

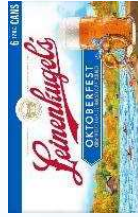


OKTOBERFEST

Crisp & traditional German
style Märzen beer

Leinenkugel's

6pk can



12pk can



6pk bottle



12pk bottle



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Shelf Life

18 weeks

Pricing

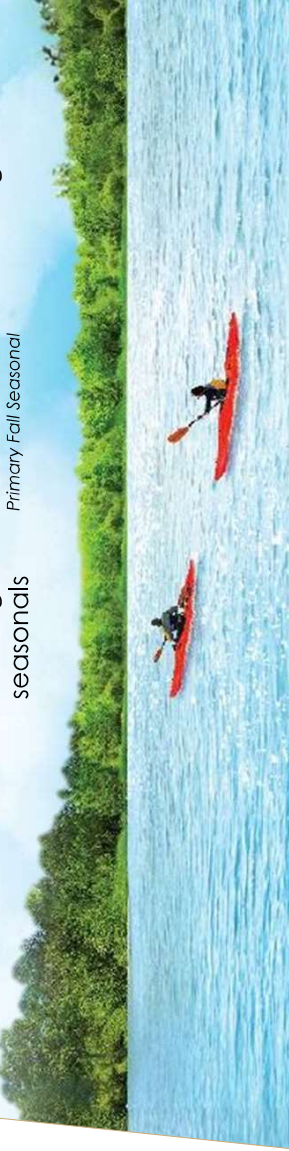
Line price to
Leinenkugel's
seasonals

Launch

8/1/2021-
10/31/2021
Primary/Fall Seasonal

Placement

Brand block with
Leinenkugel's in craft



Leinenkugel's Oktoberfest

Available: August- October



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

- Seasonals are the 3rd largest craft style in the fall contributing to 11% of Craft share
- Leinenkugel's Oktoberfest turns faster than top fall seasonals Oktoberfest/Märzen style up 11% in the fall vs. YA

Sensory Information (AATMF)

- A – Deep red of late autumn leaves
- A – Caramel malt overtones with moderate fruit/ester aroma
- T – Caramel malt flavors with spicy hop undertones, balance slightly skewed to the malty sweet side
- M – Medium body
- F – Crisp, clean and refreshingly malty

Brand Style - Malt – Hops – Misc.

- Style: Märzen-style
- Hops: Teitnang, Perle, Cluster & Hallertau
- Malt: Pale, Caramel & Munich

Food Pairings

- Traditional German favorites including bratwurst, sauerbraten, knackwurst & spaetzles.

Nutritionals – IBU - SRM

<ul style="list-style-type: none"> • Calories: 175 • ABV: 5.1% • SRM: 7-14 	<ul style="list-style-type: none"> • Carbs: 17.8 grams • Protein: 1.3 grams • IBUs: 20
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