



ATHLETIC
BREWING CO.®

2024 Demo Staff Training

Who is Athletic Brewing Company?



An award-winning craft brewery, dedicated to making great-tasting non-alcoholic beer that's fit for all times.

Our co-founder Bill Shufelt was searching for non-alcoholic options that would satisfy his tastes without compromising his lifestyle. Ultimately, Bill's search sent him on a mission to create a whole platform of delicious craft NA beers that even the biggest beer lovers would enjoy anytime, anywhere. Bill teamed up with our head brewer & co-founder John Walker, and the rest is history.



OUR MISSION

To positively impact our customers health, fitness, and happiness while greatly impacting our communities and environment for the better.

AT ATHLETIC WE

- Make great beer, not just great non-alcoholic beer
- Make beverages for the modern healthy & active adult
- Make beverages that fit all occasions



Why Would You Drink an Athletic Non-Alcoholic Beer?

- You would really love a beer but have a big presentation at work in the morning.
- You are taking a break from alcohol.
- You don't drink alcohol.
- You want to pace yourself in between alcoholic beverages.
- You have a toddler who wakes up before the sun rises.
- You just finished mowing the lawn on a Summer day; it's 9am.
- Alcohol doesn't fit into your lifestyle anymore, but you love the taste of beer.
- You're hosting a party and want options.
- Lunch tastes better with a beer.



RUN WILD IPA



NON-ALCOHOLIC IPA (YEAR-ROUND)

Run Wild is the ultimate sessionable IPA - hop-forward, mildly bitter, and well-balanced. A crisp, clean classic- drinkable all day. As our #1 seller, it's a great choice if someone likes IPAs but has never tried an Athletic.

Less than 0.5% ABV

65 Calories

38 IBU

INGREDIENTS

Water, Malted Barley, Oats, Hops, Wheat, Yeast

AWARDS

2023 Silver London Beer Competition

2023 Gold SD Beer News NA

2023 Silver European Beer Challenge op Fermented

2023 Bronze US Open of Beer IPA

2022 Gold World Beer Awards

2022 Gold U.S. Open Beer Championship

2022 Gold European Beer Challenge

2022 Silver London Beer Competition

2022 Bronze International Beer Challenge

2022 Bronze L.A. Spirits Awards

and more in 2021, 2020, 2019 and 2018

UPSIDE DAWN GOLDEN



NON-ALCOHOLIC GOLDEN (YEAR-ROUND)

Refreshing, light-bodied and crafted to remove gluten, Upside Dawn is a slightly hoppy and herbaceous golden-style brew. Upside Dawn is great for someone who enjoys lighter style craft beers - blonde, pilsner, etc.

Less than 0.5% ABV

45 Calories

25 IBU

INGREDIENTS

Water, Malted Barley, Oats, Hops, Wheat, Yeast

AWARDS

2023 Silver London Beer Competition

2022 Silver Best of Craft Beer Awards

2022 Silver European Beer Challenge

2022 Silver London Beer Competition

2022 Bronze Australian International Beer Awards

2022 Bronze L.A. Spirits Awards

2022 Bronze World Beer Awards

and more in 2021, 2020, and 2019

FREE WAVE HAZY IPA



NON-ALCOHOLIC HAZY IPA (YEAR-ROUND)

Free Wave is a mouthwatering and juicy, hazy IPA loaded with Amarillo, Citra and Mosaic hops. It's great for people who love hoppy, citrusy IPAs that pack a punch.

Less than 0.5% ABV

70 Calories

50 IBU

INGREDIENTS

Water, Malted Barley, Wheat, Hops, Yeast

AWARDS

2023 Bronze European Beer Challenge Top Ferm

2022 Gold International Beer Challenge

2022 Silver US Open Beer Championship

2022 Silver LA Spirits

2022 Silver World Beer Awards

2022 Silver Tasting Alliance

2022 Bronze European Beer Challenge

and more in 2021, 2020, and 2019

ATHLETIC LITE



NON-ALCOHOLIC LITE (YEAR-ROUND)

A crisp and light everyday brew that's full of flavor and low on calories and carbs. Simple, yet expertly-crafted, Lite is the perfect pour for domestic fans.

Less than 0.5% ABV

25 Calories

5g Carbs

20 IBU

INGREDIENTS

Water, Organic Malt, Organic Rice, Organic Wheat, Hops, Yeast

AWARDS

2023 Bronze SD Beer News

2023 Gold European Beer Challenge, Bottom Ferm

2023 Bronze US Open of Beer, Malt Bev

2022 Gold European Beer Challenge

2022 Gold World Beer Awards

2022 Silver LA Spirits Awards

2022 Silver Tasting Alliance

COMPARE CALORIE COUNTS:



50 Cals
12g Carbs



69 Cals
16g Carbs



60 Cals
13g Carbs



65 Cals
13g Carbs

ATLETICA MEXICAN- STYLE COPPER



NON-ALCOHOLIC MEXICAN-STYLE COPPER (YEAR-ROUND)

Extra light, extra crisp, and insanely refreshing - Cerveza is a Mexican-style brew with an amber hue and bright, dry finish. Great style for full-flavor lager fans!

Less than 0.5% ABV
60 Calories
15 IBU

INGREDIENTS

Water, Organic Vienna Malt, Malted Barley, Wheat, Hops and Yeast

AWARDS

2022 Silver London Beer Competition
2022 Bronze International Beer Challenge