

THE WORLD'S FIRST SQUEEZABLE KRAUT

Like most great products, Sauer Frau was born out of necessity. The kraut category was devoid of innovation with cumbersome non-resealable retail bags and cans, kraut sitting out at concession stands in foodservice pans, and zero shelf appeal or presence—kraut deserved better. We developed a product with the right consistency to squeeze through our proprietary cap, created an engaging brand, and squeezable sauerkraut was born!

Less waste, less mess, less hassle!



- Shelf-stable
- Tailgate ready
- Exceptional taste & quality
- **NON-GMO (not Craft Beer Mustard)**
- No sugar added (not Bavarian)
- **Gluten-free (not Craft Beer Mustard)**
- Fermented/Active cultures
- **Made in the USA**
- **3 new flavors! Dill Pickle Relish, Green Chile Sriracha, & Kimchi**

Perfect in the condiment aisle, refrigerated section, or at the meat counter!





CLASSIC

17.5 OZ
(1 LB 1.5 OZ) 496 G



CRAFT BEER MUSTARD

18 OZ
(1 LB 2 OZ) 510 G



BAVARIAN

18 OZ
(1 LB 2 OZ) 510 G



**NEW
FLAVOR!**

DILL PICKLE RELISH

17 OZ
(1 LB 2 OZ) 510 G



**NEW
FLAVOR!**

GREEN CHILE SRIRACHA

17 OZ
(1 LB 1.5 OZ) 496 G



**NEW
FLAVOR!**

KIMCHI

17 OZ
(1 LB 1.5 OZ) 496 G





CLASSIC

12 OZ (340 G)



CRAFT BEER MUSTARD

12 OZ (340 G)



Floor Display

24 - 18 oz bottles



32 - 18 oz bottles



32 - 12 oz bottles



DILL PICKLE RELISH

12 OZ (340 G)



GREEN CHILE SRIRACHA

12 OZ (340 G)



KIMCHI

12 OZ (340 G)

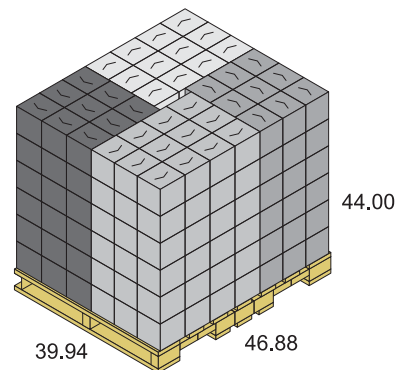
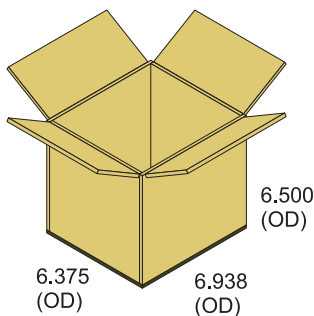




12 oz - Sauer Frau

	Shipper (ID)	Shipper (OD)	UnitLoad (Incl. Pal)
Ln:	6.563 in	6.938 in	46.88 in
Wd:	6.000 in	6.375 in	39.94 in
Ht:	5.750 in	6.500 in	44.00 in
Net:		4.50 lb	1134.00 lb
Gr:		5.40 lb	1425.80 lb
Cube:	0.131 ft3	0.166 ft3	47.668 ft3

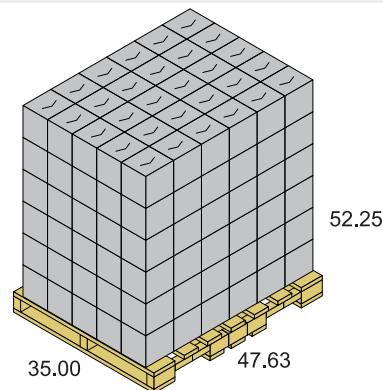
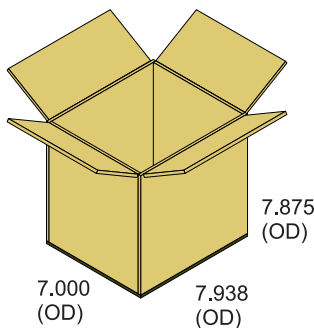
Cases per layer: 42 Layers/load: 6



18 oz - Sauer Frau

	Shipper (ID)	Shipper (OD)	UnitLoad (Incl. Pal)
Ln:	7.563 in	7.938 in	47.63 in
Wd:	6.625 in	7.000 in	35.00 in
Ht:	7.125 in	7.875 in	52.25 in
Net:		6.75 lb	1215.00 lb
Gr:		7.20 lb	1361.00 lb
Cube:	0.207 ft3	0.253 ft3	50.402 ft3

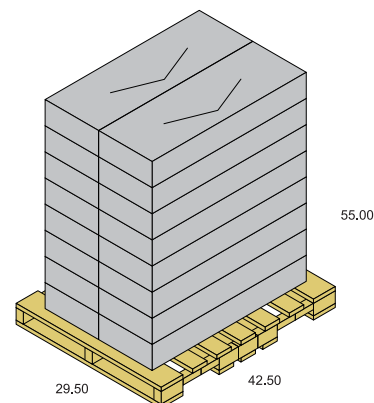
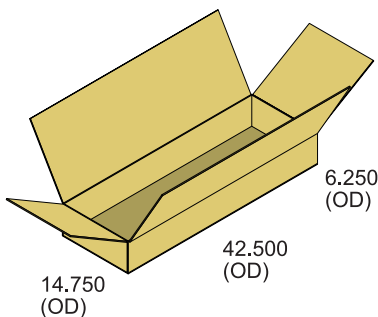
Cases per layer: 30 Layers/load: 6



12 oz & 18 oz Floor Display Shipper - Sauer Frau

	Shipper (ID)	Shipper (OD)	UnitLoad (Incl. Pal)
Ln:	42.125 in	42.500 in	42.50 in
Wd:	14.375 in	14.750 in	29.50 in
Ht:	5.125 in	6.250 in	55.00 in
Net:		27.00 lb	432.00 lb
Gr:		28.50 lb	521.00 lb
Cube:	1.796 ft3	2.267 ft3	39.905 ft3

Cases per layer: 2 Layers/load: 8



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