

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.

Leinenkugel's® Orange Shandy is a traditional wheat beer with refreshing natural orange flavor inspired by the orange harvests. With a zesty, citrus taste, it's just what you need to stay on the brighter side of the season.

Ingredients

Malts: Pale and Wheat

Hops: Cluster

Special: Natural orange flavor

IBU: 11 | ABV: 4.2%

Retail Dates: September 1 – October 31, 2014

First Ordering Window: July 8th and 9th

Available SKUs:

1/2 bbls	6-pack bottles
	12-pack bottles
	12-pack cans
	4-pack 16-oz. cans



Beer Education Video



Sensory Experience

Appearance	A hazy, buff-colored brew with a bright white rocky foam.
Aroma	A mandarin orange zest that pops with undertones of white pepper and toasted wheat.
Taste	A bright and tangy orange-citrus flavor with hints of cardamom, white pepper, and sweet toasted wheat.
Mouthfeel	Medium-light bodied with lively carbonation. Energizing but not astringent.
Finish	Finishes sweet with a lingering toasted wheat flavor and a rousing tartness.

Perfect Pairings

Orange Shandy is delicious with light salads and vinaigrettes, such as a balsamic chicken salad. Also pairs well with coconut shrimp, ceviche and sushi. A great fit with southern-style BBQ, Thai influenced ginger-peanut sauces and heavenly refresher with angel food cakes.

Target Audience



- Adventurous, active beer enthusiasts
- Ages 21-49
- Brings in non-beer drinkers, millennial's and female drinkers

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