

Brand History

In 1922, Franz Kugler's Munich tavern was overwhelmed with 13,000 cyclists. Afraid he'd run out of beer, he mixed his lager with lemonade and called it "Radler," the German word for cyclist. The Radler soon inspired other beer mixtures like the Shandy.

Our hometown pride inspired us to brew Leinenkugel's Cranberry Ginger Shandy. The combination of refreshing wheat beer, cranberry and a hint of ginger is as refreshing as a toboggan ride Out Here.

Ingredients

Malts: Pale and Wheat
Hops: Cluster
Special: Natural cranberry and ginger flavor

IBU: 11 | ABV: 4.2%

Target Audience

- Adventurous, active beer enthusiasts
- Ages 21-34
- Brings in non-beer drinkers, millennials and female drinkers



Retail Dates:

November 1, 2014 – February 28, 2015



Sensory Experience

Appearance: Pours a hazy, golden-apricot that shows off pink highlights and produces numerous streams of tiny bubbles to create an off-white foam cap

Aroma: Aromas of cranberries abound, while subtle yet noticeable wisps of spicy ginger, lemon zest and bread crusts

Taste: Cranberries provide both sweet and tart characteristics which balance nicely with the earthy malts. Hints of candied orange peel and a delicate ginger spice

Mouthfeel: Creamy character up front that turns somewhat dry due to the tingling effervescent carbonation

Finish: Sweetness lingers into the finish but is slowly replaced by a pleasant and clean bready malt profile and pleasing dryness

Perfect Pairings

For something extra pleasing, pair this Shandy-style beer with honey-glazed ham, brie cheese or a green salad with tart vinaigrette dressing.

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