



# 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



# 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/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 <sup>ST</sup> 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.**