



OKTOBERFEST

Crisp & traditional German style Märzen beer

Pairs with: brats, spaetzles, pork chops, soft pretzels and spiced apple cake

NUTRITIONALS

CALORIES	ABV	CARBS	IBUS
175	5.1%	17.8	20

Leinenkugel's

REASONS TO BELIEVE

- A traditional Märzen-style beer, Oktoberfest has a toasted malt flavor and subtle, spicy hop notes that make it **perfect for celebrating fall** in true German fashion.
- #1 Seasonal Craft brand in 2023 in core markets of Great Lakes Region & SMOKN MU
- It was also the #1 Seasonal Craft brand in WI, MN, IA, and ND.

LAUNCH

AUG - OCT
Fall Seasonal
in GLR + SMOKN Only

SHELF LIFE

18 weeks

PLACEMENT

Brand block with
Leinenkugel's in craft

PRICING

Line price to
Leine's seasonals

AVAILABLE SKUS:



6pk can

12pk can

6pk bottle

12pk bottle

1/6 BBL

1/2 BBL



Leinenkugel's Oktoberfest

Avail: August 12, 2024 (Primary Fall Seasonal)

GLR + SMOKN ONLY

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.
Brand Facts
- Seasonals are the 2nd Largest Craft Style in Q3, contributing to 12% of Craft BBL Share (Total US MULO + Conv, 13WK WE 10/2/22) - Leinenkugel's Oktoberfest was the #2 Seasonal Craft brand and #3 Total Craft brand in GLR + SMOKN during fall of 2022

Sensory Information (AATMF)
A: Deep red of late autumn leaves
A: Caramel malt overtones with moderate fruit/ester aroma
T: Caramel malt flavors with spicy hop undertones, balance slightly skewed to the malty sweet side
M: Medium body
F: Crisp, clean and refreshingly malty
Brand Style - Malt – Hops – Misc.
- Style: Märzen-style - Hops: Tettnang, Perle, Cluster & Hallertau - Malt: Pale, Caramel & Munich
Food Pairings
Traditional German favorites including bratwurst, sauerbraten, knackwurst & spaetzles.



Nutritionals – IBU - SRM	
- Calories: 175 - Carbs: 17.8 - ABV: 5.1%	- IBUs: 20 - SRM: 7 - 14

Leinenkugel's®

OKTOBERFEST



6pk 12oz
Cans



12pk 12oz
Cans



6pk 12oz
Bottles



12pk 12oz
Bottles



1/6 BBL Keg



1/2 BBL Keg





PRODUCT DETAILS	
STYLE	Märzen-style
TARGET CONSUMER	21+ Craft Beer Drinkers
MARKETS	Great Lakes Region + SMOKN MU
NUTRITION PROFILE	175 calories /12oz, carbs 17.8g
ABV	5.1% / 12oz
SHELF LIFE	18 Weeks Cans, 9 Weeks Kegs
PRICING GUIDANCE	Line price to Leinenkugel's seasonals
PLACEMENT	Brand block with Leinenkugel's in craft

PRODUCT DETAILS		
OSKU	12pk Cans: 701978 6pk Cans: 705274	12pk Bottles: 700792 6pk Bottles: 700791 1/6 Keg: 700499 ½ BBL Keg: 700497
PACKAGE DIMENSIONS/WEIGHT	12pk Cans: 10.5 IN x 8 IN x 5 IN; 10.2 LB 6pk Cans: 10.5 IN x 8 IN x 5 IN; 10.2 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: 9.18 IN x 9.18 IN x 23.25 IN; 58.02 LB ½ 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: 21.18 IN x 9.96 IN x 8.08 IN; 20.52 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 Cans: 105 6pk Cans: 98	12pk Bottles: 56 6pk Bottles: 64 1/6 & ½ BBL Keg: 12
LAYERS PER PALLET	12pk Cans: 14 6pk Cans: 14	12pk Bottles: 7 6pk Bottles: 8 1/6 Keg: 1 ½ BBL Keg: 3
UNITS PER LAYER	12pk Cans: 7.5 6pk Cans: 7	12pk Bottles: 8 6pk Bottles: 8 1/6 Keg: 12 ½ BBL Keg: 4