



# LAGER OF THE LAKES

A NATURAL BOHEMIAN-STYLE PILSNER ROOTED IN TRADITIONAL BREWING METHODS AND BELL'S HISTORY.



We use German and Czech Republic grown Noble Hops, prized for their herbal, cedar, spicy, and floral aromas. Our Pils malt--a nod to our original Bell's Beer from the mid-1980s, which utilized the same malt--offers notes of lightly toasted grain and a pleasingly light body. One of few filtered beers, we finish Lager of the Lakes in this traditional method to showcase its sharp, crisp, and effervescent characteristics.

## Brand Performance

- Overall Sales increase of **35.6%** year to date\*
- Average annual sales increase of **25%** over past 3 years\*

\*Source: VIP distributor depletion data YTD through 6/1/17

## Lager Event Ideas

- Lager Beer of the Month Promo  
*Customized promotional material available*
- Lager vs. Ale  
*Educational opportunity for staff and fans to learn more about different types of brewing yeast*
- Bell's Summer Essentials  
*Oberon, Oarsman, Lager, Q Falls, Oatsmobile, Pooltime, Two Hearted*
- Old World vs. New World: Hop Exploration  
*Quinnannan Falls and Lager of the Lakes sensory and hop rub*



## Lager and Food

### Lager of the Lakes Pairings

- Bright herbs (cilantro, dill, basil)
- Spicy greens (arugula, frisee)
- Juicy vegetables (peppers, cucumbers)
- Fresh seafood (salmon, whitefish, calamari)
- Light fruit desserts (lemon shortbread, fresh berries)



Lager recipes located on reverse.

## Available Point of Sale



# COOKING WITH LAGER OF THE LAKES

## BBQ Lager of the Lakes Corn

*Feeds 6-8*

### Ingredients

12 ears of fresh corn - husked  
2 bottles of Bell's Lager of the Lakes  
Thyme sprig, basil sprig, rosemary sprig  
Real butter  
Salt and pepper  
Foil squares big enough to wrap corn  
Lemon wedges  
Grated parmesan if desired

### Preparation

- Place a single corn on the foil square. Sprinkle with salt and pepper while turning. Partially fold and crimp the foil to create a boat. Add two knobs of butter, 2 oz of Bell's Lager of the Lakes and one small sprig each of the fresh herbs. Finish crimping tightly.
- Let marinate for 30 minutes. Grill each package on medium to high heat on your grill, turning a 1/4 every 5 minutes. Place into a cooler and close lid for 45 minutes. This will allow you to cook other items on the grill!
- Unwrap each corn carefully. Squeeze a wedge of lemon on each one and dust with grated parmesan if you desire. Enjoy with a cold Bell's Lager of the Lakes.



## BBQ Lager of the Lakes Jerk Chicken

*Feeds 6-8*

### Ingredients

2 chickens cut into portions, drumsticks, thigh, breast, bone in cut in half  
1 bottle of Bell's Lager of the Lakes  
4 oz Cider vinegar  
Head of garlic, peeled  
4 limes, zest and juice  
4 oz Colman's English mustard powder  
6 oz dark brown sugar  
2 tsp sea salt  
6 Habanero peppers – remove seeds  
Red onion – peeled and rough chop  
2 tsp dried thyme  
3 tsp paprika  
2 tsp Ground Allspice  
1 tsp Ground nutmeg  
1 tsp Cinnamon

### Preparation

- In a blender, place all ingredients except chicken and blend until smooth. Place chicken pieces in large pan, cover and coat with marinade, refrigerate overnight, up to 2 days ahead.
- Place chicken on a foiled tray, removing some of the marinade, bake at 375°F for 25 minutes. Preheat BBQ grill to medium hot.
- Remove chicken from oven and finish on the grill until the skin begins charred and golden brown. **Do not burn!**
- Remove from grill and serve with rice and beans, grilled corn on the cob and a nice cold Bell's Lager of the Lakes.