

OBSCEENLY FRESH

PURE LURE PILSNER

The Pure Lure Pilsner is a collaboration beer with a local Ocean City fishing gear brand, Pure Lure. This recipe was designed with the local fisherman in mind, just like their apparel.

LIGHT. CRISP. CRUSHABLE

Perfect for everything from trolling offshore to hanging out on the dock with friends.

Packs well in any sized Yeti! This brew is also great for restaurants and bars looking to add a lighter craft option to their lineup.

FOOD PAIRING

Because Pilsners have such a refreshing flavor, they're ideal for pairing with spicy dishes, but you can pair these beers with just about any type of food such as:

barbeque, buffalo wings, hamburgers, hot dogs, fried chicken, seafood, and even strong-spicy foods. Desserts - any fruit-forward dessert. A lighter dessert and Pilsner pairing is a great way to end a hearty dinner.



4.0%_{ABV} | 18_{IBU} | 12_{FL OZ}
355 ML

P I L S N E R



6 pack



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