



A Refreshing Take on Fall Leinenkugel's® Harvest Patch Shandy



Harvest Patch Shandy is differentiated because it is more refreshing than other pumpkin beers

- Harvest Patch Shandy is the #1 Fall Seasonal in Illinois!
- Most pumpkin ales on the market are too heavy, and higher ABV (“one and done”)
- Leinie’s Harvest Patch Shandy is a crisp, refreshing Weiss beer with natural pumpkin spice flavor
- It’s perfect for fall, extending the shandy occasion and getting drinkers to come back for more



AATMF

A – Pours a slightly hazy goldenrod yellow with delicate streams of carbonation working to form a wispy light tan foam that disappears somewhat quickly

A – Freshly cut pumpkin blends with cinnamon, clove, allspice and a hint of cedar wood, all of which is rounded out by notes of delicate, buttery pie crust and rich caramel

T – Earthy pumpkin blends with buttery crust and caramel notes from the malt to lay the foundation. Cinnamon, clove, allspice, nutmeg and ginger then work to create additional layers of complexity

M – Reminiscent of creamy pumpkin pie filling that is kept light by a moderate level of carbonation

F – Sweet pumpkin and spice remain on the palate for some time but eventually fade into a subtle but satisfying dryness

Local Support and Ask

Off-Premise – maintain portfolio prioritization at shelf

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|---------------------------|----------------------------|
| 1) Seasonal Shandy 6-pk | 5) Grapefruit Shandy 12-pk |
| 2) Seasonal Shandy 12-pk | 6) Heritage Seasonal 6-pk |
| 3) Grapefruit Shandy 6-pk | 7) Explorer Pack 12-pk |
| 4) Shandy Sampler 12-pk | |