

Old Tankard Ale

- Originally enjoyed in the mid 1930's and a staple of the post prohibition lifestyle. Pabst is proud to bring back this classic American Pale Ale
- Brewed with a special two row pale malt and flavored with delicate American and European Hops
- Original Recipe – Original Brewer's Log
- ABV: 5.8% / IBUs 35
- Strategy: Top shelf based on price point 25 – 45 year old 'Pub Dweller' / Craft Drinker

WHY OLD TANKARD ALE?

- 1937 Original Brewer's Log Recipe
- The first craft beer in a can
- Was once the #2 Ale in America from 1937 through 1970
- The famous Swashbuckler icon

THE PRODUCT

- Draught
- 16oz Can (4pk wrap)

BRAND FACTS

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- IBUs: 35
- 1937 Original Brewer's Log Recipe

PRODUCT INFO

- 16oz Can (4k wrap)



UPC: 0 22100 00691 1
(4pk Wrap UPC)

