

Top Shelf

BEVERAGE GUIDE 2025-2027

BEER & SELTZER / 2025-2027 PROGRAM

CORE PACKAGE

EXPANDED PACKAGE

BEER

Coors LIGHT

Corona.
Extra



Heineken

Miller
Lite



Budweiser

MONTUCKY.
COLD.
SNACKS.

PERONI
ITALIA

ANGRY
ORCHARD
HARD CIDER

XX
SINCE 1897

Heineken
0.0%
ALCOHOL FREE

ATHLETIC
BREWING CO.

SAPPORO

SELTZER



Simply
SPIKED

NÜTRL
Vodka.Seltzer. Real.Juice.

TopoChico
HARD SELTZER

VIZZY
HARD SELTZER

PREMIUM
DOMESTIC LIGHT
MICHELOB ULTRA

MEXICAN IMPORT
MODELO ESPECIAL

NATIONAL CRAFT
BLUE MOON

NATIONAL
DOMESTIC LIGHT
BUD LIGHT

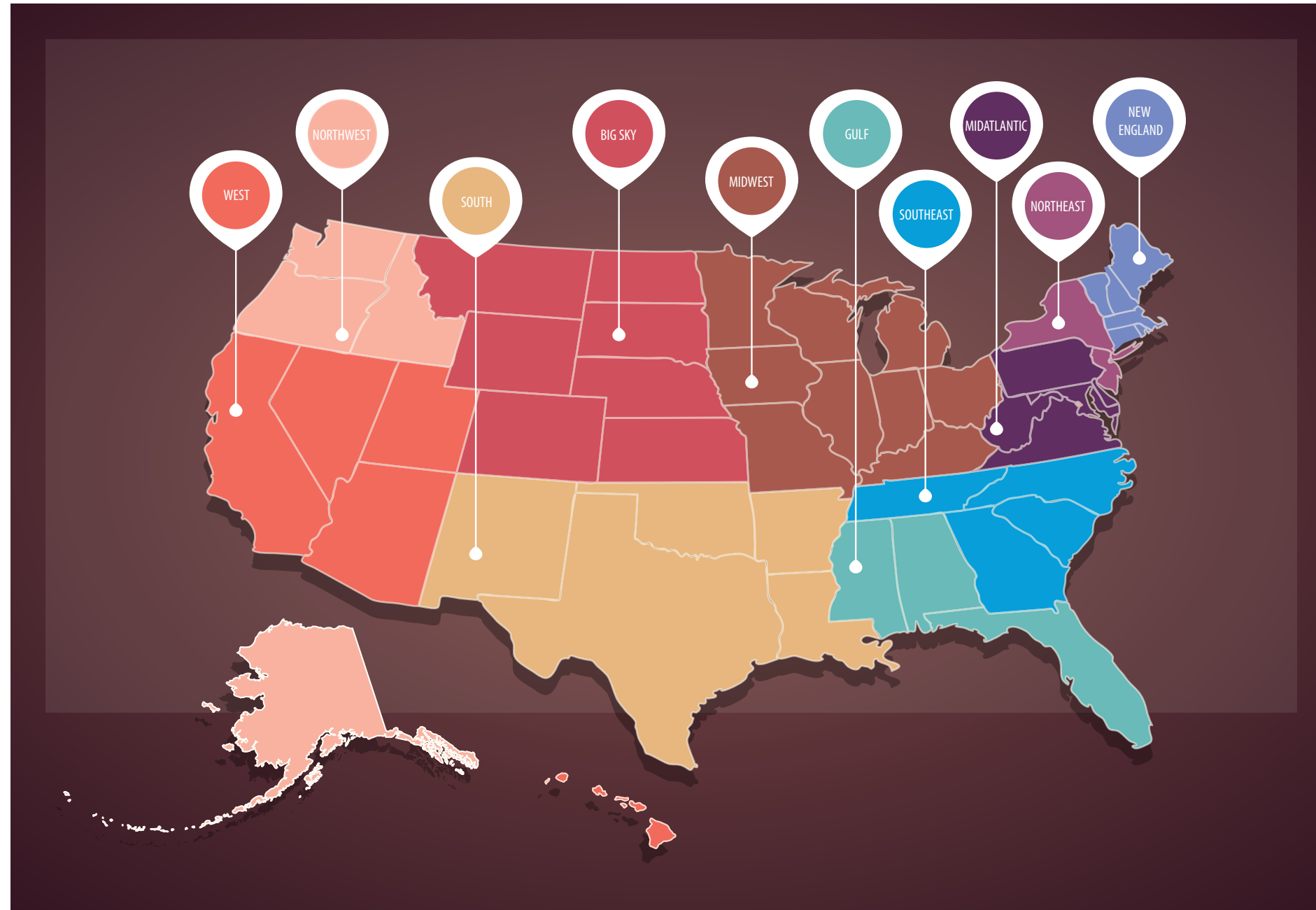
IPA LEADER



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REGIONAL BEER / 2025-2027 PROGRAM



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REGIONAL BEER / 2025-2027 PROGRAM

	IPA LEADERS	REGIONAL MARKET DRIVERS		
	IPA	SEASONAL	AMBER/RED/DARK	LAGER/PALE
NORTHEAST	SIXPOINT RESIN IPA KANE HEAD HIGH IPA SOUTHERN TIER IPA	CAPTAIN LAWRENCE SEASONAL TRIUMPH SEASONAL SOUTHERN TIER SEASONAL	BROOKLYN BLACK CHOCOLATE STOUT YUENGLING TRADITIONAL LAGER BREWERY OMMEGANG RARE VOS AMBER	BROOKLYN LAGER BLUE POINT TOASTED LAGER LABATT BLUE
NEW ENGLAND	SAMUEL ADAMS WICKED HAZY IPA HARPOON IPA MAINE BEER LUNCH	HARPOON UFO SEASONAL NIGHT SHIFT SEASONAL TWO ROADS SEASONAL	MAINE BEER COMPANY ZOE RED NIGHT SHIFT BREWING AWAKE PORTER YUENGLING TRADITIONAL LAGER	LABATT BLUE JACK'S ABBY HOUSE LAGER CISCO BREWERS WHALE'S TALE PALE ALE
MIDATLANTIC (PA, WV, VA, DC, MD, DE)	DOG FISH HEAD 60 MINUTE IPA VICTORY HOPDEVIL IPA TRÖEGS PERPETUAL IPA	TRÖEGS SEASONAL DUCLAW SEASONAL MOUNTAIN STATE BREWING SEASONAL	DEVILS BACKBONE VIENNA LAGER DUCLAW SWEET BABY JESUS! PORTER YUENGLING TRADITIONAL LAGER	FLYING DOG DOGGIE STYLE PALE DC BRAU THE PUBLIC ALE YARDS PHILADELPHIA PALE ALE
GULF COAST	CIGAR CITY JAI ALAI IPA FUNKY BUDDHA HOP GUN IPA GOOD PEOPLE IPA	FUNKY BUDDHA SEASONAL CYCLE SEASONAL	LAZY MAGNOLIA SOUTHERN PECAN PORTER CYCLE BREWING CREAM & SUGAR, PLEASE PORTER YUENGLING TRADITIONAL LAGER	FUNKY BUDDHA FLORIDIAN HEFEWEIZEN TAMPA BAY REEF DONKEY PALE ALE WYNWOOD LA RUBIA BLONDE
SOUTHEAST (GA, SC, NC, TN)	CIGAR CITY JAI ALAI IPA TERRAPIN HOPSECUTIONER IPA WICKED WEED PERNICIOUS IPA	GREEN MAN SEASONAL SWEETWATER SEASONAL TERRAPIN SEASONAL	WICKED WEED BLACK ANGEL YUENGLING TRADITIONAL LAGER YAZOO DOS PERROS BROWN	SWEETWATER 420 EPA TERRAPIN RYE PALE ALE TENNESSEE BREW WORKS SOUTHERN WIT
MIDWEST	FOUNDERS ALL DAY IPA BELL'S TWO HEARTED ALE RHINEGEIST TRUTH IPA	GREAT LAKES SEASONAL FAT HEAD'S SEASONAL SUMMIT SEASONAL	FOUNDERS PORTER ATWATER VANILLA JAVA PORTER SURLY COFFEE BENDER BROWN	GREAT LAKES DORTMUNDER GOLD NEW GLARUS SPOTTED COW CREAM ALE 3 FLOYD'S ALPHA KING
BIG SKY	ELYSIAN SPACE DUST IPA AVERY IPA OSKAR BLUES DEVIANT DALES	GREAT DIVIDE SEASONAL FREE STATE SEASONAL ODELL SEASONAL	BRECKENRIDGE VANILLA PORTER GREAT DIVIDE YETI IMPERIAL STOUT LEFT HAND MILK STOUT	OSKAR BLUES DALE'S PALE ALE BOULEVARD TANK 7 AVERY WHITE RASCAL
SOUTH	KARBACH HOPADILLO IPA SAINT ARNOLD ART CAR IPA COMMUNITY BEER MOSAIC IPA	SHINER SEASONAL REVOLVER BREWING SEASONAL SAINT ARNOLD SEASONAL	PETICOLAS VELVET HAMMER ABITA AMBER LAKEWOOD TEMPTRESS STOUT	REVOLVER BLOOD & HONEY ALE KARBACH LOVE STREET KÖLSCH DEEP ELLUM DALLAS BLONDE ALE
WEST	GOLDEN ROAD RIDE ON WEST COAST IPA FIRESTONE MIND HAZE IPA FOUR PEAKS HOP KNOT	BALLAST POINT SEASONAL GREEN FLASH SEASONAL FOUR PEAKS SEASONAL	FOUR PEAKS KILT LIFTER ALE THE BRUERY AUTUMN MAPLE THE LOST ABBEY RED POPPY ALE	SANTAN DEVILS ALE FIRESTONE 805 BLONDE KINGS & CONVICTS LEGION LAGER
NORTHWEST	ELYSIAN SPACE DUST IPA DESCHUTES FRESH SQUEEZED IPA FREMONT INTERURBAN IPA	DESCHUTES SEASONAL FREMONT SEASONAL ROGUE SEASONAL	DESCHUTES BLACK BUTTE PORTER MAC AND JACK'S AMBER FREMONT B-BOMB	ROGUE DEAD GUY ALE REUBEN'S PILSNER PIKE PLACE PALE ALE
NATIONAL BRANDS FOR EVERY REGION	LAGUNITAS IPA GOOSE ISLAND IPA STONE IPA	SAMUEL ADAMS SEASONAL LEINENKUGEL'S SHANDY SEASONAL	SAMUEL ADAMS BOSTON LAGER SHINER BOCK	SIERRA NEVADA PALE ALE KONA BIG WAVE GOLDEN ALE NEW BELGIUM FAT TIRE ALE

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WINE / 2025-2027 PROGRAM

KEY	
	THS, Gaming, Parks
	SSUS, Patina

	CORE			EXPANDED
	GOOD	BETTER	BEST	LUXURY
SPARKLING/CHAMPAGNE	MIONETTO AVANTGARDE PROSECCO FREIXENET BLANC DE BLANC CAVA (FOR MIMOSAS)		MUMM NAPA SPARKLING BRUT	CHAMPAGNE AYALA BRUT MAJEUR PERRIER JOUET GRAND BRUT ROEDERER BRUT J BRUT ROSÉ ROSA REGALE
MOSCATO	MIRASSOU			
PINOT GRIGIO	ECCO DOMANI		RUFFINO AQUA DI VENUS	ELENA WALCH
ROSÉ	LA JOLIE FLEUR		PEYRASSOL LA CROIX	WHISPERING ANGEL
SAUVIGNON BLANC	JACQUES DUMONT	FRENZY	KIM CRAWFORD	HUBERT BROCHARD SANCERRE
CHARDONNAY	SEA SUN CALIFORNIA BY CAYMUS	CHALK HILL RUSSIAN RIVER	RAEBURN SONOMA	ROMABUER RAEBURN HIGH FLIER CAKEBREAD NAPA
OTHER WHITES			PAZO DAS BRUXAS ALBARIÑO	
PINOT NOIR	BANSHEE SANTA BARBARA	CLINE SEVEN RANCLANDS SONOMA COUNTY	ACROBAT OREGON	LINGUA FRANCA BELLE GLOS CLARK & TELEPHONE TRUCHARD
CABERNET	RICKSHAW	DECOY CALIFORNIA	SEBASTIANI	ROOTSTOCK NAPA QUILT NAPA CAYMUS NAPA
OTHER REDS				LE VOLTE DELL'ORNELLAIA TOMASSI RAFAEL VALPOLICELLA PRISONER RED BLEND ORIN SWIFT PAPILLON LA NERTHE CHÂTEAUNEUF-DU-PAPE

Proverb Cabernet & Chardonnay will continue to be our programmed banquet & all-inclusive wine offerings

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SPIRITS & RTD / 2025-2027 PROGRAM

	CORE			EXPANDED		RTD COCKTAILS
	PREMIUM WELL	SUPER PREMIUM	ULTRA PREMIUM	LUXURY	RARE	
VODKA	NEW AMSTERDAM	SKYY WHEATLEY	TITO'S ABSOLUT ABSOLUT CITRON	GREY GOOSE KETEL ONE	BELVEDERE	CUTWATER SPIRITS CANNED COCKTAILS ON THE ROCKS COCKTAILS OWL'S BREW TEA (Regionally Approved) LUNA BAY BOOCH (Regionally Approved)
GIN	NEW AMSTERDAM	TANQUERAY	AVIATION	HENDRICK'S	MONKEY 47	
AMERICAN WHISKEY	EVAN WILLIAMS	JACK DANIEL'S TRAVELLER WHISKEY LARCENY ELIJAH CRAIG SMALL BATCH BUFFALO TRACE	BULLEIT HIGH WEST AMERICAN PRARIE MAKER'S MARK	KNOB CREEK 9 YR WOODFORD RESERVE ANGEL'S ENVY PIGGYBACK RYE PIGGYBACK BOURBON HORSE SOLDIER BOURBON	BASIL HAYDEN'S KNOB CREEK SINGLE BATCH 12 YR JEFFERSON'S OCEAN VERY SMALL BATCH GARRISON BROTHERS SMALL BATCH WIDOW JANE HEMINGWAY RYE	CORDIALS AMARO MONTENEGRO APEROL BAILEYS IRISH CREAM CAMPARI CINZANO ROSSO DEKUYPER CORDIALS FIREBALL GRAND MARNIER KAHLÚA LAGOON BAY APERITIVO MARTINI VERMOUTHS SOUTHERN COMFORT MR BLACK COLD BREW COFFEE LIQUEUR NIXTA LICOR DE ELOTE
INT. WHISKEY		JAMESON	CROWN ROYAL	TOKI		
SCOTCH		DEWAR'S WHITE	JOHNNIE WALKER BLACK	GLENLIVET 12 YR GLENFIDDICH 12 YR	MACALLAN 12 THE DALMORE 12 YR	
RUM	CRUZAN	BACARDÍ SUPERIOR MALIBU COCONUT CAPTAIN MORGAN SPICED	BACARDÍ OCHO	APPLETON 12 YR		
AGAVE SPIRITS	SAUZA BLANCO	ESPOLÓN BLANCO ESPOLÓN REPOSADO CÓDIGO BLANCO	PATRÓN SILVER HERRADURA SILVER CASA NOBLE BLANCO TRES GENERACIONES BLANCO	PATRÓN REPOSADO HERRADURA REPOSADO CASA NOBLE REPOSADO DOS HOMBRES MEZCAL MAESTRO DOBEL	CASAMIGOS BLANCO CASAMIGOS REPOSADO CASA NOBLE AÑEJO PATRÓN AÑEJO DON JULIO BLANCO DON FULANO BLANCO	
COGNAC			MARTELL VS	COURVOISIER VS	RÉMY MARTIN VSOP HENNESSY VSOP	

KEY















For the highlighted boxes, please consult your subsidiary lead for direction on carrying the new SKUs.

Pick 2
Pick 3
Pick 4

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NON-ALCOHOLIC / 2025-2027 PROGRAM

CORE				EXPANDED						
<p>SPARKLING MIXERS</p>  <p>FEVER-TREE</p> <p>https://fever-tree.com/en_US</p>	<p>ENERGY</p>  <p>Red Bull</p> <p>https://www.redbull.com/us-en/</p>	<p>BLOODY MARY</p>  <p>BLOODY MARY MIX</p> <p>https://zingzang.com/</p>	<p>COCKTAIL MIXERS/MODIFIERS</p> <p><i>American Beverage Marketers</i> Delivering the Ultimate Cocktail Experience</p>  <p>CORE MARGARITA MIX: FINEST CALL CITRUS SOUR</p> <p>https://abmcocktails.com</p>	<p>OLVIES/CHERRIES</p>  <p>https://filthyfood.com</p>	<p>NON-ALC SPIRITS</p> <p>RITUAL ZERO PROOF</p> <p>https://ritualzeroproof.com</p>	<p>COFFEE CONCENTRATE</p>  <p>COLD BREW</p> <p>https://www.pepsicopartners.com/pepsico/en/USD/PEPSI-CO-BRANDS/STARBUCKS%C2%AE/COLD-BREW/c/brand_starbucks_subbrand_coldBrew</p>	<p>DRAFT COCKTAIL SOLUTIONS</p>  <p>SHELF STABLE DRAFT SOLUTION</p> <p>https://craftstandard.com</p>  <p>COLD PRESSED JUICE SOLUTION</p> <p>https://ripebarjuice.com/</p>	<p>ICE</p>  <p>SLOW-MELT DRINKING ICE</p> <p>SQUARE AND SPHERE LARGE FORMAT ICE</p> <p>https://luxiceusa.com</p>  <p>CUSTOM ETCHING</p> <p>https://abstractice.com</p>		
 <p>Demitris ALL NATURAL GOURMET MIXES</p> <p>https://demitris.com</p>				 <p>MONIN GOURMET FLAVORINGS</p> <p>https://www.monin.com/us/</p>		 <p>Owl's Brew</p> <p>https://theowlsbrew.com/</p>		 <p>RIPE BAR Juice</p> <p>COLD PRESSED JUICE SOLUTION</p> <p>https://ripebarjuice.com/</p>		