



Shiner®

Oktoberfest

MÄRZEN-STYLE BEER

NEW
PACKAGE!

#1

CRAFT
SEASONAL
BRAND!*



\$43,528 DOLLARS PER POD*

↑ 13%

DOLLAR SALES VS PRIOR YEAR**

*Source: IRI Dollars TX Mulo + Conv 14 W/E 10/31/2020

**Source: IRI Total US Mulo + Conv 13 W/E 10/19/2020