



# Shiner®

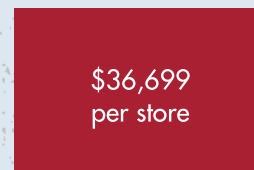
## STRAWBERRY — BLONDE —

IT'S RIPE FOR THE DRINKING!



Craft seasonal brand\*

\$19,286 more per store



\$/store #2  
leading competitor<sup>1</sup>

\$/store  
Shiner Strawberry Blonde\*

↑29%\*

Dollar sales vs.  
prior year

<sup>1</sup>SOURCE: Lienkugels Shandy Seasonal

\*SOURCE: IRI TX Multi Outlet + Convenience 2017 (Summer Mar-July launch of Strawberry Blonde)

ENJOY THE FRUITS OF OUR LABOR!

# BEER BREWED WITH STRAWBERRIES

Shiner, Texas (Pop. 2,069) is known for beer.

Poteet, Texas (Pop. 3,260) is known for strawberries.

This spring, the best of both worlds have come together in one tasty beer. Brewed with juicy, homegrown strawberries from the strawberry capital of Texas – and a mix of pale and wheat malts for a crisp finish – this Shiner Strawberry Blonde is ripe for the drinking. 4.3% ABV | 11 IBU

## MALT

Premium Two Row malt, Munich Malt,  
Caramel Malt, Wheat Malt

## HOPS

Nugget

## YEAST

Lager

## INGREDIENTS

Poteet, Texas Strawberries from Jim Collums Farm

## FOOD PAIRING

Grilled Chicken Salad, Blackened Shrimp Skewers



6-PACK BOTTLES



12-PACK BOTTLES



6-PACK CAN WRAP



12-PACK CAN WRAP

6-PACK BOTTLES



12-PACK BOTTLES



6-PACK CAN WRAP



12-PACK CAN WRAP

