

# LAGUNITAS

BREWING CO.

FIRST NEW PACKAGE REFRESH EVER!

## STRONG BRAND BENEFITS



Lagunitas IPA is the #1 Accessible IPA brand in the US.



IPA style is 47% of all craft beer sold across the US.



Lagunitas IPA attracts 30% more multicultural shoppers vs. the IPA segment.<sup>4</sup>



Lagunitas is known as the "IPA Brewery" first focusing on this style in 1995 and now brewing mostly IPA style craft beer.

## DID YOU KNOW?

Lagunitas IPA was our first seasonal release in 1995 in 22oz bombers. It turned out so well, we've brewed it ever since. Cheers!



## LAGUNITAS IPA

Well-rounded and highly drinkable, this is the one that captured IPA-lovers' tastebuds and hearts. A bit of caramel malt barley provides a richness that mellows out the twang of the hops.

**ABV 6.2%**

**IBU 51.5**

**OG 1.059**

