



## Leinenkugel's® Classic Amber Profile

### BRAND OVERVIEW

- It is brewed with a 100% malted barley blend that is unique to Leinenkugel's. The blend of three malts provides the complex character of the beer, while the four hops are added to perfectly balance and not overpower the malts.
- The better foam retention allows consumers to enjoy the complex flavors and aroma.
- Leinenkugel's Classic Amber is easier to drink than other leading ambers can be and appeals to a broader range of consumers who appreciate a more sessionable product.

### 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 and who drink Domestic Light beer and Imports and are willing to trade up.

### FACTS AND FIGURES

- Classic styles are the top-selling Craft styles in U.S. supermarkets.
- Classic styles continue to gain momentum and are the second fastest-growing Craft style.
- Ambers have the highest velocity among Classic styles and are the fastest-growing.

### KEY SKUs

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



#### BRAND CHARACTERISTICS

- Brewed with a mix of aromatic Munich, pale, and caramel malts. 4.9% alcohol by volume. 162 calories per 12-ounce serving.
- Bitterness units—20.0.

#### KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Leading Amber-style beers, such as Sam Adams® Boston Lager, Fat Tire®, Michelob AmberBock®.
- Key differentiator—the unique malted barley blend.

#### KEY PROGRAMMING INFORMATION

- The new Leinenkugel's positioning will focus on promoting the Leinenkugel's portfolio of beers. If any beers are featured in programs, Leinenkugel's Classic Amber will be the lead.
- During the launch of Leinenkugel's Classic Amber, POS is available to generate awareness.

