



Leinenkugel's Summer Shandy

Available: February/March - August



Brand Purpose
Bring the joy of summer to the everyday
Brand Story / History
In 1867, the Leinenkugel family brewery was founded in Chippewa Falls, Wisconsin by Jacob Leinenkugel. He knew that his German family heritage would play an integral part of his brewery's success. Today, the sixth generation of Leinenkugel's continues to brew the same German-inspired recipes that Jacob poured his heart and soul into. Over the years, our family has grown and so has our brewery, but history and heritage remain at the forefront.
Priorities
<ol style="list-style-type: none"> 1. Primary Seasonal Rotation (Summer Shandy > Oktoberfest > SOVP) 2. Spritzen 3. Secondary Seasonal Rotation (Orange Shandy > Harvest Patch Shandy > Winter Seasonal TBD) 4. Brewology 12pk bottle Variety Pack 5. Consider remaining year round brands for incremental distribution

Sensory Information (AATMF)
<ul style="list-style-type: none"> • Appearance – Lemon yellow color with a cloudy haziness • Aroma – Moderate lemon citrus aroma that balances bready malt notes • Taste – Delicious, malty sweetness balanced with citric lemon sour • Mouthfeel – A slightly dry mouthfeel with a refreshingly carbonated light body • Finish – A refreshing tart finish
Brand Style - Malt – Hops – Misc.
<ul style="list-style-type: none"> • Style: Shandy or Fruit Beer • Hops : Cluster • Malt: Pale and Wheat
Food Pairings
<ul style="list-style-type: none"> • BBQ chicken, fruit salads, watermelon and freshly caught, grilled fish.

Brand Facts
<ul style="list-style-type: none"> • Leinenkugel's brought the Shandy style to the US • 88% of all Shandy beers consumed in the US are from Leinenkugel's • In 2012, Summer Shandy won a Silver medal at the Great American Beer Festival® in the Fruit Wheat Beer category.
Nutritionals – IBU - SRM
<ul style="list-style-type: none"> • Calories: 136 • ABV: 4.2% • SRM: 2-4
<ul style="list-style-type: none"> • Carbs: 12.5 (grams) • Protein: 1.3 (grams) • IBUs: 11