

# GOOSE ISLAND



**STYLE** Urban Wheat Ale

**ABV** 4.2%

**IBU** 18

**HOPS** First Gold, Mt. Hood, Cascade

**MALTS** 2-Row, White Wheat

**STR** Available Now

**MARKET** Nationwide

**AVAILABILITY** Year-Round

25oz Can  
4pk 16oz Can  
6pk 12oz Can & Bottle  
12pk Bottle  
15pk Can  
1/2 BBL  
1/6 BBL

**PACKS**

## 312 URBAN WHEAT ALE

Inspired by the city of Chicago and densely populated with flavor, 312's spicy aroma of Cascade hops is followed by a crisp, fruity ale flavor delivered in a smooth, creamy body that's immensely refreshing.

## MARKETING MOMENTS

In Chicago, March 12th means it is 312 day, the official city-wide holiday where fans of good beer get to celebrate. In 2019, 312 will expand from our home city to key markets across the country. A POCM toolkit will deliver BOMs, concerts, and off-premise displays.

