



WELCOME TO THE
PUMKING DARKSIDE



WARLOCK®

— IMPERIAL PUMPKIN STOUT —

Imperial Pumpkin Stout • Q3 • 8.6% ABV

The unbeatable Pumking recipe was adapted for the stout beer style in 2011. Dark and mysterious, reignite your senses with Warlock's huge roasted malt character, moderate carbonation and a spiced pumpkin aroma.

ALC/VOL	IBU	MALT	HOPS	PRICING
8.6%	44	2-row, Munich, C60, debittered black, chocolate	CTZ	Imperial Series

AROMA & FLAVOR

Pumpkin pie laced with coffee and dark chocolate. Smooth, velvety mouth-feel and finishes slightly sweeter than Pumking.

CATEGORY DYNAMICS

The love for Pumking continues! Out of 993 Pumpkin Stouts listed on Untappd, it wins the title of most popular. ¹

Across Total US Craft in 2018, Pumking, Warlock, and Cold Press Coffee held the #1-3 spot in \$ sales for pumpkin flavored beer brands! ²

Pumpkin flavor has consistently maintained its position as a popular flavor in Food & Drink category from 2014 - now and is a key flavor for 2019. ^{3, 4}



AVAILABLE FORMATS:



12 oz. bottle



12 oz bottle
4 pack carrier



6x4 12 oz. bottle
case carton



1/6 BBL &
1/2 BBL Draught



SOURCES:

Source 1 - Untappd.com, Search: Pumpkin Stout, Sort By: Most Popular, May 2, 2019

Source 2 - IRI/Armadillo: Craft, Total US - Multi + Convenience, Dollar Sales, Product: Pumpkin Keyword, 1/1/2018 - 12/31/2018.

Source 3 - Kerry Taste Charts US Report, 2019

Source 4 - Google Trends, Pumpkin, Past 5 Year, Food & Drink, 2014-YTD



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BREWED & BOTTLED BY SOUTHERN TIER BREWING COMPANY LAKEWOOD, NY USA

2002-2019