

# GEORGE KILLIAN'S® IRISH RED PROFILE



## BRAND PERSONALITY

The always inviting, easy-drinking beer based on an Irish family recipe that's put friends first since 1864.

This all started with the first batch of Killian's. It was a beer first brewed for friends, so that's what we do today.

We take extra care to brew inclusive, better beers, because that's what our friends enjoy.

## FACTS AND FIGURES

Killian's is the third largest brand in the Tenth & Blake portfolio accounting for 5.5% of volume.

## KEY SKUs

- | Off-Premise      | On-Premise                 |
|------------------|----------------------------|
| -6-pack bottles  | -Draft (1/2-bbl & 1/6-bbl) |
| -12-pack bottles | -12-ounce bottle           |
| -24-pack bottles |                            |
| -12-pack cans    |                            |





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POUR YOURSELF  
IRISH



## BRAND CHARACTERISTICS

George Killian's Irish Red has 163 calories per 12-ounce serving and 4.9 percent alcohol by volume.

Bitterness units—14.0.

## BRAND SENSORY INFORMATION

Appearance—Bright amber-red color with creamy foam head.

Aroma—Moderately malty and burnt with moderate hoppiness.

Taste—Well-balanced flavor with a malty/caramel sweetness, slight bitterness and full body.

Finish—Pleasant malty finish with a slight lingering bitterness.

## KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

Sam Adams® Boston Lager

Michelob® AmberBock

Newcastle Brown Ale®

Yuengling®

Killian's is more sessionable and should be priced at a better value than most other craft beers.

These two defining characteristics are what makes Killian's a unique player in the craft beer world.

## KEY PROGRAMMING

T1 St. Patrick's Day

