

CELEBRATE RESPONSIBLY*

©2024 JACOB LEINENKUGEL BREWING CO.,
CHIPPEWA FALLS, WI • BEER



PICK YOUR FLAVOR

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

- We're bringing Grapefruit Shandy back! A traditional shandy is beer mixed with a little something extra, like lemonade, soda or ginger ale. Leinenkugel's® Grapefruit Shandy is our take on this tradition. Each batch begins with our traditional weiss beer. We then combine it with natural white grapefruit flavor that adds a note of fresh-cut citrus, because here refreshment is our greatest natural resource.
- Top performing Shandy innovation and #2 Brand by volume in 2019

PRODUCT SPECIFICATIONS

- **STYLE:** Lager
- **COLOR:** Slightly cloudy reminiscent of a Weiss beer
- **CALORIES:** 145
- **CARBS:** 15g
- **ABV:** 4.4%
- **HOPS:** Cluster
- **MALT:** Pale, Wheat, liquid adjunct

TASTING NOTES

- A:** Slightly cloudy reminiscent of a Weiss beer
- A:** Fresh, cut citrus
- T:** Juicy Grapefruit balanced with wheat and malt from the Weiss beer
- M:** Mild carbonation with a bit of tartness from citrus
- F:** Refreshingly crisp



12pk 12oz
Cans



6pk 12oz
Cans