



Leinenkugel's Sunset Wheat

Avail: August 15, 2022 (Secondary Fall Seasonal)

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: Belgian Wheat with natural flavors
- Hops: Cluster
- Malt: Wheat, pale

Sensory Information (AATMF)

- A – Opaque, golden hue with white billowing head
- A – Spicy wheat and perfumy coriander, zesty citric fruitiness with array of aromatics
- T – Pleasant sweetness and zesty, citrusy berry fruitiness, spicy coriander
- M – Medium body, slight creaminess
- F – Crisp, spicy with slight dry hint of tartness and quenching carbonation

Brand Facts

- Seasonals are the 3rd largest craft style in the fall contributing to 11% of Craft share
- Citrus witbier style volume grew +15% in 2021
- Over 1200 signatures petitioning to bring the brand back on Change.org
- Silver medal winner at 2006 GABF



Food pairings: Mild seafood, poultry, fruity tart desserts

Nutritionals – IBU – SRM / 12oz

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|--------------------|-----------------|
| • Calories: 165 | • Carbs: 16 |
| • ABV: 4.9% | • Protein: 1.5g |
| • SRM: Hazy/Golden | • IBUs: 14 |