

FY27 Sept-Oct BWL Planner

2 September – 3 November 2026



Authorized Seasonal Beers

States	PA and OH	PA and OH	PA	OH	PA and OH
Program	Southern Tier Pumpking and Pumqueen 4pk	Angry Orchard Thriller Pack 12PK	Blockhouse Brewing Pumpkin Ale 6pk	Great Lakes Oktoberfest 6pk	Pumking and Caramel Pumking 19.2oz Singles
Product Images	 Southern Tier's new Imperial Pumpkin Hard Cider. Recommend mixing your case stack with 2/3 Pumpking and 1/3 Pumqueen.				

*These are the authorized SKUs for Fall Beer that we will be participating in this year. Please build a display and sell through these limited time beers! OH stores will re-order any replenishment stock for these items as needed. PA stores received one shot orders.

OH Displays

	Program	Additional Details
Display #1	Premium 24 Packs 	Top Selling Light 24pks – up to \$5 adult beverage rebates available! - Premium Light beer is our number one category in beer, and 24pks are the best performing package. 24pks drive our beer dollars in Ohio, and at State min, we have the best price possible. Miller Lite and Coors Light 24 packs have a \$10 rebate!! - The displays will also help build pack out on these top selling packages. Michelob Ultra has a \$4.00 rebate.
Display #2	Busch Light 30pks 	Busch Light 30 Packs For stores with limited space / or if you don't carry, please execute Busch Light 12pks in place of the 30pks.
Display #3	SuperLyte 	Hottest New Item of 2026! Super Lyte is a non-carbonated, vodka-based ready-to-drink (RTD) canned cocktail introduced in March 2026 by Stateside Brands (the makers of Surfside). Modeled after popular, nostalgic sports drink and "ade" flavor profiles, it features a smooth texture with zero bubbles, zero sugar, 90 calories per 12-ounce can, and a 4.5% ABV.
Display #4	Surfside 8 Pack Variety 	Fastest Growing RTD! - Surfside is poised to overtake both High Noon and Sun Cruiser in the next year. - This refreshing RTD will continue to be a hit all year round!

Suction Cup Displays

	PA Suction Cup #1	PA Suction Cup #2	PA Suction Cup #3	OH Suction Cup #1	OH Suction Cup #2	OH Suction Cup #3
Program	Southern Tier Pumking 19.2oz Single	Angry Orchard 19.2oz Scream Theme Single	Cindi's Hard Mountain Tea 19.2oz	Southern Tier Pumking 19.2 oz Single	Angry Orchard 19.2oz Scream Theme Single	Gingerbread White Russian Single or Cutwater Lime Margarita
Notes	One of the best Pumpkin beers and in a single can!	Fall "Screams" cider and Angry Orchard is the #1. The themed cans are sure to be a hit.	We brought it back! Great local product made with real tea. Available through Galli, Crescent and Erie Beer.	One of the best Pumpkin beers and in a single can!	Fall "Screams" cider and Angry Orchard is the #1. The themed cans are sure to be a hit.	Newest LTO from Cutwater! Always delicious and in demand. Display the Lime Margarita once Gingerbread sells through.
Product Images						



Smirnoff Shorties have been the #1 innovation item of the year. This suction cup program will be implemented across all OH and PA and stores and in IN with cold wine doors. This would be a semi-permanent add as a 4th suction cup program in as many stores as it can fit. Most two door stores should be able to fit two suction cups vertically along the hinge side of the door and one suction cup horizontally across the middle (up to 6 total).

Sept/Oct OH Rebate Offers

Offer Name	Quant	Rebate	Offer Description	End Date
Cutwater Canned Cocktails 12oz cans	3	\$5.00	Earn a \$5.00 rebate on the purchase of THREE (3) 12oz cans of Cutwater Canned Cocktails (Any Flavor).*	11/3/2026
Cutwater Canned Cocktails 4-packs	1	\$3.00	Earn a \$3.00 rebate on the purchase of any ONE (1) 4-pack of Cutwater Canned Cocktails (Any Flavor).*	11/3/2026
BeatBox 500ml	2	\$4.00	Earn \$4.00 cashback on the purchase of TWO (2) BeatBox 500ml tetras (all varieties, mix & match).	11/3/2026
Michelob Family® 12 pack or larger	1	\$4.00	Earn a \$4.00 rebate on the purchase of ONE (1) Michelob Ultra Family® 12 pack or larger.*	11/3/2026
Twisted Tea® 12-Pack	1	\$5.00	Earn a \$5.00 rebate on the purchase of ONE (1) 12-pack of Twisted Tea® (Any Variety).	12/31/2026
Twisted Tea® 24-packs	1	\$10.00	Earn a \$10.00 rebate on the purchase of ONE (1) 24-pack Twisted Tea® (Any Variety).	12/31/2026
Twisted Tea® 16oz or 24oz cans	2	\$3.00	Earn a \$3.00 rebate on the purchase of TWO (2) Twisted Tea® 16oz or 24oz cans (Any Variety).	12/31/2026
Angry Orchard® 16oz cans or larger	2	\$3.00	Earn a \$3.00 rebate on the purchase of TWO (2) 19.2oz cans or larger of Angry Orchard® (Any Variety).	10/31/2026
Sun Cruiser™ 8-pack	2	\$5.00	Earn a \$5.00 rebate on the purchase of TWO (2) 8-packs of Sun Cruiser™ (Any Variety).	12/31/2026
Corona®, Modelo® or Pacifico	1	\$2.00	Earn a \$2.00 rebate on the purchase of ONE (1) 12 pack or larger of Corona® Family, Modelo® Especial, Modelo® Negra, Modelo® Oro or Pacifico® (bottles or cans).	9/12/2026
White Claw® Hard Seltzer 24-packs	1	\$10.00	Earn a \$10.00 rebate on the purchase of any ONE (1) 24-pack of White Claw® Hard Seltzer (all varieties).	9/30/2026
White Claw® Hard Seltzer Singles	2	\$2.00	Earn a \$2.00 rebate on the purchase of any TWO (2) White Claw® Hard Seltzer 19.2oz cans.	11/3/2026
White Claw® Hard Seltzer 12-packs	1	\$5.00	Earn a \$5.00 rebate on the purchase of any ONE (1) 12-pack of White Claw® Hard Seltzer (all varieties).	11/3/2026
Mike's HARDER® Singles	2	\$2.00	Earn a \$2.00 rebate on the purchase of TWO (2) Mike's HARDER® 16oz or 23.5oz cans (all varieties, mix and match).	11/3/2026
Mike's hard® Lemonade 12-packs	1	\$5.00	Earn a \$5.00 rebate on the purchase of ONE (1) Mike's hard® Lemonade 12-pack (any variety).	11/3/2026
Mike's hard® Lemonade 6-packs	1	\$3.00	Earn a \$3.00 rebate on the purchase of ONE (1) Mike's hard® Lemonade 6-packs (any variety).	11/3/2026
MXD 16oz Cans	2	\$2.00	Earn a \$2.00 rebate on the purchase of TWO (2) MXD 16oz Cans (all flavors, mix & match).	11/3/2026
Coors Light® or Miller Lite® 24-Packs (12 oz. cans only)	1	\$10.00	Earn a \$10.00 rebate on the purchase of ONE (1) 24-pack of Coors Light®, Coors® Banquet, Miller Lite®, Miller Genuine Draft® or Miller Extra Light™ (12 oz. cans).	10/6/2026
Redd's®, Topo Chico® Hard or Simply Spiked® 12-packs	1	\$5.00	Earn a \$5.00 rebate on the purchase of ONE (1) 12-pack of Redd's® Hard Apple, Redd's Wicked® Apple Bites™, Topo Chico® Hard or Simply Spiked® (any variety).	11/3/2026
Miller® High Life® Family or Keystone Light® Family 12-Pack or 15-Pk	1	\$3.00	Earn a \$3.00 rebate on the purchase of ONE (1) 12-pack or 15-pack of Miller® High Life®, Miller® High Life® Light, Keystone Light®, Keystone® Ice or Keystone Light® Apple (12 oz. cans).	11/5/2027
Miller® High Life®, Keystone®, Milwaukee's Best® 30-Pack	1	\$5.00	Earn a \$5.00 rebate on the purchase of ONE (1) 30-pack of Miller® High Life®, Miller® High Life® Light, Keystone Light®, Keystone® Ice, Milwaukee's Best® Light or Milwaukee's Best® (any variety).	11/3/2026
Outlaw Light 24oz cans	2	\$2.00	Earn a \$2.00 rebate on the purchase of TWO (2) Outlaw Light 24oz Cans.	12/31/2026

Adult Beverage Rebate ESL



– How To Earn Rebate –

- Step 1**
Visit participating retailer's website or app
- Step 2**
Add the offer to your card
- Step 3**
Purchase the product(s) & scan your card at checkout
- Step 4**
Cash back via PayPal (within 72 hours)

Get discounts on BWL items by using rebates available on the GetGo app! Go to **Age Restricted Offers**, clip the offer to add it to your Advantage Card, and then scan your card at the register. The rebate shows up in your email within 72 hours! Cash out your rebate through PayPal, Venmo or Visa card. Only in OH locations.

Our Loyalty Card must be scanned to get the rebate! Always ask for the card!!



Approved Displays

The displays listed below are approved after you have executed display priorities on the primary page. Displays are marked as **MANDATORY** or **OPTIONAL** in the Notes column.

Program	Sign	Merchandising	State	Notes
Sunshine Bliss	Signs built into rack	Vendor Provided Rack	OH and IN	This is a mandatory display. If the store received a rack during the roll out it must be maintained.
50ML Bottles	3-up	50ML Rack – Varies by Location	PA, OH, and IN	This is a mandatory display if the store has room. New POGS with Blazin' Apple are available in Blue Yonder.
Highly Recommend Cutwater Rack (Highly Recommended)	3-up	Vendor Provided Rack	OH	The primary item on the rack should be the Cutwater LTO in both singles and multi-packs. You can also place the 12 packs of R,W & Blue or 12 pack variety.
Boyd & Blair Bottle Rack	3-up	Vendor Provided Rack	OH	Inventory will be shipped automatically and varieties will change seasonally.
Buzzballz Rack	3-up	Vendor Provided Rack	OH	Optional
BeatBox Rack	3-up	Vendor Provided Rack	PA, OH, and IN	Optional
Johny Bootlegger	3-up	Vendor Provided Rack	PA and IN	Optional program in PA and IN
arefoot 200ml Singles	3-up	Vendor Provided Dump Bin	IN	Optional for the .99 promotion.
Sutter Home 4pks	3-up	Vendor Provided Rack	IN	Optional

