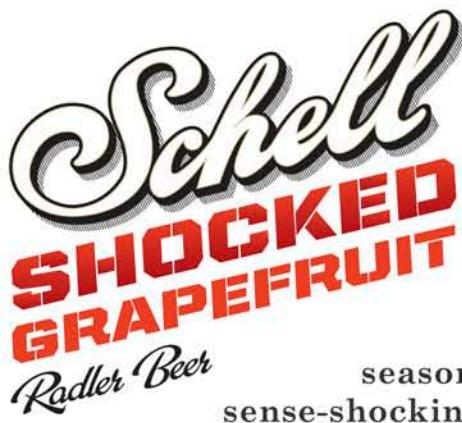


# Schell SHOCKED

**GRAPEFRUIT**  
*Radler Beer*

SCHELL SHOCKED GRAPEFRUIT RADLER STYLE BEER IS  
LIGHT, CRISP, SUBTLY SWEET AND PERFECT FOR HOT  
SUN-KISSED SUMMER DAYS.

# - SCHELL SHOCKED GRAPEFRUIT RADLER -



On the wooded hillside banks overlooking the Cottonwood River in New Ulm, Minnesota, the August Schell Brewing Company has been quietly crafting a family of fine specialty beers since 1860.

## SHOCK YOUR SENSES!

Schell Shocked is a clear, golden radler style beer produced seasonally from May through October. After initially serving this sense-shocking brew with a grapefruit twist on tap in 2012, 16oz. cans and bottles will debut in 2013. It's light, crisp body combines mild malt flavor, hop bitterness and a sensational citrus essence. Ideal for those sun-kissed afternoons, this invigorating blend provides the ultimate in summer refreshment.

### BEER STYLE

German Radler

### AVAILABILITY

May-October

### FLAVOR/COLOR PROFILE

Shock your senses with a subtly sweet grapefruit twist. This clear, golden radler style lager is light and crisp, combining mild malt flavor, hop bitterness and a sensational citrus essence.

### PERCENT ALCOHOL

Alcohol By Volume: 4.6%

### INGREDIENTS

Malts: Rahr 2-Row, Corn  
Hops: Cascade

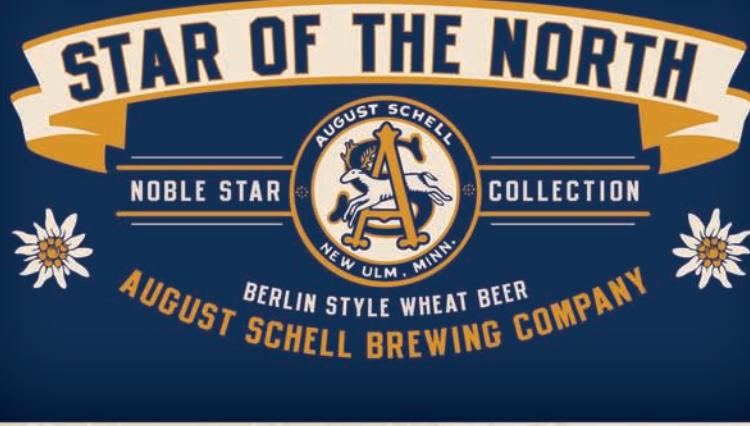
### PACKAGING

12oz. Bottle:	088067-058752
6-Pack Bottles:	088067-058769
16oz. Can:	088067-058776
16oz. Can Tray:	088067-058783
12oz. Case Bottles:	088067-058790



For more information about the brewery, gift shop, and tours, call us at 1-800-770-5020, or visit us online at [www.schellsbrewery.com](http://www.schellsbrewery.com)  
August Schell Brewing Co., P.O. Box 128, New Ulm, MN 56073

LIMITED RELEASE BATCH NO.1



AGED IN CYPRESS



HANDCRAFTED



THE AUGUST SCHELL BREWING CO., NEW ULM, MINN.

# August Schell Brewing Co. STAR OF THE NORTH



## BEER STATISTICS

- Original Gravity - 8° Plato
- 3.5% Alcohol By Volume
- 4 International Bitterness Units
- Serve in a Pokal glass



## MALTS:

Pilsner, Wheat

## YEASTS:

German Ale Yeast,  
Brettanomyces,  
Lactobacillus  
(Bacteria)

## MATURATION

## VESSEL:

Schell's original  
1936 cypress wood  
lagering tanks.

## BATCH SIZE:

- 60 US Barrels
- 12 x 750ML

THE AUGUST SCHELL BREWING CO., NEW ULM, MINN.



## BACKGROUND

After occupying Berlin in 1809, Napoleon's troops adoringly referred to the tart and effervescent white beer of the city as "The Champagne of the North." In honor of this beer style, its history, and our great state motto, we've crafted "Star of the North," our interpretation of a traditional Berliner Weisse. We used an authentic mixed culture of yeasts and bacteria from Berlin for fermentation and aged it in one of our original cypress wood lagering tanks from 1936. The long secondary fermentation in the wooden tank allowed the defining characteristics of the beer to develop. It was then hand-filled and bottle-conditioned, which allows it to continue to develop and evolve. Enjoy this beer straight in a pokal glass or mix in a shot of sweet raspberry or woodruff syrup, as is traditionally done in Berlin.

## INFO/FLAVOR PROFILE

This beer is extremely pale yellow in color with a slight haze and a large, creamy, snow-white foam head. This beer is rather light on the palate and very dry. A lively carbonation accentuates the refreshingly tart acidity. Expect an interesting mix of fruity flavors reminiscent of ripe lemons and apple juice with a touch of spice and a subtle brett character.

**AUGUST****OTTO****GEORGE****ALFRED****WARREN****TED****HISTORY REVIVED**

Jace Marti next to our 1936 cypress wood lagering tank.

In 1860, German immigrant August Schell broke ground for the August Schell Brewing Co. and paved the way for a 153-year-old family tradition. In 1891, the thriving brewery was passed on to August's son Otto, a Berlin-trained brewmaster—whose many improvements to the brewery included the construction of the brewhouse and cellars which are still used today. Four generations later, current President Ted Marti and his son Jace, also German-trained brewers, revived a very rare cypress fermentation tank, purchased by Alfred in 1936 and located in a cellar built by Otto, for their newest Berlin-style wheat beer series: the Noble Star Collection.

*August Schell Brewing Co.*1860 SCHELL ROAD • NEW ULM, MINN. • [WWW.SCHELLSBREWERY.COM](http://WWW.SCHELLSBREWERY.COM)