

Leinenkugel's®



The refreshed Fall/Winter Lodge Pack variety pack line-up features something for everyone: heritage flavors like Dark Lager, Honey Weiss, Northwoods Amber, and latest innovation. White Mocha Stout

BRAND HIGHLIGHTS

- Leinenkugel's Spring/Summer 2025 Lodge Pack will be extended through September 2025 and will transition to the Fall/Winter Lodge Pack offerings on 9/30/25.
- This timing will better align with both consumer seasonal expectations and retailer reset dates.
- Delivers both seasonal flavors and innovation

PRODUCT SPECIFICATIONS

- **STYLE:** Multiple
- **COLOR:** See individual flavor
- **CALORIES:** 145-176
- **CARBS:** See individual flavor
- **HOPS:** See individual flavor
- **ABV:** 4.2-5.6%
- **MALT:** See individual flavor

LAUNCH DATE:

9/30/2025 - 3/3/26
National

PLACEMENT:

Brand block with
Leinenkugel's in craft

PRICE GUIDANCE:

Line price to
existing Lodge Pack pricing

SKUs

18 Wks Can

12PK 12OZ
VARIETY PACK
CANS

Leinenkugel's®



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.

BRAND FACTS

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- Delivers both seasonal flavors and innovation with Dark Lager, Northwoods Amber, Honey Weiss, and NEW White Mocha Stout

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TASTING NOTES

- **DARK LAGER:** Rich, nutty cocoa flavor and crisp finish.
- **NORTHWOODS AMBER:** Bready malt tones and hints of caramel and toffee
- **HONEY WEISS:** Traditional taste of an American Weiss beer with sweet tones of real honey.
- **WHITE MOCHA STOUT:** Notes of milk chocolate, caramel, and vanilla

PRODUCT DETAILS	
STYLE	Multiple
TARGET CONSUMER	21+ Craft Beer Drinkers
MARKETS	National
NUTRITION PROFILE	145-176 calories /12oz, carbs: see each flavor
ABV	4.2%-5.6% / 12oz: see each flavor
PACKAGE DIMENSIONS/ WEIGHT	12pk: 10.5 IN x 8 IN x 5 IN; 10.2 LB
CASE DIMENSIONS / WEIGHT	12pk: 21.2 IN x 8 IN x 10 IN; 20.5 LB
UNITS PER PALLET	12pk: 105
LAYERS PER PALLET	12pk: 14
UNITS PER LAYER	12pk: 7.5
SHELF LIFE	18 Weeks Cans
PRICING GUIDANCE	Line price to existing Lodge Pack pricing
PLACEMENT	Brand block with Leinenkugel's in craft

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LODGE PACK



12pk 12oz Cans



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