

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 Style - Malt - Hops - Misc.

- Style: Dark Lager, Aged on Cacao Nibs
- Hops: Williamette
- Malt: Blend of 8 malts including Dark Chocolate, Chocolate Wheat, Bonlander, and Special B

Sensory Information (AATMF)

A - Deep, rich brown with slight ruby hue, topped with full toffee foam cap

A - Roasty dark chocolate with a slight malt sweetness

T - Rich chocolate upfront followed by a subtle caramel and milk chocolate malt sweetness

M - Medium body and a creamy texture.

F - Lingers with sweet flavors of milk chocolate, caramel, and coffee.

Brand Facts

- Leinenkugel's Chocolate Dunkel combines the refreshment of a crisp dark lager with just the right amount of tasty chocolate flavor. This beer is aged on Cacao Nibs and finished with natural chocolate flavor.
- Chocolate Dunkel's cocoa crispness and smooth finish is perfect for cozying up by the campfire on chilly winter nights.
- Offered in 6 pk, 12 pk 12 oz cans, and draft



Food pairings: Vanilla bean ice cream, fresh strawberries, dark roasted meat

Nutritionals – IBU - SRM

- Calories: 206
- ABV: 5.5%
- SRM: 43
- Carbs: 18.7
- Protein: 191IBUs: 43