



COLLABORATION LAGER

An amber lager with German malts and American hops

All images FPO, final packaging to come

Leinenkugel's



IN PARTNERSHIP WITH

MÜNCHEN

Shelf Life
18 weeks

Pricing
Line price to Leinenkugel's seasonals

Launch
9/1/2021
Secondary
Fall Seasonal

Placement
Brand block with Leinenkugel's in craft

6pk can

12pk can



Brand Fact Sheet: : Leinenkugel's Collaboration Lager

<p>Brand Story</p> <p>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.</p>	<p>Brand Style – Hops - Malt</p> <p>Style: German Style Amber Lager Hops: Mt. Hood, Centennial, Steiner Experimental Hop, Mosaic Malt: All malt brew. Two Row Pale, Weyermann CaraRed, Weyermann Melanoidin, and Briess Bonlander</p>
<p>Brand Facts</p> <ul style="list-style-type: none"> • With over 550 years of brewing experience combined, Leinenkugel's Collaboration Lager is a blend of German tradition and American ingenuity. • Brewed in partnership with Hofbrau Munich and in the spirit of Reinheitsgebot, this German-style amber lager incorporates imported German malts with unique American hops to create a beer that is flavorful, balanced, and refreshing. 	<p>Nutritionals – IBU - SRM</p> <p>Calories: 171 Carbs: 17 ABV: 5.4%</p> <p>Sensory:</p> <p>Appearance: Medium amber lager with brilliant clarity and a really nice, dense/frothy head Aroma: Clean and only slightly bready. Faint white-bread crust. Some subtle, malt-derived fruitiness as it warms. Taste: Subtle, toasty sweetness upfront. This all malt brew has a malt character that is quite clean. Mild herbal/peppery-spicy hops. Tropical notes from the Mosaic hops. The malt-sweetness to hop-bitterness is balanced. Mouthfeel: Balanced mouthfeel. Crisp and refreshing. Finish: Clean and balanced finish</p>



FPO

SKUS

- 6pk can
- 12pk can
- 1/6 BBL keg