



BUTLER WAY[®] LAGER

16-OZ. CANS

Quaff ON! Brewing Company has partnered with Butler University to launch the all-new Butler Way[®] Lager. This brew is a crisp, crushable lager made for gamedays & singing the Butler War Song after a Bulldog victory. GO DAWGS!

PRODUCT INFORMATION

FLAVOR PROFILE/STYLE	Light and crisp American lager
TARGET CONSUMER	Butler University & Butler Athletics fans, lager lovers; ages 21 & up
INGREDIENTS	American lager made with light, golden malts & hints of hop bitterness
ABV/IBU	4.0% ABV, 14 IBU
16-OZ. CAN SPECS	Height: 6.25", Diameter: 2.5", Volume: 16oz.(473mL), Weight: 1.1 lbs.
CASE SPECS	Length: 15.75", Width: 10.75", Height: 6.5", Weight: 25 lbs.
PALLET SPECS	Cs/Pallet: 70; Layers: 7; Cs/Layer: 10 Dimensions: 48" x 40" x 50"; Weight: 1,790 lbs.
SHELF LIFE	180 days



16oz. Can



4-Pack/16oz. Cans



Case/4-Packs

LAUNCH MARKETS	Indiana
FORMATS	16oz. Can

