



SCAN TO DONATE

PLEASE ENJOY RESPONSIBLY™

HAPPY HOLIDAYS FROM TUPPS



TUPPS BREWING • MCKINNEY-TX

JUNE SHINE

HARD KOMBUCHA

Find it in your local HEB

6% ABV | PROBIOTIC | GLUTEN-FREE | ORGANIC



Tastes Like
What 2020 Was
Supposed To Be.

@JUNESHINECO | JUNESHINE.COM

-CRAFTED SNACKS-
Snappers



What We're Made of

PRETZELS + CARAMEL + CHOCOLATE

Our cocoa is sustainably sourced through programs that support farmers and their communities. We believe sustainable practices make for better lives and better chocolate, helping us to make life sweeter.



www.CocoaHorizons.org
Snappers® Crafted Snacks™ is a partner of the Cocoa Horizons Foundation.

@SnappersSnack



SnappersSnack.com

Manufacturer Coupon

EXPIRES 03/31/2021

\$1 OFF



ANY SIZE BAG

CONSUMER: Redeem only by purchasing Snappers® 3oz, 6oz, or 10oz any flavor bag. Only redeemable for one unit. May not be reproduced. Void if transferred to any person, firm, or group prior to store redemption. Any other use constitutes fraud. Consumer pays sales tax. Discount may not be combined with any other offer. No cashback.

LIMIT ONE COUPON PER PURCHASE.

Retailer will be reimbursed face value (up to \$1.00). **RETAILER:** Edward Marc Brands, Inc. will reimburse you face value (up to \$1.00) plus 8 cents handling in accordance with our redemption policy (copy available upon request). Consumer must pay any sales tax. Send all redeemed coupons to **Inmar Dept #13085, Edward Marc Brands, Inc. 1 Fawcett Drive, Del Rio, TX 78840.** Failure to produce invoices on request providing purchase of stock covering coupons may void all coupons submitted. Void if copied, expired, reproduced, altered, transferred, sold, or exchanged. Cash value: 1/100¢. © 2016 Edward Marc Brands, Inc., All Rights Reserved.

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HOLIDAY HAPPENINGS

ENTERTAINING GUIDE

We hope you and your loved ones are healthy and safe this Holiday Season! We have many wonderful beer, wine, and food partners participating in this year's Holiday Happenings. Normally we would share samples of various brands with you in person, but as with everyone, we are finding unique ways to make the most of these unprecedented times. Our hope is the brands highlighted in this booklet will assist you in celebrating a unique and memorable gathering filled with gratitude, hope, and inspiration.

Be well!