

Leinenkugel's®



ORANGE SHANDY

Leinenkugel's® Orange Shandy was inspired by the orange harvests. Oranges bring a bright citrus flavor to complement our traditional wheat beer. The result is as inviting as it is refreshing. With a zesty citrus taste, it's just what you need to stay on the brighter side of the season. And for a little extra zing, try pairing it with tropical flavors like coconut shrimp or mango lime salsa.

BRAND HIGHLIGHTS

- #3 highest grossing Shandy of all time!
- Brings "new" news to the shelf and helps drive incremental purchase intent for Summer Shandy
- Constant fan-favorite request at the Leinie Lodge and through owned social channels

PRODUCT SPECIFICATIONS

- **STYLE:** Weiss Beer with Natural Flavors
- **COLOR:** Pale hazy orange
- **CALORIES:** 137
- **CARBS:** 12.7g
- **HOPS:** Cluster
- **ABV:** 4.2%
- **MALT:** Barley Malt, Wheat

LAUNCH DATE:	PLACEMENT:	PRICE GUIDANCE:	SKUs:
3/2/2026 National Availability	Brand block with Leinenkugel's in craft	Line price to Summer Shandy	26 Wks Can



6pk can



12pk can



6pk bottle



12pk bottle



1/6 BBL

Leinenkugel's®



ORANGE SHANDY

BRAND STORY

In 1867 the Leinenkugel family first began to brew beer in Chippewa Falls among the wooded hillsides, numerous lakes, and swift flowing rivers of the Northwoods of Wisconsin. Six generations later, Leinenkugel's carries on the time-honored tradition of brewing beers in Wisconsin using the finest ingredients.

BRAND FACTS

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TASTING NOTES

A: Pastel orange color with a cloudy haziness

A: Moderate notes of orange peel that is balanced with malt and spice

T: Malty sweetness balanced with slight citrus peel bitterness and tartness

M: A slightly dry mouthfeel with a refreshingly full body

F: Notes of juicy orange rounded out with a lingering bitterness

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ORANGE SHANDY



6pk Can



034100013233



12pk Can



034100516192



6pk Can



03410013470



12pk Can



03410013493



1/6 BBL



034100007997



ORANGE SHANDY

PRODUCT DETAILS

STYLE	Weiss Beer with Natural Flavors
TARGET CONSUMER	21+ Craft Beer Drinkers
MARKETS	National
NUTRITION PROFILE	137 cal/12.7g carbs
ABV	4.2% / 12oz
SHELF LIFE	26 Weeks Cans
PRICING GUIDANCE	Line price to Leinie's Summer Shandy
PLACEMENT	Brand block with Leinenkugel's in craft

PRODUCT DETAILS

OSKU	12pk can: 702131 6pk can: 712652	12pk Bottles: 702129 6pk Bottles: 702128 1/6 Keg: 702127
PACKAGE DIMENSIONS/ WEIGHT	12pk can: 10.5 IN x 8 IN x 5 IN; 10.2 LB 6pk can: 7.78 IN x 5.13 IN x 4.84 IN; 5.1 LB	12pk Bottles: 10.5 IN x 8 IN x 9.75 IN; 15.45 LB 6pk Bottles: 7.5 IN x 5 IN x 9 IN; 7.4 LB 1/6 Keg: 9.25 IN x 9.25 IN x 23.25 IN; 58.02 LB
CASE DIMENSIONS/ WEIGHT	12pk can: 21.2 IN x 8 IN x 10 IN; 20.5 LB 6pk can: 16.13 IN x 10.75 IN x 5 IN; 20.5 LB	12pk Bottles: 16.11 IN x 10.61 IN x 9.86 IN; 31.1 LB 6pk Bottles: 15.45 IN x 10.5 IN x 9.41 IN; 31.1 LB
UNITS PER PALLET	12pk & 6pk can: 98	12pk Bottles: 56 6pk Bottles: 64 1/6 Keg: 12
LAYERS PER PALLET	12pk can: 14 6pk can: 7	12pk Bottles: 7 6pk Bottles: 8 1/6 Keg: 1
UNITS PER LAYER	12pk can: 7 6pk can: 14	12pk Bottles: 8 6pk Bottles: 8 1/6 Keg: 12