

# LAGUNITAS

BREWING CO.

## STRONG BRAND BENEFITS

- #2** **LEADING THE TREND:** Only the 2<sup>nd</sup> NA IPA in Nielsen-tracked channels
- TRASH CAN** **HUGE OPPORTUNITY** to convert on the **98+%** of craft consumers who don't currently buy NA beer
- MEGAPHONE** New to market in Jan 2021—with **10k** POD and has **INCREASED NA SEGMENT**
- 1B** 1 Billion impressions with media and trade programming since launch.

## DID YOU KNOW?

The NA category grew **+654%** in 2019...that's a whole lot of NA IPA-lovers in waiting. Cheers!



## LAGUNITAS IPNA

Similar in profile to our flagship IPA, just sans booze, our IPNA is the first to be released by a **TOP 15 CRAFT BREWER**. It's the perfect choice when you want a tasty beer without the alcohol.

**ABV < 0.5%**

**IBU 30**

**CALORIES < 80**



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## PROPEL GROWTH WITH IPNA



Lagunitas will be the first **Top 15 Craft brewer** to release an NA brand and IPNA will be the **2nd Non-Alcoholic IPA** in Nielsen-tracked channels.

Lagunitas IPNA will bring a new generation of drinkers to the NA category while driving incremental volume and providing a solution for modern beer drinkers accustomed to flavorful IPAs who are looking to skip the alcohol.

IPNA has a bright Hop profile like a normal IPA. With a mild body but enough bitterness and backbone to make you know it is a beer... Cheers!

## DON'T MISS THE OPPORTUNITY TO LEAD THE TREND AND CAPTURE A HUGE SEGMENT SHARE:

Capture new  
consumption  
occasions

Attract new  
Craft  
consumers to  
NA beer

Pull consumers who are  
investing in betterment  
back to the beer aisle

Drive incremental  
volume + meet modern  
consumer demands



12 oz Bottle



12 oz 6-Pack Bottles

