



SUMMER 2025

Variety Pack SRS

NOVEMBER 2024



2025 BEERS OF SUMMER VARIETY PACK



12PK CAN

BEERS OF SUMMER VARIETY PACK is back to help you celebrate summer 2025 in all its glory! The pack design leans into Americana with fireworks and red, white and blue – making it perfect for Memorial Day and July 4th displays.

The beer lineup includes a crowd-pleasing mix of summer classics, new everyday innovation, and exclusive variety pack innovation. Beers of Summer VP will enhance those quality summer moments from beach days to backyard BBQ's. Cheers!



2025 BEERS OF SUMMER VP CAN LINEUP

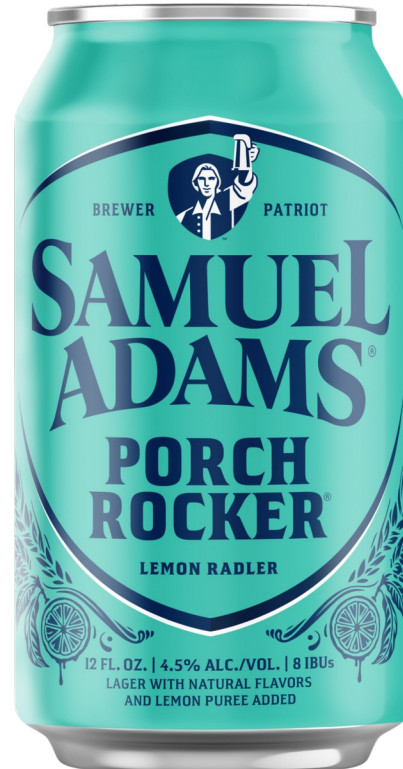
Summer Ale

Citrus Wheat Ale



Porch Rocker

Lemon Radler



American Light

Easy Drinking



Blueberry Lager



SEASONAL

Enjoy the Summer Classics

CORE

Drive trial of American Light

INNOVATION

*Mix it up with our new fruit-forward
Blueberry Lager*



24PK CAN VP



- 4x Blueberry Lager
- 8x American Light
- 8x Summer Ale
- 4x Porch Rocker



24PK CAN PALLET DISPLAY



STYLE PROFILE: SUMMER ALE

Tasting Notes

Light and refreshing, our American wheat ale has a citrus blend of orange, lime, and lemon peels and a subtle grains of paradise spice. Crisp and easy-drinking, Summer Ale brightens up any summer day.

Style Profile

Style	American Wheat Ale
Malt Varieties	Samuel Adams two-row pale malt blend, malted wheat
Hop Varieties	Hallertau Mittelfrueh Noble hops
Special Ingredients	Orange, lime, and lemon peels; grains of paradise; lemon puree
IBUs	8
Color	7 SRM / Golden
Alcohol	5.3% ABV / 4.1% ABW
Yeast Strain	Samuel Adams ale yeast
First Brewed	2018
Availability	Bottles: 6pk & 12pk Cans: 12pk, 12pk VP, 24pk VP & 19.2oz Draft: 1/6 bbl, 1/2 bbl

Tasting Steps

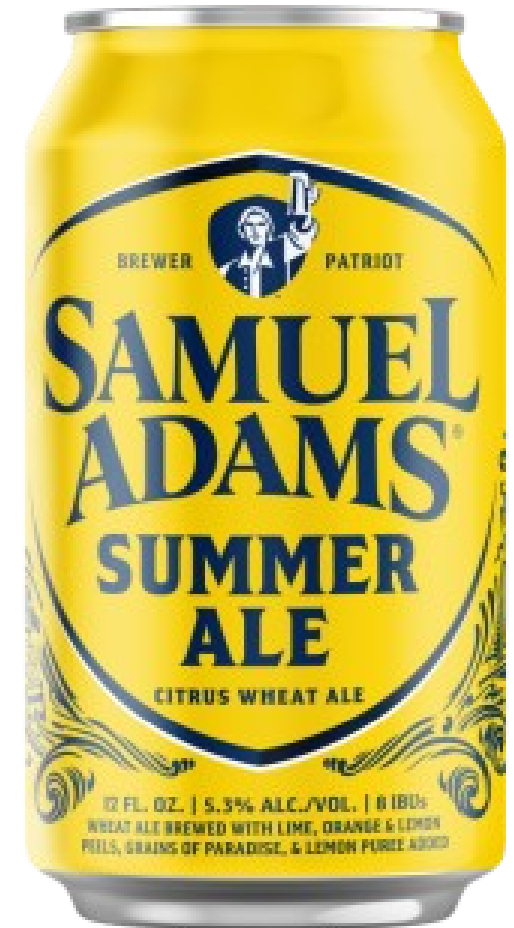
Appearance: Golden, slightly veiled

Aroma: Bright, fresh lemon aroma

Taste: Crisp with a delicate lemon flavor. Slight malt sweetness with subtle peppery spice

Mouthfeel: Medium bodied

Finish: Slight citrus tartness for a crisp and dry finish





STYLE PROFILE: PORCH ROCKER

Tasting Notes

Sweet, tangy and refreshing, this beer was inspired by German cyclists who mixed beer with lemonade to quench their thirst on a hot summer day. Our take on this style starts with a golden Helles lager and adds a unique blend of lemons to capture that fresh-squeezed lemon taste. Its crisp, light body and clean finish make it a refreshing beer all season long.

Style Profile

Style	Bavarian Radler
Malt Varieties	Samuel Adams two-row pale malt blend
Hop Varieties	Hallertau Mittelfrueh Noble hops
Special Ingredients	Lemon puree
IBUs	8
Color	Golden straw / 6 SRM
Alcohol	4.5% ABV / 3.4% ABW
Yeast Strain	Samuel Adams lager yeast
First Brewed	2012
Availability	Bottles: 6pk & 12pk Cans: 12pk, 12pk can VP, 24pk can VP Draft: 1/6 bbl, 1/2 bbl

Tasting Steps

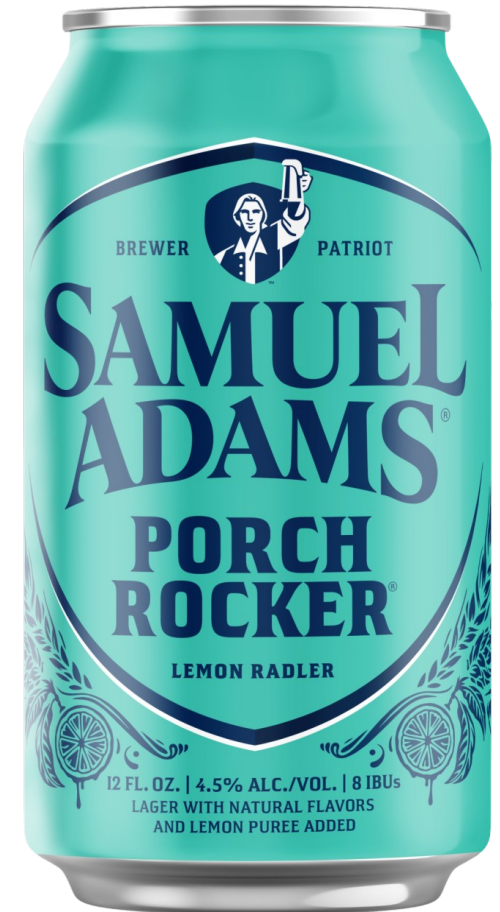
Appearance: Golden, straw

Aroma: Fresh-squeezed lemon and lemon peel; pale malt notes

Taste: Bright & fresh with a lemon zest character balanced by a light malt note and moderate sweetness

Mouthfeel: Crisp and light

Finish: Slightly tart and refreshing





STYLE PROFILE: AMERICAN LIGHT

Tasting Notes

Distinctly American, this light craft lager features pleasant floral hop notes balanced by a light sweetness for the perfect combo of flavor and easy drinking. Clean, refreshing, ready for tailgates, beach days, backyard BBQs, and every day in between. An American classic so smooth, you'll want to crack open another one!

Style Profile

Style	American Light Lager
Malt Varieties	Pilsner Malt
Hop Varieties	682, Vista
IBUs	7
Color	Light Gold / 2 SRM
Alcohol	4.2% ABV
Yeast Strain	Samuel Adams lager yeast
First Brewed	2024
Pack Availability	1/6bbl, ½ bbl, 12pk cans, 6pk cans, 24oz cans

Tasting Steps

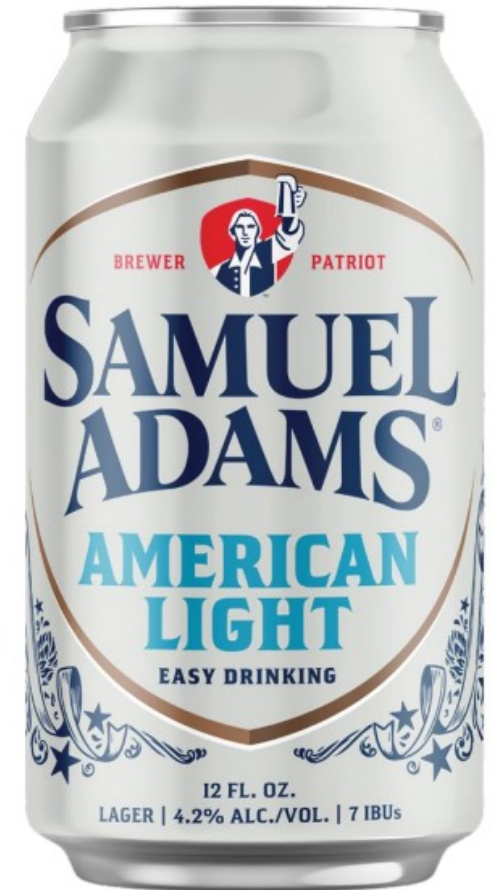
Appearance: Light gold and fully filtered

Aroma: Floral hops and slight biscuit

Taste: Subtly sweet but balanced by a pleasant floral hop

Mouthfeel: Light bodied, effervescent

Finish: Clean, crisp, and refreshing





STYLE PROFILE: BLUEBERRY LAGER

Tasting Notes

Introducing our new limited edition style for summer 2025! Blueberry Lager is brewed with blueberry juice from concentrate for a fresh blueberry aroma that's balanced with subtle sweetness, low bitterness and a clean finish.

Style Profile

Style	Blueberry Lager
Malt Varieties	BBC pale 2-row malt blend, wheat malt
Hop Varieties	Tettnang
Special Ingredients	Blueberry Juice Concentrate
IBUs	15
Color	Dark Golden
Alcohol	5.5% ABV
Yeast Strain	Franconia Lager Yeast
First Brewed	2024
Pack Availability	12pk Variety, 12oz cans

Tasting Steps

Appearance: Dark golden, very slight veil, white head

Aroma: big fresh blueberry aroma, hint cereal, freshly baked bread

Taste: blueberry jam, slight bread, biscuit notes, hint of sweetness balanced by low bitterness

Mouthfeel: medium-bodied, moderate carbonation

Finish: clean, fast





12pk & 24pk CAN VP PRODUCT INFORMATION

Product Dimensions

Package Type	QTY	Length (in .)	Width (in .)	Height (in.)	Volume (cu. i n.)	Net Weight (lb.)	Gross Weight (lb.)	Units per Pallet	Layer per Pallet	Units per Layer
12pk 12oz Cans	2/12	15.88	10.69	5.06	0.5	18.99	20.35	100	10	10
24pk 12oz Cans	24	15.69	10.50	4.94	813.30	19.02	20.18	100	10	10

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Summer Variety 12pk Can	SA7X63	0 87692 00358 8	\$15.99 - 17.99 (line price w Boston Lager)	5 months
Summer Variety 24pk Can	SA7X33	0 87692 00559 9	\$27.99-\$29.99	5 months

12pk Can VP
0 87692 00358 8



24pk Can VP
0 87692 00559 9



Summer Ale 12oz Can
0 87692 00095 2



Porch Rocker 12oz Can
0 87692 00200 0



Blueberry Lager 12oz can
0 87692 02114 8



American Light 12oz can
0 87692 01930 5

