

LAGUNITAS

BREWING CO.

STRONG BRAND BENEFITS



Lagunitas IPA is the **#1 IPA brand** in the US.¹



Lagunitas IPA attracts the most **loyal shoppers** among the top 5 IPA brands.³



Lagunitas IPA attracts **30% more multicultural shoppers** vs. the IPA segment.⁴



Lagunitas IPA attracts **12% more upscale shoppers** vs. the IPA segment.⁴

DID YOU KNOW?

Lagunitas IPA was our first seasonal release in 1995. It turned out so well, we've brewed it ever since. Cheers!



LAGUNITAS IPA

Well-rounded and highly drinkable, this is the one that captured IPA-lovers' tastebuds and hearts. A bit of caramel malt barley provides a richness that mellows out the twang of the hops.

ABV 6.2%

IBU 51.5

OG 1.059



Lagunitas Brewing Company, India Pale Ale, Petaluma, CA

Source: 1) Nielsen FDCM+, 52 weeks ending 1/30/21, 2) Numerator, 52 weeks ending 1/24/21, 3) major retailer shopper card data, 52 weeks ending 2/13/21, 4) Numerator, 52 weeks ending 2/7/21

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LAGUNITAS IS A STAPLE OF GROCERY SHOPPERS

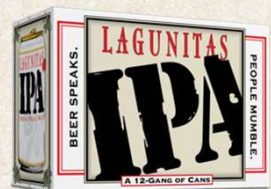
Make sure it's available in all the formats consumers are looking for. Help them find their favorite by marketing consistently and promoting during peak traffic periods.

COMING EARLY 2022

Launching NEW IPA 12 oz 6-pack cans.



12 oz 12-Pack Bottles



12 oz 12-Pack Cans



- **BEST-SELLING IPA IN 12-PACK BOTTLE FORMAT**

- **PROVEN TRIP DRIVER AND VOLUME GENERATOR**



19.2 oz Can



NEW 12 oz 6-Pack Cans



12 oz 6-Pack Bottles



12 oz 24-Pack Bottles

