



OctoberFest

Tasting Notes

In 1810, the Oktoberfest tradition was born when Munich celebrated the Crown Prince'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.

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, loose, 28pk; 12oz. cans: 12pk, 1/2bbl, 1/6bbl, Fall Variety Pack (can & bottle)

Tasting Steps

Appearance: Deep red amber
Aroma: Roasted malt, slightly sweet
Flavor: Smooth with a deep malt complexity, roasty sweetness, and light hop character
Mouthfeel: Medium-bodied
Finish: Smooth and sweet

Product Image:





OctoberFest Product Information

Product Dimensions

- **12oz. Bottle:** Width L-R (in.) 2.38 Depth F-B (in.) 2.38 Height T-B (in.) 9.17 Volume (cu. in.) 52.05 Net Weight (lb.) 0.79 Gross Weight (lb.) 1.27
- **6pk Carrier:** QTY 6 Length (in.) 7.31 Width (in.) 4.94 Height (in.) 9.19 Volume (cu. in.) 331.85 Net Weight (lb.) 4.74 Gross Weight (lb.) 7.78
- **4-6 Case:** QTY 4 Length (in.) 15.44 Width (in.) 10.31 Height (in.) 9.63 Volume (cu. ft.) 0.89 Net Weight (lb.) 18.95 Gross Weight (lb.) 31.86
- **12pk:** QTY 12 Length (in.) 9.75 Width (in.) 7.50 Height (in.) 9.63 Volume (cu. in.) 703.8 Net Weight (lb.) 9.47 Gross Weight (lb.) 15.61
- **24 Loose case:** QTY 24 Length (in.) 15.44 Width (in.) 10.31 Height (in.) 9.63 Volume (cu. in.) 0.89 Net Weight (lb.) 18.95 Gross Weight (lb.) 31.04
- **28 Loose case:** QTY 28 Length (in.) 17.94 Width (in.) 10.31 Height (in.) 9.63 Volume (cu. in.) 1.03 Net Weight (lb.) 22.20 Gross Weight (lb.) 36.79
- **12oz. Can:** Width L-R (in.) 2.60 Depth F-B (in.) 2.60 Height T-B (in.) 4.83 Volume (cu. in.) 32.64 Net Weight (lb.) 0.79 Gross Weight (lb.) 0.82
- **Can 12pk:** QTY 12 Length (in.) 10.44 Width (in.) 7.81 Height (in.) 4.94 Volume (cu. in.) 402.64 Net Weight (lb.) 9.47 Gross Weight (lb.) 10.07
- **1/6bbl:** Width L-R (in.) 10.94 Depth F-B (in.) 10.94 Height T-B (in.) 23.25 Volume (cu. in.) 2784.89 Net Weight (lb.) 43.51 Gross Weight (lb.) 57.01
- **1/2bbl:** Width L-R (in.) 15.55 Depth F-B (in.) 15.55 Height T-B (in.) 23.25 Volume (cu. in.) 5622.29 Net Weight (lb.) 130.54 Gross Weight (lb.) 160.62
- **Pallets:** **6pk:** 8 cases/layer, 6 layers/pallet, **12pk:** 8 cases/layer, 6 layers/pallet, **24 Loose:** 8 cases/layer, 6 layers/pallet, **28 Loose:** 10 cases/layer, 5 layers/pallet, **12pk Cans:** 12 cases/layer, 7 layers/pallet, **1/6bbl:** 12 kegs/layer, **1/2bbl:** 4 kegs/layer
- **Item Numbers**
- **12oz bottle:** 6pk SA131201, 2/12pk SA131301, 24-Loose SA131101, 28-Loose SA132801
- **Can:** 12oz 12pk Cans SA136301, 2-12pk Cans SA136376
- **Keg:** 1/6bbl SA136099, 1/2bbl SA139099

