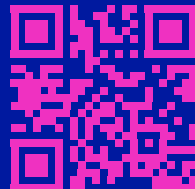




IMPERIAL  
IPA  
9.2%  
SCAN  
THE CODE  
PLAY  
THE GAME  
WIN  
THE BEER



## SUPER DELUXE MEGA AWESOME BEER

### DESCRIPTION

ENTERING THE RING WEIGHING IN AT 9.2%, THE 2X IPA CHAMPION OF THE MEGVERSE, VEEERRRRYYY MEGA! SWOLE WITH MEGA TROPICAL NOTES! MEGA CITRUS NOTES! VERY MEGA WILL PILEDRIVE YOUR TASTE BUDDIES WITH MEGA HOP AROMAS AND FLAVOR! QUAFF HARD, PEOPLE!

### STYLE

IMPERIAL IPA! (SUPER DELUXE MEGA AWESOME BEER)

### AVAILABILITY

YEAR-ROUND!

### ABV

9.2%

### TASTING NOTES

- INTENSE NEW WORLD HOP AROMA & FLAVOR!
- EASY-DRINKING WITH A CLEAN FINISH!
- TROPICAL, FRUITY, CITRUS & GRAPEFRUIT NOTES!

### TALKING POINTS

- OUR 1ST EVER YEAR-ROUND IMPERIAL IPA!
- STRONGEST MEMBER OF YARDS 8-BIT SERIES!
- QR CODE DRIVEN MOBILE GAME EXPERIENCE!
- IMPERIAL IPA IS #2 BEST SELLING SUBSTYLE OF IPA!
- IMPERIAL IPA IS THE FASTEST GROWING IPA SUBSTYLE!



### FORMATS



Can



Sixtel



1/2 Keg



Flip over for  
UPC Codes



SINGLE  
CAN



6 PACK  
CANS



12 PACK  
CANS

