

Leinenkugel's®



BRAND STORY

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 Lakeside Cherry is a crisp and refreshing beer made with real cherry juice and natural cherry flavor.
- An innovative, flavorful take on a classic German Gose-style, the beer was inspired by Rose Leinenkugel, who mortgaged her family home to save the Leinenkugel's business after prohibition. The use of cherries creates a rose-colored liquid, honoring Rose and all pioneering, resilient women like her.
- It tested very high with consumers, with 83% likely to purchase

PRODUCT SPECIFICATIONS

- **STYLE:** Lager
- **COLOR:** Rose-colored from use of real cherry juice
- **CALORIES:** 145
- **CARBS:** 14g
- **ABV:** 4.4%
- **HOPS:** Cluster
- **MALT:** Pale, Caramel, Wheat

TASTING NOTES

- A:** Rose-colored and slightly hazy
- A:** Ripe, dark cherry
- T:** Juicy sweetness from the Cherry balanced with slightly sour bite
- M:** Mild carbonation with a bit of tartness
- F:** Crisp & refreshing