

NEW BELGIUM BREWING COMPANY PRESENTS



VOODOO RANGER

FRUIT FORCE

FRUIT PUNCH IPA

BRAND STORY

The Flavor Profile of Fruit Force is as revolutionary as Juice Force. Just like Juice Force pushed the boundaries on what a juicy IPA could taste like, the next member of the force - Fruit Force - is pushing even further. Fruit force is a natural opportunity to follow up Juice Force's huge success in blurring Craft and FMB with an all-new Flavor profile of Fruit Punch compared to the Citrus profile of Juice Force. Coming in at 9.5% ABV but just as drinkable and refreshing as Juice Force.

STYLE EXPECTATIONS

- HAZY IMPERIAL IPA •

Fruit Force takes key features of the American-style Hazy Imperial IPA with a fruit forward hop aroma and flavor with a fruit punch twist. Coming in at 9.5%, Fruit Force has a lighter body, compared to most hazy imperials, with a hint of residual sweetness. Voodoo Ranger breaks the ceilings on what can be an American-style Hazy Imperial and leaves you wanting more with its gorgeous golden straw color, slight haze, and a moderate amount of foam.

STATS

9.5%^{ABV} 33^{IBU}

beerCONFIDENCE

