

Crazy Mountain

Non-Alc Brew



DISTRIBUTOR: _____

PRICE: _____



BRAND STORY

From George Clooney, Rande Gerber, and Mike Meldman comes a new kind of beer - one made for good times and clear minds.

Crazy Mountain is a premium non-alc lager-style brew for those who want to live healthier without giving up the taste, ritual, camaraderie, and satisfaction of drinking a cold one.

This isn't just a beer - it's a choice. Crazy Mountain belongs in the hands of cowboys, surfers, and bikers who crave a cold one after a long journey or anyone who chooses strength, clarity, and authenticity. It's about living fully without compromise and never backing down from the ride.

We created a beer that lets you enjoy the moment, as well as the morning after. Something real, refreshing, and crafted for the way we live today. It's beer, only freer. We believe good times shouldn't come with compromise.

Crazy Mountain - Live Wide Open.



George Clooney Rande Gerber Mike Meldman



Live Wide Open



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BRAND FACTS

TYPE

Original: Easy drinking, brewed to taste like a classic American lager.

Lime: Original, with natural lime flavor.

BETTER FLAVOR, NO COMPROMISE

Crazy Mountain is brewed with a proprietary maltose-negative yeast which produces non-alc brew with fuller body and real beer flavor. It also results in lower environmental impact vs alcohol removed NA beer.

TASTE PROFILE

Original: Balanced, clean, refreshing.

Lime: Bright, crisp, and naturally flavored with a hint of citrus.

WORLD CLASS BREWING PARTNERS

Brewed in our partner's world class breweries with rigorous quality control, strong environmental credentials, and under the direction of Crazy Mountain's Chief Product Officer.

CALORIES & ABV

~65 per 12 oz Can & Less than 0.5% ABV

PRICING

Price alignment with Premium Import NA Lager

AVAILABLE PACKAGES



8 50078 81901 7

ORIGINAL 6 PACK



8 50078 81906 2

LIME 6 PACK



8 50078 81902 4

ORIGINAL 12 PACK