

Leinenkugel's



Canoe Paddler

- In 1906, the Kolsch-style beer originated from the Cologne region of Germany as a crisp and light beer to combat the summer heat. Leinenkugel's Canoe Paddler is our take on a traditional Kolsch-style that is brewed with a touch of rye. Our spring and summer seasonal has subtle malt flavors, a clean finish and adventurous quality.

Oktoberfest

- In the fall, we are honored to celebrate the season and the traditional German celebration known as Oktoberfest by brewing Leinenkugel's Oktoberfest. It is a traditional German Marzen-style beer brewed with a blend of Pale, Caramel and Munich malts. Aromatic Tettnang and Perle hops provide a well-balanced, smooth, drinkable finish that's the perfect way to celebrate fall in true German fashion.

Snowdrift Vanilla Porter

- Celebrate shorter days with a fuller body. Leinenkugel's Snowdrift Vanilla Porter is brewed with a select blend of seven malts revealing layers of caramel, chocolate and coffee notes. Aged on real vanilla, this brown and ruby-hued brew imparts a slightly spicy aroma from its creamy body that's ideal for the seasons.

Big Butt Doppelbock

- Leinenkugel's® Big Butt Doppelbock is inspired by the Bavarian tradition, with five varieties of malt. It has a smooth, rich flavor and deep, dark color that fits perfectly with those last cold days before spring. Bock is German for goat, an icon of the style since it started, and we brew ours at the end of winter, when goats start butting heads.

BRAND PERSONALITY

- Since 1867, the Leinenkugel family has been traditionally crafting beers that capture the spirit of the great outdoors. Our seasonal brews go a step further by embracing the essence of each season with adventurous styles and new flavors

TARGET CONSUMER

- 21-34 yr old craft drinkers that are looking to enjoy a moment of relaxation. These drinkers appreciate the comfort and social ease of enjoying a beer with close family and friends. They also crave authenticity and local relevance.

FACTS AND FIGURES*

- Seasonals are the largest craft beer segment and contribute to 18% of the growth in craft beer
- Our seasonal approach is taking a traditional German approach with an American spin

Source: Nielsen 2014

KEY SKUs

- 6-pack bottles
- 12-pack bottles
- 12 pack cans
- 1/2-bbls
- 1/6-bbls

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Leinenkugel's

BRAND CHARACTERISTICS

Canoe Paddler

- Sterling, Czech Saaz and Styrian gold hops brewed with a blend of malts and a touch of rye
- 5.0% ABV and 11 IBU
- Pairs well with porcini mushroom ravioli with white wine sauce, delicate white fish with capers and arugula salads.

Oktoberfest

- A blend of pale, caramel, and Munich malts with Tettnanger, perle, cluster and Hallertau hops
- 170 calories, 18 grams of carbohydrates, 1.6 grams of protein and 0 grams of fat per 12-ounce serving.
- 4.9% alcohol by volume.
- Pairs well with traditional German favorites like brats, sauerbraten, knackwurst, and spaetzles.

Snowdrift Vanilla Porter

- Two and six row Pale malt, Caramel 60, Carapils, Special B Dark Chocolate and Roasted Barley malts
- Cluster and Willamette hops
- Aged on real Vanilla
- 6.0% ABV and 16 IBU
- Pairs well with glazed ham with cherries, marshmallow sweet potato casserole and bananas foster

Big Butt Doppelbock

- Very clean from lagering yet has a rich and complex malt character that brings impressions of dried figs and prunes, toffee, and subtle hints of cocoa.
- Five specialty malts including Caramel, Munich, and Chocolate.
- 5.8% alcohol by volume with an IBU of 13.
- The malty backbone makes it a great pairing for roasted pork or wild game, glazed ham, or plum tarts.

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Sam Adams® seasonals, Sierra Nevada® seasonals, New Belgium, New Glarus and Michelob Ultra
- All Leinenkugel's Seasonals® are true to style and the season and are easy to drink.

KEY PROGRAMMING INFORMATION

- **Availability**
 - Canoe Paddler: February - July
 - Oktoberfest: March - October
 - Snowdrift Vanilla Porter: November - January
- **Use these year-round program materials**
 - Bi-Monthly ordering: POSConnection and Graphic Library materials are available to maintain a consistent look across all Seasonals at retail.
 - Display cards, case cards, shelf tags, static stickers, education cards, table tents, glassware, coasters, and Seasonal-relevant merchandise are available for all Seasonals.
 - Seasonal specific tap handles available on e-store
 - Media thru AdNet: Advertising materials (radio, OOH, and print) are available to strengthen promotional support in local markets.
 - PR: Generate news, raise awareness, and generate excitement among consumers and retailers. News announcements and press releases can be disseminated to national and local media outlets with the return of each seasonal. Media interviews with Jake and John can run in key markets. Influencers within the beer trade and key bloggers receive Seasonal samples. Social media efforts will supplement PR to celebrate the return of each seasonal
- **Sales incentive: Seasonal sales criteria will be used as a qualification for the All-Leinie Team.**

