



# DANK LITTLE THING<sup>®</sup> HAZY IPA

Ale with Natural Flavors



#### A DANK BLEND

Dank Little Thing Hazy IPA packs in the most potent, resinous hops including Amarillo<sup>®</sup>, Chinook, and CTZ.



#### HAZY IPA FANS LOVE TRYING NEW HAZIES!

In a Hazy IPA drinker study we found the #1 thing this consumer wants is "Limited Edition" Hazy IPAs.\*



#### THE #1 IPA IN THE COUNTRY

While Hazy IPA drinkers love their variety, 85% of them also reported having a "go to" Hazy IPA. Hazy Little Thing is the #1 Hazy IPA in the country.\*

Pass the hazy, a flavorful mix of sticky, floral, and tropical hops all rolled up in this Dank Little Thing. Stash it while you can before the next Hazy IPA rotator hits.



\*Numerator Hazy IPA drinker study

## WHY DANK IN YOUR STORE?

- **THE LITTLE THINGS ARE THE BRAND FOR HAZIES!\***  
Hazy Little Thing has continued to grow since its launch 5 years ago. 76% of Hazy IPA drinkers (who do not currently drink SNBC) expressed purchase interest in a Little Things Limited Hazy Series.
- **CURATED FOR THE HAZY IPA DRINKER\***  
We did a study on Hazy IPA drinkers and designed our Limited Hazy Series to meet their needs: new, unique Hazy variations in the most requested flavor profiles.
- **VALUABLE CONSUMERS**  
The average Little Things brand Hazy IPA drinker\*\* purchases more frequently and 27% more beer annually than non-Little Things brand hazy drinkers.

\*Numerator Hazy IPA drinker study

\*\*Numerator Shopper Comparison Report

## FOR MORE SPECIFIC INFORMATION



SCAN HERE

## BEER SPECS



**APPEARANCE**  
Golden Hazy



**HOPS**  
Mosaic<sup>®</sup>, CTZ, Chinook, Amarillo<sup>®</sup>, Natural Flavors

**7.5%**

ALCOHOL BY VOLUME

**40**

BITTERNESS UNITS

**MALT:** Two-row Pale, Oats, Wheat, Munich  
**YEAST:** Ale

**17.2°:** Original Gravity  
**3.0°:** Finishing Gravity

# DANK. DOPE. HAZY!

## DANK LITTLE THING CANS



0 83783 67535 1



12 oz. Can



Enclosed 6-Pack  
(12 oz. Can)



0 83783 22862 5

## SIERRA NEVADA BREWING CO.

Since our founding in 1980, we've been brewing quality beer we love to drink. Our Pale Ale introduced a generation to the glory of hops and inspired a craft beer revolution in its wake. We keep pushing boundaries—whether that's in the brewhouse, in sustainability, or in our everyday adventures. All while staying 100% family owned, operated, and argued over.

## SUPPORT TOOLS

DIGITAL ASSETS AVAILABLE ON BYNDER:  
POSTERS, TAP INSERTS, SELL SHEET, ETC.

PHYSICAL POS: HALF CASE STACKER,  
POLE TOPPER, EASEL BACK POSTER, SELL  
SHEETS & KANGAROO HEADER CARD

Contact your Sierra Nevada rep to  
check availability and place an order.



SIERRA NEVADA BREWING CO.  
CHICO, CA & MILLS RIVER, NC  
WWW.SIERRANEVADA.COM



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