



OKTOBERFEST

Crisp & traditional German style Märzen beer

Pairs with: brats, spaetzles, pork chops, soft pretzels and spiced apple cake

NUTRITIONALS

CALORIES	ABV	CARBS	IBUS
175	5.1%	17.8	20



REASONS TO BELIEVE

- A traditional Märzen-style beer, Oktoberfest has a toasted malt flavor and subtle, spicy hop notes that make it **perfect for celebrating fall** in true German fashion.
- Leinenkugel's Oktoberfest returns in '22 as the primary fall seasonal after a **strong 2021, where it grew in velocity** while collectively other Oktoberfest styles saw a decline vs. PY.
- Continued media investment into the fall with **NEW creative, featuring Oktoberfest**

LAUNCH
8/15/22 - 10/30/22
Primary Fall Seasonal

SHELF LIFE
18 weeks

PLACEMENT
Brand block with Leinenkugel's in craft

PRICING
Line price to Leine's seasonals

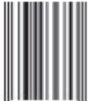
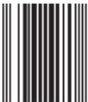
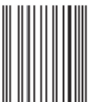


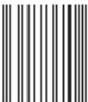


AVAILABLE SKUS:


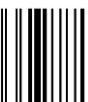





6pk can 12pk can 6pk bottle 12pk bottle 1/6 BBL 1/2 BBL 16oz can

Leinenkugel's

OKTOBERFEST

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

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
1/2 BBL STD KEG 034100007768	 0 347761 8 034100007768	N/A	N/A
1/6 BBL SLIM KEG 034100007775	 0 347771 5 034100007775	N/A	N/A
24 4/6 12OZ AL CAN IS CAR VTR NONE	N/A	 0 34100 01506 0	N/A
24 2/12 12 OZ STD CAN CAR TRY 034100007812	 0 347811 2 034100007812	 0 34100 51609 3	N/A



Leinenkugel's Oktoberfest

Avail: October 31, 2022 (Primary Fall Seasonal)

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

In 1867, the Leinenkugel family brewery was founded in Chippewa Falls, Wisconsin by Jacob Leinenkugel. He knew that his German family heritage would play an integral part of his brewery's success. Today, the sixth generation of Leinenkugel's continues to brew the same German-inspired recipes that Jacob poured his heart and soul into. Over the years, our family has grown and so has our brewery, but history and heritage remain at the forefront.

Brand Facts

- Seasonals are the 3rd largest craft style in the fall contributing to 11% of Craft share
- Leinenkugel's Oktoberfest turns faster than top fall seasonals Oktoberfest/Märzen style up 11% in the fall vs. YA

Sensory Information (AATMF)

A: Deep red of late autumn leaves

A: Caramel malt overtones with moderate fruit/ester aroma

T: Caramel malt flavors with spicy hop undertones, balance slightly skewed to the malty sweet side

M: Medium body

F: Crisp, clean and refreshingly malty

Brand Style - Malt – Hops – Misc.

- Style: Märzen-style
- Hops: Tettnang, Perle, Cluster & Hallertau
- Malt: Pale, Caramel & Munich

Food Pairings

- Traditional German favorites including bratwurst, sauerbraten, knackwurst & spaetzles.



Nutritionals – IBU - SRM

- | | |
|-----------------|---------------|
| • Calories: 175 | • IBUs: 20 |
| • Carbs: 17.8 | • SRM: 7 - 14 |
| • ABV: 5.1% | |