



SRS: Q1 2025
Breakaway Blonde



BREAKAWAY BLONDE STYLE PROFILE *IN-MARKET: 12/18/24–3/19/25*

Tasting Notes

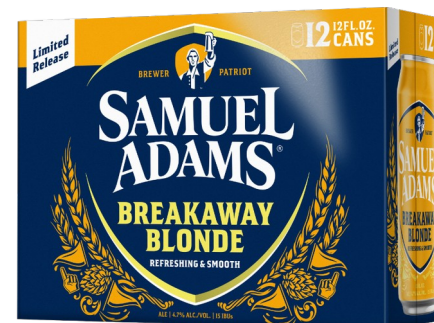
You can't make a primetime pack without this malt-forward, golden, sweet, and soft blonde ale. Light cereal & biscuit notes team up with touches of tangerine to give Breakaway Blonde a balanced complexity. The light-body, clean, and quick finish will make the whole crowd cheer for more.

Style Profile

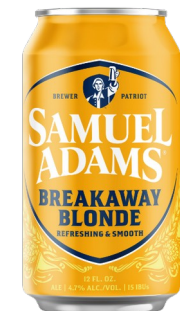
Style	Blonde Ale
Malt Varieties	BBC 2-row pale malt bend, Blonde Roasted Oats
Hop Varieties	Comet, Mosaic
Special Ingredients	N/A
IBUs	15
Color (SRM)	4
Alcohol	4.7%
Yeast Strain	Ale
First Brewed	2023
Availability	Can: 12pack & in the 12 pack VP Bottle: 6pack, 12pack & in the 12 & 24 pack VP

Tasting Steps

- **Appearance:** light golden, slightly veiled, medium white head with good retention
- **Aroma:** malt forward with a light bread note, supporting delicate tropical hop aroma, low fruity esters reminiscent of orange zest
- **Taste:** soft malty notes of cereal and biscuit, moderate sweetness, low bitterness, slight tangerine hop impression
- **Mouthfeel:** medium-light body, moderate carbonation, soft and round mouthfeel
- **Finish:** clean, fast, and smooth finish



Product Images





2025 BREAKAWAY BLONDE PRODUCT INFORMATION

Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
6pk Bottle	6	7.31	4.94	9.19	331.85	4.75	7.60	See mother carton
4-6 Mother Carton	4	15.44	10.31	9.63	0.89	18.99	31.13	12 cases/layer, 5 layers high
2/12pk Bottle	12	9.75	7.50	9.63	703.83	9.50	15.24	12 cases/layer, 5 layers high
12pk Can	12	10.44	7.81	4.94	402.64	9.50	10.09	10 cases/layer, 10 layers high
Package Type	Width L-R (in.)	Depth F-B (in.)	Height T-B (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info	
1/2 barrel	15.55	15.55	23.25	5622.29	131.26	161.61	4 kegs/layer, 3 layers high	

Item Numbers

Product	SKU	UPC	Shelf Life
Breakaway Blonde Ale 6pk Bottle Carrier	SAU112A1	0 87692 00004 4	6 months
Breakaway Blonde Ale 12pk Bottles	SAU113AT	0 87692 00037 2	
Breakaway Blonde Ale 12pk Cans	SAU163A1	0 87692 00195 9	

12oz Bottle

12pk Bottles

6pk Bottle Carrier

4-6pk Bottle Mother Carton

12pk Can

12oz Can

