



# COLD SNAP STYLE PROFILE

IN-MARKET: 12/20/21– 3/21/22

## Tasting Notes

At this time of year, there's nothing like this unfiltered white ale with its exotic blend of ten fruits, spices, and florals. Bright orange notes and a touch of vanilla add smooth, subtle sweetness, creating a refreshing flavor that signals spring is on its way.

## Food Pairings

- Small Plates: Pork empanadas, Niçoise salad, Hummus
- Entrees: Sushi, Lamb curry or Chicken tandoori, Shrimp pad Thai
- Desserts: Spiced cake with vanilla bean ice cream, Snickerdoodle cookies

## Style Profile

Style	White Ale
Malt Varieties	Samuel Adams two-row pale malt blend and Malted Wheat
Hop Varieties	Hallertau Mittelfrüh Noble hops
Special Ingredients	A blend of 10 exotic fruits & spices: orange zest, vanilla, lemon zest, coriander, rose hips, hibiscus, powdered plum, grains of paradise, anise, and tamarind
IBUs	10
Color	Golden, hazy / 6 SRM
Alcohol	5.3% ABV – 4.2% ABW
Yeast Strain	Samuel Adams ale yeast
First Brewed	2014; New recipe developed in 2019.
Packages	12oz bottles: 6pk, 12pk 12oz. cans: 12pk can, 12pk can variety Draft: 1/2bbl, 1/6bbl

## Tasting Steps

- Color: Golden amber, slightly cloudy
- Aroma: Fruity, floral, citrus and vanilla
- Taste: Distinctly spicy with floral, fruity notes, and a cereal malt flavor. The crisp wheat and slight sweetness of the vanilla is balanced by the zesty citrus and spice character.
- Mouthfeel: Medium-bodied, soft mouthfeel
- Finish: Crisp with a smooth malty finish

## Product Images





# 2022 COLD SNAP PRODUCT INFORMATION

## Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
Bottle 2/12pk	12	9.75	7.50	9.63	703.8	9.57	15.31	12 cases/layer, 5 layers high
CAN 2/12pk	12	10.44	7.81	4.94	402.64	9.57	10.09	10 cases/layer, 10 layers high
6pk Bottle	6	7.31	4.94	9.19	331.85	4.75	7.64	See mother carton
4-6 Mother Carton	4	15.44	10.31	9.63	0.89	18.99	31.13	12 cases/layer, 5 layers high

Note: 2/12pk can tray and 2/12pk bottle tray are generic and have no UPCs.

Package Type	Width L-R (in.)	Depth F-B (in.)	Height T-B (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
1/2 barrel	15.55	15.55	23.25	5622.29	130.83	161.69	12 kegs/layer, 1 layers high
1/6 barrel	10.94	10.94	23.25	2784.89	43.61	57.06	20 kegs/layer, 2 layers high

**PLEASE**  
**NOTE:** Lined  
priced with  
Boston Lager

## Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Cold Snap 2/12pk Bottles	SA4H13	0 87692 01103 3	\$15.99 - 17.99	5 months
Cold Snap 2/12pk Cans	SA4H63	0 87692 00109 6	\$15.99 - 17.99	
Cold Snap 6pk bottles	SA4H12	0 87692 30050 2	\$8.99 – \$10.99	
Cold Snap 1/2 BBL	SA4H90	0 87692 01999 2	Line priced with Boston Lager	180 days
Cold Snap 1/6 BBL	SA4H60	0 87692 30918 5	Line priced with Boston Lager	

