



SAMUEL ADAMS SAM '76

TASTING NOTES

A Revolutionary Union of Lager & Ale: Refreshing. Flavorful. Craft.

Sam '76 is a perfect union of lager and ale, giving you a craft beer with the flavor of an ale *and* the refreshment and crisp finish of a lager. The result is revolutionary.

Visit www.samueladams.com.

Food Pairing:

Starters: Pigs in a blanket, shrimp spring rolls

Main: Grilled pork chop, bacon cheeseburger, grilled hotdogs/brats

Dessert: Strawberry short cake, snickerdoodle cookies

STYLE/PROFILE

Style	Union of Lager & Ale
Malt Varieties	Pale 2-row, White Wheat, Carafoam
Hop Varieties	Cascade, Citra, Mosaic, Simcoe
IBUs:	12
Color	5 SRM
Alcohol	4.7% ABV
Yeast Strain	Lager, Ale
First Brewed	2018
Availability	National: 1/1/18 Package; 4/2/18 Draft (1/2 and 1/6 BBLs)

TASTING STEPS

Appearance: Light golden, slightly veiled

Aroma: Light citrus hop aroma, hint of juiciness

Flavor: Delicate bright citrus hop flavor balanced with a slight sweetness, and without bitterness, for a uniquely crisp and refreshing combination

Mouthfeel: Light-bodied and smooth

Finish: Clean, fast finish

PRODUCT IMAGES





SAM '76 PRODUCT DETAILS

Product Dimensions:

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

6pk Cans: QTY 6 Length (in.) 7.69 Width (in.) 5.00 Height (in.) 4.94 Volume (cu. in.) 189.77 Net Weight (lb.) 4.74 Gross Weight (lb.) 5.03

6-pk Tray: QTY 4 Length (in.) 16.13 Width (in.) 10.81 Height (in.) 5.06 Volume (cu. in.) .51 Net Weight (lb.) 18.95 Gross Weight (lb.) 20.52

6-pk Pallet: 7 cases/layer; 6 layers high; Height (in.) 35.4 Volume (cu. in.) 24.4 Net Weight (lb.) 795.9 Gross Weight (lb.) 894.8

12-pk Cans: QTY 12 Length (in.) 10.44 Width (in.) 7.81 Height (in.) 4.94 Volume (cu. in.) 402.64 Net Weight (lb.) 9.52 Gross Weight (lb.) 10.11

12-pk Tray: QTY 2 Length (in.) 15.88 Width (in.) 10.69 Height (in.) 5.06 Volume (cu. in.) .50 Net Weight (lb.) 19.05 Gross Weight (lb.) 20.41

12-pk Pallet: 7 cases/layer; 6 layers high; Height (in.) 35.4 Volume (cu. in.) 24.4 Net Weight (lb.) 800.1 Gross Weight (lb.) 890.1

16oz Can: Width L-R (in.) 2.60 Depth F-B (in.) 2.60 Height T-B (in.) 6.19 Volume (cu. in.) 41.83 Net Weight (lb.) 1.06 Gross Weight (lb.) 1.10

16oz Loose Case: QTY 24 Length (in.) 15.94 Width (in.) 10.69 Height (in.) 6.31 Volume (cu. in.) 0.62 Net Weight (lb.) 25.52 Gross Weight (lb.) 26.77

16oz Can Pallet: 7 cases/layer, 8 layers high; Height (in.) 55.5 Volume (cu. in.) 38.4 Net Weight (lb.) 1429.1 Gross Weight (lb.) 1532.2

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.) 43.75 Gross Weight (lb.) 57.25

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.) 131.26 Gross Weight (lb.) 161.34

Pallets: 1/6bbl: 12 kegs/layer 1/2bbl: 4 kegs/layer

Line priced with Boston Lager across channels

Shelf Life: 60 days for kegs; 90 days for cans

UPCs:

Item Numbers

- SAAE6601** SA, Sam '76, 4/6pk Cans, DEP
- SAAE6602** SA, Sam '76, 4/6pk Cans, PLN
- SAAE2401** SA, Sam '76, 16oz can, Lse DEP
- SAAE2402** SA, Sam '76, 16oz can, Lse PLN
- SAAE6301** SA, Sam '76, 2/12pk, 12oz can, DEP
- SAAE6302** SA, Sam '76, 2/12pk, 12oz can, PLN
- SAAE60** SA, Sam '76, 1/6 BBL
- SAAE90** SA, Sam '76, 1/2 BBL



2/12 pk Tray



4/6 pk Tray



6 pk Wrap



12 pk Wrap



12oz Can



16oz Can



16oz Can Tray



1/2 BBL