



Pomegranate Shandy Overview

Product Information

- A traditional shandy is beer mixed with a little something extra, and Leinenkugel's® Pomegranate Shandy is our take on this tradition.
- Each batch begins with our traditional Weiss beer. Then we mix it with the flavor of natural pomegranate.

- **National Launch:** November 1, 2017
- **Product Ordering:** Sept-Dec
- **Available SKUs:**
 - 6-pack bottles
 - 12-pack bottles
 - 12-pack 12oz cans
 - 4-pack 16oz cans
 - 1/6 BBL draft
 - ½ BBL draft
- **Pricing:** Parity with shandy seasonals

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- **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:** Rich expression of a pomegranate, with a hint of cracker like malt which gives a nod to the seeds of the fruit
- **T:** Full fruit impression, with slight citrus character, balanced with the malty foundation of the Weiss beer
- **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:** Sweet and juicy up front that fades to a refreshing subtle dryness. The subtle but refreshing flavor of pomegranate makes for an ideal winter beer!

