



LEINENKUGEL'S ORIGINAL

THE BEER THAT LAUNCHED A BREWERY

BRAND HISTORY:

Our founder Jacob Leinenkugel started brewing beer in 1867 to quench the thirst of 2,500 lumberjacks. These days, Leinenkugel's Original is still inspired by the same family recipe Jacob Leinenkugel used over 150 years ago. Brewed with three Pale malts and Cluster hops, its crisp, classic flavor has been carrying the Leinenkugel's name for six generations, and we're just as proud to share it today.

KEY TAKEAWAYS:

1. Buyers are seeking brands with authenticity
2. First 15 American beers (Heritage Brands) are growing faster than total beer in the GLR, with Leinenkugel's Original showing exceptional growth
3. Leinenkugel's Original has an opportunity to serve as the Above Premium Heritage beer

SENSORY EXPERIENCE:

Appearance: Pours golden-tinged straw in color with slightly brighter highlights and brilliant clarity

Aroma: Clean lager fermentation character is evident along with a toasty, crackery malt aroma.

Taste: Clean and refreshing with a more toasty, crackery malt character. Slight malt sweetness and just enough delicate hop bitterness to balance. More subtle fruitiness lends complexity.

Mouthfeel: Medium-light body with moderate carbonation level.

Finish: A crisp, clean and refreshing American Pale Lager with enough malt and fermentation character to lend a distinct complexity.

IBU: 17 | ABV: 4.7% | Calories: 154

PAIRING SUGGESTIONS:

Pair with Brats with sauerkraut, cheese curds and cherry pie.

