



AMERICAN LIGHT LAGER PRODUCT INFORMATION

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!

Food Pairings

Burgers, Bar Snacks, Anything Spicy- Buffalo Chicken, Mexican or Southeast Asian (Thai, Indian, Vietnamese, etc.)

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
In-Market Date	5/6/2024

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

Product Images



Tap Handle



Base handle = SAM132
Stickers = SAM132AML



Samuel Adams American Light Product Information

Product

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
6pk 12oz can		6	7.69	5.00	4.94	189.77	4.74	5.03	7 cases/layer; 6 layers high
12pk Can		12	10.44	7.81	4.94	402.64	9.51	10.11	7 cases/layer, 6 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	130.54	161.41	4 kegs/layer, 3 layers high		
1/6 barrel	10.94	10.94	23.25	2784.89	43.70	57.14	12 kegs/layer, 2 layers high		
12oz can	2.60	2.60	4.83	32.64	0.79	0.82	See above		

Item

PLEASE NOTE: Lined priced with Boston Lager

Product	SKU	UPC	PTC	Shelf Life
American Light 12oz can	SAX763A1	0 87692 01930 5	NA	6 Months
American Light 6pk 12oz Can	SAX766AT	0 87692 01933 6	\$15.99 -17.99	
American Light 12pk 12oz Can	SAX763AT	0 87692 01932 9	\$15.99 - 17.99	
American Light 1/2 Keg	SAX79099	0 87692 02012 7	Line priced with Boston Lager	
American Light 1/6 Keg	SAX76099	0 87692 02013 4	Line priced with Boston Lager	



1/6 BBL Kegs
087692020134



1/2 BBL Kegs
087692020127



12oz Can
087692019305



6pk Cans
087692019336



12pk Cans
087692019329



APPROVED LAUNCH MARKETS

Launching in Package and Draft

- All New England (6)
- NY
- PA (Pittsburgh only)
- Washington DC
- FL
- GA
- OH
- MI
- TX

Draft only

- AZ