



## TOASTED BOCK

A refreshing take on a traditional Bock beer

*Leinenkugel's*

6pk can



12pk can



6pk bottle



12pk bottle



1/6 BBL keg



1/2 BBL keg



16oz can



**Shelf Life**

18 weeks

**Pricing**

Line price to Leinenkugel's seasonals

**Launch**

11/1/2021  
Primary Winter Seasonal

**Placement**









Brand block with Leinenkugel's in craft








**NOTE:** Toasted Bock's Nov 2021-Jan 2022 will be different than its Nov 2020-Jan 2021 UPC because starting in November 2021, it will now be in the primary seasonal rotation following Oktoberfest.



TOASTED BOCK

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
24 6/4 16 OZ STD CAN HiC TRY	 0 347751 1 034100007751	N/A	N/A
034100007751			
24 4/6 12 OZ STD CAN HiC TRY	 0 347811 2 034100007812	N/A	N/A
034100007812			
24 4/6 12 OZ GL LNNR BTL BSK CAT	 0 347741 4 034100007744	 0 34100 51605 5	 0 34100 51606 2
034100007744			
24 2/12 12 OZ GL LNNR BTL HGC TRY	 0 347741 4 034100007744	 0 34100 51607 9	 0 34100 51608 6
034100007744			

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
1/2 BBL STD KEG	 0 347761 8 034100007768	N/A	N/A
034100007768			
1/6 BBL SLIM KEG	 0 342751 6 034100002756	N/A	N/A
034100002756			
24 4/6 12OZ AL CAN IS CAR VTR	N/A	 0 34100 01506 0	N/A
NONE			
24 2/12 12 OZ STD CAN CAR TRY	 0 347811 2 034100007812	 0 34100 51609 3	N/A
034100007812			