

NEW!



# MEXICAN-STYLE LAGER, MADE THE LEINIE'S WAY

CELEBRATE RESPONSIBLY® ©2025 JACOB LEINENKUGEL BREWING CO., MILWAUKEE, WI • BEER

# Leinenkugel's®



## LEINIE LODGE® LIME

### 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

- Fan favorite recipe from the Chippewa Falls Pilot Brewery, selling out multiple times.
- Strong Trial Index (128), Relevance and Differentiation with 25-45 year old Midwest Craft drinkers
- 80% agreement in fit to Leinie's brand
- High purchase intent: 85% of Leinie's loyalists intend to purchase

### PRODUCT SPECIFICATIONS

- **STYLE:** Mexican-style Lager with Natural Lime Flavor
- **COLOR:** Pale
- **CALORIES:** 156
- **CARBS:** 15g
- **ABV:** 4.7%
- **HOPS:** Cluster
- **MALT:** Pale and Caramel

### TASTING NOTES

**A:** Pale with high clarity  
**A:** Lime zest essential oils  
**T:** Clean, crisp and subtle corn sweetness. Citrus/lime peel/lime juice acidity notes accompanied by a subtle salt character reminiscent of a margarita  
**M:** Light and effervescent  
**F:** Thirst quenching, balanced with palate cleansing effect