



HOP BULLET[®]

MAGNUM EDITION

IMPERIAL IPA



IMPERIAL INTENSITY

At 9.5%, Hop Bullet Magnum Edition pushes ABV and hop flavor to extremes.



CONSUMER DEMAND

Higher ABV IPAs are driving the growth for IPA category



PURCHASE INTENT

79% of Sierra Nevada drinkers buy Seasonals alongside their other year-round favorites

Source: Sierra Nevada Insiders Study

Magnum hops pack this special edition of Hop Bullet with massive flavors of orange, pine, and stone fruit. This thing's a force, but it's also fleeting.

Stock up or miss out.



WHY HOP BULLET MAGNUM IN YOUR STORE?

- **BRAND NEW**

Hop Bullet Magnum at 9.5% ABV is the newest limited-edition release from SNBC.

- **LIMITED TIME ONLY**

Highlighting the limited nature of Hop Bullet Magnum on each box will drive urgency and purchase from craft drinkers.

- **BOLD HOP FLAVOR**

Brewed with four different hop varieties, Hop Bullet Magnum delivers the intense hop flavor that the craft drinker craves.

FOR MORE SPECIFIC INFORMATION



SCAN HERE

BEER SPECS



APPEARANCE
Golden



HOPS
Magnum
Idaho 7®
Eureka!™
Helios™

9.5%

ALCOHOL BY VOLUME

48

BITTERNESS UNITS

MALT: Pale, White Wheat, Oats, Crystal
YEAST: Ale

20.0°: Original Gravity
2.6°: Finishing Gravity

**BRAND NEW.
BIG ABV.
BOLD HOP
FLAVOR.**

HOP BULLET MAGNUM CANS



(12 oz. Can)



0 83783 22824 3



24-pack
(12 oz. Can)



0 83783 37561 9



12-pack
(12 oz. Can)



0 83783 22812 0



6-pack
(12 oz. Can)



0 83783 22822 9

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

- POS SUITE: POSTER, BANNER, CASE CARDS, ETC.
- CUSTOMIZABLE DIGITAL POS SUITE
- NON-STOP ADVENTURE NATIONAL PROGRAM DISPLAY SUPPORT
- MASTER BRAND SNBC POS

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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