



SHAKESPEARE FESTIVAL ST. LOUIS



Schlafly 1616 Brand Profile

Brewed by Schlafly in partnership with Shakespeare Festival St. Louis

Brand Facts:	As the official brewery of Shakespeare Festival St. Louis, the Saint Louis Brewery, makers of Schlafly Beer, created 1616 in honor of the 400 th anniversary of the Bard's death (April 23, 2016).
Brand Description:	Schlafly 1616 is crisp, clean, light unfiltered lager brewed with Mandarina Bavaria hops, one of the few hops named for the flavor it possesses.
Taste Profile:	Schlafly 1616 drinks like a fresh, hoppy wheat beer and finishes with a clean, malty finish. Brewed to pair with a variety of foods for summertime dining at Shakespeare Glen in Forest Park.
Availability:	Schlafly 1616 will be available on draught-only at select Festival events throughout the 2016 season including several SHAKE 38 (April 19-23) performances, the mainstage production of <i>A Midsummer Night's Dream</i> (June 3-26), and Shakespeare in the Streets in Maplewood (Sept. 16-18). Schlafly Beer and Shakespeare Festival St. Louis co-branded growlers will also be available for purchase.
Packaging (Pale Ale)	In addition to Schlafly 1616 , which is available on draught only, Schlafly worked with St. Louis artist Igor Karash to develop special packaging for its 12-packs of Schlafly Pale Ale inspired by the life and work of William Shakespeare. These special 12-packs will be available in grocery and retail outlets throughout St. Louis, beginning in mid-May.
Target Audience:	Beer drinkers aged 21 and up.
Alcohol Content:	Schlafly 1616 is a 5.5% abv beer per 12-ounce serving.