

Hamm's BEER



First brewed in 1865 in Minnesota, the Land of Sky-Blue Waters, Hamm's uses the purest water and the choicest barley malt, grain, and hops

BRAND HIGHLIGHTS

- Hamm's is trending **4X greater** than economy and is here to help you win the cost-conscious drinker with a heritage beer
- Founded in St. Paul Minnesota, the Land of Sky-Blue Waters, in 1865
- We brought back our classic look from the 1950s & 1960s., sharing our history with new drinkers, brought back our existing fans

PRODUCT SPECIFICATIONS

- **STYLE:** American Style Lager
- **COLOR:** Golden straw with a thick, creamy white froth
- **CALORIES:** 142
- **CARBS:** 12g
- **ABV:** 4.7%
- **SODIUM:** 15g
- **PROTEIN:** 1g
- Made with barley malt, grain, and hops

PLACEMENT:

Adjacent to economy beers

PRICE GUIDANCE:

Price at parity to economy beers

SKU
18 WEEK SHELF
LIFE



12oz
Primary



12pk
Secondary



24pk
Secondary



30pk
Secondary



16oz 4 Pack



16oz 6 Pack

Hamm's

BEER



BRAND STORY

The **magic of Hamm's dates all the way back to 1856**, when Theodore Hamm immigrated from Germany to St. Paul, Minnesota.... About 10 years later, Mr. Hamm inherited a small brewery and changed the name to the **Theodore Hamm Brewing Company** in 1865, giving birth to the Hamm's beer that has become a part of American brewing history. Hamm's became popular due in part to its **famous ad campaigns** of the 1950s, 60s, 70s, and 80s, **offbeat taglines**, and lovable mascot, **the Hamm's Bear**. Today, Hamm's is a beloved brand with extremely **loyal and passionate fans**.

BRAND FACTS

- Founded in St. Paul Minnesota, the Land of Sky-Blue Waters, in 1865
- Extremely balanced taste – sparkling, refreshing, with a hint of hops. 4.7% ABV
- Hamm's was a top 10 beer brand in the 1960s and remains authentic to its original heritage

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TASTING NOTES

AROMA

A moderate hop character

TASTE

A subtle blend of complex aromatics that includes malty notes, highlights of grassy and fruity hop and low/hop-appropriate bitterness

MOUTHFEEL

Low/moderate body with a carbonation level that helps to clear the palate

FINISH

Very clean with only a slight linger