

SRS: Q1 2025 COLD SNAP





COLD SNAP STYLE PROFILE

IN-MARKET: 12/30/24–3/17/25

Tasting Notes

Nothing says spring is coming like this unfiltered White Ale with an exotic blend of ten fruits, spices, and florals. Bright orange notes give a zesty flavor while touches of vanilla and plum add a smooth, subtle sweetness. Complex and full of character, yet refreshing and easy-drinking, Cold Snap tastes like brighter days ahead.

Food Pairings

- Small Plates: Pork empanadas, Niçoise salad, Hummus
- Entrees: Sushi, Lamb curry or Chicken tandoori, Shrimp pad Thai
- Desserts: Spiced cake with vanilla bean ice cream, Snickerdoodle cookies

Style Profile

Style	White Ale
Malt Varieties	Samuel Adams two-row pale malt blend and Malted Wheat
Hop Varieties	Hallertau Mittelfrüh Noble hops
Special Ingredients	A blend of 10 exotic fruits & spices: orange zest, vanilla, lemon zest, coriander, rose hips, hibiscus, powdered plum, grains of paradise, anise, and tamarind
IBUs	10
Color	Golden, hazy / 6 SRM
Alcohol	5.3% ABV – 4.2% ABW
Yeast Strain	Samuel Adams ale yeast
First Brewed	2014; New recipe developed in 2019.
Packages	Cans: 12pk & in 12pk can variety Bottles: 6pk, 12pk, in the 12pk VP & in the 24 pack VP Draft: 1/2bbl, 1/6bbl

Tasting Steps

- **Appearance:** Golden amber, slightly cloudy
- **Aroma:** Fruity, floral, citrus and vanilla
- **Taste:** Distinctly spicy with floral, fruity notes, and a cereal malt flavor. The crisp wheat and slight sweetness of the vanilla is balanced by the zesty citrus and spice character.
- **Mouthfeel:** Medium-bodied, soft mouthfeel
- **Finish:** Crisp with a smooth malty finish



Product Images





2025 COLD SNAP PRODUCT INFORMATION

Product Dimensions

Note: 2/12pk can tray and 2/12pk bottle tray are generic and have no UPCs

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
Bottle 2/12pk	12	9.75	7.50	9.63	703.8	9.57	15.31	12 cases/layer, 5 layers high
CAN 2/12pk	12	10.44	7.81	4.94	402.64	9.57	10.09	10 cases/layer, 10 layers high
6pk Bottle	6	7.31	4.94	9.19	331.85	4.75	7.64	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

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	130.83	161.69	12 kegs/layer, 1 layers high
1/6 barrel	10.94	10.94	23.25	2784.89	43.61	57.06	20 kegs/layer, 2 layers high

Item Numbers

PLEASE NOTE: Lined priced with Boston Lager

Product	SKU	UPC	PTC	Shelf Life
Cold Snap 2/12pk Bottles	SA4H13A1	0 87692 01103 3	\$15.99 -17.99	5 months
Cold Snap 2/12pk Cans	SA4H63A1	0 87692 01980 0	\$15.99 - 17.99	
Cold Snap 6pk bottles	SA4H12A1	0 87692 30050 2	\$8.99 – \$10.99	
Cold Snap 1/2 BBL	SA4H9099	0 87692 01999 2	Line priced with Boston Lager	180 days
Cold Snap 1/6 BBL	SA4H6099	0 87692 30918 5	Line priced with Boston Lager	

SINGLES 12oz Bottle 0 87692 30053 3 	12PACKS 12oz Bottle 12pk 0 87692 01103 3 	6PACKS Mother Carton 4-6pk 0 87692 30051 9 	KEGS ½ bbl 0 87692 01999 2 
12oz Can 0 87692 00095 2 	12oz Can 12pk 0 87692 01980 0 	6-Pack Carrier 0 87692 30050 2 	1/6 bbl 0 87692 30918 5 