

# LAGUNITAS

BREWING CO.

NEW PACKAGE DESIGN WITH 9% ABV

## STRONG BRAND BENEFITS



A West Coast Double IPA since 1998 now updated to blow the minds (and tastebuds) of the modern DIPA connoisseur.



Craft Beers with an ABV of 9% are growing the last 26 weeks at over 37% in Nielsen xAOC and make up over 2% of total craft showing scale and increase consumer demand



Maximus is a tried-and-true brand that meets modern consumer demands.

## WHY THE CHANGE?

Maximus deserved some love and attention. We brought our OG double IPA brew into the modern era, breaking new Lagunitas territory with our only 9% beer in distribution. We make a lotta 8-percenters and we love 'em, but 9 is louder, so why not?!



12 oz 6-Pack Bottles



## LAGUNITAS MAXIMUS COLOSSAL IPA

In our XXV+ years of brewing big IPAs, we've learned this to be mostly true, with one big caveat: balance is everything. We believe Maximus to be exactly that. Et tu?

It's kinda like our IPA on steroids. Brimming with pine, grapefruit, and berries on top of floral, spicy, dank notes, the exotic hop character leads to an assertive hoppy burst. In short, hops on hops.

**ABV 9.0%**

**IBU 60.5**

**OG 2.0**

