



INTRODUCING NEW

SHOCK TOP

LEMON SHANDY

Shock Top Brewing Co. is proud to introduce a new, seasonal addition to its family of unfiltered wheat beers that brings a refreshing flavor to the craft beer category.

Shock Top Lemon Shandy is a unique interpretation of a classic - a refreshing and smooth wheat beer perfectly complemented by real lemonade flavor. The result is a beer that will make your summer.

Up over +129% for the year, the Shock Top brand family is growing fast.* Additionally, high-end craft total is +21.4%. That makes Shock Top Lemon Shandy the perfect beer to satisfy consumers' thirst for refreshment during the summer.



The alcohol beverage laws of the individual states vary with regard to the promotion and merchandising of beer. Please be guided accordingly.

* Source: Total U.S. FDMxC YTD Ending Sep 25, 2011

Introducing Shock Top Lemon Shandy!



Offering	<ul style="list-style-type: none"> • Latest addition to the Shock Top Seasonal Collection available for a limited time only • Limited Edition Lemon Shandy Beer mixes the taste of Shock Top Belgian-Style Wheat beer with natural Lemonade flavor to produce a brew that is sure to be a hit this summer
Opportunity	<ul style="list-style-type: none"> • Craft Beer segment growth continues to out pace the industry • Consumers continue to demand variety from their beers, and the Shock Top limited edition seasonal collection meets that desire • Shock Top family is the #1 growing Wheat Beer in the US!
Consumer Target	<ul style="list-style-type: none"> • Co-ed, skewing male, 21-27 year old contemporary consumers • Primary Target Segments: Experimenters
Occasions	<ul style="list-style-type: none"> • Hanging out, sports companion or casual times with a few friends
STRs	<ul style="list-style-type: none"> • Starting March 19, 2012 thru August 1, 2012
Markets	<ul style="list-style-type: none"> • Full national distribution
Channels	<ul style="list-style-type: none"> • Primary focus is Grocery Channel Off-Premise, also C-stores, Package Liquor, and select on-premise accounts that have a strong craft business.
Placement	<ul style="list-style-type: none"> • Next to leading craft competitors
Packages	<ul style="list-style-type: none"> • 6-pack and 12-pack 12oz bottles, 12 pack 12oz cans and ½ and 1/6 barrel (draught approved for short/direct draw only)
Marketing	<ul style="list-style-type: none"> • Brand funded OOH in select markets, signmaking, OOH, Print available for all markets • Full set of retail tools available

