

01/11/2024







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 DeadHead West-Coast IPA. The label features a central white skull with a beard and a mustache. The text "DESTIHL BREWERY" is at the top, "DEADHEAD IPA" is in large letters in the middle, and "WEST COAST-STYLE" is at the bottom. The background is black with colorful, glowing hop cones and skulls.
Product Name	DeadHead West-Coast IPA
Consumer Product Name	Destihl Deadhead IPA (west-coast)
Product Type	Beer
Product Style	IPA
Product Sub Style	American IPA
Country of Origin	United States
Region	Illinois
Sub Region	Illinois
Appellation	Illinois
Vineyard	Illinois
Product Story	Like the bold colors & patterns of a tie-dye shirt, this West Coast-style IPA is bursting with psychedelic hoppy & fruity aromas swirling with abundant American hop flavor & bitterness and a vintage malt backdrop. Cheers!
Variety Pack	No
Limited Release	No
Military	No
Non-Alcoholic	No
ABV	7.0%
Juice %	
Material	Grain
Sub Material	Barley
Color	Golden
Carbonated	Yes
Aged	
Flavor	

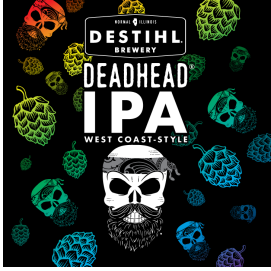
Fanciful Name	DeadHead IPA (West Coast)
Gluten Free	
Kosher	
Organic	
Non GMO	

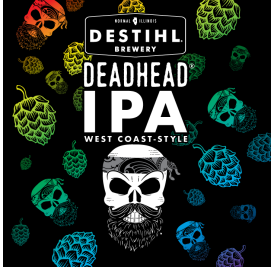
Beer Attributes	
Beer Segment	Craft
IBU	15
SRM	
Strength	High

Package #1	
Main	
Base Attributes	
VIP Item ID	101493775
Supplier Item Code	CANDHIPA
Supplier Item Description	DeadHead IPA (West Coast) 4/6/12oz CAN
Item Description	Destihl Deadhead IPA (west-coast) 4/6 / 12 oz
Unit Front Image	
Special Pack Type	
Gift Component	
Vintage	
Collector Special Label	
Marketing Description	Craft Beer
Certification Agency	
Client Request	
Packaging Country	United States
Holiday/Seasonal	
Package Front Image	
Active Date	08/01/2021

Inactive Date	03/01/2022
Tasting Notes	
Weights & Measures	
Package Configuration	
Units per Case	24
Retail Packs per Case	4
Units per Retail Pack	6
Volume of Unit	12
Unit of Measure	oz
Oz per Case	288.000
mL per Case	8517.168
Package Type	Package
Package Size	6 Pack (12 oz Cans)
Package Size Short	
Consumer Package Size	
Package ABV	6.9%
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 00277 5 0-08-59708-00277-5
Unit GTIN/UPC	 8 59708 00277 5 0-08-59708-00277-5
Weights & Dimensions	
Unit Length (in.)	2.60
Unit Width (in.)	2.60
Unit Height (in.)	4.90
Unit Weight (lbs.)	0.82
Retail Length (in.)	5.20
Retail Width (in.)	7.80
Retail Height (in.)	5.00



Retail Weight (lbs.)	3.30
Case Length (in.)	16.00
Case Width (in.)	11.25
Case Height (in.)	5.00
Case Weight (lbs.)	20.00
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	55.00
Pallet Weight (lbs.)	2000.00
Logistical Attributes	
Cases/Kegs per Pallet	100
Cases per Layer	10
Layers per Pallet	10
Shelf Life Days	180
Code Date Format	MMDDYYYY
Code Date Days	
BATF Units per Case	24
TTB Cola ID	22063001000286

Package #2	
Main	
Base Attributes	
VIP Item ID	101493781
Supplier Item Code	HBDHIPA
Supplier Item Description	DeadHead IPA (West Coast) 1/2 Keg
Item Description	Destihl Deadhead IPA (west-coast) 15.5 gal
Unit Front Image	
Special Pack Type	
Gift Component	
Vintage	
Collector Special Label	
Marketing Description	
Certification Agency	
Client Request	
Packaging Country	United States
Holiday/Seasonal	Reserved

Package Front Image	
Active Date	03/01/2022
Inactive Date	12/31/9999
Tasting Notes	
Weights & Measures	
Package Configuration	
Units per Case	1
Retail Packs per Case	1
Units per Retail Pack	1
Volume of Unit	15.5
Unit of Measure	gal
Oz per Case	1984.000
mL per Case	58673.855
Package Type	Draft
Package Size	15.5 gal Keg
Package Size Short	
Consumer Package Size	
Package ABV	6.9%
Container Type	Keg
Container Material	Stainless Steel
Case Box Material	No Case/Box
Outer Packaging	
Special Container	
Unit Closure Type	Alternative
GTIN/UPC	
Pallet GTIN/UPC	
Case GTIN/UPC	
Retail GTIN/UPC	
Unit GTIN/UPC	
Weights & Dimensions	
Unit Length (in.)	16.13
Unit Width (in.)	16.13
Unit Height (in.)	23.38
Unit Weight (lbs.)	160.00
Retail Length (in.)	16.13
Retail Width (in.)	16.13
Retail Height (in.)	23.38

Retail Weight (lbs.)	160.00
Case Length (in.)	16.13
Case Width (in.)	16.13
Case Height (in.)	23.38
Case Weight (lbs.)	160.00
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	27.50
Pallet Weight (lbs.)	1410.00
Logistical Attributes	
Cases/Kegs per Pallet	8
Cases per Layer	8
Layers per Pallet	1
Shelf Life Days	180
Code Date Format	MMDDYYYY
Code Date Days	
BATF Units per Case	1
TTB Cola ID	22063001000293

Package #3	
Main	
Base Attributes	
VIP Item ID	101778055
Supplier Item Code	19DHIPA
Supplier Item Description	DeadHead West Coast IPA 19.2oz
Item Description	Destihl Deadhead IPA (west-coast) 12/19.2 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	12/05/1933
Inactive Date	
Tasting Notes	
Weights & Measures	
Package Configuration	

Units per Case	12
Retail Packs per Case	12
Units per Retail Pack	1
Volume of Unit	19.2
Unit of Measure	oz
Oz per Case	230.400
mL per Case	6813.734
Package Type	Single
Package Size	19.2 oz Can
Package Size Short	
Consumer Package Size	
Package ABV	7.0%
Container Type	Can
Container Material	Aluminum
Case Box Material	Cardboard
Outer Packaging	Box
Special Container	
Unit Closure Type	Alternative
GTIN/UPC	
Pallet GTIN/UPC	
Case GTIN/UPC	
Retail GTIN/UPC	 8 59708 00295 9 0-08-59708-00295-9
Unit GTIN/UPC	 8 59708 00295 9 0-08-59708-00295-9
Weights & Dimensions	
Unit Length (in.)	2.60
Unit Width (in.)	2.60
Unit Height (in.)	7.40
Unit Weight (lbs.)	1.26
Retail Length (in.)	2.60
Retail Width (in.)	2.60
Retail Height (in.)	7.40
Retail Weight (lbs.)	1.26
Case Length (in.)	10.90
Case Width (in.)	8.00
Case Height (in.)	7.40

Case Weight (lbs.)	15.40
Pallet Length (in.)	56.00
Pallet Width (in.)	44.00
Pallet Height (in.)	60.00
Pallet Weight (lbs.)	2500.00
Logistical Attributes	
Cases/Kegs per Pallet	108
Cases per Layer	18
Layers per Pallet	6
Shelf Life Days	120
Code Date Format	MMDDYY
Code Date Days	120
BATF Units per Case	12
TTB Cola ID	22063001000286