



# Dogfish Head SeaQuench Ale Cans

## Description

Boasting amazingly tart and crisp flavors, SeaQuench Ale clocks in at just 4.9% ABV, 140 calories, 9g carbs, 2g protein and 0g fat per 12 oz. serving, a perfect pairing for an active lifestyle.

SeaQuench is a mash-up of three famously sessionable beer styles combined in sequence: Kolsch, Gose, and Berlinerweiss. This hybrid sour is brewed with lime peel, black limes & sea salt.

## Tasting Steps

**Color:** Golden yellow, hazy and straw colored

**Aroma:** Spiced citrus aromas of lime

**Taste:** Amazingly tart, refreshing crisp flavors of lime and the deeper slight bitter of black lime, a touch of salt on the tongue, a bit of malt sweetness in the finish

**Mouthfeel:** Sweet, clean and refreshing

## Style Profile

Style	Session Sour
Special Ingredients	Black Limes & Sea Salt
IBUs	10
Alcohol	4.9% ABV
First Brewed	2016
Availability	12oz Cans: 6pk, 12pk 19.2oz Cans: 12pk Draft: 1/2bbl, 1/6bbl

## Product Images:





# Love for SeaQuench!

SeaQuench Cans are  
growing strong  
**+16.4% YTD**

Can Package, Off Premise YTD ending 11/04/20



## Discontinued Draft to Build on Long Term Can Growth

Offering SeaQuench exclusively in cans allows us to focus on the strategic goal of building the brand as an iconic can-driven product for the on premise.

**Goal:** Drive can placements of SeaQuench at all BBC-serviced accounts and leverage brand-specific POS available in 2021:

- SeaQuench is the **#1 Sour in the US** holding **56% share** of the Sour category.\*
- Sour beers are growing at a rate of **+48%\*\***

\*IRI Total US Multi-Outlet + Convenience, YTD ending 08/30/20

\*\* IRI Total US Multi-Outlet + Convenience, L52 ending 7/26/20



Coaster



Tin Tacker



Bucket



Koozie



# SeaQuench Cans Product Information

## Product Dimensions

Package Type	Length (in.)	Width (in.)	Height (in.)	Weight (lb.)	Pallet Info
6pk Can Carton	7.781	5.094	4.844	5.25	See mother carton
4-6 Can Tray	16.25"	10.75"	5.125"	21 lbs	108 cases per pallet, 12 cases/layer, 9 layers high
12pk 12oz Can Carton	10.38	7.75	4.84	10.5 lbs	108 cases per pallet, 12 cases/layer, 9 layers high
12pk 19.2oz Can Carton	10.38	7.79	7.41	16 lbs	144 cases per pallet, 24 cases per layer, 6 layers high
1/2bbl Keg	15.55	15.55	23.25	161.61	8 Kegs per Pallet, 4 keg per layer, 2 layers high
1/6bbl Keg	10.94	10.94	23.35	57.03	20 Kegs per pallet, 10 kegs per layer, 2 layers high

Suggested PTC: **\$9.99 / 6pk**  
**\$17.99 / 12pk**

Shelf Life: 6 months (best-by date on pack)

New Packaging In Market: 2/1/2021

## Item Numbers

Product	SKU	UPC
SeaQuench Ale 12oz Can		638489001913
SeaQuench Ale 19.2oz Can		638489003078
SeaQuench Ale 6-Pack Can	DB046601	638489001937
SeaQuench Ale 12-Pack (12oz)	DB046301	638489001968
SeaQuench Ale 12-Pack (19.2oz)	DB045401	638489003115
SeaQuench Ale 1/6bbl Keg	DB0490	638489005379
SeaQuench Ale 1/2bbl Keg	DB0460	638489005362



12oz Can



6-Pack Cans



12-pack,  
12oz Cans



1/6bbl Keg



19.2oz  
Can



12-Pack,  
19.2oz Can



1/2bbl Keg