

# Leinenkugel's®



## SUMMER SHANDY

Leinenkugel's Summer Shandy is our award-winning take on an original Munich tavern tradition. We mix traditional Weiss beer with refreshing natural lemonade flavor that makes it the perfect summer beer.

### BRAND HIGHLIGHTS

- #1 Selling Craft Seasonal Brand
- 30% of Summer Shandy drinkers buy no other beers and 53% of Summer Shandy drinkers buy no other Craft brands
- High Velocity: Moves 2x faster than Craft brand average
- Promotional Effectiveness outperforms Craft: 126% BBL Lift on Feature, 83% on Display

### PRODUCT SPECIFICATIONS

- **STYLE:** Weiss Beer
- **COLOR:** Slightly cloudy reminiscent of a Weiss beer
- **CALORIES:** 136
- **CARBS:** 12.5g
- **HOPS:** Cluster
- **ABV:** 4.2%
- **MALT:** Pale, Wheat, liquid adjunct

### LAUNCH DATE:

Available Year Round!

### PLACEMENT:

Brand block with Leinenkugel's in craft

### PRICE GUIDANCE:

Line price to Leinenkugel's seasonals

### SKUs:

18 Wks Can  
9 Wks 1/6 BBL



6pk can



12pk can



24pk can



6pk bottle



12pk bottle



16oz can



19.2oz can



1/6 BBL



1/2 BBL

# Leinenkugel's®



## SUMMER SHANDY

### 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 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

- Leinenkugel's Summer Shandy is our award-winning take on an original Munich tavern tradition. We mix traditional Weiss beer with refreshing natural lemonade flavor that makes it the perfect summer beer.
- Summer Shandy is the #1 Selling Craft Seasonal Brand
- Drives Incremental Drinkers: 30% of Summer Shandy consumers buy no other beers and 53% of Summer Shandy consumers buy no other craft brands.
- Promotional Effectiveness outperforms Craft: 126% BBL Lift on Feature, 83% on Display

### PRODUCT SPECIFICATIONS

- **STYLE:** Shandy or fruit beer
- **COLOR:** Slightly cloudy like a Weiss beer
- **CALORIES:** 136
- **CARBS:** 12.5g
- **ABV:** 4.2%
- **HOPS:** Cluster
- **MALT:** Pale, Wheat, liquid adjunct

### TASTING NOTES

- A:** Lemon yellow color with a cloudy haziness
- A:** Moderate lemon citrus aroma that balances bready malt notes
- T:** Delicious, malty sweetness balanced with citric lemon sour
- M:** A slightly dry mouthfeel with a refreshingly carbonated light body
- F:** A refreshing tart finish

# Leinenkugel's®

## SUMMER SHANDY



6pk 12oz  
Cans



0 34100 01506 0



12pk 12oz  
Cans



0 34100 51609 3



24pk 12oz  
Cans



0 347811 2  
034100007812



6pk 12oz  
Bottles



0 34100 51605 5



12pk 12oz  
Bottles



0 34100 51607 9



16oz Can



0 347751 1  
034100007751



19.2oz Can



0 34100 01363 9



1/6 BBL Keg



0 347771 5



1/2 BBL Keg



0 347761 8  
034100007768



## SUMMER SHANDY

### PRODUCT DETAILS

|                   |                                         |
|-------------------|-----------------------------------------|
| STYLE             | Shandy or Fruit Beer                    |
| TARGET CONSUMER   | 21+ Craft Beer Drinkers                 |
| MARKETS           | National                                |
| NUTRITION PROFILE | 136 calories /12oz, carbs 12.5g         |
| ABV               | 4.2% / 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                       | 24pk Cans: 702156<br>12pk Cans: 701704<br>6pk Cans: 704901<br>4pk 16oz Can: 701899<br>19.2oz Cans: 711662                                                                                                                                                                | 12pk Bottles: 700765<br>6pk Bottles: 700764<br>1/6 Keg: 700483<br>½ BBL Keg: 700481                                                                                                                   |
| PACKAGE DIMENSIONS/ WEIGHT | 24pk Cans: N/A<br>12pk Cans: 10.5 IN x 8 IN x 5 IN; 10.2 LB<br>6pk Cans: 10.5 IN x 8 IN x 5 IN; 10.2 LB<br>4pk 16oz: 5.25 IN x 5.25 IN x 6.2 IN; 4.4 LB<br>19.2oz Cans: 2.595 IN x 2.595 IN x 7.405 IN x 1.36 LBs                                                        | 12pk Bottles: 10.5 IN x 8 IN x 9.75 IN; 15.45 LB<br>6pk Bottles: 7.5 IN x 5 IN x 9 IN; 7.4 LB<br>1/6 Keg: 9.25 IN x 9.25 IN x 23.25 IN; 58.02 LB<br>½ BBL Keg: 16.62 IN x 16.62 IN x 23.25 IN; 163 LB |
| CASE DIMENSIONS / WEIGHT   | 24pk Cans: 16.13 IN x 10.75 IN x 5 IN; 20.25 LB<br>12pk Cans: 21.2 IN x 9.96 IN x 8.08 IN; 20.5 LB<br>6pk Cans: 21.18 IN x 9.96 IN x 8.08 IN; 20.52 LB<br>4pk 16oz Can: 16.06 IN x 10.75 IN x 6.31 IN; 26.76 LB<br>19.2oz Cans: 10.4380 IN x 7.875 IN x 7.438 IN; 16 LBs | 12pk Bottles: 16.11 IN x 10.61 IN x 9.86 IN; 31.1 LB<br>6pk Bottles: 15.45 IN x 10.5 IN x 9.41 IN; 31.1 LB                                                                                            |
| UNITS PER PALLET           | 24pk Cans: 98<br>12pk Cans: 105<br>6pk Cans: 98<br>4pk 16oz Can: 56<br>19.2oz Cans: 135                                                                                                                                                                                  | 12pk Bottles: 56<br>6pk Bottles: 64<br>1/6 & ½ BBL Keg: 12                                                                                                                                            |
| LAYERS PER PALLET          | 24pk Cans: 14<br>12pk Cans: 14<br>6pk Cans: 14<br>4pk 16oz Can: 8<br>19.2oz Cans: 9                                                                                                                                                                                      | 12pk Bottles: 7<br>6pk Bottles: 8<br>1/6 Keg: 1<br>½ BBL Keg: 3                                                                                                                                       |
| UNITS PER LAYER            | 24pk Cans: 7<br>12pk Cans: 7.5<br>6pk Cans: 7<br>4pk 16oz Can: 7<br>19.2oz Cans: 15                                                                                                                                                                                      | 12pk Bottles: 8<br>6pk Bottles: 8<br>1/6 Keg: 12<br>½ BBL Keg: 4                                                                                                                                      |