

# STRAiNGE BEAST™

HARD KOMBUCHA

With finest teas we always start—live cultures, hungry yeast.  
From the fermentation frenzy, we meet a new Straine Beast.



## BLUEBERRY, ACAI & SWEET BASIL

INGREDIENTS: Water, Kombucha Culture, Sugar,  
Green Tea, Black Tea, Blueberry, Acai  
Berry, Sweet Basil



## GINGER, LEMON & HIBISCUS

INGREDIENTS: Water, Kombucha Culture, Sugar,  
Green Tea, Black Tea, Lemon Concentrate,  
Hibiscus Flower, Ginger



## PASSION FRUIT, HOPS & BLOOD ORANGE

INGREDIENTS: Water, Kombucha Culture, Sugar,  
Green Tea, Black Tea, Passion Fruit Concentrate,  
Blood Orange Concentrate, Hops

# FAQ Sheet

## **What is Kombucha?**

Kombucha is a fermented tea produced from a mixed culture of yeast and bacteria. Juice, spices and other flavors can also be added to enhance the taste of the drink.

## **Why did we choose to brew this?**

The name "STRAINGE BEAST" comes from the love and passion that Sierra Nevada has for the art and science of fermentation. When describing the making of our kombucha, Ken referred to the process as a 'beast' to control all the wild cultures. Just as we helped spark the American craft beer revolution in 1980, we will continue to innovate and lead with the goal to become the first successful nationally distributed hard kombucha brand.

## **What is the difference between Kombucha & Hard Kombucha?**

Most examples of Kombucha have had very little alcohol content, due to its complex fermentation process. We decided to use our knowledge of the brewing process and create a Hard Kombucha, which will have an ABV of 7%.

## **When will we be releasing this?**

As of now, it is exclusively available only in Chico! The Ginger, Lemon & Hibiscus flavor will begin shipping nationwide, draught only, at the end of January. All three flavors will be released in cans in March.

## **Can we say it contains probiotics or other health and benefit claims?**

No. Like Sufferfest, you may not make any health-related statements about alcoholic kombucha. Fact-based statements are ok, but probiotics & live cultures are considered health claims, so do not use these.

## **I have a guest that wants to know more about this product/process, where can they obtain that information?**

They can contact us with their inquiries at [info@sierranevada.com](mailto:info@sierranevada.com)