



OCTOBERFEST STYLE PROFILE

Tasting Notes

In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Our take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the fall season.

Food Pairings

- Small Plates: French onion soup, Pretzels/breadsticks, Mac and cheese
- Entrees: Sausage, Lamb, and Pot roast
- Desserts: Apple strudel, Bananas foster

Style Profile

Style	Märzen
Malt Varieties	Samuel Adams two-row pale malt blend, Munich 10, Caramel 60, & Samuel Adams OctoberFest malt
Hop Varieties	Tettnang Tettnanger and Hallertau Mittelfrueh Noble hops
IBUs	16
Color	20 SRM
Alcohol	5.3%ABV – 4.1%ABW
Yeast Strain	Samuel Adams lager yeast
First Brewed	1989
Packages	Bottles: 6pk, 12pk, 28pk Cans: 12pk 12oz, 12pk VP, 24pk VP, NEW 19.2oz Draft: 1/2bbl, 1/6bbl

Tasting Steps

- Color: Deep red amber
- Aroma: Complex caramel and roasty malt
- Taste: Smooth with a deep malt complexity, roasty sweetness, and light hop character
- Mouthfeel: Medium-bodied
- Finish: Smooth and sweet

Product Images



In Market: 7/28 (SE, MA, MTN, PAC); 8/11 (NE, ATL) – 10/27



OCTOBERFEST PRODUCT INFORMATION

Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height(in.)	Volume (cu. In.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info	Item Number
6pk Bottle	6	7.31	4.94	9.19	331.85	4.75	7.60	See mother carton	
4/6pk Bottle Mother Carton	4	15.44	10.31	9.63	0.89	18.99	31.13	12 cases/layer, 5 layers high	SA1312
2/12pk Bottle	12	9.75	7.50	9.63	703.83	9.50	15.24	12 cases/layer 5 layers high	SA1313
28pk Bottle Loose Case	28	17.94	10.31	9.63	1.03	22.16	35.87	10 cases/layer, 5 layers high	SA1328
12pk Can	12	10.44	7.81	4.94	402.64	9.50	10.09	10 cases/layer 10 layers high	SA1363
19.2 oz can	1	2.601	2.601	4.405			1.2		
12pk 19.2oz Can Tray	12	10.38	7.79	7.41			16	24 units/layer, 6 layers/pallet	SA1354

Package Type	Width L-R (in)	Depth F-B (in)	Heigh T-B (in)	Volume (cu. In)	Net Weight (lb)	Gross Weight	Pallet Info	Item Number
½ barrel	15.55	15.55	23.25	5622.29	130.83	161.69	4 kegs/layer 3 layers high	SA1390
1/6 barrel	10.94	10.94	23.25	2784.89	43.61	57.06	12 kegs/layer, 2 layers high	SA1360

12oz Bottle
0 87692 30053 3



6-Pack Bottle
0 87692 30050 2



Mother Carton 4-6pk
0 87692 30051 9



12-Pack Bottle
0 87692 01103 3



12-Pack Bottle Tray
0 87692 01107 1



½ Barrel
0 87692 01999 2



1/6 Barrel
0 87692 30918 5



12oz Can
0 87692 00095 2



12oz Can 12pk
0 87692 01982 4



28-Pack Bottle
0 87692 00308 3



19.2oz Can
0 87692 02156 8



19.2oz 12pk Tray
0 87692 02157 5





OCTOBERFEST 28PK BOTTLES - CLUB

