



Octoberfest Style Profile

In-Market: 8/1/22-10/31/22

Tasting Notes

In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince Ludwig's wedding with a special beer and 16-day party. Our take on the style blends hearty malts for a deep, smooth flavor with notes of caramel that's perfect for the season, or whatever you're celebrating.

Food Pairings

- Small Plates: French onion soup, Pretzels/breadsticks, Mac and cheese
- Entrees: Sausage, Lamb, and Pot roast
- Desserts: Apple strudel, Bananas foster.

Style Profile

Style	Märzen
Malt Varieties	Samuel Adams two-row pale malt blend, Munich 10, Caramel 60, & Samuel Adams OctoberFest malt
Hop Varieties	Tettnang Tettnanger and Hallertau Mittelfrueh Noble hops
IBUs	16
Color	20 SRM
Alcohol	5.3%ABV – 4.1%ABW
Yeast Strain	Samuel Adams lager yeast
First Brewed	1989
Packages	12oz bottles: 6pk, 12pk, 28pk 12oz. cans: 12pk can Draft: 1/2bbl, 1/6bbl

Tasting Steps

- Color: Deep red amber
- Aroma: Complex caramel and roasty malt
- Taste: Smooth with a deep malt complexity, roasty sweetness, and light hop character
- Mouthfeel: Medium-bodied
- Finish: Smooth and sweet

Product Images





Octoberfest Product Information

Product Dimensions

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Volume (cu. in.)	Net Weight (lb.)	Gross Weight (lb.)	Pallet Info
6pk Bottle	6	7.31	4.94	9.19	331.85	4.75	7.60	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
2/12pk Bottle	12	9.75	7.50	9.63	703.83	9.50	15.24	12 cases/layer, 5 layers high
24pk Bottle Loose Case	24	15.44	10.31	9.63	0.89	18.99	30.28	12 cases/layer, 5 layers high
28pk Bottle Loose Case	28	17.94	10.31	9.63	1.03	22.16	35.87	10 cases/layer, 5 layers high
12pk Can	12	10.44	7.81	4.94	402.64	9.50	10.09	10 cases/layer, 10 layers high

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	4 kegs/layer, 3 layers high
1/6 barrel	10.94	10.94	23.25	2784.89	43.61	57.06	12 kegs/layer, 2 layers high

Item Numbers

- 12oz bottle: 6pk SA1312, 2/12pk SA1313, 28-Loose SA1328
- 12oz Can: 12pk Cans SA1363
- Keg: 1/6bbl SA1360, 1/2bbl SA1390

12oz Bottle
0 87692 30053 3



6-Pack Bottle
0 87692 30050 2



Mother Carton 4-6pk
0 87692 30051 9



12-Pack Bottle
0 87692 01103 3



12-Pack Bottle Tray
0 87692 01107 1



1/2 Barrel
0 87692 01999 2



1/6 Barrel
0 87692 30918 5



12oz Can
0 87692 00095 2



12oz Can 12pk
0 87692 00109 6



28-Pack Bottle
0 87692 00308 3



16oz Can
0 87692 00262 8



16oz Can Tray
0 87692 00261 1



Note: 2/12pk bottle and can tray is generic and has no UPCs.