

# McCabe

## A refreshing fruit flavored beer

A fun, easy to drink and refreshing malt beverage. Shandy was originally a traditional beer cocktail produced by mixing lager beer with lemon-lime soda. In 2005, McCabe was launched as a Ready-to-Drink spin off of Maccabee Beer and became an instant success. McCabe comes in four great flavors: Lemon-lime, Peach, Apple and Watermelon with limited editions launched each summer.

## Israel's #1 Flavored Alcoholic Beverage

In 2010 McCabe was revamped and our current four flavors were launched: Lemon-lime, Peach, Apple and Watermelon. Since the addition of these flavors, McCabe has doubled the market for flavored alcoholic beverages, and has captured the #1 position. Towards 2020 a new recipe was introduced - Less sugar, same great taste!

## Only 1.9% Alc/Vol

Ingredients: Beer (water, barley malt, hops), carbonated soft drink (carbonated water, sugar, fruit concentrates, fruit flavors and citric acid).  
No preservatives.  
Only 1.9% alcohol by volume.



Shandy  
**ID**

**Category** Malt based flavored alcoholic beverage, Low alcohol / flavored beers

**Target Consumer** Young adults seeking a low alcohol refreshing soft drink substitute, Female drinkers, Non-beer drinkers seeking a beer style drink

**Characteristics** Variety of flavors, low alcohol, young, fun and easy to drink

**Drinking Occasions** Daytime - lunch, beach, pool, sunny days

**Trend** RTD beverages, low-alcohol / flavored beers




# Product SPEC

## Mccabee 330ml glass bottle

<b>Inner package</b>	330ml (11.2 Fl.oz) glass bottle
<b>Outer package</b>	Closed cardboard 6 pack
<b>Quantity per case</b>	4X6 packs shrink wrapped
<b>Case dimensions WxLxH</b>	23.5x36.7x24.6 cm (9.3x14.4x9.7 in)
<b>Case weight</b>	14 kg (30.8 lbs)
<b>Cases on a layer</b>	12
<b>Layers on a pallet</b>	7
<b>Cases on a pallet</b>	84
<b>Shelf life</b>	15 months
<b>Alc/Vol</b>	1.9%
<b>Flavors</b>	Lemon-lime, Peach, Apple, Watermelon



All Mccabee products enjoy the strictest kosher supervisions:  
Badatz Ha'Eda Ha'Haredit from Jerusalem.  The Orthodox Union

## Awards



Product of the year 2010 and 2012



Sial D'Or 2010 - Shandy Apple



Sial Innovation 2012 - Shandy Tropical Watermelon