



## HIGHLIGHTS

The National Beer of Texas, an iconic brew loved statewide. The go-to for lifelong Texans, and the first stop for those visiting the state. Brewed in Texas since 1884, this is Texas culture on draft or in can.

## BEER DESCRIPTION

Lone Star Beer uses the finest hops with hearty grains from the Central and Northern Plains. Malted barley and corn extract combine to provide Lone Star with nature's finest ingredients for brewing. Lone Star's ingredients give this beer its full natural flavor. The choicest hops lend complexity and aroma to this beer, and its proprietary mashing regimen creates the perfect balance of alcohol, body, and character.

<b>COLOR</b>	<b>GOLDEN</b>
<b>BODY</b>	<b>FULL BODY LAGER</b>
<b>SERVING TEMP</b>	<b>38-45° F</b>
<b>ALC/VOL</b>	<b>4.7%</b>
<b>GLASSWARE</b>	<b>PINT OR CAN</b>
<b>SHORT FLAVOR DESCRIPTION</b>	<b>CRISP, FULL NATURAL FLAVOR W/ BALANCED FINISH</b>
<b>AVAILABILITY</b>	<b>YEAR ROUND</b>







**ON-PREMISE SUCCESS**

**LONE STAR  
HALF BARREL  
\$X PINT**

<b>COST PER KEG</b>	
<b>SERVING PER CONTAINER</b>	
<b>SELLING PRICE PER SERVING</b>	
<b>PROFIT PER SERVING</b>	
<b>PROFIT PER KEG</b>	

**LONE STAR  
CASE - 24/16oz CANS  
\$X CAN**

<b>COST PER CAN</b>	
<b>SERVING PER CONTAINER</b>	
<b>SELLING PRICE PER SERVING</b>	
<b>PROFIT PER SERVING</b>	
<b>PROFIT PER CAN</b>	

**BRAND SUPPORT**

Digital and social paid media campaigns, with specific on-premise POS including Drinking Armadillo glassware, BBQ neon signage, metal tackers, and more.



**ARMADILLO  
PINT GLASSES**



**BBQ NEON**



**DRINKING ARMADILLO METAL TACKER**



**BUCKETS**



**TX FLAG  
WOOD SIGN**