

From: Lakeshore Beverage <socialmedia@handfamilycompanies.com>
Sent: Wednesday, February 17, 2021 3:32 PM
To: Wei Fraser
Subject: LSB February 2021 Newsletter

Lakeshore Beverage February 2021 Newsletter



NEW ONLINE ORDERING PLATFORM BEES



Lakeshore Beverage is pleased to offer all of our retail customers access to new Business to Business ordering technology, BEES (available in both English and Spanish language), which will provide access to:

- 24 hour on-line purchasing capability with product search (by name, brand, style or container – and most recently ordered)
- Product descriptions, product features and current deals for all Lakeshore Beverage products (beer, cider, wine, liquor and non-alcoholic products)

- View and download past invoices
- View next scheduled delivery date
- View previous orders

Below, please find a few links that can provide you with information needed to get set-up on BEES. You can also access this information at www.lakeshorebev.com/bees, and if you have any questions, reach out to Jake Pozywio at jacob.pozywio@lakeshorebev.com.

1) BEES YouTube Channel with training videos:

[CLICK HERE](#)

2) BEES Step-by-Step training brochure (English language):

[CLICK HERE](#)

3) BEES Step-by-Step training brochure (Spanish language):

[CLICK HERE](#)

4) BEES Live Demo RSVP (held Mondays at 4pm and Thursdays at 10am):

[SIGN UP HERE](#)

FEATURED SUPPLIER



Brewery of the Month - Guinness

St. Patrick's Day is right around the corner, and even though we might be celebrating a little differently this year - we'll still be relying on old favorites and standbys. One of them being a pint of Guinness, St Patrick's Day's favorite beer. But even now, Guinness isn't staying still with their current lineup. They're soon introducing a brand new Guinness Nitro Cold Brew Coffee Stout to their rotation -- so you can drink Guinness all St. Patty's Day and celebrate together - whether close or afar.

Guinness Nitro Cold Brew Hard Coffee

MARKETING PROGRAMS & SIGNAGE



Guinness
St. Patrick's Day



\$X^{XX}
X-Pack
XX oz. XXXXX

Bud Light
St. Patrick's Day



\$00⁰⁰
00-Pack
Cans

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Goose Island

312 Lemonade Shandy



Michelob Ultra

Chicago Bulls

FEATURED BEER, SELTZER AND CIDER PRODUCTS

Spiteful G.F.Y. 2020



In honor of Spiteful's 8th birthday they brewed the same beer they did 8 years ago, G.F.Y. Stout. Packaged up in a new size that's perfect for sitting back and reflecting on what a dumpster fire of a year 2020 was. Sure, it was a divisive year, but we can all agree on one thing - it sucked.

Formats: 6/4/12oz Cans

STR: Now Available

Availability: Limited



Stem Paloma Cider

Paloma, the newest seasonal release from **Stem** is a cocktail-inspired **cider** made with fresh-pressed apple juice, grapefruit puree, key lime puree, agave, juniper berry, and black peppercorn.

Formats: 6/12oz Cans

STR: Now Available

Availability: Seasonal



Stem Chile Guava Cider

Chile with guava might sound strange, but it's a tried and true combo that's beloved by many. Stem absolutely nailed it here, producing an amazingly aromatic cider that's bursting with fresh guava flavor and aroma. The chili component is earthy and reserved, delivering a touch of raisiny fruitiness and a long slow burn on the finish.

Formats: 6/12oz Cans

STR: Now Available

Availability: Seasonal



Ciderboys Blackberry Wild

As tempting as Eve. Ciderboys Blackberry Wild is a delicious blend of crisp apple and juicy blackberries with unimaginable fruit flavors. Take a new wild path. A path filled with sweet ripe blackberries. Take a walk on the wild side.

Format: 6/12oz Bottles

STR: Now Available

Availability: Limited



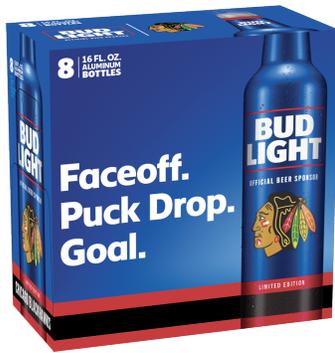
Budweiser Chicago Bulls Cans

In partnership with the NBA and the Chicago Bulls, Budweiser is excited to announce limited-edition team cans for the 2021 season.

Formats: 25oz Cans

STR: Now Available

Availability: Limited



Bud Light Chicago Blackhawks Aluminums

Bud Light is excited to offer limited edition Chicago Blackhawks packaging with team logos featured on both primary and secondary - A pack we know that hockey fans get excited for every year!

Formats: 8/16oz Aluminum Twist-off Bottle

STR: Now Available

Availability: Limited



Goose Island Tropical Beer Hug

This double dry-hopped double IPA grabs you with a big tropical beer hug - bursting with hops, hops and more hops. Note of mango, pineapple, peach and citrus are followed up with dank pine notes. Like a bear hug ... but from a beer.

Formats: 15/19.2oz Cans

STR: Now Available

Availability: Year Round



Guinness Nitro Cold Brew Hard Coffee Stout

Guinness Nitro Cold Brew Coffee is a nitrogenated dry Irish stout (just like Guinness Draught) brewed with coffee and natural coffee flavors. A distinct, sweet-smelling coffee nose hints at the perfect balance between bitter and sweet roast coffee flavor. This stout is rich, smooth, and creamy despite being just 114 calories per 12-ounce serving. All caffeine is naturally occurring.

Formats: 6/4/14.9oz Cans

STR: Now Available

Availability: Year Round



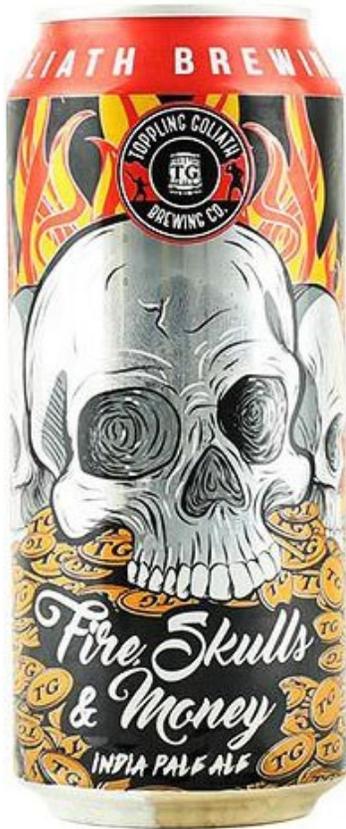
Elysian Full Contact

Rich and audacious, this Imperial is not to be trifled with. Full Contact will walk up to you and stop just short of your noses touching. Its lustrous, hoppy flavor profile booms loudly and beckons you toward it. It's like being invited into a secret society that you have no choice but to join trust us, you'll be glad you did.

Formats: 4/6/12oz Cans

STR: 2/22/21

Availability: Year Round



Toppling Goliath Fire, Skulls and Money

Inspired by a trip to the West Coast, this brew was designed to capture the wild spirit of adventure and brewed to be enjoyed with friends. It's a rich IPA for those with wanderlust in their heart and fire in their eyes. Join our Citra, Mosaic, Galaxy, and Nelson Hops on a journey to the bottom of your glass.

Formats: 6/4/16oz Cans

STR: Now Available

Availability: Limited



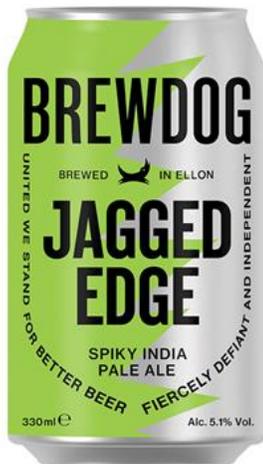
Toppling Goliath Zeelander

Known for breathtaking views, New Zealand is also home to Nelson Sauvignon hops which create a delightfully earthy, floral & crisp grapefruit flavor with aromas of citrus & mandarin oranges. Zeelander is a celebration of the land that grows such dynamic hops.

Formats: 6/4/16oz Cans

STR: Now Available

Availability: Limited



Brewdog Jagged Edge

We've dialed down one of our most legendary West Coast IPA recipes to create a 5.1% homage to these biting bitter IPAs.

Awash with all the pithy, sticky hop characteristics we fell for some 13 years ago, Jagged Edge showcases some of the finest new world hops, boasting a clawing bitterness that coats the mouth amidst a biscuity base.

Formats: 4/6/12oz Cans

STR: Now Available

Availability: Seasonal



Moody Tongue Barrel Aged 12 Layer Cake Stout

The inspiration behind this beer rests in the kitchen of our Tasting Room. We proudly serve a 12 Layer German Chocolate Cake and so desired to build a similar flavor and aromatic profile within this barrel aged beer. This 13.9% Imperial Stout, aged for 12 months in Angel's Envy bourbon barrels, showcases that reminiscent of rich chocolate cake, toasted coconut, caramel and a graham cracker crust. The best part of this beer — just like

our cake — is that while big on flavors and aromatics, the beer is lighter in body than one might expect. We welcome you to experience Moody Tongue’s favorite pairing cake in the form of a beer — and then let your tongue decide.

Formats: 6/4/12oz Bottles

STR: Now Available

Availability: Limited



Moody Tongue Barrel Aged Gingerbread Stout

This bourbon barrel aged beer elicits nostalgia for the moment you walk into your grandmother’s kitchen and smell fresh gingerbread cookies baking in the oven. This 15.0% Imperial Stout, aged for 12 months in Heaven Hill bourbon barrels, showcases the flavor of a bourbon-soaked gingerbread cookie alongside the aromatics of vanilla and cinnamon. We also intentionally created this delight with a lighter body than one might expect.

Formats: 6/4/12oz Bottles

STR: Now Available

Availability: Limited



Founders Panther Cub

A robust porter, Panther Cub is aged in the finest bourbon barrels available along with a kiss of maple syrup and vanilla extract. The aroma of maple and vanilla notes combine with a surprisingly deep character to make this rare creature one to gaze upon fondly. Don't let it fool you, this kitty has claws.

Formats: 4/12oz Bottles

STR: 2/22/21

Availability: Limited

Sweetwater Troptimistic



SweetWater Troptimistic is an uplifting mindset inspired by thoughts and vibes of an island escape. This tropical American Wheat is hopped with Eldo and Sultana for notes of tropical fruit, pineapple, pear, and watermelon. A heavy dose of malted wheat and flaked wheat add a creamy mouthfeel to the beer. Passionfruit and Kiwi natural flavors are added to enhance the tropical hops to make this a very fruit-forward session-able beer.

Formats: 4/6/12oz Bottles

STR: 2/19/21

Availability: Seasonal



Sweetwater Oasis Hard Seltzer

SweetWater's Oasis® provides a light, bright, and vibrant taste with the right amount of sweetness, a sparkling effervescence and a hint of dual fruit flavors that offer a noticeably clean finish and great taste for a premium seltzer experience. Infused with electrolytes from potassium salt additions, antioxidants and vitamin C derived from organic superfruit ingredients, Oasis® hard seltzers create a better overall beverage.

Formats: 2/12/12oz Cans

STR: 2/19/21

Availability: Year Round

Buckledown Elastic Slide



This hazy IPA is brewed with a totally radical hop combination of Trident, Lemon Drop and Bravo. Huge citrus, passionfruit, tropical aromatics overlay a full-bodied, hazy brew. We're gonna teach you the Elastic Slide!

Formats: 6/4/16oz Cans

STR: 2/19/21

Availability: Year Round



Buckledown Corduroy Brown

Bringing together the rich maltiness of a brown ale and the resinous juiciness of an IPA, Corduroy Brown is the perfect companion for any fall day. El Dorado, Simcoe and Loral hops.

Formats: 6/4/16oz Cans

STR: Now Available

Availability: Limited



Flying Embers Hard Seltzer Fruit & Flora Variety Pack

A harmonious interplay of bold fruits and delicate florals, our "Fruit & Flora" Botanicals collection was brewed to satiate while infusing inspiration with every sip.

Formats: 4/6/12oz Cans

STR: Now Available

Availability: Year Round

Flavors: Clementine Hibiscus, Black Cherry Rose, Passionfruit Elderflower



Flying Embers Hard Seltzer Sweet & Heat Variety Pack

Perfectly paired with any occasion, our “Sweet & Heat” Tropical collection was refreshingly crafted to bring the heat and beat the heat, all in one can.

Formats: 4/6/12oz Cans

STR: Now Available

Availability: Year Round

Flavors: Watermelon Chili, Guava Jalapeno, Pineapple Chili



Flying Embers Hard Seltzer Variety Pack

This satiating and refreshingly crisp variety pack offers your tastebuds an array of inspired flavors to sip and sample. Each tasteful pairing is uniquely vibrant, lightly aromatic, naturally sweet or subtly spicy, presenting you with a choose-your-own-adventure hard seltzer selection.

Formats: 2/12/12oz Cans

STR: Now Available

Availability: Year Round

Flavors: Passionfruit Elderflower, Black Cherry Rose, Watermelon Chili, Clementine Hibiscus



Haymarket Harold '83 Honey Ale

Brewed in collaboration with friends Jay West and Sam Ross with the mission of creating a beer that will start a conversation about inclusion, as well as celebrate diversity, within the craft beer community. Comprised of Vienna and honey malts, oats, BeeLove Midwest Clover honey, and Zuper Saazer hops from HopHead Farms, Harold's '83 Honey is a locally sourced love letter to Chicago and craft beer.

Formats: 4/6/12oz Cans, 1/2 BBL, 1/6 BBL

STR: Now Available

Availability: Limited



Ommegang 3 Philosophers Double Chocolate

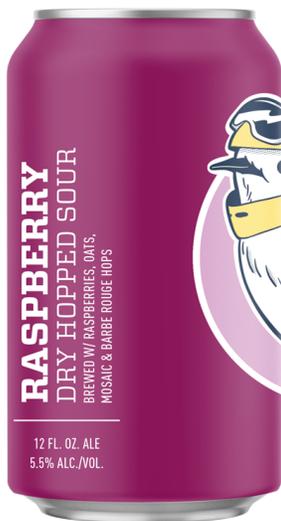
This heavenly confection pours a deep caramel in color with mahogany flecks, topped by a foamy tan head. Semi-sweet cocoa and subtle vanilla prevail in the aroma. The mouthfeel is textured and full-bodied, with caramel, toffee and dark fruit wrapped in the embrace of rich, decadent Taza chocolate, culminating in a refreshingly smooth, lingering finish.

Formats: 6/4/12oz Bottles

STR: Now Available

Availability: Limited

Collective Arts Dry Hopped Raspberry Sour



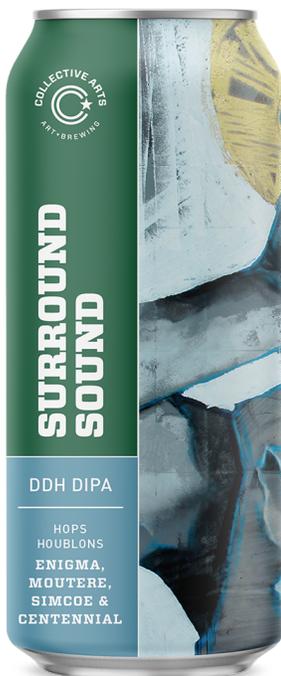
Not only did we throw a mountain of raspberries into this brew, we backed them up with a generous amount of berry forward Mosaic and Barbe Rouge hops! The result is a refreshingly tart, fruit forward sour ale.

Formats: 4/6/12oz Cans

STR: Now Available

Availability: Seasonal

Collective Arts Surround Sound DIPA



Surround Sound: Enigma, the latest version of our rotating-hops DDH DIPA, showcases some truly unique hops from around the world. Enigma from Australia, Moutere from New Zealand, and Simcoe from the US. The result is a beautifully intense bouquet and flavours of tropical fruit, passionfruit, ripe berries and citrus. We dose all of our Surround Sound DDH

DIPAs at 20 g/l of hops to impart an insane hop experience. Surround Sound is our flagship, rotating hop DIPA. The ever-rotating line up of hops allows us to use the freshest and most fun hops on the market. What's constant is the generous dose of double dry-hopping, which makes for a super juicy hop-bomb IPA.

Art: Daniel Ferrer Peralta

Formats: 6/4/16oz Cans

STR: Now Available

Availability: Limited



Collective Arts Stranger Than Fiction Coffee Chocolate Porter

Stranger Than Fiction is a full-bodied porter with plenty of roast flavour with hints of molasses. Ridiculous amounts of chocolate and pale ale malts make this porter a smooth and creamy brew.

Formats: 6/4/16oz Cans

STR: Now Available

Availability: Limited



Collective Arts Blueberry Chocolate, Coffee Vanilla Sour

Stillwater Artisanal, check. Blueberry, Chocolate, Coffee and Vanilla, check. You're damn right we're unleashing this flavour bomb with one of the most creative forces in the beer industry. Blueberry is sweet and tart and heightened to new levels with the bright acidity and roasty chocolate notes emphasized by Detour coffee and Cocoa.

Formats: 6/4/16oz Cans, 1/6 BBL

STR: Now Available

Availability: Limited

FEATURED WINE & SPIRITS



Babe 100

Introducing BABE 100 - With 6.9% ABV and 100 calories, each can is literally a glass of wine with less calories than a glass of wine. **AND NO, WE DID NOT USE SORCERY.**

Format: 6/4/12oz Cans

STR: Now Available

Availability: Year Round



Hard Truth Peanut Butter Whiskey

Hard Truth Peanut Butter Whiskey pairs the rich and creamy flavors of deep-roasted peanuts with those of a fine, aged straight bourbon whiskey. This creative and unique spirit is sweet, salty, and a great addition to any cocktail creator's back bar.

Format: 750 mL

STR: 3/1/21

Availability: Year Round



Cutwater RTD White Russian

This elevated twist on a classic abides by the old-school recipe. Our award-winning Vodka with coffee cream liqueur has big notes of vanilla and chocolate.

Format: 6/4/12oz Cans

STR: Now Available

Availability: Year Round



Cutwater Tequila Variety Pack

Introducing a 6 pack featuring three of our tequila cocktails - Paloma, Margarita and Soda.

Format: 4/6/12oz Cans

STR: Now Available

Availability: Year Round



Cutwater Vodka Soda Variety

We combine our award-winning Cutwater Vodka with house-made lime, cucumber, or grapefruit soda water for a cocktail with a hint of subtle flavor. Refreshing, ready-to-enjoy but low in calories and full of spirit.

Format: 6/4/12oz Cans

STR: Now Available

Availability: Year Round



Cutwater Frozen Margarita Pops

Inspired by our award-winning canned margarita, these flavored margarita pops feature our own real tequila, are less than 80 calories per serving, contain no artificial sweeteners, and are gluten-free. Just freeze overnight, cut off the top to open, and enjoy!

Format: 12 Pops/Container; 10 Containers/Case

STR: 3/1/21

Availability: Seasonal

FEATURED NON-ALCOHOLIC PRODUCTS



GFuel

In 2012, we had a vision: To create the healthiest, most effective Energy Formula for gamers. And with what started as just 3 Tub flavors - Blue Ice, Fruit Punch and Lemon Lime - Quickly evolved into something much more...A movement. A culture. A Community.

Over the course of the last decade, we have become The **Official Energy Drink of Esports®** - Maintaining the industry's largest, most passionate, and most diverse

community of fans, customers, creators
and partners alike.

Format: 12/16oz Cans

STR: 3/1/21

Availability: Year Round

COMING SOON

- **Alaskan** Hazy Bay IPA
- **Blake's** Hard Cider Rainbow Seeker
- **Bud Light** Citrus Variety Pack
- **Bud Light Seltzer** Out of Office Variety Pack
- **Cacti** Agave Spiked Seltzer
- **Deschutes** Squeazy Rider West Coast IPA
- **Deschutes** Variety 12pk Cans
- **Founders** All Day Vacay
- **Founders** 4 Giants DIPA
- **Michelob** Ultra Organic Seltzer Variety Pk - Classic Collection
- **Naturdays** Pineapple Lemonade
- **Shiner** - Heat Wave Variety Pack
- **Shiner** - Strawberry Blonde
- **Spiteful** Hazy IPA w/ Passion Fruit
- **Toppling Goliath** Cherry Fandango
- **Toppling Goliath** Sun Reaper



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