

# Leinenkugel's®



## ORANGE SHANDY

### 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

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

### PRODUCT SPECIFICATIONS

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

### 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