



Bud Light is proud to once again be the **OFFICIAL BEER OF THE NFL** and will again be all over the media for the remainder of the NFL season leading up to SUPERBOWL "51" in Texas! Make sure you have plenty of Bud Light cans, bottles or aluminum bottles for the **BIG GAME DAY!** Ask your sales rep to assist you in setting up some game day specials for your establishment! www.budlight.com





With the beginning of 2017 many of your consumers will plan to be more active as part of their New Year resolutions. Of course, Michelob ULTRA's role as an active lifestyle beer plays into those New Year resolutions. One of the fastest growing beers in 2016! 95 calories, 2.6 grams of carbs - perfect for the **ACTIVE** lifestyle - perfect for any age - perfect for anyone! #SUPERIORLIGHTBEER

www.michelobultra.com



Wilsbach Distributors would like to remind you to follow us on our all current **SOCIAL MEDIA** platforms available to retailers and our consumers. We have almost 15,000 combined on our Facebook pages!

- Facebook: <https://www.facebook.com/Wilsbach-Distributors-Inc> (Domestics)
- Facebook: <https://www.facebook.com/WilsbachCraftDivision/> (Craft Information)
- Website: <https://www.wilsbach.com>
- Twitter: <https://twitter.com/WILSBACHDISTHBG>
- Instagram: <https://www.instagram.com/wilsbachdistributors/>

LOOK WHAT'S COMING IN 2017!



Available May 1st thru September 30th! Shock Top Lemon will be back in this awesome new packaging. This refreshing balanced and sweet crisp lemon recipe has 4.2% ABV. This brand outperforms competitive Shandys in blind taste tests. Available in 12 oz. bottles, 12 pack, 4 pack 16 oz. cans and draft! A summertime favorite with a NEW LOOK! #ShocktopLemon



New packaging being released March 1st, 2017 for this year-round brand! This Belgian-Wheat Ale is unfiltered with the unique characteristics of citrus - real orange, lemon and lime peels - with coriander added to the mix! It has a 34% higher ROI than average craft beer! The new packaging will be available in 6 packs, 12 packs, 24 packs, 15 packs - 12 oz. cans, 4 pack - 16 oz. cans and 25 oz. cans!



Spring Seasonal from Shock Top - RUBY FRESH - Grapefruit taste with only 4.2% ABV. Grapefruit Beers are expected to be up over 15% in 2017!



This new flavor rolls out in March (replacing Lime Splash). The best Pineapple Margarita that you will find anywhere! Available in 12 oz. bottles.

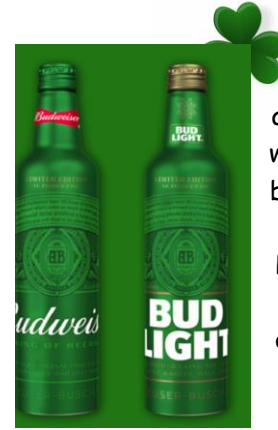


Two new "RITA" flavors on the way in 2017! Grape-Ahh- Rita will replace Razz and will be available mid-March! The Spring seasonal, Peach-Ahh- Rita, will be available early March!





Shock Top introduces the Spring Citrus Pack on February 27th, 2017! Shock Top Citrus Pack will kick off with this new variety pack approach - bringing the consumer the greatest citrus flavors in one variety pack! The Spring Citrus Pack includes Belgian White, Ruby Fresh, Lemon Shandy, and Holy Citrus (Buddha's hand) which brings a lemon--y twist to the pack. Buddha's Hand is the original lemon - with a sweet, lemon blossom aroma, a perfect fit for the ultimate citrus pack.



Budweiser and Bud Light will once again be available in special St. Patrick's Day packaging - available late February!

GOOSE ISLAND'S FLIGHT PACK/CASE VARIETY PACK

Goose Island is bringing back the year-round sampler pack! Featuring a collection of our four core beers, the Flight Pack is perfect for any season. From the award winning Goose IPA, to the nation's #3 Pilsner, Four Star, Goose Island's new Flight Pack is sure to please any pallet on any occasion. Packs Include: *Goose IPA, 312 Wheat Ale, Green Line Pale Ale, and Four Star Pils.* Available early February in 12 packs and 24 packs.



BEST DAMN will be rolling out CREAM SODA in March 2017 (Replacing Cherry Cola). Look for some great drink recipes to come using this new flavor!

New look for the Busch Family of Beers - coming April 2017!



SPIKED SELTZER is a category-defining innovation, a cold-brewed, 6% ABV beer, with just 5 grams of carbs, gluten-free, not sweet, and flavored with natural fruit essences. Flavors available: Valencia Orange, Cape Cod Cranberry, Indian River Grapefruit, and West Indies Lime. Available early 2017!



HONORING OUR HEROES! For every goal made during the 2015-2016 Hershey Bears Hockey Season, Wilsbach donated \$25.00 to the Folds of Honor - which resulted in the amount of \$4,050.00 The Folds of Honor - www.foldsofhonor.org - helps support the families of fallen soldiers. In the photo on the left, Crystal Hartz of Wilsbach Distributors is presenting a check to the FOLDS OF HONOR! We are proud to support past, present and future military members and their families! Wilsbach Distributors, Inc. has conducted this program for the past five years and will continue to do so in the future. \$50.00 for every homerun at the Harrisburg Senators and Lancaster Barnstormers is also paid to the FOLDS OF HONOR! Over \$85,000 donated since the inception of the program at Wilsbach Distributors, Inc. #WDIcares



WW Beer News!

Wilsbach Distributors, Inc.
905 Katie Court
Harrisburg, PA 17109
(717) 561-3760
www.wilsbach.com

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