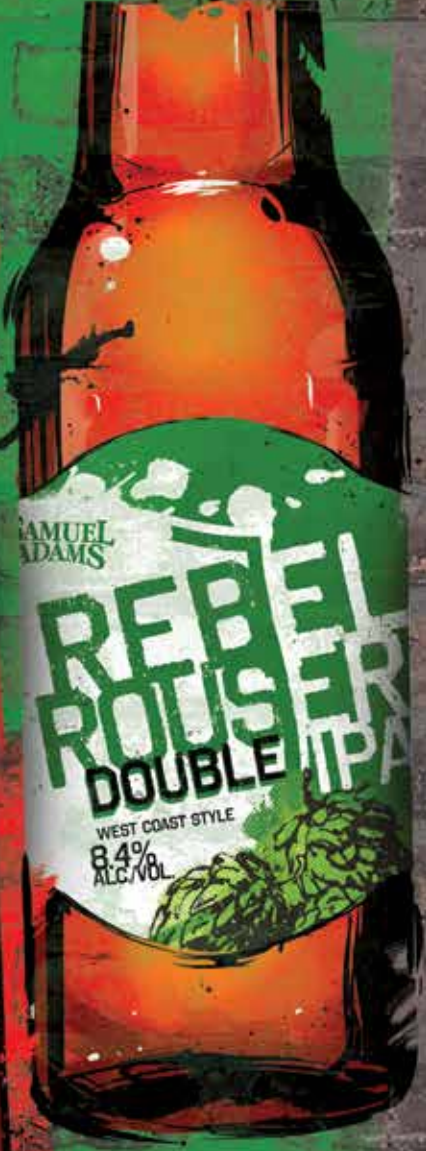
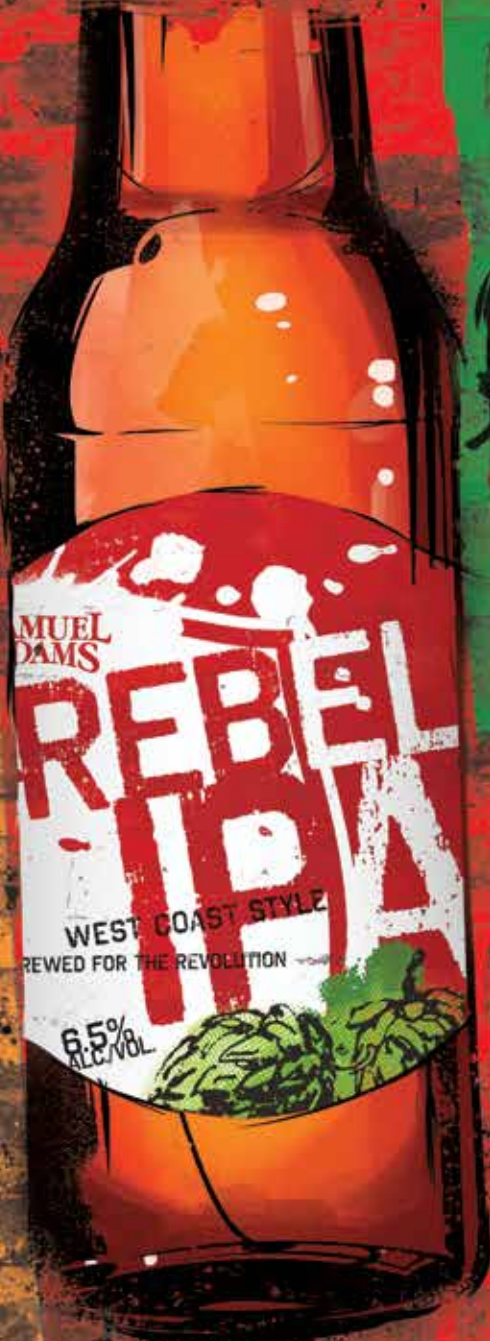
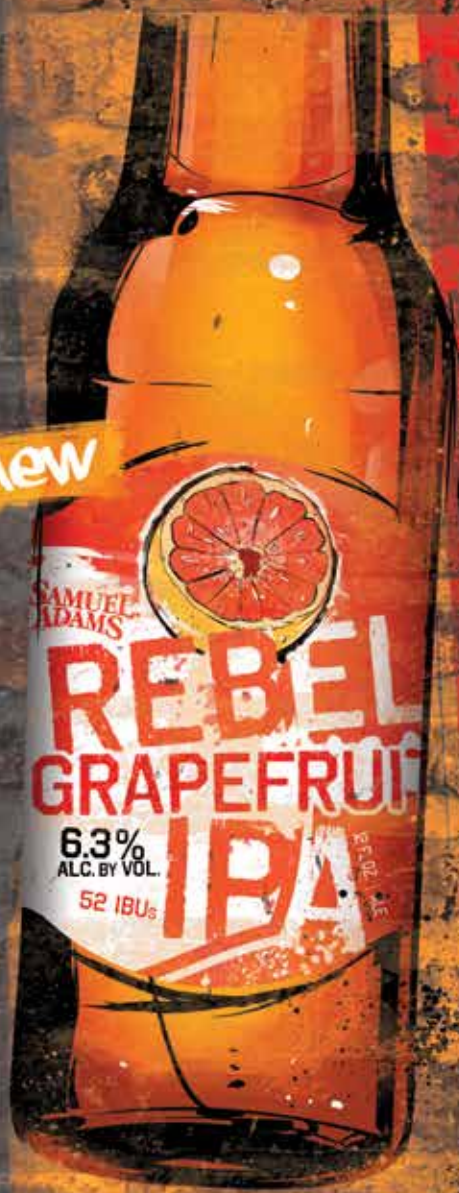


Join the

PACK OF REBELS[®]

new



REBEL

REFRESHING, FLAVORFUL IPA WITH THE BRIGHT CITRUS AND GRAPEFRUIT FLAVORS AND SUBTLE PINE NOTES THAT WE LOVE IN WEST COAST STYLE IPAs.



WINNER OF MORE THAN **10** INDUSTRY AWARDS

FIRST BREWED: 2014

STYLE **ipa** *india pale ale*

MALT VARIETIES

samuel adams two row pale malt blend, caramel 20

HOP VARIETIES

cascade, simcoe*, centennial, chinook, amarillo

IBUs

45

COLOR/SRM

bright copper / 8

ABV/ABW

6.5% / 5.1%

YEAST STRAIN

samuel adams ale yeast

AVAILABILITY: 6PK, 12PK, LOOSE, 12OZ CAN 12PK, 16OZ CAN, 1/2BBL, 1/6BBL



PACK OF REBELS



FEATURING:

- REBEL IPA
6.5% ABV / 45 IBUs
- REBEL GRAPEFRUIT IPA
6.3% ABV / 52 IBUs
- REBEL ROUSER
8.4% ABV / 85 IBUs
- NEW REBEL CASCADE
7.3% ABV / 76 IBUs
LIMITED TO THIS PACK!



EXPLORE THE DIVERSITY THAT IPAs OFFER

BREWED WITH A COMBINATION OF GRAPEFRUIT JUICE AND PEEL FOR A DISTINCT BRIGHT FRUIT FLAVOR THAT ENHANCES THE JUICY MOSAIC AND CITRA HOPS. REFRESHING YET SLIGHTLY SHARP GRAPEFRUIT IS BALANCED BY SWEETER TROPICAL FRUIT NOTES & PALE MALTS.

GRAPEFRUIT

FIRST BREWED: 2015

STYLE

grapefruit ipa

MALT VARIETIES

samuel adams two-row pale malt blend and flaked oats

HOP VARIETIES

mosaic, citra, centennial, cascade

IBUs

52

COLOR/SRM

deep golden / 8

ABV/ABW

6.3% / 5%

YEAST STRAIN

samuel adams ale yeast

AVAILABILITY: 6PK, 1/2 BBL, 1/6 BBL



"citrusy"
&
"hoppy"

ARE THE TOP TWO FLAVORS THAT CRAFT BEER DRINKERS LOOK FOR IN BEERS¹

TRADE UP FOR A BOLDER FLAVOR EXPERIENCE

REBEL ROUSER IS THE

#1

NEW DOUBLE IPA

AND THE

#3

DOUBLE IPA OVERALL²

ROUSER

FIRST BREWED: 2015

STYLE

double ipa

MALT VARIETIES

samuel adams two row pale malt blend

HOP VARIETIES

bravo, galaxy, zeus, simcoe³, centennial, cascade, amarillo

IBUs

85

COLOR/SRM

deep amber / 11

ABV/ABW

8.4% / 6.5%

YEAST STRAIN

samuel adams ale yeast

AVAILABILITY: 6PK, 1/6 BBL

BOLD AND UNAPOLOGETICALLY HOPPY, THIS DOUBLE IPA PACKS A PUNCH – BUT IT'S ONE OF FLAVOR OVER PURE BITTERNESS. USING ALL THE HOPS OF REBEL IPA, PLUS BRAVO, GALAXY, & ZEUS FOR ADDED CITRUS AND PINE NOTES, THE 5LBS OF HOPS PER BARREL IN THIS BREW ARE BALANCED BY A MALTY SWEETNESS AND FULL BODY.



support the award winning

REBEL brand

with DISPLAYS



SILVER

ALLTECH INTERNATIONAL



SILVER

INTERNATIONAL BEER CHALLENGE



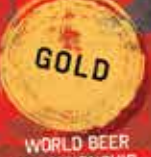
GOLD

INTERNATIONAL CRAFT AWARDS COMPETITION



SILVER

WORLD BEER CHALLENGE



GOLD

WORLD BEER CHAMPIONSHIP

NOTABLE AWARDS

EXTENSIVE POS TO DRIVE AWARENESS



NATIONAL TV



ONLINE CONTENT



DIGITAL ENGAGEMENT

DEDICATED TV & DIGITAL SUPPORT