

MILWAUKEE'S *Original* CRAFT BREWERY

**Sprecher**  
BREWING CO.



**BREW  
GOOD  
THINGS**



**Sprecher**  
BREWING CO.

*proudly present*

*The Legend Returns*

**BLACK BEAR**



**LEGEND**  
SINCE 1931

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Sprecher Contact

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Entry ID : NYPE201786

Title : Black Bear Craft Sodas

Category : BP22010 Rebrand



Wisconsin  
Original  
Since 1920

**Black Bear**  
BEVERAGES

20 oz.  
12 pks

## It's a Bear of a Drink

The first Black Bear soda was created in 1920. In a tribute to the little black bear cub he owned, a beverage artisan named his brand Black Bear. As the legendary bear grew up and returned to its natural habitat, the artisan knew his sodas would be made with only the ingredients nature provides.

Regular Flavors	Bottle UPC
• Cola	7 46742 20300 1
• Root Beer	7 46742 20800 6
• Lemon Lime Soda	7 46742 20900 3
• Orange	7 46742 21300 0
• Black Cherry	7 46742 21000 9
• Lime	7 46742 20600 2
• Blue Raspberry	7 46742 20100 7
• Peach	7 46742 20200 4
• Cherry	7 46742 20500 5
• Grape	7 46742 21100 6
• Punch	7 46742 21200 3
• Cream Soda	7 46742 20400 8
Diet Flavors	Bottle UPC
• Diet Cola	7 46742 21800 5
• Diet Blue Raspberry	7 46742 22400 6
• Diet Black Cherry	7 46742 23000 7
• Diet Root Beer	7 46742 24000 6
• Diet Orange	7 46742 25000 4
• Diet Lime	7 46742 26000 4
Non-Carbonated Flavors	Bottle UPC
• Pink Lemonade	7 46742 22000 8
• Lemonade	7 46742 22300 9



Cases/Pallet 84  
Selling Units/Pallet 1,008

Case Pack 12  
Pallet Configuration 14x6

Pallet Weight 1,428 lbs.  
Case Weight 17 lbs.

[witbeveragecompany.com](http://witbeveragecompany.com)

Rebranding of a dormant trademark recently acquired by Sprecher. A brand and product dating back to the 1930's, once well-known and beloved in the Midwest. The brand needed a modern look and feel while remaining true to its heritage. With its history, Black Bear brand was updated to include "The Legend" and a family of three black bears in its brand iconography. Since its reintroduction, Black Bear sodas have found enthusiastic consumers across the Midwest and beyond.

Work was done by the package design and marketing teams at Sprecher Brewing Co.







# AUTHENTIC, ORIGINAL, ADVENTUROUS

Long ago, under a full moon deep in the Wisconsin northern woods, this legendary Black Bear was first seen. Prowling the wilderness for decades since, Clara and her descendants have been spotted across North America in the most remote forests on the continent. Delicious and one of a kind, Black Bear Sodas honor "The Legend" - Enjoy this Rare and Refreshing Collection!



Sweet and Light, Blue Raspberry deliciously quenches even the thirstiest of explorers



Classic Cherry flavor as delicious as hand-picked right off the tree



Deep Orange flavor as bright and refreshing as the early morning summer sun



Legendary, Rich Root beer flavor perfected over eight decades makes Black Bear the best tasting in any era





MILWAUKEE'S *Original* CRAFT BREWERY

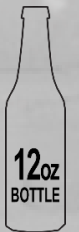
BLUE RASPBERRY

BLACK BEAR CRAFT SODA

*The Legend Returns*

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Sweet and Light, Blue Raspberry deliciously quenches even the thirstiest of explorers



12 oz Bottle	6 Pack	24 pk Case
BLACK BEAR BLUE RASPB  12oz Bottle	BLACK BEAR BLUE RASPB  6 Pack 12oz	BLACK BEAR BLUE RASPB  24pk Case
 7 46742 00804 0	 7 46742 50804 5	 10746742108044

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# CHERRY

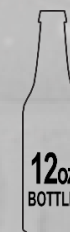
# BLACK BEAR CRAFT SODA

## The Legend Returns

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Classic Cherry flavor  
as delicious as hand-picked  
right off the tree



12 oz Bottle	6 Pack	24 pk Case
BLACK BEAR CHERRY 12oz Bottle	BLACK BEAR CHERRY 6 Pack 12oz	BLACK BEAR CHERRY 24pk Case
		
7 46742 00803 3	7 46742 50803 8	10746742108037



MILWAUKEE'S *Original* CRAFT BREWERY

ORANGE

BLACK BEAR CRAFT SODA

The Legend Returns

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Deep Orange flavor as bright and refreshing as the early morning summer sun



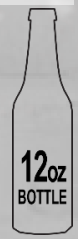
12 oz Bottle	6 Pack	24 pk Case
BLACK BEAR ORANGE  12oz Bottle	BLACK BEAR ORANGE  6 Pack 12oz	BLACK BEAR ORANGE 24pk Case
		
7 46742 00802 6	7 46742 50802 1	10746742108020



# The Legend Returns

Long ago, under a full moon deep in the Wisconsin northern woods, this legendary Black Bear was first seen. Prowling the wilderness for decades since, Clara and her descendants have been spotted across North America in the most remote forests on the continent. Delicious and one of a kind, Black Bear Sodas honor "The Legend" - Enjoy this Rare and Refreshing Collection!

Legendary, Rich Root beer flavor perfected over eight decades makes Black Bear the best tasting in any era



12 oz Bottle	6 Pack	24 pk Case
BLACK BEAR ROOT BEER 12oz Bottle  7 46742 00801 9	BLACK BEAR ROOT BEER  6 Pack 12oz  7 46742 50801 4	BLACK BEAR ROOT BEER 24pk Case  10746742108013

