

Home For the Holidays



FIRST SHIPMENTS: SEP 2025



Shiner Home for the Holidays brings a touch of Holiday charm with four distinctive Shiner beers, flavor-packed and catering to multiple taste preferences. Crack one open and enjoy!

Shiner Frost, a Dortmund style perfect for cold, crisp nights. Orange Wit, a citrus-infused Belgian style lager. Pecan-Pie, a robust Porter brewed with pecans and notes of vanilla and brown sugar. Mint Chocolate Cookie, a flavor packed stout brewed with chocolate malts and mint.

Holiday Variety Pack From Shiner
Brand New Mix with Exclusive, Taste Forward Craft Beers

Shiner Variety Packs Up 11% in L52W*

TASTING NOTES:

- **Shiner Frost** – A hint of malty sweetness that quickly fades to show a crisp, hoppy character.
- **Shiner Orange Wit** - This festive Belgian-style Witbier is packed with bright orange flavor, just a hint of spice, and a crisp finish.
- **Shiner Pecan Pie** - Brewed with roasted pecans, this robust porter provides subtle notes of vanilla, caramel, and brown sugar.
- **Shiner Mint Chocolate Cookie**- Subtle notes of peppermint pair with semi-sweet chocolate for a beer that’s sure to go down smooth

TARGET CONSUMER:

Quality-oriented craft drinker who enjoys trying seasonal beers from a brand they trust. Appeals to Shiner drinker as well as seasonal oriented craft consumer.

LAUNCH SUPPORT:

- In-store trade support and POS
- \$10K Texas-focused paid social media campaign

Beers	ABV	IBU	Malts	Hops	Style	Specialty Ingredients	Pairings
Shiner Frost	5.3	23	Crystal, Munich	Tradition	Dortmunder	-	Mild Cheddar, Roasted Ham
Shiner Orange Wit	5.4	17	Barley	Mittlefruh	Belgian Witbier	Orange Peel, Coriander	Seared Scallops, Herb Roasted Chicken
Shiner Pecan Pie	6.5	20	Biscuit, Munich	Specialty	Porter	Pecans	Chocolate Cake, Roasted Almonds/Pecans
Shiner Mint Chocolate Cookie	5	10	Chocolate, Biscuit	Specialty	Stout	Peppermint, Chocolate	Peppermint Bark, Chocolate Pretzels

MARKET POSITION:

Refreshing range of Holiday Specialty beers from Shiner that’s perfect for the craft consumer looking to add some flavorful fun to their holiday season.



POG PLACEMENT/Displays:

With Shiner family, near Holiday Cheer

MSRP:

Price align with Shiner core brands

FIRST SHIPMENTS: Sep 2025

12pk Carrier



12oz 2/12 Carton



*Source: IRI Date Total US MULO + Conv. 52 W/E 5/18/2025

