LIMITED HAZY SERIES

SIERRA NEVADA®

JUICY LITTLE THING®

HAZY IPA

A FRUITY BLEND
Juicy Little Thing Hazy IPA uses Verdant yeast to magnify the juicy hop character of apricot, tropical fruit & citrus.

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.*

Juicy Little Thing supercharges the hop squeeze, serving up fresh-picked flavor on pillowy malt. Get your juicy fill now, before the next Hazy IPA rotator hits.

*Numerator Hazy IPA drinker study

WHY JUICY 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.

FOR MORE SPECIFIC INFORMATION

SCAN HERE

*Numerator Hazy IPA drinker study

**Numerator Shopper Comparison Report

BEER SPECS

APPEARANCE
Golden Hazy

HOPS
Sterling, Citra, El Dorado, Mosaic

6.5%
ALCOHOL BY VOLUME

35
BITTERNESS UNITS

MALT: Two-row Pale, Oats, Wheat
YEAST: Verdant Ale

16.3°: Original Gravity
2.9°: Finishing Gravity

JUICY. TROPICAL. DELICIOUS.

JUICY LITTLE THING CANS

12 oz. Can

Enclosed 6-Pack (12 oz. Can)

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 DISPLAYS
- POSTERS, CASE CARDS, ETC.
- GENERIC 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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Please drink responsibly.