

Dragon's Milk[®]

BOURBON BARREL-AGED
— STOUT —



THROUGHOUT THE AGES, Dragon's Milk has been a term used to describe potent ales that were bestowed in celebration at the end of a journey. We are proud to be stewards of that ancient tradition today, hand-crafting each batch of Dragon's Milk in Holland, MI for over 20 years. What started as a single barrel experiment has now grown into the #1 best-selling craft stout in America.

FLAVOR

Dragon's Milk is brewed using the finest ingredients possible before being aged in bourbon barrels sourced from legendary Kentucky distilleries for three months.

Roasted malt delivers notes of coffee and chocolate married with sweet undertones of vanilla and oak from its stay in bourbon barrels.

NOTE: Despite the name, there is no dairy or lactose in Dragon's Milk Bourbon Barrel-Aged Stout. This beer is not a milk stout.

SHORT FLAVOR DESCRIPTION

Roast, chocolate, vanilla, and oak

ALC/VOL

11%



50-55°F

AVAILABILITY

YEAR-ROUND

NEW HOLLAND
BREWING CO

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PACKAGING

- 12oz Bottle
- 22oz Bottle
- 4 Pack - 12oz Bottle
- 1/6 BBL & 1/2 BBL



SINGLE - 12oz BOTTLE



SINGLE - 22oz BOTTLE



4 PACK - 12oz BOTTLE



CASE - 4PACK x6-12oz BOTTLE

Dragon's Milk® — PROFITABILITY COMPARISON

DRAGON'S MILK DISPLAY 10 CASES

BRAND	CASE COST	# OF CASES	TOTAL COST	4PK MSRP	TOTAL REVENUE	TOTAL PROFIT
TOTAL						

DRAGON'S MILK HALF BARREL

\$ SNIFTER (10oz POUR)	
COST PER KEG	
SERVINGS PER CONTAINER	198
SELLING PRICE PER SERVING	
PROFIT PER SERVING	
PROFIT PER KEG	

STANDARD CRAFT IPA HALF BARREL

\$ PINT	
COST PER KEG	
SERVINGS PER CONTAINER	123
SELLING PRICE PER SERVING	
PROFIT PER SERVING	
PROFIT PER KEG	