

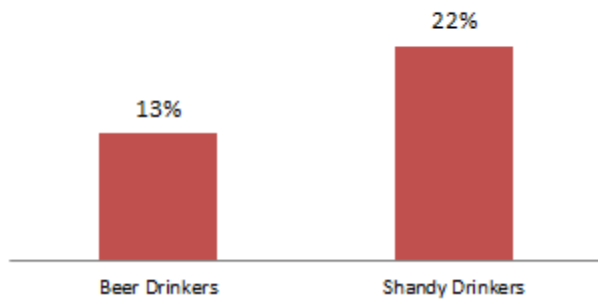


New! Watermelon Shandy – an opportunity to continue the Shandy momentum

Flavor innovation within flavored beer and FMBs continues to accelerate and we know our drinkers are interested in Watermelon

Watermelon as a flavor within beer is up 381% in the latest 52 weeks with numerous launches²

Very Interested in Watermelon Flavor¹



Our drinkers love Watermelon Shandy and want it as a stand alone

We're excited to make **Watermelon Shandy Available** as a standalone in Summer 2017!

Alicia Nedry Amazing!!! Any chance it will come in bottles or sold alone, outside of the variety pack? Thanks!



- Raphael Knoll** The watermelon is awesome!!!!
Like · Reply · July 8 at 6:06pm
- Raphael Knoll** I hope some day I can buy just that alone.. I love them all but the watermelon is my favorite.
Like · Reply · July 8 at 6:07pm
- Vicki Kastner** Watermelon is really good!!!!
Like · Reply · 1 · June 19 at 4:18pm
- Stephanie Marlow Saucier** Can you get just the watermelon shandy anywhere? It is soooo good!
Like · Reply · May 25 at 7:21pm
- Debbie Mierow** Watermelon is soooooo much fun!!!!
Like · Reply · 1 · May 15 at 4:44pm



6-pk Bottles



Watermelon Shandy – Now available in 6pks March - Aug!

The Idea

We brought the shandy beer style to America and Watermelon Shandy is another way to enjoy shandy-style refreshment during the summer

It's our Weiss beer with a hint of watermelon flavor for taste made for summer

The Opportunity

- We are launching Watermelon Shandy as a standalone 6pk in summer to complement our Shandy lineup
- Meant for accounts with **both Summer and Grapefruit Shandy** already available

Consumer Target

Invitation craft drinker, 27- 34 year old male and female

Desires variety, flavor, refreshment and approachability in craft

The Insight

Variety seeking craft drinkers are looking for beers that are flavorful and refreshing to enhance their social moments and make the everyday the extraordinary all year long.



Watermelon Shandy

**Watermelon Shandy - now an
in/out summer SKU for 2017!**

**In/Out SKU:
6-pack bottles Aug**

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
LEINENKUGEL'S WATERMELON SHANDY			
24 4/6 12 OZ GL LNNR BTL BSK CAT	0 342041 1 G 034100008246	0 34100 51637 G	0 34100 51635 3
034100008246			



Another perfectly balanced shandy from Leinenkugel's

Product Information

A traditional shandy is beer mixed with a little something extra, and Leinenkugel's® Watermelon Shandy is our take on this tradition.

Each batch begins with our traditional Weiss beer. Then we mix it with the flavor of watermelon.



AATMF

A: The beer pours a hazy-golden hue with an off-white foam cap. Wisps of lacing stick to the walls of the glass as the head recedes.

A: Bright and fruit-forward in the nose. Notes of soft, subtle, pale malt are followed by watermelon rind and tropical fruit.

T: Prominent fruit character upon first sip: floral, slightly tart citrus, sweet watermelon. A soft hint of tartness ups the refreshment value.

M: Wheat malt allows for a soft fluffiness to the beer; but it retains a crisp, moderately-dry nature overall. Moderate carbonation provides for a refreshing swallow.

F: Bright, fruity and extremely drinkable. The subtle but refreshing flavor of watermelon makes for an ideal summer beer!

Pairs with:

- Roast Melon salad with pancetta and Romano cheese
- Cucumber salad with feta, black pepper and lemon vinaigrette
- Grilled shrimp with Balsamic-orange glaze and fresh thyme
- Grilled watermelon with Greek yogurt