

















# 2023 Pre-Sell Calendar

	VARIETY	12PK	LOG	KEG	VOL.	IN MARKET TIME FRAME	PRE-SELL TIME FRAME
CORE	 <i>Pilsner</i> BOHEMIAN STYLE LAGER	✓	✓	✓	12oz CAN	YEAR ROUND	
	 <i>Helles</i> GOLDEN LAGER	✓	✓	✓	12oz CAN	YEAR ROUND	
	 <i>Kölsch</i> ALE		✓	✓	12oz CAN	YEAR ROUND	
	 <i>Vienna</i> AUSTRIAN STYLE LAGER		✓	✓	12oz CAN	YEAR ROUND	
	 <i>Dunkel</i> DARK LAGER		✓	✓	12oz CAN	YEAR ROUND	
	 <i>Variety</i> HELLES, PILSNER, VIENNA, DUNKEL	✓			12oz CAN	"GREEN" 09/1/22 - 02/28/23	
	 <i>Variety</i> HELLES, PILSNER, KÖLSCH, VIENNA	✓			12oz CAN	"YELLOW" 03/01/23 - 08/31/23	
ROTATIONAL	 <i>Schwarzbier</i>		✓	✓	12oz CAN	01/15/23 - 04/30/23	11/01/22 - 11/16/22
	 <i>Bavarian Pils</i>		✓	✓	12oz CAN	05/01/23 - 07/31/23	01/04/23 - 01/21/23
	 <i>Radler</i> HELLES STYLE LAGER WITH GRAPEFRUIT		✓	✓	12oz CAN	05/01/23 - 07/31/23	01/04/23 - 01/21/23
	 <i>Oktoberfest</i> LAGER	✓	✓	✓	12oz CAN	07/15/23 - 10/15/23	04/04/23 - 04/20/23
	 <i>Frösten</i> LAGER		✓	✓	12oz CAN	10/15/23 - 01/15/23	06/20/23 - 07/11/23
STOWE STYLE	 VON TRAPP MAPLE <i>Maple Rauch</i>		✓	✓	16oz CAN	MARCH	12/01/2022 - 12/16/22
	 FOX FARM <i>Ale</i>		✓	✓	16oz CAN	JUNE	03/01/2023 - 03/16/23
	 NARRAGANSETT <i>Lager</i>		✓	✓	16oz CAN	SEPT	05/01/2023 - 05/15/23
	 HUMAN ROBOT <i>Lager</i>		✓	✓	16oz CAN	DEC	08/01/23 - 08/17/23