



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texas Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR MALT BEVERAGES

Date: September 21, 2021

Label Certificate Number: 1132852

Pursuant to the application of : THE BOSTON BEER COMPANY
Holder of permit/license number : S867115

Brand : SAMUEL ADAMS HOLIDAY WHITE ALE
Class : ALE - MALT BEVERAGE GREATER THAN 4.0% ALC/WT
Style : OTHER
Size(s) : 4 FL OZ-31 GAL
Container Type : CAN
Container Material : ALUMINUM
Stated Alc. Content : 5.8% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 21146001000868

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

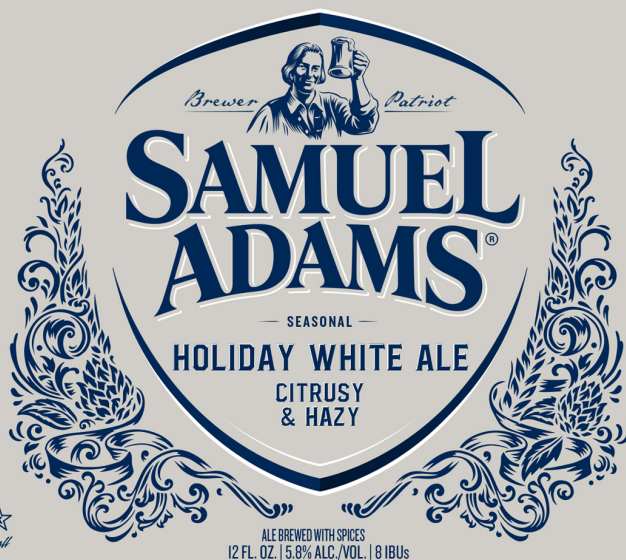
APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

Product Registration
Excise Tax and Marketing Practices Division
Product.Registration@tabc.texas.gov

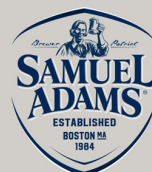
c/o THE BOSTON BEER COMPANY
1 DESIGN CENTER PL STE 850
BOSTON, MA 02210



TEXAS ALCOHOLIC
BEVERAGE COMMISSION
Texans Helping Businesses & Protecting Communities



HOLIDAY WHITE ALE
ALE BREWED WITH SPICES



HOLIDAY WHITE ALE

ALE BREWED WITH SPICES

AH, THE HOLIDAYS. FULL OF FRIENDS, FAMILY, FESTIVE PARTIES...AND LAST-MINUTE GIFTS AND FOOD MISHAPS. WHATEVER HAPPENS, THIS FLAVORFUL ALE IS YOUR TRUSTY PLUS ONE. SMOOTHING THINGS OVER WITH ORANGE PEEL AND HOLIDAY SPICES.

Jim Koch

SAMUELADAMS.COM



#BREWINGTHEAMERICANDREAM



BREWED BY
THE BOSTON BEER CO.
BOSTON, MA, BREKINGSVILLE, PA, AND
CINCINNATI, OH. ©2021 THE BOSTON
BEER COMPANY, BOSTON, MA.
FRESHNESS MATTERS. ENJOY BEFORE
DATE ON BOTTOM. 23097

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
WWW.SAMUELADAMS.COM
SAVOR THE FLAVOR RESPONSIBLY.®

