

Leinenkugel's



SHANDY HISTORY

- Back in Munich in 1922, Franz Kugler's tavern was overrun with bicyclists. Afraid they were going to drink him dry, Franz started cutting his beer with lemonade. It was the only thing he had on hand and it worked! This now inspires every Shandy we brew today.

SUMMER SHANDY

- Leinenkugel's Summer Shandy is crisp, refreshing wheat beer with natural lemonade flavor that's perfect for the sun-splashed summer months.

ORANGE SHANDY

- Leinenkugel's Orange Shandy is crisp, refreshing wheat beer with natural orange flavor inspired by the fall orange harvests that creates the perfect refreshment for the fall and winter months.

WHAT IS A SHANDY?

- A traditional Shandy is beer mixed with a little something extra like lemonade, soda, juice or ginger ale.

TARGET CONSUMER

- The Shandy drinker is male and female, age 21-34, and often (35%) comes from outside of the beer segment. This drinker chooses a Shandy beer because it is the perfect combination of craft beer and refreshment.

FACTS AND FIGURES*

- Summer Shandy grew +91% vs. YA in 2012, continuing a four-year trend of steady growth¹.
- Summer Shandy appeals to both men and women, with 30% of the drinkers aged 21-29².
- 35% of Shandy drinkers were not drinking beer prior to summer, and are consider incremental to the category³.
- Shandy is the perfect beer for social gatherings and outdoor activities.

KEY SKUs

- 6-pack bottles
- 12-pack bottles
- 24 pack bottles (Summer Shandy Only)
- 12 pack cans
- 4 Pack 16 oz. Cans
- 1/2-bbls
- 1/6-bbls

• Nielsen Source 2012

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BRAND CHARACTERISTICS

Summer Shandy

- Pale and Wheat malts
- Cluster hops
- Natural lemonade flavor
- 4.2% ABV and 13.5 IBU
- Pairs well with backyard dishes like BBQ chicken, fresh fruit salads, watermelon and freshly caught, grilled fish

Orange Shandy

- Pale and Wheat malts
- Cluster hops
- Natural orange flavor
- 4.2% ABV and 11 IBU
- Pairs well with coconut shrimp, ceviche, Carolina style BBQ, Thai dishes with a ginger-peanut sauce and angel food cake.



KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Sam Adams® Porch Rocker, Shock Top Lemon Shandy, The Traveler Beer Company and Mike's Hard Lemonade.

KEY PROGRAMMING INFORMATION

- **Availability**
 - Summer Shandy: March - August
 - Orange Shandy: September - February
- **Use these year-round program materials**
 - Bi-Monthly ordering: POSConnection and Graphic Library materials are available to maintain a consistent look across all Shandy brews at retail.
 - Display cards, case cards, shelf tags, static stickers, education cards, table tents, glassware, coasters, and Seasonal-relevant merchandise are available for all Shandy's.
 - Shandy 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. Launch events are conducted at the Leinie Lodge®. Influencers within the beer trade and key bloggers receive Seasonal samples. Leinie Lodge loyalists are the first to know about the return of each seasonal via the *Leinie Legend Newsletters*.
- Sales incentive: Shandy sales criteria will be used as a qualification for the All-Leinie Team.