



2025

RELEASE CALENDAR

PROJECTED ON-SHELF DATES

BEER

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
60 MINUTE® IPA	[Green bar]												
90 MINUTE® IMPERIAL IPA	[Red bar]												
CITRUS SQUALL™	[Pink bar]												
SEAQUENCH ALE®	[Teal bar]												
NEW! 30 MINUTE™ LIGHT IPA	[Light blue bar]												
NEW! TROPICAL SQUALL			[Purple bar] NEW										
NEW! GRATEFUL DEAD JUICY PALE ALE		[Red bar]						NEW	[Red bar]				
SEASON-ALES	[Yellow bar] SUPER DOPPIO		[Blue bar] FESTINA PÊCHE			[Orange bar] PUNKIN ALE			[Green bar] COVERED IN NUGGS				
SEASONAL VARIETY PACK	[Green bar] SPRING			[Teal bar] SUMMER			[Dark blue bar] FALL		[Light brown bar] WINTER				
ALL IPA VARIETY PACK	[Light green bar]						NEW LINEUP			[Light green bar]			
SMALL BATCH SERIES							[Blue bar] LIQUID TRUTH SERUM		[Red bar] PENN TUX				
CAUTION CAP SERIES							[Brown bar] 120 MINUTE IPA			[Dark brown bar] TRIPLE DECADENCE WWS			

COCKTAILS

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
VODKA COCKTAILS MIX PACK			[Blue bar]				NEW LINEUP		[Blue bar]			
TROPICAL COCKTAILS MIX PACK			[Teal bar]				NEW LINEUP		[Teal bar]			
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®	[Light green bar]											
AWE-SPRAY® VODKA	[Teal bar]											
HULL & HELM™ WHISKEY	[Blue bar]											
LET'S GET LOST® WHISKEY	[Green bar]											
NEW! ALTERNATE TAKES® WHISKEY										[Red bar] NEW		
BARREL HONEY RUM	[Orange bar]											