



## Leinenkugel's® Seasonals Profiles

### BRAND OVERVIEW

#### 1888 Bock

- 1888 Bock can trace its roots to the original bock recipe created by the employees of Jacob Leinenkugel in 1888 to celebrate the coming of spring. With its generous foam head that releases a rich, malty aroma, this beer gets your attention as soon as it's poured.

#### Summer Shandy

- A shandy is lemonade-flavored beer and a European favorite during the warmer summer months. Carefully brewed using the finest malted wheat with just a touch of real Wisconsin honey, our beer is then mixed with lemonade flavor to create a crisp, refreshing taste perfect for those long, hot days of summer.

#### 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 Marzenbier brewed with two-row pale brewer's malt, caramel, and Munich malts. Aromatic Tettnanger and perle hops provide a well-balanced, smooth, drinkable finish that's perfect for fall and Oktoberfest celebrations.

#### Leinenkugel's Fireside Nut Brown™

- English two-row malts are to thank for the sweet, maple aroma and pronounced chocolate, caramel, and hazelnut topnotes that dance around the palate before gracefully finishing. The well-balanced flavor and brilliant amber tones give our Fireside Nut Brown a comforting approachability that consumers don't experience in traditional English Nut Browns.

### BRAND PERSONALITY

- Leinenkugel's is the easygoing guide on the trail who loves to share his favorite beers and stories around a campfire.

### TARGET CONSUMER

- Adults aged 21–34, who are Craft beer consumers who also drink Domestic Light beer and Imports and are willing to trade up.

### FACTS AND FIGURES

- Seasonals accounted for 30% of overall Seasonal growth in latest 52 weeks.
- Leinenkugel's Seasonals were the #1 growing craft seasonal adding +210K cases.
- Leinenkugel's Seasonals have grown +29% CAGR since 2003.
- The current Seasonal lineup represents the best-performing Leinenkugel Seasonals of all time:
  - Summer Shandy grew 33%,
  - Oktoberfest grew 64%,
  - Leinenkugel's Fireside Nut Brown grew 125%, and
  - 1888 Bock is up 120% (through 2/2/09).

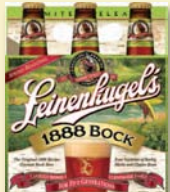
### KEY SKUs

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



## BRAND CHARACTERISTICS

### 1888 Bock



- A mixture of Munich, pale, caramel, and two-row chocolate malts; cluster hops; and oat flakes.
- 185 calories per 12-ounce serving.
- 5.1% alcohol by volume.
- Bitterness units—18.0.

### Summer Shandy



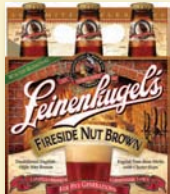
- A mixture of wheat and pale malts and cluster hops.
- 130 calories, 12 grams of carbohydrates, 1.2 grams of protein, and 0 grams of fat per 12-ounce serving.
- 4.2% alcohol by volume.

### Oktoberfest



- A blend of pale, caramel, and Munich malts with Tettnanger, perle, cluster, and Hallertau hops.
- 170 calories, 17.8 grams of carbohydrates, 1.6 grams of protein, and 0 grams of fat per 12-ounce serving.
- 5.1% alcohol by volume.

### Leinenkugel's Fireside Nut Brown™



- Brewed with English two-row malts.
- 155 calories, 13.4 grams of carbohydrates, and 1.6 grams of protein per 12-ounce serving.
- 4.9% alcohol by volume.

## KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

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

## KEY PROGRAMMING INFORMATION

- Availability
  - 1888 Bock is available January through March.
  - Summer Shandy is available April through August.
  - Oktoberfest is available September and October.
  - Leinenkugel's Fireside Nut Brown is available November and December.
- Use these year-round program materials
  - Trimester ordering: POStar and OSEP program 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 four Seasonals.
  - Seasonal Tap Handle: A new year-round Seasonal tap handle (\$30) is available to help maintain draft distribution for all four Seasonals.
  - 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 Newsletter* and e-mail blasts.
  - Sales incentive: Seasonal sales criteria will be used as a qualification for the All-Leinie Team.

