



# 2025 RELEASE CALENDAR

PROJECTED ON-SHELF DATES

## BEER

| PRODUCT                                | JAN                          | FEB | MAR              | APR                        | MAY | JUN | JUL                           | AUG                     | SEP | OCT                                  | NOV                         | DEC |
|--|------------------------------|-----|------------------|----------------------------|-----|-----|-------------------------------|-------------------------|-----|--------------------------------------|-----------------------------|-----|
| 60 MINUTE <sup>®</sup> IPA             | [Green bar]                  |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| 90 MINUTE <sup>®</sup> IMPERIAL IPA    | [Red bar]                    |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| CITRUS SQUALL <sup>™</sup>             | [Pink bar]                   |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| SEAQUENCH ALE <sup>®</sup>             | [Teal bar]                   |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| SLIGHTLY MIGHTY <sup>®</sup> LIGHT IPA | [Light teal bar]             |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| NEW! TROPICAL SQUALL                   |                              |     | [Purple bar] NEW |                            |     |     |                               |                         |     |                                      |                             |     |
| SEASON-ALES                            | [Yellow bar] SUPER DOPPIO    |     |                  | [Teal bar] FESTINA PÊCHE   |     |     |                               | [Orange bar] PUNKIN ALE |     |                                      | [Grey bar] COVERED IN NUGGS |     |
| SEASONAL VARIETY PACK                  | [Green bar] SPRING           |     |                  | [Light green bar] SUMMER   |     |     |                               | [Dark blue bar] FALL    |     |                                      | [Light orange bar] WINTER   |     |
| ALL IPA VARIETY PACK                   | [Light green bar] NEW LINEUP |     |                  |                            |     |     |                               |                         |     |                                      |                             |     |
| SMALL BATCH SERIES                     |                              |     |                  |                            |     |     | [Blue bar] LIQUID TRUTH SERUM |                         |     | [Red bar] PENN TUX                   |                             |     |
| CAUTION CAP SERIES                     |                              |     |                  | [Brown bar] 120 MINUTE IPA |     |     |                               |                         |     | [Dark grey bar] TRIPLE DECADENCE WWS |                             |     |

## COCKTAILS

| PRODUCT                                | JAN          | FEB | MAR               | APR | MAY | JUN | JUL                          | AUG | SEP | OCT | NOV | DEC |
|--|--------------|-----|-------------------|-----|-----|-----|------------------------------|-----|-----|-----|-----|-----|
| VODKA COCKTAILS MIX PACK               |              |     | [Teal bar]        |     |     |     | [Teal bar] NEW LINEUP        |     |     |     |     |     |
| TROPICAL COCKTAILS MIX PACK            |              |     | [Light green bar] |     |     |     | [Light green bar] NEW LINEUP |     |     |     |     |     |
| VODKA LEMONADE STRAWBERRY & HONEYBERRY | [Yellow bar] |     |                   |     |     |     |                              |     |     |     |     |     |
| VODKA CRUSH BLOOD ORANGE & MANGO       | [Orange bar] |     |                   |     |     |     |                              |     |     |     |     |     |
| VODKA CRUSH GRAPEFRUIT & POMEGRANATE   | [Red bar]    |     |                   |     |     |     |                              |     |     |     |     |     |
| RUM MAI TAI PINEAPPLE & ORANGE         | [Teal bar]   |     |                   |     |     |     |                              |     |     |     |     |     |
| TEQUILA MARGARITA STRAWBERRY & LIME    | [Green bar]  |     |                   |     |     |     |                              |     |     |     |     |     |
| VODKA MULE PASSION FRUIT & CITRUS      | [Pink bar]   |     |                   |     |     |     |                              |     |     |     |     |     |

## FULL PROOF SPIRITS

| PRODUCT                                   | JAN               | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP           | OCT | NOV | DEC |
|---|-------------------|-----|-----|-----|-----|-----|-----|-----|---------------|-----|-----|-----|
| COMPELLING GIN <sup>®</sup>               | [Light green bar] |     |     |     |     |     |     |     |               |     |     |     |
| AWE-SPRAY <sup>®</sup> VODKA              | [Light teal bar]  |     |     |     |     |     |     |     |               |     |     |     |
| HULL & HELM <sup>™</sup> WHISKEY          | [Light blue bar]  |     |     |     |     |     |     |     |               |     |     |     |
| LET'S GET LOST <sup>®</sup> WHISKEY       | [Olive green bar] |     |     |     |     |     |     |     |               |     |     |     |
| NEW! ALTERNATE TAKES <sup>®</sup> WHISKEY |                   |     |     |     |     |     |     |     | [Red bar] NEW |     |     |     |
| BARREL HONEY RUM                          | [Orange bar]      |     |     |     |     |     |     |     |               |     |     |     |