

# Beer and What?

BY MICHAEL KUDERKA

Outside of the US market it is common to find on the beer menu offerings that mix various beer styles with non-alcoholic beverages. Whereas the beer aficionado would conceivably be put off by even the suggestion, the non-beer drinker or occasional beer drinker may well be curious about trying this different approach to beer.

Commercially, a number of US brewers have taken the step to market these beer combinations as regional and national brands. For example, Anheuser-Busch offered Clamato Chelade (a Clamato and a lager mix) a few years ago, and more recently brewers like Leinenkugel have released their Summer Shandy, a traditional wheat beer mixed with natural lemonade flavor.

Some popular beer mixers:

## Radler

Particularly popular during the summer months, Radler beer can be found on beer menus in Germany year-round. Radler beer represents a half and half mix of sparkling lemon soda and wheat beer or Pilsner beer.

In the US, the “shandy” style beer, that has been popping up at retail stores over the last two years, is a combination of wheat beer and lemonade (or other non-alcoholic beverages), which follows a similar concept.

For the consumer that would like to create the Radler experience at home, simply combine a wheat beer or a Pilsner beer with lemon-lime sodas like 7 Up or Sprite.

## Colabier

Also popular in Germany are beer and cola mixtures. These are not pre-bottled but can be ordered with a broad range of beer styles. The terms Diesel and Gespritzer are also used to refer to the combination of lager beer and cola.

Other beer and cola combinations include a Hefeweizen and cola (Colaweizen), a Stout and cola (Brumbär), a dark lager and cola (Greifswalder), a Weissbier and cola (Flieger), a Pilsner and cola (Mazout) and a Altbier and cola (Krefelder).

In the US we have rarely seen any of these combinations offered, but for the adventurous consumer it would appear that any beer style might be an interesting combination for cola.

## Shandygaff

From Britain another popular beer and soda combination is the Shandygaff. To create this drink, simply pour six ounces of ginger beer into a pint glass with six ounces of a lager.

The Shandygaff I easy enough to replicate at home, this creates a sweeter, spicy lager.

## Snakebite

Also from England, snakebite brings together a half lager half cider combination. Considering the current popularity of hard cider, this is something that could easily take off in the US, although a Lambic or a sour ale might be a more complex mixable beer style to try with cider.

## Gridiron Punch

Finally, a little closer to home and tailgating, this recipe calls for mixing 6 bottles of lager, 2.5 cups of pineapple juice, and 12 ounces of lemon-lime soda.

So, whether customers purchase pre-packaged brands or buy the ingredients for shelf mixing, taking the time to introduce them to these beer-based mixes could certainly help you expand the customers you have buying beer.

## Are You Thinking Out-of-the-Box?

How innovative is your store at selling beer? We would like to know. If you have promotions that go beyond refilling the cold box, we would like to hear from you and share your “out-of-the-box” thinking with our fellow Beer Trends readers.

E-mail me at [mkuderka@mcbasset.com](mailto:mkuderka@mcbasset.com) with your successful ideas for selling beer, along with your contact information. If we write about your program in our column we will send you a free copy of The 3<sup>rd</sup> Edition of The Essential Reference of Domestic Brewers and Their Bottled Brands.

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