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next generation of beers



SESSION HELLES

Traditional German Helles style lager
with a twist of lower ABV and calories

3.4%
ALC/VOL

99
CALORIES

Leinenkugel's

6pk can



12pk can



1/6 BBL keg



Launch

2/1 – 8/31/2021
(Secondary
Summer Seasonal)

Pricing

Line price to
Leinenkugel's
seasonals

Shelf Life

18 weeks

Placement

Brand block with
Leinenkugel's in
craft



Leinenkugel's Session Helles

Available: February - August



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.

Brand Facts

- Leinenkugel's Session Helles takes the traditional German Helles style lager and add the twist of lower ABV/Cals to make an even more approachable option for summer.

Sensory Information (AATMF)

Appearance: Bright golden straw color with expected foam and lacing.

Aroma: Low to moderate aroma of toasted bread, crackers and herbal grassy hops.

Taste/Mouthfeel: Moderate lemon and tea/herbal kettle hop is followed by bready malt character. Appropriate bitterness and hop character for style.

Finish: Clean and crisp. The bready malt character lingers slightly but is followed by dryness and kettle hop character.

Brand Style - Malt – Hops – Misc.

Style: Traditional Helles

Hops: Tradition

Malt: 2 Row, Munich

Nutritionals – IBU - SRM

Calorie: 99
Carbs: 10.5
ABV: 3.4

IBUs: 16
SRM: 3.1