

2022



MEMORIAL DAY

Salute  
TO  
HEROES

# New can, new can cooler.



**SNAP**  
A pic of your  
Heineken® Slim  
Can summer  
celebration



**SHARE**  
It on social using  
#HeinekenSlimCan  
#Sweepstakes



You could  
**WIN**  
Our custom  
BrûMATE  
Hopsulator Slim

Weekly winners  
all summer long!

**BRÛMATE**  
DRINK BETTER

  
**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 5/1/2022 and ends at 11:59 p.m. ET on 9/3/2022. You may enter via Instagram® or Twitter® by posting a photo using the hashtags #HeinekenSlimCan #Sweepstakes and tagging @Heineken\_US\_OR, to enter online, and for full terms and conditions and prize description, visit [www.Heineken.com/us/en/promos/slimcansummer](http://www.Heineken.com/us/en/promos/slimcansummer) and follow the on-screen entry instructions to submit your photo and to be entered into the Sweepstakes. Your entry must contain an original photo created by you showing your Heineken slim can summer celebration (e.g. include image of Heineken slim can(s) or any Heineken slim can product image, package, store display, point of sale advertising materials, merchandise, etc. No purchase of Heineken or Heineken slim can(s) required — making a purchase of Heineken or Heineken slim can(s) will not increase your chances of winning), and may not include any content that violates the rights of third parties. See full terms and conditions for submission guidelines. If you enter using a mobile device on your mobile service provider's network (as opposed to a Wi-Fi network or a computer), your carrier's standard text and data rates apply. Consult your wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. All entries must be received by 11:59 p.m. ET on 9/3/2022. (Note: VA residents will receive a non-branded BrûMATE Hopsulator Slim). The Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Instagram® or Twitter®. You are providing your information to HEINEKEN USA, Inc. (Sponsor), White Plains, NY. Instagram® is a registered trademark of Instagram, LLC, Menlo Park, CA. Twitter® is a registered trademark of Twitter, Inc., San Francisco, CA. BrûMATE is not responsible for Sweepstakes administration. Heineken Hopsulator Slim not available for purchase. COPYRIGHT © 2022 BRÛMATE INC. ©2022 HEINEKEN® Original Lager Beer. Brewed in Holland. Imported by HEINEKEN USA, White Plains, NY.**

# KICK OFF YOUR SIPPIN' SUMMER



FORT COLLINS COLORADO

MEMORIAL DAY  
Salute to **HEROES** ★ 2022

Salute  
TO  
HEROES

NEW!  
ORANGE PASSION MIMOSA



**FLYING  
EMBERS**

**ORGANIC  
HARD KOMBUCHA**  
0g SUGAR • 0g CARBS

PICK UP A  
**SEIS**  
**PACK**



DRINK RESPONSIBLY • FOUR CORNERS® BREWING CO. DALLAS, TX • FCBREWING.COM

**FOUR CORNERS BREWING CO.**



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Salute  
TO  
HEROES

# MEMORIAL DAY FAVORITES



Relax responsibly<sup>®</sup>. Corona<sup>®</sup> Hard Seltzer, Corona<sup>®</sup> Hard Seltzer Seltzerita<sup>™</sup> and Corona<sup>®</sup> Hard Seltzer Limonada  
Imported by Crown Imports, Chicago, IL

BREWED FOR THOSE  
WITH A FIGHTING SPIRIT



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

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Salute TO HEROES ★ 2022

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TO  
HEROES



# HELP SUPPORT TEXAS WOUNDED WARRIORS

SAM ADAMS WILL DONATE \$0.25 FROM EVERY  
**16oz PINT, 6-PACK, & 12-PACK**  
OF EVERY SAM ADAMS SOLD TO THE TEXAS WOUNDED WARRIOR  
FOUNDATION AT PARTICIPATING LOCATIONS IN THE STATE OF TEXAS  
DURING THE MONTHS OF MAY AND JUNE.

**SAMUEL  
ADAMS**

**TEXAS**  
**Wounded  
Warrior**  
FOUNDATION

\*DONATIONS ARE FROM SAM ADAMS TO THE TEXAS WOUNDED WARRIOR FOUNDATION.  
THE TEXAS WOUNDED WARRIOR FOUNDATION IS A SECTION 501(C)(3) CHARITABLE ORGANIZATION  
UNDER U.S. LAW. FOR MORE INFORMATION ON THE TEXAS WOUNDED WARRIOR FOUNDATION VISIT  
[HTTPS://WWW.TXWOUNDEDWARRIOR.COM/](https://www.txwoundedwarrior.com/). MAXIMUM DONATION IS \$10,000. OFFER VALID ONLY AT  
PARTICIPATING LOCATIONS DISPLAYING THIS OFFER BETWEEN MAY 1, 2022 - JULY 1, 2022.  
©2022 THE BOSTON BEER COMPANY, BOSTON, MA. SAVOR THE FLAVOR RESPONSIBLY.\*





Seagram's  
escapes®

ITALIAN ICE

CHEERS  
— TO THE —  
HEROES



follow us on  

Please enjoy our flavored malt beverages responsibly.

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Salute TO HEROES ★ 2022

Salute  
TO  
HEROES

BUY SHINER. SUPPORT VETERANS.



BOOT   
CAMPAIGN



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WELCOME TO OUR  
**OHANA!**

INTRODUCING SCHÖFFERHOFER JUICY PINEAPPLE,  
A GERMAN HEFEWEIZEN BEER WITH NATURAL  
PINEAPPLE JUICE

NEW



SCHÖFFERHOFER.US   #SCHOFFERHOFERUS

INTRODUCING  
THE FIRST EVER  
FOUR FLAVOR  
HAPPY PACK  
FROM SCHÖFFERHOFER



INCLUDING THE BRAND NEW *WILD CHERRY* FLAVOR!



**Schöffelhofer**  
HEFEWEIZEN MIX  
UNLEASH HAPPINESS

ALWAYS ENJOY RESPONSIBLY. ©2022 Radeberger Gruppe USA, Norwalk, CT 06851

MEMORIAL DAY  
Salute TO **HEROES** ★ 2022

★  
Salute  
TO  
HEROES  
★

*Yuengling*<sup>®</sup>

★ CHEERS TO THE ★  
STARS & STRIPES



Enjoy Responsibly. ©2022 Brewed Under Supervision of  
D.G. Yuengling & Son, Inc. Pottsville, PA by The Yuengling Company, Ft. Worth, TX.

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