

TEXAS

Cheers
14TH ANNUAL
2021

HOLIDAY HAPPENINGS

ENTERTAINING GUIDE



ICE
COLD

REDS
WHITE

Made with
Meyer Hops



14TH ANNUAL
2021

HOLIDAY HAPPENINGS

ENTERTAINING GUIDE



REDS
WHITE

ICE
COLD

When we're finally raising a toast together, it should feel extra special. There's no better way to foster the spirit of the season than with the festive holiday beverages featured here in the **2021 Holiday Happenings Guide**.

Look for inspiration throughout the guide, with a mix of old favorites and brand-new finds. Start planning your party today! Here's what you'll find inside:

- ★ Recipes
- ★ Event Information
- ★ Holiday Specials
- ★ Festive Fun

Celebrate the season with your favorite people and only the best for your guests. The 2021 Holiday Happenings Guide makes it easy to elevate your gatherings with fine wine, traditional brews, seasonal favorites, and more.

Happy holidays from PMG Tastings!



NOBLE VINES
COLLECTION

BRING OUT
your best



We choose to pour good into the world and give people our best because they deserve it.
Noble Vines is committed to donating over **2 MILLION MEALS** to families in need by 2023

Happy Holidays

from



Exclusive!



Featuring

Two Hearted Ale • Bright White • Christmas Ale • Wild Spruce Chase

American India Pale Ale • Belgian-Inspired Wheat Ale • Scotch Ale
India Pale Ale with Spruce Tips • Drink Responsibly • Bell's Brewery, Inc.

'TIS THE
SEASON

FOR
FRESH HOP IPA



FOR A
LIMITED
TIME

THE START OF CELEBRATION SEASON IS A FESTIVE EVENT. ONCE THE FIRST FRESH HOPS ARRIVE FROM HARVEST, THE PARTY BEGINS! WE FIRST BREWED CELEBRATION IN 1981, BLAZING THE PATH FOR AMERICAN-STYLE IPAS AND OFFERING A NEW TAKE ON HOLIDAY BEERS, WHICH ARE OFTEN SPICED AND SWEET. FAMOUS FOR ITS CITRUS AND PINE AROMAS, CELEBRATION IS BOLD AND INTENSE, FEATURING CASCADE, CENTENNIAL AND CHINOOK HOPS—HONORING EVERYTHING WE HAVE AT SIERRA NEVADA.

SPARK YOUR
CURIOSITY™



6.8%
ABV

SIERRA NEVADA BREWING CO., CHICO, CA & MILLS RIVER, NC

Please recycle. ©Sierra Nevada Brewing Co. | Please Drink Responsibly | SIERRANEVADA.COM

Owl's Brew®

a new way to

HOLIDAY



Made with
Fresh Brewed
Tea



Vegan and
Gluten Free

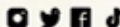


Antioxidant
Vitamin C



Female
Founded

follow along @theowlsbrew
www.theowlsbrew.com



FIRESTONE WALKER

LIMITED EDITION WINTER STOUT



FIRESTONE WALKER
BREWING COMPANY

ENJOY THE HOLIDAYS TO THE FULLEST



CLAUSTHALER.US | @CLAUSTHALERUSA  

ALWAYS ENJOY RESPONSIBLY. ©2021 Radbecker Gruppe USA, Norwalk, CT 06851

GIVE THE GIFT OF PULP ART



**HAPPY HOLIDAYS
FROM BROOKLYN BREWERY**



@BROOKLYNBREWERY
BROOKLYNBREWERY.COM

5% ALC./VOL. | 100 CALORIES | 1G SUGAR

FESTIVE

has a

NEW FLAVOR



HAPPY *Holidays*



Martin Ray
VINEYARDS & WINERY

Angeline
VINEYARDS





Holiday cheer, lifetime of beer.



Scan for your chance to
win Heineken®
for life!

*Prize awarded as
\$62,400 cash.


Heineken®



NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING A PRODUCT WILL NOT IMPROVE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE 50 U.S. AND D.C. WHO ARE 21 YEARS OF AGE OR OLDER AS OF DATE OF ENTRY. SWEEPSTAKES IS GOVERNED EXCLUSIVELY BY THE LAWS OF THE U.S. Sweepstakes begins at 12:01 a.m. Eastern Time (ET) on 10/1/2021 and ends at 11:59 p.m. ET on 12/31/2021. To enter, and for full terms and conditions and complete prize description, scan the QR code or directly visit www.Heineken.com/US/BeerforLife and follow the on-screen entry instructions. Normal time rates, if any, charged by Internet service providers will apply. All entries must be submitted by 11:59 p.m. ET on 12/31/2021. Sponsor: HEINEKEN USA Inc., White Plains, NY.

©2021 Imported by HEINEKEN USA, White Plains, NY.

BRING DOS EQUIS®

HOME FOR THE HOLIDAYS



GET A DOS™



91 *points*

"IRRESISTIBLE AROMAS...
JUICY MOUTHFEEL...
ESPECIALLY EASY DRINKING..."

Tasting Panel

JULY 2020

*Scarlet
Vine*



©2021 THE PORTFOLIO GROUP, MANTENCA, CA

THE
HOLIDAYS
— JUST —
GOT LIT



©2021 Gnarly Head Wines, Manteca, CA

A MIGHTY SWELL HOLIDAY SPECIAL



A
CHERRY LIME
STORY



NO NONSENSE ON
BLUEBERRY
STREET



NATIONAL '90s
CHRISTMAS VACATION



THE
WATERMELON MINT
EXPRESS



100 CALORIES | 3g CARBS | 5% ALC/VOL | GF

MIGHTY
Swell

UNWRAP. UNWIND.



SCAN TO CHECK OUT OUR LIMITED-EDITION HOLIDAY APPAREL COLLECTION, FESTIVE RECIPES AND MORE!



Relax responsibly®. Corona Extra®, Corona Light® and Corona Premier® Beers. Imported by Crown Imports, Chicago, IL
Corona Light: Per 12 fl. oz. serving average analysis: Cals 99, Carbs 5.0 g, Protein 0.8 g, Fat 0.0 g.
Corona Premier: Per 12 fl. oz. serving average analysis: Cals 90, Carbs 2.6 g, Protein 0.7 g, Fat 0.0 g.

GIVE THE GIFT OF SAVOR



WIN* A CASE OF MODELO
TO SHARE WITH
FRIENDS & FAMILY

Awarded in the form of a \$30 gift card.



Drink responsibly.

Modelo Especial® and Modelo Negra® Beers. Imported by Cerveza Import, Chicago, IL. *This contest ends 12/31/2015. Win \$30 gift card to share with friends & family. To enter, scan the QR code. Open to legal residents of the US, Canada, Mexico, Switzerland, UK, and the District of Columbia, who are 21 years of age or older and have a valid form of ID. Sweepstakes is valid only for legal residents of these areas. With one (1) entry per person. Limit one (1) entry per person. Odds: 1 in 100,000,000. Ends 12/31/2015. Open to legal residents of the US, Canada, Mexico, Switzerland, UK, and the District of Columbia. Sweepstakes is sponsored by Cerveza Import, LLC. See website for complete rules and prizes. For complete details, see 100% on Facebook at www.modelobeer.com.

BOURBON BARREL AGED CABERNET SAUVIGNON

Flavors of blackberry, caramel,
brown sugar and toasted oak.



1924

This is wine inspired by an era. When daring drinkers sipped wine on the sly and found a loophole allowing doctors to prescribe bourbon. This is a Bold Wine from a Rebellious Time. This is 1924. This is a taste of the American spirit.



BUILT FOR THE
FIRE

WITH INTENSE WINTER FLAVORS



91 POINTS
Tasting Panel
2018 EAST SIDE RIDGE CABERNET SAUVIGNON

A KARBACH STORY



We triple-dog-dare you
to find a better holiday beer.



Shiner

Holiday
CHEER

'TIS THE
SEASON FOR
Cheer

Learn More!



MAY YOUR BEER BE SMOOTH
AND YOUR HOLIDAY GENEROUS



**\$1 OF EVERY GUINNESS GIVES
BACK 8-PK GOES TOWARD**

**United
Way**



GUINNESS STANDS WITH AMERICA

For every "Guinness Gives Back" pack produced, we're contributing \$1, up to \$1 million, toward charitable organizations across America to help communities who have long supported us. Visit GuinnessGivesBack.com for more information about our commitment to philanthropy.

TOGETHER WE'RE MADE OF MORE

PLEASE ENJOY RESPONSIBLY.

GUINNESS DRAUGHT STOUT. IMPORTED BY DIAGEO BEER COMPANY USA, NEW YORK, NY.

FEELIN' FESTIVE FOR FLAVORS



Smirnoff
FLAVOR for
THE PEOPLE

PLEASE DRINK RESPONSIBLY.
Smirnoff Premium Malt Beverages.
The Smirnoff Company, New York, NY.

CELEBRATE RESPONSIBLY®

©2021 BLUE MOON BREWING COMPANY, GOLDEN, CO • ALE

CRAFTED FOR BRIGHTER HOLIDAYS



SCAN TO LEARN
MORE ABOUT THIS
FESTIVE CITRUS BEER



SCAN TO DISCOVER
BLUE MOON
RECIPE PAIRINGS



PERONI

BRING
*Italian
flair*

TO YOUR HOLIDAY TABLE



PAIR PERONI WITH AUTHENTIC ITALIAN FLAVORS
FOR A SPECIAL TOUCH



Scan
for
recipes

CELEBRATE RESPONSIBLY® ©2021 IMPORTED BY BIRRA PERONI INTERNAZIONALE, WASHINGTON, DC • BEER

Stone[®] for the Holidays



ENJOY RESPONSIBLY. STONE BREWING, ESCONDIDO, CA

STONE FOR THE HOLIDAYS

IT'S ALL BUENA



STONE
BUENAVEZA
SALT & LIME
LAGER

ENJOY RESPONSIBLY. STONE BREWING, ESCONDIDO, CA

HAPPY HOLIDAYS



From,

 **BREWDOG**

BREWDOG.COM



BOTA BOX
Breeze

*Let's Get
Jolly!*

LIVE ON THE *light* SIDE™

LOW CALORIES | LOW CARBS | LOW SUGAR | GLUTEN FREE

A bottle of Ruffino Prosecco stands on the left, next to a flute glass filled with sparkling wine. The background is a warm orange with bokeh light effects. The text 'Bright AND Bubbly' is written in a large, white, cursive font. Below it, 'WITH HINTS OF CITRUS AND APPLES' is written in a smaller, white, sans-serif font. At the bottom right, there is a responsible drinking message and copyright information.

Bright
AND Bubbly

WITH HINTS OF CITRUS
AND APPLES

RUFFINO



PROSECCO

D.O.C. SPARKLING WINE
PRODUCT OF ITALY

Please enjoy our wines responsibly.

© 2020 Ruffino Import Company,
Rutherford, CA | RUFNAT21130-HL



Yuengling®

THIS HOLIDAY,
BRING THE GOODS



Enjoy Responsibly. ©2021 Brewed Under Supervision of
D.G. Yuengling & Son, Inc. Pottsville, PA by The Yuengling Company, Ft. Worth, TX.

DISCOVER
THE REMARKABLE
THIS HOLIDAY SEASON





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

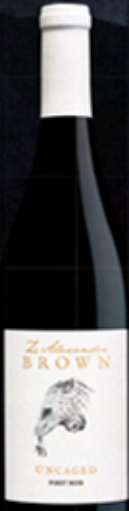


© 2021 MERGER WINE ESTATES, PROSSER, WA

Z. Alexander
BROWN

COME TOGETHER FOR A
HOMEGROWN HOLIDAY

Zac Brown, Proprietor



© 2021 Z. ALEXANDER BROWN WINE, WAX, WA

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.



THE HESS COLLECTION
MOUNT VEEDER / NAPA VALLEY

HOLIDAYS, ELEVATED



For pairing ideas and holiday recipes, visit HESSCOLLECTION.COM   

ODELL
BREWING
CO.

HOLIDAYS WITH ODELL

INGREDIENTS

7-8 lb smoked ham	2 tsp fine sea salt
12 oz Odell IPA	2 tsp allspice
1 ½ cups brown sugar	1 tsp cayenne pepper
¼ cup maple syrup	1 tsp Chinese five spice
2 Tbsp ground mustard	½ tsp black pepper
1 Tbsp cornstarch	

DIRECTIONS

- 1 Preheat your oven to 350°F and line a large rimmed baking sheet with foil. Place an oven-safe oven rack on top if you wish.
- 2 Place the ham on the rack and score a grid-like pattern, cutting down about ¼ in.
- 3 In a medium bowl, whisk together the beer, brown sugar, maple syrup, mustard, cornstarch, salt, allspice, cayenne pepper, Chinese five spice and black pepper. Taking about ⅓ of the mixture, brush the entire ham generously.
- 4 Place the ham in the oven, uncovered and bake for 1 hour. Remove from oven and brush another ⅓ of the glaze on top and place back in the oven. Bake for an additional hour or until the top is brown and crisp. Remove from heat.
- 5 In a small saucepan, add the remaining ⅓ of the glaze. Heat over medium-low heat until the alcohol has cooked out and the glaze is thick. Remove from heat and pour into a serving bowl.
- 6 Slice the ham and serve warm with glaze.





OH WHAT YUM!

THE FLAVORFUL GIFT
THAT KEEPS ON GIVING

Twang

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



@TWANG_OFFICIAL  



14TH ANNUAL
2021
HOLIDAY
HAPPENINGS
ENTERTAINING GUIDE

We are extremely grateful to be able to continue our tradition of offering consumers valuable beverage information for Holiday planning in our 14th annual Holiday Happenings booklet.

Feel free to take a booklet or use your phone to scan the available QR codes. Great options await for the Holiday Season as we remain hopeful the challenging times of this pandemic will end soon.

Wishing continued safety and good health to all!

Be well!