NEW BELGIUM®









With notes of passionfruit and freedom, American Haze is a supremely drinkable, juicy and unfiltered IPA brewed with all-American hops.

TARGET:

The IPA lover that is seeking a crushable, but still delicious IPA.

WHY IS THIS A BIG IDEA?

For when the occasion calls for more than one or two beers, American Haze delivers on the two major trends driving IPA growth - lower ABV & Hazy IPAs. Brewed to bring out notes of passionfruit and freedom, American Haze is built with All-American hops - giving it the bold hoppy flavor of an IPA with the drinkability of a lager.







