

KNOWLEDGE-BASED PUBLICATION

CRAFT BUSINESS DAILY

NEWS. NUMBERS. MOTIVE.

August 24, 2020

The Three Rocket Ships Fueling Craft Growth

DOUBLE DIGIT GROWTH

Blue Moon Light Sky

12oz 2/12 cans, 12oz 4/6 cans



Launched in 2020,
Light Sky is already a
Top 20 Craft Brand
Nationally!

Sierra Nevada Hazy Little Thing

12oz 4/6 cans, 12oz 2/12 cans
1/2 BBLs, 1/6 BBLs

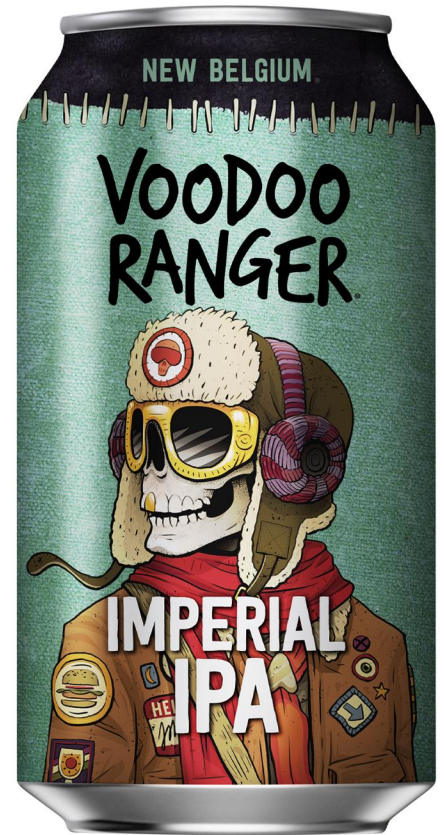


Hazy Little Thing is a
Top 6 Brand in Craft!

- Brand +36% YTD
- 12-pack Cans +184% YTD

Voodoo Ranger Imperial IPA

19.2oz 15/1 cans, 12oz 2/12 cans,
12oz 4/6NR, 1/6BBLs



Triple digit growth
in volume and dollars!

- Brand +350% YTD
- 12-pack Cans +731% YTD



we're in this
TOGETHER