



# STONE®

## HAZY IPA

There's no denying juicy, hazy IPAs have fueled growth in the IPA category with their refreshingly lower bitterness and satisfying mouthfeel. Stone Hazy IPA comes in at an approachable 6.7% with bitterness right in the sweet spot of being perceivable, but still smooth and easy to drink. El Dorado and Azacca hops showcase a myriad of citrus and fruit elements while intense Sabro highlights the tropical aspects of this beer. The result of this unique hop combination is a juicy, creamy citrus bomb with tons of orange, lemon, melon, mango and pineapple notes.

- Hazy IPA is the fastest growing segment among the top five craft categories, growing 49% in the last 52wks.<sup>(1)</sup>
- In the on-premise world, Hazy IPA has seen 80% growth in menu penetration in the last year and 300% in the last four years.<sup>(2)</sup>
- Over 40% of people are looking for "Juicy" beers when asked what craft styles they prefer to drink.<sup>(3)</sup> And Stone Hazy IPA delivers on juicy!

(1) Nielsen, L52wks ending 5/22/21

(2) Datassential Menu Trends 2020

(3) Bump Williams Consulting consumer survey, February/March 2021

#### PROPER NAME:

Stone Hazy IPA

ABV: 6.7%

IBUs: 35

#### HOP VARIETIES:

El Dorado, Azacca, Sabro

#### PACKAGING:

12oz six-pack cans,

1/6 bbl kegs & 1/2 bbl kegs

#### AVAILABILITY:

Limited

#### DISTRIBUTION:

Nationwide

#### RELEASE DATES:

Distributor:

08/16/2021

#### DRINK FRESH:

120-day code length

SCAN TO  
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STONE BREWING



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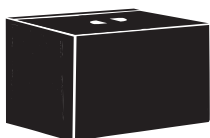
# PACKAGING LEGEND

## Stone Hazy IPA



W 2.6" x H 4.812"

12oz CANS



L 7.795" x W 5.197" x H 4.819"

12oz CAN  
SIX-PACKS



L 15.75" x W 10.688" x H 4.881"

4 X SIX-PACK  
CAN TRAYS



1/6 BBL KEGS  
(5.16 gallons)



1/2 BBL KEGS  
(15.5 gallons)

