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**SESSION HELLES**

Traditional German Helles style lager with a twist of lower ABV and calories

3.4% ALC/VOL

99 CALORIES

*Feinenkugels*

6pk can



12pk can



1/6 BBL keg



**Launch**  
2/1 – 8/31/2021  
(Secondary Summer Seasonal)

**Pricing**  
Line price to Leinenkugel's seasonals

**Shelf Life**  
18 weeks

**Placement**  
Brand block with Leinenkugel's in craft



# Leinenkugel's Session Helles

## Available: February - August

### Brand Purpose

To inspire the unorthodox pursuit of simple fun

### Brand Story / History

In 1867, the Leinenkugel family brewery was founded in Chippewa Falls, Wisconsin by Jacob Leinenkugel. He knew that his German family heritage would play an integral part of his brewery's success. Today, the sixth generation of Leinenkugel's continues to brew the same German-inspired recipes that Jacob poured his heart and soul into. Over the years, our family has grown and so has our brewery, but history and heritage remain at the forefront.

### Brand Facts

- Leinenkugel's Session Helles takes the traditional German Helles style lager and add the twist of lower ABV/Cals to make an even more approachable option for summer.

### Sensory Information (AATMF)

**Appearance:** Bright golden straw color with expected foam and lacing.

**Aroma:** Low to moderate aroma of toasted bread, crackers and herbal grassy hops.

**Taste/Mouthfeel:** Moderate lemon and tea/herbal kettle hop is followed by breadly malt character. Appropriate bitterness and hop character for style.

**Finish:** Clean and crisp. The breadly malt character lingers slightly but is followed by dryness and kettle hop character.

### Brand Style - Malt – Hops – Misc.

**Style:** Traditional Helles

**Hops:** Tradition

**Malt:** 2 Row, Munich

### Nutritionals – IBU - SRM

Calorie: 99  
Carbs: 10.5  
ABV: 3.4

IBUs: 16  
SRM: 3.1

