

The background of the slide features a detailed, light-colored illustration of an eagle with its wings spread, perched on a wooden barrel. The eagle's head is turned to the right. The barrel has the letters 'Y&S' and a registered trademark symbol on it.

Yuengling®

OLDEST BREWERY IN AMERICA

**Sampling Agency
Brewery & Brand Training Manual**

Y&S®
Enjoy Responsibly.

Company Video

Duration 10 mins

[Yuengling Company Video - YouTube](#)



- **Yuengling is America's Oldest Brewery, family owned & operated for 196 years**
- **Currently in its 6th Generation of the Yuengling family ownership** (the 4 Yuengling sisters run the company alongside their Dad, Dick Yuengling. The sixth generation are Wendy, Jennifer, Debbie, and Sheryl)
- **To expand westward, we signed a long-term brewing partnership with Molson Coors where Yuengling's beers will be brewed at the Molson Coors Ft. Worth brewery.**
- 3 Yuengling breweries: 2 in Pottsville, PA. 1 in Tampa, FL (**headquartered in Pottsville, PA**)

The background of the image is a detailed, light-colored illustration of an eagle with its wings spread, perched on a wooden barrel. The eagle's head is turned to the right. The barrel has the letters 'Y&S' on it. The overall style is classic and historical.

Yuengling[®]

OLDEST BREWERY IN AMERICA

UNIFORMS

Y&S[®]
Enjoy Responsibly.

Sampling at Retail

Yuengling



All black



Comfortable shoes that complement black attire



No branding



No holes



Nothing too short

PLEASE ARRIVE TO SAMPLING DRESSED AND READY

The background of the slide features a detailed, light-colored illustration of an eagle with its wings spread, perched atop a wooden barrel. The eagle's head is turned to the right. The barrel has the letters 'Y&S' and a registered trademark symbol on it.

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OLDEST BREWERY IN AMERICA

Table Display Standards

Approved FLIGHT Display Standards

Yuengling



Priority Sampling Table Standards:

- FLIGHT by Yuengling branded tablecloth
- FLIGHT by Yuengling metal buckets
- FLIGHT by Yuengling product in and out of cases
- Current thematic programming signage if applicable



Generic Option Table Standards:

- Generic white tablecloth (black can be used as last resort)
- FLIGHT by Yuengling metal buckets
- FLIGHT by Yuengling product in and out of cases
- Current thematic programming signage if applicable

***For now, refrain for placing beer on the floor ***

Approved Lager Display Standards

Yuengling



Priority Sampling Table Standards:

- Yuengling Lager branded tablecloth
- Yuengling Lager metal buckets
- Yuengling Lager product in and out of cases
- Current thematic programming signage if applicable



Generic Option Table Standards:

- Generic black tablecloth (white can be used as last resort)
- Yuengling Lager metal buckets
- Yuengling Lager product in and out of cases
- Current thematic programming signage if applicable

***For now, refrain for placing beer on the floor ***

Approved TriBrand Display Standards

Yuengling



Priority Sampling Table Standards:

- Generic black tablecloth (white can be used as last resort)
- Yuengling Lager and FLIGHT by Yuengling metal buckets
 - *Lager, Light Lager, and Golden Pilsner should be displayed in the Lager bucket only*
 - *FLIGHT should be displayed in the FLIGHT bucket only*
- Yuengling Lager, Yuengling Light Lager, Golden Pilsner, and FLIGHT by Yuengling product in and out of cases
- Current thematic programming signage if applicable

***For now, refrain for placing beer on the floor ***



Yeuengling®

Brand Training

Y&S®
Enjoy Responsibly.

Yuengling®

ICONIC AMERICAN LAGER.

Famous for its rich amber color and medium-bodied flavor with roasted caramel malt for a subtle sweetness and a combination of cluster and cascade hops, this true original delivers a well-balanced taste with very distinct character. Born from a historic recipe that was resurrected in 1987,

FLAVOR Roasted Malt	MALTS Pale & Caramel	ABV 4.5%
COLOR Rich Amber	PAIR WITH Picnic Fare	AVAILABILITY Year Round

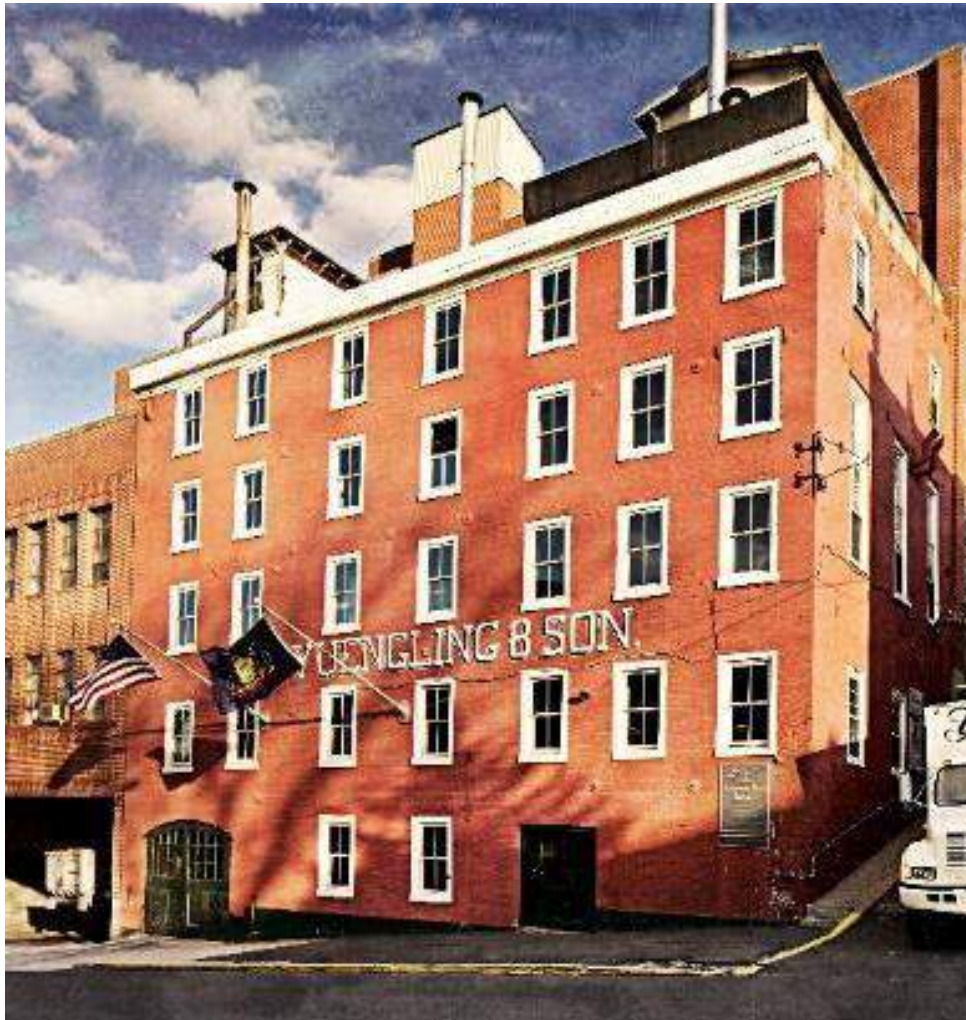


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Yuengling Is Unique Within The Beer Industry

Yuengling



America's Oldest Brewery,
6th Generation of Yuengling Family Owners



Traditional Lager
#1 Craft Beer Brand in the US

Iconic American LAGER

Yuengling

DEMOGRAPHIC

★ TRADITIONAL ★
LAGER



25-55
Premium Domestic &
Craft Aspirer

OCCASIONS



SOCIAL



FOOD

Iconic American Lager

Famous for its rich amber color and medium-bodied flavor with roasted caramel malt for a subtle sweetness and a combination of cluster and cascade hops, this true original delivers a well-balanced taste with very distinct character. Born from a historic recipe that was resurrected in 1987, Yuengling Traditional Lager is a true classic.

Flavor
Roasted Malt

Malts
Pale &
Caramel

ABV
4.5%

Color
Rich Amber

Pair With
Picnic Fare

Availability
Year Round



Lager Talking Points



- *Have you had Yuengling Lager before? Ever heard of it?*
- Famous for its rich amber color & iconic green bottle
- Medium-bodied flavor with roasted caramel malt. Well-balanced taste. 4.5% ABV
- Historic German recipe resurrected in 1987
- Style: Iconic American Lager
- Pronounced: YING-LING

Package

Yuengling



Yuengling



FLIGHT

NEXT GENERATION OF LIGHT BEER

Raise the bar with the next generation of light beer

- Easy drinking, clean, crisp, refreshing
- Only 95 calories and 2.6g carbs, 4.2% ABV (alcohol by volume)
- Brewed by Yuengling, America's Oldest Brewery, 6th generation family owned and operated since 1829.

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DEMOGRAPHIC



21-45

Female Lead, Upscale
Light Drinker

OCCASIONS



SOCIAL



ACTIVE

The Next Generation of Light Beer

Raise the bar with the next generation of light beer

- Easy drinking, clean, crisp, refreshing
- Only 95 calories and 2.6g of carbs, 4.2% ABV (alcohol by volume)
- Brewed by Yuengling, America's Oldest Brewery, 6th generation family owned and operated since 1829.

Flavor

Crisp
Sweetness

Malts

Pale

ABV

4.2%

Color

Straw Gold

Pair With

Salad &
Seafood

Availability

Year Round



FLIGHT Talking Points



- *Have you had FLIGHT by Yuengling yet? Or ever heard of it?*
- FLIGHT, is the Next Generation of Light Beer
- Easy drinking, clean, crisp, refreshing
- Only 95 calories, 2.6 carbs
- 4.2% ABV
- Launched in March 2020
- Highlight FLIGHT 24 Packs if located in the store

Package

Yuengling





Yuengling®

LIGHT ★ LAGER ★

Masterfully developed to maintain the full flavor profile akin to our flagship Lager brand, but has only 99 calories per 12oz serving. Skillfully pairing a caramel malt flavor and mild hop character creates a beautifully rich-colored beer with deep amber highlights that finishes smooth and clean.

FLAVOR Sweet Malt	MALTS Pale & Specialty	CARBS 3.2g	CALORIES 99 _{per 12oz.}	ABV 4.0%
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COLOR Golden Amber	AVAILABILITY Year Round	PAIR WITH Grilled Meat & Salads
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FULL-FLAVORED LIGHT BEER

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LIGHT LAGER PAGE

Yuengling



DEMOGRAPHIC



25-55

Premium Light Drinker

OCCASIONS



SOCIAL



ACTIVE

Full-Flavored Light Beer

An exceptional brew that appeals to consumers who don't want to sacrifice character for a low-calorie beer. Masterfully developed to maintain the full flavor profile akin to our flagship Lager brand but has only 99 calories per 12oz serving. Skillfully pairing a caramel malt flavor and mild hop character creates a beautifully rich-colored beer with deep amber highlights that finishes smooth and clean.

Flavor

Sweet Malt

Malts

Pale & Caramel

Calories

99 per 12 Fl.
Oz.

Color

Golden
Caramel

Pair With

Grilled Meat & Salad

Availability

Year Round



Light Lager Talking Points

Yuengling

Have you tried Yuengling Light Lager before?

- Full-Flavored LIGHT Beer
- A lighter version of our flagship Traditional Lager brand, with only 99 calories per 12oz
- Caramel malt flavor and mild hop
- Smooth and clean

Beautiful amber color

- Only 3.2 carbs!
- 4% ABV

AMERICA'S OLDEST BREWERY.

SINCE 1829

Yuengling®

HAND-CRAFTED DRAFT BLEND.

Yuengling® Black & Tan models a traditional English Half & Half. Introduced in 1986, Yuengling produced one of the first hand-crafted draft blends to lead this style of American brewing. Black & Tan combines 60% of our popular Dark Brewed Porter and 40% of our Premium Beer to create a brew that is rich and dark in color with hints of caramel and coffee from the dark roasted malts.

FLAVOR	MALTS	ABV
Roasty & Sweet	Pale, Caramel & Black	4.6%

COLOR	PAIR WITH	AVAILABILITY
Deep Brown	Smoked Meats	February-March



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Yuengling®

MAKE YOUR DAY GOLDEN.

Yuengling® Golden Pilsner was born in 2018 from six generations of brewing expertise by D. G. Yuengling and Son, Inc., America's Oldest Brewery®. This highly sessionable beer is our interpretation of an outstanding, modern pilsner. Golden in both name and color, Yuengling Golden Pilsner is the perfect balance of hop and malt character for crisp and smooth thirst quenching refreshment.

FLAVOR

Blended Hop Aroma

MALTS

Pale & Aromatic Munich

HOPS

Hallertau & Saaz

ABV
4.7%

COLOR
Rich Gold

PAIR WITH
Grilled Chicken & Fish

AVAILABILITY
Year Round



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OLDEST BREWERY IN AMERICA

THANK YOU!

Y&S[®]
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