



Yuengling®

Oktoberfest

SEASONAL BEER

Yuengling is proud to offer Oktoberfest as a homage to our German Heritage. A true representation of the style, Oktoberfest is a blend of Tettnang & Hallertau hops that pairs well with traditional German cuisine. Copper in color, this medium-bodied beer serves up a slightly sweet, toasted character and mild herbal bitterness.

FLAVOR

Herbal Bitterness

MALTS

Pale, Munich, Aromatic, Caramel

COLOR

Deep Amber

PAIR WITH

Sausage

ABV

5.4%

AVAILABILITY

August - October



YUENGLING.COM



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Yuengling® Oktoberfest

SEASONAL BEER



**OKTOBERFEST
120Z NR BOTTLE**



0 89924 00013 6



**OKTOBERFEST 120Z
NR 6PK CARRIER**



0 89924 85113 4



**OKTOBERFEST 120Z
NR 4/6PK MC**



0 89924 85213 1



**OKTOBERFEST 120Z
NR 2/12PK**



0 89924 85313 8



**OKTOBERFEST
1/4 BARREL**



0 89924 85513 2



**OKTOBERFEST
1/2 BARREL**



0 89924 85413 5

**YUENGLING OKTOBERFEST
120Z NR 24 PACK LOOSE**



0 89924 85623 8

- FALL IS THE #1 TIME OF THE YEAR FOR SEASONAL BEERS, WITH 30% OF ALL SEASONAL BEER SALES*
- YUENGLING OKTOBERFEST SALES GREW 13% IN 2018**
- YUENGLING OKTOBERFEST IS THE #3 SEASONAL BRAND IN VOLUME (C'E'S) SALES PER POINT OF DISTRIBUTION DURING THE FALL SEASON, OUTPERFORMING MANY TOP CRAFT BRANDS***

*Source: IRI Total US FOOD 52 weeks ending 12/30/2018 (13 week periods: Feb – Apr, May – Jul, Aug – Oct, Nov – Jan)

**Source: VIP Sales To retail August through October 2018

***Source: IRI Total US FOOD, Volume Sales Per Point of CWD, 8 weeks ending 10/14/2018

YUENGLING SEASONAL	593
SIERRA NEVADA SEASONAL	502
SOUTHERN TIER SEASONAL	318
SPATEN SEASONAL	180
21 ST AMENDMENT SEASONAL	180
DOGFISH HEAD SEASONAL	161
BROOKLYN SEASONAL	161
BELLS SEASONAL	148
HIGHLAND SEASONAL	137
HARPOON SEASONAL	133
FOUNDERS SEASONAL	119

**CONTACT YOUR LOCAL YUENGLING
SALES REP FOR MORE INFORMATION.**