

# Leinenkugels®



The refreshed Lodge Pack variety pack line-up features new innovation, Leinie Lodge Lime, as well as Core (Honey Lemon Light) + Shandy favorites (Summer, Orange) to attract everyone!

## BRAND HIGHLIGHTS

- Leinenkugel's Fall/Winter 2025 Lodge Pack will run through February 2026 and will transition to the Spring/Summer 2026 Lodge Pack offerings on 3/2/26.
- This timing aligns with both consumer seasonal expectations and retailer reset dates.

## PRODUCT SPECIFICATIONS

- **STYLE:** Weiss (Shandys) & Lager (Leinie Lodge Lime, Honey Lemon Light) Beers
- **CARBBS:** see individual flavor
- **HOPS:** see individual flavor.
- **ABV:** 4.2-4.7%
- **MALT:** see individual flavor.
- **COLOR:** Shandy: hazy with slight color from fruit flavor; Lagers: golden with slight color from fruit flavor
- **CALORIES:** 99-156, see individual flavors

## LAUNCH DATE:

3/2/2026 -9/28/2026  
National

## PRICE GUIDANCE:

Line price to existing Lodge Pack pricing

## PLACEMENT:

Brand block with Leinenkugel's in craft

## SKUS

18 Wks Can



12PK 12OZ  
VARIETY PACK  
CANS

# Leinenkugel's®



## 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.

## BRAND FACTS

- Leinenkugel's Fall/Winter 2025 Lodge Pack will run through February 2026 and will transition to the Spring/Summer 2026 Lodge Pack offerings on 3/2/26.
- This timing aligns with both consumer seasonal expectations and retailer reset dates.
- The refreshed variety pack line-up features a range of favorites: returning LIMITED RELEASE Orange Shandy joins Summer Shandy, Mexican-style lager Leinie Lodge Lime, and lighter option Honey Lemon Light to attract everyone.

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- **MALT:** see individual flavor

## TASTING NOTES

- **HONEY LEMON LIGHT:** A 99-calorie lemon-flavored beer with a refreshingly light and sweet finish.
- **LEINIE LODGE LIME:** Crisp & refreshing Mexican-style lager with natural lime flavor
- **SUMMER SHANDY:** Traditional Weiss beer with natural lemonade flavor
- **ORANGE SHANDY:** Traditional Weiss beer with notes of juicy orange.