

12/20/2022







New Item Form

Brand / Supplier Information	
Supplier Name	DESTIHL Brewery
Brand Name	DESTIHL
Consumer Brand Name	DESTIHL Brewery
Product Information	
Product Logo	
Product Name	DeadHead Easy Haze
Consumer Product Name	Destihl Deadhead Easy Haze IPA
Product Type	Beer
Product Style	IPA
Product Sub Style	Specialty IPA
Country of Origin	United States
Region	Illinois
Sub Region	Illinois
Appellation	Illinois
Vineyard	Illinois
Product Story	This easy-drinking hazy IPA features a smooth melody of bright citrus, tropical & pine notes from Citra, Summit, Simcoe & cascade hops to provide fresh, juicy flavor and a refreshing way to take it easy. Cheers!
Variety Pack	No
Limited Release	No
Military	No
Non-Alcoholic	No
ABV	5.0%
Juice %	
Material	Grain
Sub Material	Barley
Color	Golden
Carbonated	Yes
Aged	
Flavor	

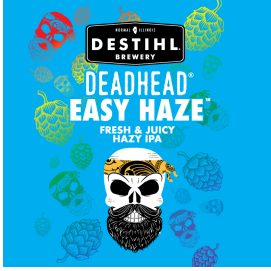
Fanciful Name	DeadHead Easy Haze IPA
Gluten Free	
Kosher	
Organic	
Non GMO	

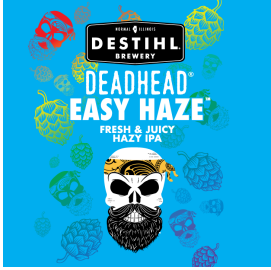
Beer Attributes	
Beer Segment	Craft
IBU	30
SRM	
Strength	Standard

Package #1	
Main	
Base Attributes	
VIP Item ID	101573577
Supplier Item Code	CANDHEH
Supplier Item Description	DeadHead Easy Haze 4/6/12oz CAN
Item Description	Destihl Deadhead Easy Haze IPA 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	08/01/2022

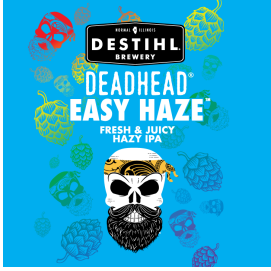
Inactive Date	
Tasting Notes	
Weights & Measures	
Package Configuration	
Units per Case	24
Retail Packs per Case	4
Units per Retail Pack	6
Volume of Unit	12
Unit of Measure	oz
Oz per Case	288.000
mL per Case	8517.168
Package Type	Package
Package Size	6 Pack (12 oz Cans)
Package Size Short	
Consumer Package Size	
Package ABV	5.0%
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 00284 3 0-08-59708-00284-3
Unit GTIN/UPC	 8 59708 00284 3 0-08-59708-00284-3
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

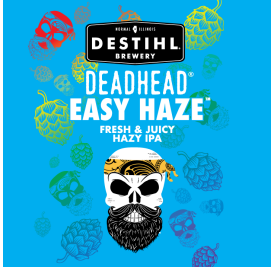
Retail Weight (lbs.)	3.30
Case Length (in.)	16.00
Case Width (in.)	11.25
Case Height (in.)	5.00
Case Weight (lbs.)	20.00
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	55.00
Pallet Weight (lbs.)	2000.00
Logistical Attributes	
Cases/Kegs per Pallet	100
Cases per Layer	10
Layers per Pallet	10
Shelf Life Days	180
Code Date Format	MMDDYYYY
Code Date Days	
BATF Units per Case	24
TTB Cola ID	22132001000959

Package #2	
Main	
Base Attributes	
VIP Item ID	101573583
Supplier Item Code	HBDHEH
Supplier Item Description	DeadHead Easy Haze 1/2 Keg
Item Description	Destihl Deadhead Easy Haze IPA 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

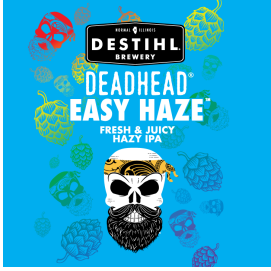
Package Front Image	
Active Date	08/01/2022
Inactive Date	12/31/9999
Tasting Notes	
Weights & Measures	
Package Configuration	
Units per Case	1
Retail Packs per Case	1
Units per Retail Pack	1
Volume of Unit	15.5
Unit of Measure	gal
Oz per Case	1984.000
mL per Case	58673.855
Package Type	Draft
Package Size	15.5 gal Keg
Package Size Short	
Consumer Package Size	
Package ABV	5.0%
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

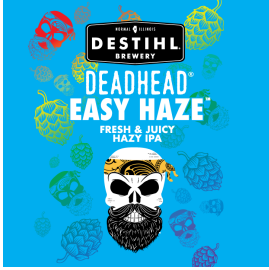


Retail Weight (lbs.)	160.00
Case Length (in.)	16.13
Case Width (in.)	16.13
Case Height (in.)	23.38
Case Weight (lbs.)	160.00
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	27.50
Pallet Weight (lbs.)	1410.00
Logistical Attributes	
Cases/Kegs per Pallet	8
Cases per Layer	8
Layers per Pallet	1
Shelf Life Days	180
Code Date Format	MMDDYYYY
Code Date Days	
BATF Units per Case	1
TTB Cola ID	22132001000971

Package #3	
Main	
Base Attributes	
VIP Item ID	101573584
Supplier Item Code	SBDHEH
Supplier Item Description	DeadHead Easy Haze 1/6 Keg
Item Description	Destihl Deadhead Easy Haze IPA 5.2 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	

Package Front Image	
Active Date	08/01/2022
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	5.2
Unit of Measure	gal
Oz per Case	665.600
mL per Case	19684.133
Package Type	Draft
Package Size	5.2 gal Keg
Package Size Short	
Consumer Package Size	
Package ABV	5.0%
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.)	9.25
Unit Width (in.)	9.25
Unit Height (in.)	23.38
Unit Weight (lbs.)	58.00
Retail Length (in.)	9.25
Retail Width (in.)	9.25
Retail Height (in.)	23.38

Retail Weight (lbs.)	58.00
Case Length (in.)	9.25
Case Width (in.)	9.25
Case Height (in.)	23.38
Case Weight (lbs.)	58.00
Pallet Length (in.)	48.00
Pallet Width (in.)	40.00
Pallet Height (in.)	27.50
Pallet Weight (lbs.)	1250.00
Logistical Attributes	
Cases/Kegs per Pallet	20
Cases per Layer	20
Layers per Pallet	1
Shelf Life Days	180
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	1
TTB Cola ID	22132001000971

Package #4	
Main	
Base Attributes	
VIP Item ID	101635349
Supplier Item Code	CANDHEH16
Supplier Item Description	DeadHead Easy Haze 6/4/16oz CAN
Item Description	Destihl Deadhead Easy Haze IPA 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	12/01/2022
Inactive Date	12/31/2099
Tasting Notes	
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	5.0%
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 00288 1 0-08-59708-00288-1
Unit GTIN/UPC	 8 59708 00288 1 0-08-59708-00288-1
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	180
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	24
TTB Cola ID	