

# OBERON<sup>®</sup> ALE

## BRAND STORY

Oberon is an escape from the ordinary and puts you in a summer state of mind. One of craft beer's most iconic brands, Oberon delivers citrus and fruity aromas and is only brewed with 4 ingredients (water, malt, hops, & Bell's house ale yeast).

First brewed in 1992, Oberon release day has become a celebration of friends, warm weather on the horizon, and the start of baseball season. Hazy and unfiltered, easy-drinking, and authentically refreshing, Oberon appeals to those want to add some flavor to their summer soundtrack.



## STYLE EXPECTATIONS

### • AMERICAN WHEAT ALE •

An American craft beer adaptation of the German Weissbier style using a different yeast and more hops, first widely popularized in the mid-1980's. American Wheat beers are generally pale yellow to gold in color and can range from brilliant to hazy with lots of fluffy white foam. A light to moderate malty sweetness is acceptable. A less estery fermentation character allows bready, doughy or grainy wheat flavors to be complemented by hop flavor and bitterness rather than yeast qualities.

## STATS

5.8% ABV      25 IBU

Shelf Life = 6 months

