

# Leinenkugel's Oktoberfest

A traditional Märzen-style beer, that has a toasted malt flavor and subtle, spicy hop notes that make it perfect for celebrating fall in true German fashion.

## Beer Story

The first Oktoberfest was held on October 12, 1810 in Munich as a royal wedding reception. The festival was so popular with citizens it became an annual celebration that we honor in our own way with Leinenkugel's Oktoberfest.

## Ingredients

Hops: Four hops including Hallertau and Tettnang

Malts: Blend of Pale malts, Caramel and Munich

IBU: 20 | ABV: 5.1%

Availability: August – October



## Sensory

Appearance	Bright auburn of late autumn leaves, accentuated by a creamy white foam
Aroma	Spicy hop character provides a moderate fruit ester aroma that blends well with the caramelly malt overtones
Taste	Toasted malt flavors with the spicy hop undertones, on the malty sweet side—characteristic of the style
Mouthfeel	Medium body with effervescent carbonation, refreshing
Finish	Lingering malty finish with spicy hop backbone. Crisp, clean and refreshingly malty beer

## Perfect Pairings

*Enjoy the smooth taste of Oktoberfest with authentic German dishes like sauerbraten, knackwurst, spaetzle or pretzels and ground mustard.*

## Target Audience



- Craft beer drinkers
- Primarily male
- Ages 25-34
- Likes traditional styles
- Looking to enjoy a moment of relaxation with family & friends