



For more information, contact:

Lori Barthelemy
Jacob Leinenkugel Brewing Company
414-931-2094
barthelemy.lori@mbco.com

Shannon McCarthy
Leum PR Group
952-401-0125 x2
smccarthy@leumpr.com

**LEINENKUGEL'S TAPS EUROPEAN FAVORITE TO OFFER REFRESHING
NEW SUMMER SEASONAL**

Continues to innovate its product portfolio while educating consumers about craft beers

CHIPPEWA FALLS, Wis. (March 21, 2007) – The Jacob Leinenkugel Brewing Company is bringing their version of a favorite European recipe to craft beer lovers this summer. This April, the 140-year-old specialty brewer will add a new summer seasonal, Leinenkugel's Summer Shandy, to its family of premium craft beers.

A relatively untapped offering in the U.S., the “shandy” (which is short for “shandygaff”) as it's called in England and Germany, is typically a mixture of beer and soda or lemonade which has been enjoyed across Europe since the 17th century. A variation of a shandy is the “radler” which is a German term for cyclist. In September 1922, Franz Xaver Kugler developed the radler, when approximately 13,000 cyclists visited his tavern in Munich. His beer supply started to run out, so he cleverly mixed the remaining beer with lemonade and pretended he created the blend especially for the cyclists.

Today, Leinenkugel's is taking this summer refresher to a new level with its Leinenkugel's Summer Shandy, a blend of select malted wheat and barley, lemonade flavor and a hint of Wisconsin honey.

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Leinenkugel's Summer Shandy
March 2007
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“Summer Shandy is an adventurous and unexpected new flavor from Leinenkugel’s,” said Dick Leinenkugel, vice president of sales and marketing and fifth generation brewer. “We’re excited to introduce our version of the shandy-style beer and hope to draw interest from our loyal fans and beer lovers in search of an innovative new taste this summer.”

Available April through August, Summer Shandy will officially be Leinenkugel’s new summer seasonal. In June, 2006, consumers overwhelmingly voted for Berry Weiss to become a year-round offering after serving as Leinenkugel’s summer seasonal beer since 1996.

Brewed in small, high-quality batches at Leinenkugel’s brewery in Chippewa Falls, Wis, Leinenkugel’s Summer Shandy features a tangy and citrus character. Its tart lemon flavoring complements spicy and robust summertime grilling recipes.

Leinenkugel’s new Summer Shandy will be one of the cornerstones in a summer sampling program in markets throughout the Upper Midwest, encouraging consumers to “Taste the Adventure.” The program will also feature Leinenkugel’s Honey Weiss, Leinenkugel’s Berry Weiss and Leinenkugel’s Sunset Wheat, which the company has rolled out into more than 30 new markets across the U.S. based on its success. Leinenkugel Brothers Jake and Dick will tour the Upper Midwest in May to introduce their new Summer Shandy to beer fans personally.

Summer Shandy contains 4.2 percent alcohol by volume (ABV). It will be available where Leinenkugel’s is sold in 6, 12 and 24-pack bottles and on draft in 1/2, 1/4 and 1/6 barrels.

Leinenkugel’s, brewed in Chippewa Falls, is the leading craft brewer in the upper Midwest. Leinenkugel’s year-round offerings include Honey Weiss, Sunset Wheat, Berry Weiss, Leinie’s Red, Creamy Dark, Original and Light. In addition to Summer Shandy, Leinenkugel’s offers three other limited-release beers including Big Butt Doppelbock, Leinenkugel's Oktoberfest, and fall favorite Leinenkugel’s Apple Spice. For more information on the rich history of Leinenkugel’s, visit www.leinie.com.