



LONGBOARD®

Island Lager®

Ride a wave of crisp refreshment with Longboard. It goes down smooth like the surf break at iconic Waikiki Beach—so chill, you'll want to come back again and again. Paradise is just a sip away, so relax with your ohana and celebrate what makes life good.

Crisp & Easy-Drinking Island Flavor

SIP WHILE YOU

Relax After a Day on the Water
Connect with Friends & Family
Enjoy the Moment You're In

ENJOY WITH

Grilled Chicken with Mango Chutney
Beer-Battered Fish Tacos
Vegetable Tempura

REASONS TO BELIEVE

- Longboard's Hawaiian-inspired packaging stands out in store, bringing buyers back after trial and recruiting new Kona consumers.
- We call Longboard liquid aloha because its crisp & refreshing flavors are inspired by its island roots.
- Only 4.6% ABV, Longboard is an easy-drinking beer that has been among top 5 craft lagers over the past 5 years.*

One life, right?





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PACKAGE CONFIGURATIONS AND UPCS

PRODUCT	 12oz Can	 16oz Can	 19.2oz Can	 16oz Can 4 Pack w/plastic ring
PDCN	XXXXXXX	IIKN044	IIIKJMM	IIKN044
UNIT CODE	 7 96030 12494 5 796030124945	 7 96030 62494 0 796030624940	 7 96030 19294 4 796030192944	 7 96030 62594 7 796030625947
CASE/TRAY CODE	N/A	N/A	N/A	 7 96030 62694 4 796030626944
PRODUCT	 12oz Can 6 Pack	 12oz Can 12 Pack	 19.2oz Can 12 Pack	 12oz Can 18 Pack
PDCN	IIIK03L	IIKN246	IIIKJMM	IIKN218
UNIT CODE	 7 96030 13494 4 796030134944	 7 96030 82494 4 796030824944	 7 96030 20294 0 796030202940	 7 96030 21894 1 796030218941
CASE/TRAY CODE	 7 96030 02494 8 796030024948	 7 96030 83494 3 796030834943	N/A	N/A



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PACKAGE CONFIGURATIONS AND UPCS

PRODUCT	 12oz Bottle	 6 Pack 12oz Bottle	 12 Pack 12oz Bottle	 24 Pack 12oz Bottle
PDCN	XXXXXXX	IIKNKA4	IIKNKA2	IIKCI9
UNIT CODE	 7 96030 21494 3 796030214943	 7 96030 11494 6 796030114946	 7 96030 61494 1 796030614941	 7 96030 91494 2 796030914942
CASE/TRAY CODE	N/A	 7 96030 01494 9 796030014949	N/A	N/A
PRODUCT	 Draught Tap Handle / 1/6 Barrel	 Draught Tap Handle / 1/2 Barrel		
PDCN	IIKN970	IIKN940		
UNIT CODE	 7 96030 31494 0 796030314940	 7 96030 51494 4 796030514944		
CASE/TRAY CODE	N/A	N/A		



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POCM

PRODUCT				
				
	Longboard Tap Handle \$23	Coasters \$16 (1K/PK)	Pint Glass \$24 (24/CS)	Bar Mat \$25 (5/PK)
ITEM#	XXXXXXX	6024768	513937	6027389
PRODUCT				
	Surfboard Stacker \$20 (2/PK)	Wave Display \$83	VW Van Display \$55	
ITEM#	6024766	6024765	6027943	