



**LEMON HAZE IPA**

A hazy, juicy, approachable IPA with the lemonade flavor of the #1 craft Summer Seasonal, Summer Shandy



<b>Launch</b> 3/1/202 <i>(Sustaining—available year-round)</i>	<b>Pricing</b> Line price to Leinenkugel's seasonals	<b>Shelf Life</b> 18 weeks	<b>Placement</b> Brand block with Leinenkugel's in craft
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<b>6pk can</b>	<b>12pk can</b>	<b>16oz can</b>	<b>1/6 BBL keg</b>
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<b>158</b> cals	<b>14.5g</b> carbs	<b>4.9%</b> ABV
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# Leinenkugel's Lemon Haze IPA

Available: March 1, 2020 (Year Round)



## Brand Purpose

To inspire the unorthodox pursuit of simple fun

## Brand Story / History

In 1867, the Leinenkugel family brewery was founded in Chippewa Falls, Wisconsin by Jacob Leinenkugel. He knew that his German family heritage would play an integral part of his brewery's success. Today, the sixth generation of Leinenkugel's continues to brew the same German-inspired recipes that Jacob poured his heart and soul into. Over the years, our family has grown and so has our brewery, but history and heritage remain at the forefront.

## Sensory Information (AATMF)

A-Pours a hazy dark golden color with lacing foam

A-Moderate aroma of primarily lemon zest and kettle hop notes with a slight malty character  
T/M- The taste matches the aroma with lemon peel flavor early followed by a stronger kettle hop and the appropriate bitterness, carried by the low-moderate body

F- Finishes with a hoppy bitterness expected from a true IPA

## Brand Style - Malt – Hops – Misc.

- Style: Hazy IPA
- Hops:
- Malt: Pale

## Nutritionals – IBU - SRM

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|------------------|------------------|
| • Calories: 158  | • Carbs: 14.5 g  |
| • ABV: 4.9%      | • Protein: 1.3 g |
| • SRM: 5, cloudy | • IBUs: 40       |

## Brand Facts

- Lemon Haze IPA is a hazy IPA that combines subtle hop character with refreshing natural lemonade flavor. For those just entering the IPA space, this approachable take on a hazy IPA from a trusted craft brewer like Leinenkugel's is just what they are shopping for.
- Offered in 6 pk, 12 pk 12 oz cans, 16 oz can, and draft.
- In a WI/MN test, 87% of consumers said it was what they expected from a lemon haze IPA and said they would purchase it again.