



# SUMMERFEST®

REFRESHING SUMMER LAGER



## WARM-WEATHER HERO

Bright and refreshing, with a quintessential clean finish, Summerfest is your cold snap for any heat wave.



## CONSUMER DEMAND

With a name and style that are spot on, Summerfest creates drinker excitement each year.



## PURCHASE INTENT

79%\* of Sierra Nevada drinkers buy seasonals alongside their year-round favorites.

\*Sierra Nevada Insiders Study, May 2021

It's time to soak up the sun, and this refreshing lager is the real SPF you need: Summer Pilsner Flavor. Summerfest is golden bright, balancing delicate yet complex malt alongside spicy, floral hops. Hints of lemon zest lead into a dry finish, and the sessionable 5% ABV invites another round on those endless summer days.



## WHY SUMMERFEST IN YOUR STORE?

### • SUN'S OUT, SUDS OUT

As your shoppers bid winter farewell, Summerfest calls them to a new season of adventure.

### • SUMMERFEST MOMENTUM

Summerfest volume increased +9% compared to last year, driven by a +14% boost in the rate of sale.\*

\*Source: VIP Sales Date: 4/1/23 - 8/31/23 vs LY

### • THEMATIC DISPLAYS

Build Summerfest into any seasonal display design on the retail floor, from beach vibes to barbecue feasts.

## FOR MORE SPECIFIC INFORMATION



SCAN HERE

## BEER SPECS



APPEARANCE  
Bright Gold



HOPS  
Magnum  
Tettnang  
Tradition  
Saphir

5.0%

ALCOHOL BY VOLUME

MALT: Pale, Pilsner, Munich

28

BITTERNESS UNITS

ORIGINAL GRAVITY: 12.0°  
FINISHING GRAVITY: 2.6°

*“It's hard not to enjoy summer when sipping on a Summerfest”*

PorchDrinking.com  
May 2023

## SUMMERFEST CANS



12 oz. Can



0 83783 22824 3



Enclosed 6-Pack  
(12 oz. Can)



0 83783 22822 9



12-pack (12 oz. Can)



0 83783 22812 0



24-pack (12 oz. Can)



0 83783 42840 7

## SIERRA NEVADA BREWING CO.

Since our founding in 1980, we've been brewing quality beer we love to drink. Our Pale Ale introduced a generation to the glory of hops and inspired a craft beer revolution in its wake. We keep pushing boundaries — whether that's in the brewhouse, in sustainability, or in our everyday adventures. All while staying 100% family owned, operated, and argued over.

## SUPPORT TOOLS

- TAP HANDLE
- POS DISPLAYS
- POSTERS, CASE CARDS, ETC.
- GENERIC SNBC POS

Contact your Sierra Nevada rep to check availability and place an order.



SIERRA NEVADA BREWING CO.  
CHICO, CA & MILLS RIVER, NC  
WWW.SIERRANEVADA.COM

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