

Amstel unveils Amstel Radler

Amstel has released Amstel Radler, its latest brand extension and a beer that is crafted with real lemon juice.

The beer originated in a German bar by a Bavarian named Franz Xavier Kugler that mixed half of his inventory of beer with thousands of bottles of clear lemon soda from his cellar to accommodate for thirsty German cyclists.

The drink has 3% alcohol by volume and combines a ratio of 60% Amstel Lager and 40% lemon juice.

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