

Leinenkugel's®



WHITE MOCHA STOUT

This pale-colored stout has decadent notes of white chocolate paired with vanilla. Balanced with roasted coffee aromas, this beer is made with oats and wheat that contribute body but not the typical dark color of stout.

BRAND HIGHLIGHTS

- White Chocolate, Vanilla, & Coffee flavors all over index for Leinie's drinkers (+102)
- 90% Purchase Intent with consumers who sampled the beer
- Stouts represent over \$18M in Craft Dollar Sales and 60% sold in the winter
- Stouts are a top ten style in the craft category

PRODUCT SPECIFICATIONS

- **STYLE:** White Stout
- **COLOR:** Golden
- **CALORIES:** 176/12oz
- **HOPS:** Cluster
- **ABV:** 5.6%
- **MALT:** Barley, Wheat, and Oats
- **CARBS:** 16.5g/12oz

LAUNCH DATE:

9/29/25 - 3/2/26
National Availability

PLACEMENT:

Brand block with
Leinenkugel's in craft

PRICE GUIDANCE:

Line price to
Leinenkugel's core

SKUs

26 WKs Cans
13 WKs Kegs



6PK 12OZ
CANS



12PK 12OZ
CANS



6PK 12OZ
BOTTLES



12PK 12OZ
BOTTLES



1/6 BBL
KEGS



1/2 BBL
KEGS

Leinenkugel's®



WHITE MOCHA STOUT

BRAND STORY

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 German-inspired recipes that Jacob poured his heart and soul into.

BRAND FACTS

- Latest innovation out of the J. Leinenkugel Barrel Yard at American Family Field – one of two Leinenkugel's pilot systems.
- Over 90% of those who sampled said they either definitely or probably would buy.
- Stouts represent over \$18M in Craft Dollar Sales and 60% sold in the winter
- This beer's primary flavors including White Chocolate, Vanilla, & Coffee all over index for Leinie's drinkers (+102)

PRODUCT SPECIFICATIONS

- **STYLE:** White Stout
- **COLOR:** Golden
- **CALORIES:** 174
- **CARBS:** 16.5g
- **ABV:** 5.6%
- **HOPS:** Mt. Hood & Cascade
- **MALT:** Barley, Wheat, and Oats

TASTING NOTES

A: Deep golden color, clear, fine white foam

A: Malt character complemented by notes of coffee, milk chocolate, caramel, vanilla, and a hint of hoppiness

T: Notes of milk chocolate, caramel, and vanilla

M: Moderate body with the slight sweetness balanced by a hint of bitterness.

F: Lingering notes of milk chocolate and caramel, combined with a lingering sweetness.



WHITE MOCHA STOUT

6pk 12oz
Cans



12pk 12oz
Cans



6pk 12oz
Bottles



12pk 12oz
Bottles



1/6 BBL Keg



1/2 BBL Keg





WHITE MOCHA STOUT

PRODUCT DETAILS

STYLE	White Stout
TARGET CONSUMER	21+ Craft Beer Drinkers
MARKETS	Regional Availability
NUTRITION PROFILE	176 Calories/16.5g Carbs
ABV	5.6% / 12oz
SHELF LIFE	26 Weeks Cans, 13 Weeks Kegs
PRICING GUIDANCE	Line price to Leinenkugel's seasonals
PLACEMENT	Brand block with Leinenkugel's in craft

PRODUCT DETAILS

OSKU	12pk Cans: 712087 6pk Cans: 712086	6pk Bottle: 712124 12pk Bottle: 712125 1/6 BBL Keg: 712122 1/2 BBL Keg: 712123
PACKAGE DIMENSIONS/WEIGHT	12pk Cans: 10.5 IN x 8 IN x 5 IN; 10.2 LB 6pk Cans: 7.78 IN x 5.13 IN x 4.88 IN; 5.13 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 1/2 BBL Keg: 16.62 IN x 16.62 IN x 23.25 IN; 163 LB
CASE DIMENSIONS / WEIGHT	12pk Cans: 21.2 IN x 9.96 IN x 8.08 IN; 20.5 LB 6pk Cans: 15.88 IN x 11 IN x 5.08 IN; 20.52 LB	12pk Bottles: 16.11 IN x 10.61 IN x 9.86 IN; 31.1 LB 6pk Bottles: 16.5 IN x 11.25 IN x 8.25 IN; 31.1 LB
UNITS PER PALLET	12pk Cans: 105 6pk Cans: 98	12pk Bottles: 56 6pk Bottles: 64 1/6 & 1/2 BBL Keg: 12
LAYERS PER PALLET	12pk Cans: 14 6pk Cans: 10	12pk Bottles: 7 6pk Bottles: 8 1/6 Keg: 1 1/2 BBL Keg: 3
UNITS PER LAYER	12pk Cans: 7.5 6pk Cans: 7	12pk Bottles: 8 6pk Bottles: 8 1/6 Keg: 12 1/2 BBL Keg: 4