



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	[Teal bar] NEW											
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			[Teal bar] SUMMER			[Dark Blue bar] FALL			[Light Brown 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 Brown bar] TRIPLE DECADENCE WWS											

COCKTAILS

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