



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

HAZY LITTLE THING[®] IPA

The #1 new craft brand in 2018 continues to be the #1 selling Hazy IPA and the fastest-growing craft brand in 2019 and 2020!

Juicy hops and silky malt meet in a Hazy Little Thing with fruit-forward flavor, modest bitterness, and a smooth finish.

Alcohol Content: 6.7% by volume

Beginning Gravity: 15.5° Plato

Ending Gravity: 3.0° Plato

Bitterness Units: 35

Color: Hazy golden

Yeast: Ale

Bittering Hops: Magnum

Finishing Hops: Citra, Comet, El Dorado

Dry Hops: Simcoe, Citra, Mosaic

Malts: Two-row Pale, Munich, Oats, Wheat

- Hazy Little Thing is the #1 selling Hazy IPA with about a 25% share—so \$1 in every \$4 spent on a Hazy IPA is spent on Hazy Little Thing.
- In 2021 Hazy Little Thing passed Lagunitas IPA to become the #2 selling IPA.
- Hazy Little Thing is the #4 selling Craft brand.
- Hazy Little Thing's dollar sales are up 10.4% YTD, compared to Craft being down -3.9% and total Beer/FMB/Cider being down -1.0%.

Source: Nielsen, Total US xAOC + Conv, CYTD thru 6/26/21.



12 oz. Can



6-Pack
(12 oz. Can)



12-Pack
(12 oz. Can)



24-Pack
(12 oz. Can)



19.2 oz. Can



15-Pack
(19.2 oz. Can)



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

All beer specifications and raw materials subject to change at brewer's discretion.



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Please drink responsibly.

