



Leinenkugel's Juicy Peach

Available Year Round (Nationally starting 1/2/23)

Brand Purpose

To inspire the unorthodox pursuit of simple fun

Brand Story / History

In 1867, the Leinenkugel family brewery was founded in Chippewa Falls, Wisconsin by Jacob Leinenkugel. He knew that his German family heritage would play an integral part of his brewery's success. Today, the sixth generation of Leinenkugel's continues to brew the same German-inspired recipes that Jacob poured his heart and soul into. Over the years, our family has grown and so has our brewery, but history and heritage remain at the forefront.

Brand Style - Malt – Hops – Misc.

- Style: Fruited Sour
- Hops: Cluster
- Malt: Moravian Two Row Barley, Red Wheat and Caramel Malt

Sensory Information (AATMF)

A – Soft hazy gold with slightly peach hue
 A – Sweet and natural fresh peaches
 T – Ripe juicy peach flavor upfront followed by a subtle tartness
 M - Light body with a crisp tingly texture
 F - Lingers with refreshing notes of slightly tart peaches

Brand Facts

- Leinenkugel's Juicy Peach, a mild sour beer, is brewed with light tart notes balanced with the refreshing sweet flavor of natural peaches.
- Juicy Peach is just tart enough to keep it interesting, but not overly sour, giving the thirst-quenching, easy drinking flavor experience expected from a Leinenkugel's beer.
- Offered in 6 pk & 12 pk cans, 6pk bottles, 16oz cans, and draft (1/62 & 1/6 BBL)



Food pairings: Spicy foods, cured meats like sausage, and assertive cheeses, like sharp cheddar or goat

Nutritionals – IBU - SRM

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|-----------------|---------------|
| • Calories: 158 | • Carbs: 17.3 |
| • ABV: 4.4% | • Protein: 1 |
| • SRM: 3.0 | • IBUs: 10 |