

Leinenkugel's



SUMMER SHANDY

Leinenkugel's Summer Shandy is our award-winning take on an original Munich tavern tradition. We mix traditional Weiss beer with refreshing natural lemonade flavor that makes it the perfect summer beer.

BRAND HIGHLIGHTS

- #1 Selling Craft Seasonal Brand
- 30% of Summer Shandy drinkers buy no other beers and 53% of Summer Shandy drinkers buy no other Craft brands
- High Velocity: Moves 2x faster than Craft brand average
- Promotional Effectiveness outperforms Craft: 126% BBL Lift on Feature, 83% on Display

PRODUCT SPECIFICATIONS

- **STYLE:** Weiss Beer
- **COLOR:** Slightly cloudy reminiscent of a Weiss beer
- **CALORIES:** 136
- **CARBS:** 12.5g
- **HOPS:** Cluster
- **ABV:** 4.2%
- **MALT:** Pale, Wheat, liquid adjunct

LAUNCH DATE:

Available Year Round!

PLACEMENT:

Brand block with Leinenkugel's in craft

PRICE GUIDANCE:

Line price to Leinenkugel's seasonals
18 Wks Can
9 Wks 1/6 BBL

SKUS:



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SUMMER SHANDY

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 Summer Shandy is our award-winning take on an original Munich tavern tradition. We mix traditional Weiss beer with refreshing natural lemonade flavor that makes it the perfect summer beer.
- Summer Shandy is the #1 Selling Craft Seasonal Brand
- Drives Incremental Drinkers: 30% of Summer Shandy consumers buy no other beers and 53% of Summer Shandy consumers buy no other craft brands.
- Promotional Effectiveness outperforms Craft: 126% BBL Lift on Feature, 83% on Display

PRODUCT SPECIFICATIONS

- **STYLE:** Shandy or fruit beer
- **COLOR:** Slightly cloudy like a Weiss beer
- **CALORIES:** 136
- **CARBS:** 12.5g
- **ABV:** 4.2%
- **HOPS:** Cluster
- **MALT:** Pale, Wheat, liquid adjunct

TASTING NOTES

- A:** Lemon yellow color with a cloudy haziness
- A:** Moderate lemon citrus aroma that balances bready malt notes
- T:** Delicious, malty sweetness balanced with citric lemon sour
- M:** A slightly dry mouthfeel with a refreshingly carbonated light body
- F:** A refreshing tart finish