2024 PRODUCT RELEASE CALENDAR
CONSUMER CALENDAR

YEAR-ROUND BEER

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	12 OZ BOTTLE	12 OZ CAN	16 OZ CAN	7.75 GAL KEG (1/4)	15.5 GAL KEG (1/2)
SPECIAL LAGER	■	■	■	■	■	■	■	■	■	■	■	■	●	●	●	●	●
AMBER LAGER	■	■	■	■	■	■	■	■	■	■	■	■	●	●		●	●
GREEN CIRCLE PALE	■	■	■	■	■	■	■	■	■	■	■	■		●		●	●
MILKSHAKE MALT PORTER	■	■	■	■	■	■	■	■	■	■	■	■	●	●		●	●
DROP DEAD BLONDE ALE	■	■	■	■	■	■	■	■	■	■	■	■	●	●		●	●

SEASONAL/LIMITED RELEASE BEER

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	12 OZ BOTTLE	12 OZ CAN	16 OZ CAN	7.75 GAL KEG (1/4)	15.5 GAL KEG (1/2)
BOCK	■	■											●			●	●
LAKE SIDE VACATION ALE				■	■	■	■						●	●		●	●
OKTOBERFEST								■	■	■			●	●		●	●
SNOW PILOT	■	■									■	■	●	●		●	●
COOKIES 'N CREAM STOUT									■	■	■		●			●	●

CAN VARIETY PACKS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
HYDRATION 12-PACK VP SUMMER				■	■	■	■					
FALL FEST 12-PACK VP FALL								■	■	■		
HIBERNATION 12-PACK VP WINTER	■	■									■	■