



LEMON HAZE IPA

A hazy, juicy, approachable IPA with the lemonade flavor of the #1 craft Summer Seasonal, Summer Shandy

Leinenkugel's

Launch
3/1/202
(Sustaining—available year-round)

Pricing
Line price to Leinenkugel's seasonals

Shelf Life
18 weeks

Placement
Brand block with Leinenkugel's in craft

6pk can



12pk can



16oz can



1/6 BBL keg



158
cals

14.5g
carbs

4.9%
ABV

Scan here to discover our next generation of beers





LEMON HAZE IPA

A hazy, juicy, approachable IPA with the lemonade flavor of the #1 craft Summer Seasonal, Summer Shandy

Brand Package	Image	Scanable UPC
12oz can		 0 340011 1
4pk 16oz can carrier		 0 34100 01241 0
16oz can		 0 341051 6
6pk can		 0 34100 01229 8
12pk can		 0 34100 01230 4



YEAR ROUND Brand Fact Sheets



Leinenkugel's Lemon Haze IPA

Available: March 1, 2020 (Year Round)

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.

Sensory Information (AATMF)

A-Pours a hazy dark golden color with lacing foam

A-Moderate aroma of primarily lemon zest and kettle hop notes with a slight malty character
T/M- The taste matches the aroma with lemon peel flavor early followed by a stronger kettle hop and the appropriate bitterness, carried by the low-moderate body

F- Finishes with a hoppy bitterness expected from a true IPA

Brand Style - Malt – Hops – Misc.

- Style: Hazy IPA
- Hops:
- Malt: Pale

Nutritionals – IBU - SRM

- | | |
|------------------|------------------|
| • Calories: 158 | • Carbs: 14.5 g |
| • ABV: 4.9% | • Protein: 1.3 g |
| • SRM: 5, cloudy | • IBUs: 40 |



Brand Facts

- Lemon Haze IPA is a hazy IPA that combines subtle hop character with refreshing natural lemonade flavor. For those just entering the IPA space, this approachable take on a hazy IPA from a trusted craft brewer like Leinenkugel's is just what they are shopping for.
- Offered in 6 pk, 12 pk 12 oz cans, 16 oz can, and draft.
- In a WI/MN test, 87% of consumers said it was what they expected from a lemon haze IPA and said they would purchase it again.



Leinenkugel's Original

Available: Year Round

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

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Food Pairings

Traditional Wisconsin foods like brats with sauerkraut, cheese curds, Door County fish boils and cherry pie

Sensory Information (AATMF)

- A – Pours golden-tinged straw color
- A – Clean lager fermentation character with a faint toasty, crackery malt aroma.
- T – Clean and refreshing with a more toasty, crackery malt character; reminiscent of lightly toasted white bread. M – Medium-light body
- F – Crisp, clean and refreshing

Brand Style - Malt – Hops – Misc.

- Style: American Pale Lager
- Hops: Cluster
- Malt: Pale

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 154 | • Carbs: 14.9 (grams) |
| • ABV: 4.7% | • Protein: 1.1 (grams) |
| • SRM: 2-4 | • IBUs: 17 |



Brand Facts

- Original has loyal drinkers with high buy rates vs. other craft lagers
- Inspired by the same family recipe Jacob Leinenkugel used 150 years ago, this is the beer that started it all



Leinenkugel's Light

Available: Year Round

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

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Brand Facts

One of the first light lagers brewed with pale malt and a touch of caramel and red wheat malts giving it a wonderful golden hue. The classic cluster hops round out this crisp, clean lager leaving a touch of fruity esters.

Sensory Information (AATMF)

- A – Pours golden-tinged straw color
- A – Clean lager fermentation character with a faint toasty, crackery malt aroma.
- T – Clean and refreshing with a light toasty, crackery malt character; reminiscent of lightly toasted white bread. M – Lightbody
- F – Crisp, clean and refreshing

Brand Style - Malt – Hops – Misc.

- Style: American Light Lager
- Hops: Cluster
- Malt: Pale

Traditional Wisconsin foods like brats with sauerkraut, cheese curds, Door County fish boils and cherry pie



Nutritionals – IBU - SRM

- | | |
|----------------|----------------------|
| • Calories: 11 | • Carbs: 6.3 grams |
| • ABV: 4.2% | • Protein: 1.1 grams |
| • SRM: 2-3 | • IBUs: 7 |



Leinenkugel's Canoe Paddle Kölsch

Available: Year Round

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

In May 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 some of 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 our history and heritage remain at the forefront.

Brand Facts

- This Kölsch-style beer is brewed with a touch of rye for a slightly spicy flavor and clean, dry finish.
- Awarded the gold medal at GABF in 2013 in the German-Style Kölsch category

Sensory Information (AATMF)

- A – Brilliant yellow with lively carbonation
- A – Hints of lemongrass, white pepper and wildflowers blend with a malt overtone.
- T – Flavors of white pepper, sesame seeds and citrus for a slightly tangy sensation
- M – Subtly creamy at first sip turns to a distinct dryness.
- F – Dry with a lingering white wine flavor

Food Pairings

Pairs with Weisswurst, porcini mushroom ravioli with white wine sauce, delicate white fish with capers and arugula salads



Brand Style - Malt – Hops – Misc.

- Style: Kölsch
- Hops: Sterling, Czech Saaz, & Styrian Gold
- Special: Rye

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 152 | • Carbs: 12.4 (grams) |
| • ABV: 5.0% | • Protein: 1.5 (grams) |
| • SRM: 3.5-5 | • IBUs: 11 |



Leinenkugel's Honey Weiss

Available: Year Round

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

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Brand Style - Malt – Hops – Misc.

- Style: American Weiss Beer
- Hops: Cluster
- Malt: Pale & Wheat
- Special: Real Wisconsin Honey

Sensory Information (AATMF)

- A – Bright straw yellow with brilliant clarity
- A – Earthy aroma from the hops with a hint of honey
- T – Sweet malty flavor with a slight bitterness
- M – Medium bodied
- F – Dryness with a refreshing crispness

Brand Facts

- Featuring a **touch of real Wisconsin honey**, Leinenkugel's® Honey Weiss is a golden-hued Weiss beer inspired by a classic German style.
- It's traditionally garnished with a lemon wedge for added citrus aroma that perfectly complements the sweet, subtle flavors of the beer
- Medal wins at the 2000 (silver), 2002 (gold), 2004 (silver) and 2006 (silver) World Beer Cup

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 149 | • Carbs: 12.2 (grams) |
| • ABV: 4.9% | • Protein: 1.4 (grams) |
| • SRM: 2-8 | • IBUs: 13.9 |



Food Pairings

Friday fish fry with a squeeze of lemon, or fresh green salads with candied nuts.



Leinenkugel's Berry Weiss

Available: Year Round

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.

Sensory Information (AATMF)

- A –Light copper color; hazy, pink-red hue
- A – Dominant berry aroma with a balanced, wheat-malt undertone
- T – Fresh indigenous blackberry, elderberry and loganberry with a mild bitterness and wheat maltiness
- M – Medium bodied
- F – Sweet, well-rounded berry with a wheat and malt balance

Brand Style - Malt – Hops – Misc.

- Style: American Wheat Beer with berries
- Hops: Cluster
- Malt: Pale, Caramel & Munich
- Special: Loganberry, blackberry & Elderberry

Food Pairings

- A wide variety of fresh foods like Caprese salad, creamy spinach and artichoke dip, or for something enticingly out of the ordinary, a decadent chocolate cake.



Brand Facts

- Crisp American Weiss beer gets a little lift from an enticing blend of blackberries, elderberries and loganberries that are all *indigenous to Wisconsin*.
- A 2004 bronze-medal win and a 2007 gold-medal win in the Fruit and Vegetable Beer category at the Great American Beer Festival

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 202 | • Carbs: 26.8 (grams) |
| • ABV: 4.7% | • Protein: 1.2 (grams) |
| • SRM: 3-6 | • IBUs: 13.5 |



Leinenkugel's Dark Lager

(formerly Creamy Dark)

Available: Year Round

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

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Food Pairings

- Cajun-spiced pork chops or spicy stuffed peppers. Also pairs well with rich chocolate cake, which coaxes out the creamy beer tones of the beer

Sensory Information (AATMF)

- A – Brownish-black color with alluring ruby highlights
- A – Complex malty aroma with notes of caramel, chocolate and coffee
- T – Roasted malts with a crisp sweetness; rich, nutty cocoa flavor
- M – Medium-light body
- F – Roasted barley tightness with a delicious hop backbone

Brand Style - Malt – Hops – Misc.

- Style: Dark Lager
- Hops: Cascade, Cluster & Mt. Hood
- Malt: Munich, Chocolate, Wheat, Pale

Nutritionals – IBU – SRM

- | | |
|-----------------|------------------------|
| • Calories: 170 | • Carbs: 17.6 (grams) |
| • ABV: 4.9% | • Protein: 1.4 (grams) |
| • SRM: 22-35 | • IBUs: 20 |



Brand Facts

- 2012 gold-medal win at the World Beer Cup in the American Dark Lager category
- A 2005 and 2006 gold-medal win; a 2002, 2008 and 2013 silver-medal win; and a 2004 bronze medal win in the American-Style Dark Lager category at the Great American Beer Festival



Leinenkugel's Northwoods Amber

(formerly Northwoods Lager)

Available: Year Round

Brand Purpose

Bring the joy of summer to the everyday

Brand Story / History

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Food Pairings

Pairs with roast chicken, BBQ brisket/ribs, aged cheddar and blueberry cobbler.

Sensory Information (AATMF)

- A – Bright and brilliant, deep golden color.
- A – Bready malt tones with hints of caramel and toffee.
- T – Toasted biscuit, slight sweet caramel, ending a balanced citrus bitterness.
- M – Light to moderate body with spritzzy carbonation
- F – Slight lingering malt sweetness with a crisp finish

Brand Style - Malt – Hops – Misc.

- Style: Lager
- Hops: Cluster and Cascade
- Malt: Pale, Caramel, Munich and Carapils

Nutritionals – IBU – SRM

- | | |
|-----------------|------------------------|
| • Calories: 162 | • Carbs: 15.4(grams) |
| • ABV: 4.9% | • Protein: 1.5 (grams) |
| • SRM: 2-4 | • IBUs: 18 |



Brand Facts

- Originally introduced in 1986 and formerly called Northwoods Lager®, Northwoods Amber quickly became a fan favorite in coolers across the country. This sought after beer is coming out of hibernation as a standalone exclusively for our hometown state of Wisconsin.
- Made with some of the finest quality ingredients, including some hops, barley, oats and water right here in Wisconsin.



Leinenkugel's Special Ale

Available: Year Round



Brand Purpose
To inspire the unorthodox pursuit of simple fun
Brand Story / History
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Brand Facts
Your name. Our recipe. That's the idea behind Leinenkugel's® Special Ale. Numerous bars, restaurants and taverns drive draft sales with Special Ale using creative names and tap handle graphics that fit their business theme and image.

Sensory Information (AATMF)
- A: Pours a copper-amber color with an eggshell foam cap. - A: Citrus hop notes up front transform into toasted malt aromas. Caramel and toffee notes develop as beer warms. Ale yeast esters bring out hint of fruitiness. - T: Sweet caramel and bready malt flavors up front transform into a citrus hop complexity mid-mouth. - M: Light to Medium bodied with very light hop bitterness. - F: Citrus hop lingers for a short time. Overall very clean and balanced.
Brand Style - Malt – Hops – Misc.
- Style: Traditional Amber Ale - Hops: Northwest, Cascade, Nugget and Willamette - Special:
Food Pairings
Grilled and BBQ Chicken

Nutritionals – IBU - SRM	
- Calories: 162 - ABV: 5.25%	IBUs: 26