



New Item Form

Brand / Supplier Information	
Supplier Name	DESTIHL Brewery
Brand Name	DESTIHL
Consumer Brand Name	DESTIHL Brewery
Product Information	
Product Logo	A beer label for DESTIHL Brewery's DeadHead Haze of the Dead IPA. The label features a central illustration of a skull with a beard and sunglasses, set against a dark background with intricate patterns. The text "DESTIHL BREWERY" is at the top, "DEADHEAD" is on the right side, and "HAZE OF THE DEAD HAZY DOUBLE IPA" is at the bottom.
Product Name	DeadHead Haze of the Dead IPA
Consumer Product Name	Destihl Haze Of The Dead
Product Type	Beer
Product Style	IPA
Product Sub Style	Double IPA
Country of Origin	United States
Region	Illinois
Sub Region	Illinois
Appellation	Illinois
Vineyard	Illinois
Product Story	Our Deadhead IPA Series melds the strong vibe of our favorite music with the beer we love to drink, elevating both into a higher state of consciousness. Our Haze of the Dead reverberates with booming amounts of Citra and Simcoe hops piercing through the melodic mouthfeel of flaked oats, wheat & pils malts, concocting into a Juicy, Hazy Double IPA that will be sure to wake the dead.
Variety Pack	No
Limited Release	Yes
Military	No
Non-Alcoholic	No
ABV	8.5%
Juice %	

Material	Grain
Sub Material	Blend-Grains
Color	Golden
Carbonated	Yes
Aged	
Flavor	
Fanciful Name	DeadHead Haze of the Dead
Gluten Free	
Kosher	
Organic	
Non GMO	

Beer Attributes	
Beer Segment	Craft
IBU	83
SRM	
Strength	High

Package #1	
Main	
Base Attributes	
VIP Item ID	100836635
Supplier Item Code	CANHOTD16
Supplier Item Description	DeadHead Haze of the Dead IPA 6/4/16oz CAN
Item Description	Destihl Haze Of The Dead 6/4/16 oz
Unit Front Image	
Special Pack Type	
Gift Component	
Vintage	
Collector Special Label	
Marketing Description	
Certification Agency	
Client Request	
Packaging Country	United States
Holiday/Seasonal	

Package Front Image	
Active Date	05/01/2020
Inactive Date	12/31/2099
Tasting Notes	Haze of the Dead reverberates with booming amounts of Citra and Simcoe hops piercing through the melodic mouthfeel of flaked oats, wheat & pils malts, concocting into a Juicy, Hazy Double IPA that will be sure to wake the dead
Weights & Measures	
Package Configuration	
Units per Case	24
Retail Packs per Case	6
Units per Retail Pack	4
Volume of Unit	16
Unit of Measure	oz
Oz per Case	384.000
mL per Case	11356.224
Package Type	Package
Package Size	4 Pack (16 oz Cans)
Package Size Short	
Consumer Package Size	
Package ABV	8.5%
Container Type	Can
Container Material	Aluminum
Case Box Material	Cardboard
Outer Packaging	
Special Container	
Unit Closure Type	Alternative
GTIN/UPC	
Pallet GTIN/UPC	
Case GTIN/UPC	
Retail GTIN/UPC	 8 59708 00255 3 0-08-59708-00255-3

Unit GTIN/UPC	 8 59708 00255 3 0-08-59708-00255-3
Weights & Dimensions	
Unit Length (in.)	2.60
Unit Width (in.)	2.60
Unit Height (in.)	6.20
Unit Weight (lbs.)	1.10
Retail Length (in.)	5.20
Retail Width (in.)	5.20
Retail Height (in.)	6.20
Retail Weight (lbs.)	4.40
Case Length (in.)	16.00
Case Width (in.)	11.25
Case Height (in.)	6.50
Case Weight (lbs.)	26.50
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	55.00
Pallet Weight (lbs.)	2210.00
Logistical Attributes	
Cases/Kegs per Pallet	80
Cases per Layer	10
Layers per Pallet	8
Shelf Life Days	120
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	24
TTB Cola ID	20107001000168