

Leinenkugel's®



ORANGE SHANDY

Leinenkugel's® Orange Shandy was inspired by the orange harvests. Oranges bring a bright citrus flavor to complement our traditional wheat beer. The result is as inviting as it is refreshing. With a zesty citrus taste, it's just what you need to stay on the brighter side of the season. And for a little extra zing, try pairing it with tropical flavors like coconut shrimp or mango lime salsa.

BRAND HIGHLIGHTS

- #3 highest grossing Shandy of all time!
- Constant fan-favorite request at the Leinie Lodge and through owned social channels
- Brings "new" news to the shelf and helps drive incremental purchase intent for Summer Shandy

PRODUCT SPECIFICATIONS

- **STYLE:** Weiss Beer with Natural Flavors
- **HOPS:** Cluster
- **COLOR:** Pale hazy orange
- **ABV:** 4.2%
- **CALORIES:** 137
- **MALT:** Barley Malt, Wheat
- **CARBS:** 12.7g

LAUNCH DATE:

3/2/2026

National Availability

PRICE GUIDANCE:

Brand block with Leinenkugel's in craft

SKUS:

26 Wks Can

Line price to Summer Shandy



6pk can



12pk can



1/6 BBL

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BRAND STORY

In 1867 the Leinenkugel family first began to brew beer in Chippewa Falls among the wooded hillsides, numerous lakes, and swift flowing rivers of the Northwoods of Wisconsin. Six generations later, Leinenkugel's carries on the time-honored tradition of brewing beers in Wisconsin using the finest ingredients.

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TASTING NOTES

- A:** Pastel orange color with a cloudy haziness
- A:** Moderate notes of orange peel that is balanced with malt and spice
- T:** Malty sweetness balanced with slight citrus peel bitterness and tartness
- M:** A slightly dry mouthfeel with a refreshingly full body
- F:** Notes of juicy orange rounded out with a lingering bitterness