

# KEEP WARM WITH SOME COLD ONES



## 18%

of craft variety pack sales come from Shiner seasonal variety packs.\*

## COLD FRONT IS THE FASTEST SELLING VARIETY PACK

With a 28% higher rate of sale than the next best competitor.\*

## VARIETY PACKS DRIVE STRONGER VOLUMES

Research shows that variety pack sampling leads to future sales of new or less familiar Shiner products.



### SHINER 1909 LAGER

Shiner 1909 is a heritage lager that pays tribute to our German and Czech founders. Brewed using a single malt and single hop, this "SMASH" style brew pairs a heritage 2-row barley with Czech Saaz hops for a perfectly balanced lager. Take a sip and toast to over a century of great beer.

- Malt Bill: Heritage 2-Row Malt
- Hops: Czech Saaz
- Yeast: Lager



### COLD-BREW COFFEE ALE

We've teamed up with another Texas original – Austin's own Chameleon Cold-Brew – to bring you this roasty, flavorful coffee ale. With notes of toffee and chocolate, Chameleon's consciously sourced coffee brings a bold kick of flavor that pairs perfectly with Shiner's specialty roasted malts. Pour a fresh mug and enjoy this unique and complex, yet refreshingly smooth limited release from Shiner!

- Malt Bill: Premium 2-Row Malt, Munich Malt, Wheat Malt, Black Malt
- Hops: Mt. Hood
- Yeast: Ale
- Ingredients added: Chameleon Cold Brew Coffee



### S'MORE ALE

Shiner S'more is brewed with real Texas chocolate and fire roasted cacao to make this a chocolatey creation. We brew up Texas small-batch cacao from Tejas Chocolate Craftory along with roasted malts for a full-bodied flavored ale with rich notes of chocolate, caramel, and vanilla – a flavored ale that's sure to make you one happy camper!

- Malt Bill: Premium 2-Row Malt, Copper Malt, Oats, & Chocolate Malt
- Hops: Golding
- Yeast: Ale
- Ingredients added: Tejas Chocolate Craftory roasted cacao & marshmallows

