



New Item Form

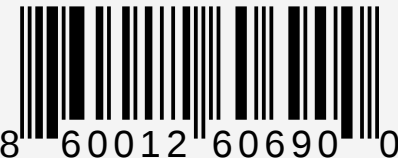
Brand / Supplier Information	
Supplier Name	DESTIHL Brewery
Brand Name	Wrexham Lager Brewery
Consumer Brand Name	Wrexham Lager Brewery
Product Information	
Product Logo	
Product Name	Wrexham Lager
Consumer Product Name	Wrexham Lager Brewery Wrexham Lager
Product Type	Beer
Product Style	Pale Lager
Product Sub Style	International Pale Lager
Country of Origin	United States
Region	United States
Sub Region	United States
Appellation	United States
Vineyard	United States
Product Story	In 1882, two German Immigrants, Ivan Levinstein and Otto Isler, set forth to brew lager beer in the UK. Levinstein and Isler sought to engineer a brewery based on traditional Bavarian method, which was to use the naturally cold and stable temperatures as a means to best ferment their beer, followed by the use of ice banks to store their beer cool enough to facilitate lager beer's smooth flavour and keeping properties. Wrexham Lager now lays claim to being the first lager imported to far off countries, including India, South Africa, the Americas and Australia. It also boasts to being the only lager available on the infamous voyage of the White Star Line's Titanic. We are proud partners with Wrexham AFC as sponsors of the Wrexham Lager Stand.
Variety Pack	No

Limited Release	No
Military	No
Non-Alcoholic	No
ABV	4.0%
Juice %	
Material	Grain
Sub Material	
Color	Golden
Carbonated	Yes
Aged	
Flavor	
Fanciful Name	
Gluten Free	
Kosher	
Organic	
Non GMO	

Beer Attributes	
Beer Segment	Super Premium
IBU	
SRM	
Strength	Standard

Package #1	
Main	
Base Attributes	
VIP Item ID	101901841
Supplier Item Code	WXL16CAN
Supplier Item Description	Wrexham Lager 16oz 4pk
Item Description	Wrexham Lager Brewery Wrexham Lager 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	12/05/1933
Inactive Date	
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	4.0%
Container Type	Can
Container Material	Aluminum
Case Box Material	
Outer Packaging	
Special Container	
Unit Closure Type	
GTIN/UPC	
Pallet GTIN/UPC	
Case GTIN/UPC	
Retail GTIN/UPC	 8 60012 60690 0 0-08-60012-60690-0

Unit GTIN/UPC	 8 60012 60690 0 0-08-60012-60690-0
Weights & Dimensions	
Unit Length (in.)	
Unit Width (in.)	
Unit Height (in.)	
Unit Weight (lbs.)	
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.)	
Pallet Width (in.)	
Pallet Height (in.)	
Pallet Weight (lbs.)	
Logistical Attributes	
Cases/Kegs per Pallet	80
Cases per Layer	10
Layers per Pallet	8
Shelf Life Days	150
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	24
TTB Cola ID	24220001000727

Package #2	
Main	
Base Attributes	
VIP Item ID	101901843
Supplier Item Code	WXLHBKEG
Supplier Item Description	Wrexham Lager 1/2 Keg
Item Description	Wrexham Lager Brewery Wrexham Lager 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	
Package Front Image	
Active Date	05/01/2021
Inactive Date	12/31/2099
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	4.0%
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.)	1.01
Case Width (in.)	1.01
Case Height (in.)	1.01
Case Weight (lbs.)	1.01
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	90
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	1
TTB Cola ID	24220001000734

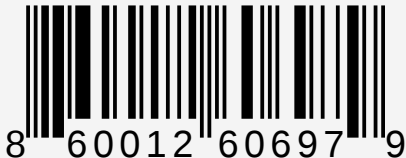
Package #3	
Main	
Base Attributes	
VIP Item ID	101901845
Supplier Item Code	WXLSBKEG
Supplier Item Description	Wrexham Lager 1/6 Keg
Item Description	Wrexham Lager Brewery Wrexham Lager 5.2 gal

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	05/01/2021
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	4.0%
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	90
Code Date Format	MMDDYY
Code Date Days	
BATF Units per Case	1
TTB Cola ID	24220001000734

Package #4	
Main	
Base Attributes	
VIP Item ID	102120102
Supplier Item Code	WXLN8PK
Supplier Item Description	Wrexham Lager 3/8/16oz Cans
Item Description	Wrexham Lager Brewery Wrexham Lager 3/8/16 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	03/01/2020
Inactive Date	12/31/2099
Tasting Notes	
Weights & Measures	
Package Configuration	
Units per Case	24
Retail Packs per Case	3
Units per Retail Pack	8
Volume of Unit	16
Unit of Measure	oz
Oz per Case	384.000
mL per Case	11356.224
Package Type	Package
Package Size	8 Pack (16 oz Cans)
Package Size Short	
Consumer Package Size	
Package ABV	4.0%
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	 0-08-60012-60697-9
Unit GTIN/UPC	 0-08-60012-60697-9
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.)	10.40
Retail Height (in.)	6.20
Retail Weight (lbs.)	8.80
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	