

SIERRA NEVADA®

NON-ALCOHOLIC

TRAIL PASS

CONTAINS LESS THAN 0.5% ALC BY VOL

NEW

SIERRA NEVADA'S FIRST
NA CRAFT BREWS

GRAB A TRAIL PASS AND START A NEW ADVENTURE WITH MILES OF FLAVOR. START THE JOURNEY WITH FULL CRAFT FLAVOR FROM ONE OF AMERICA'S TOP INDEPENDENT CRAFT BREWERS — FAMILY OWNED, OPERATED, AND ARGUED OVER.



GROWING CATEGORY

With 75% growth in IPA and 99% in Golden, NA is one of the fastest growing craft categories.

94%

"LOVE IT" OR "LIKE IT"
"Best NA I've ever had."*

98%

REPURCHASE INTENT

"I've been eagerly waiting for an NA from Sierra Nevada for some time."*

*Chico Test Launch QR Code Survey, 5/23



WHY TRAIL PASS NA IN YOUR STORE?

- **HIGHEST QUALITY**

We believe choosing an NA craft brew should still mean going big on flavor, so we've perfected our process to deliver the hop-forward craft taste that consumers expect from a Sierra Nevada product.

- **CONSUMER TESTED & APPROVED**

Multiple tests over the last two years to refine the liquid including focus groups, consumer tasting panels, consumer research studies and more.

- **LEVERAGING TRUST & REPUTATION**

Trust is the #1 purchase driver for new NA drinkers — so we are leaning into our gold scroll to deliver just that.

LIKE THIS BREW? SCAN TO SHARE YOUR HONEST TAKE & CO-CREATE FUTURE NON-ALC BREWS WITH US!



TRAIL PASS IPA

ABV: 0.0-0.5% | IBU: 35

Hops: Amarillo®, Bravo™, CTZ, Magnum, Cascade
Calories: 95 per 12oz. can



TRAIL PASS GOLDEN

ABV: 0.0-0.5% | IBU: 15

Hops: Centennial, Cascade, Bravo™
Calories: 95 per 12oz. can

SIERRA NEVADA NA UPCs



IPA 12oz. Can



IPA 6-Pack
(12 oz. Can)



GOLDEN 12oz. Can



GOLDEN 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

- NON-STOP ADVENTURE NATIONAL RETAIL PROGRAM
- MULTI-FUNCTIONAL DISPLAYS (POLE TOPPER, END CAP, CASE STACKER)
- FULL POS SUITE (POSTERS, CASE CARDS, ETC.)
- IN-STORE & EXPERIENTIAL SAMPLING PROGRAM
- AMBASSADOR CAMPAIGN & DIGITAL CONTENT HUB

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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