

SWEET WATER  
BREWING COMPANY

est  
**420**  
Strain™

*Jack Herer*  
JACK HERER  
HARVEST ALE™

**LIMITED RELEASE**  
Available Mid September

**Drinking Options:**

Draft - 1/2 bbl, 1/6 bbl

Bottles - 12 oz. 6-Packs

Cans - Stash Box Variety 12-Packs

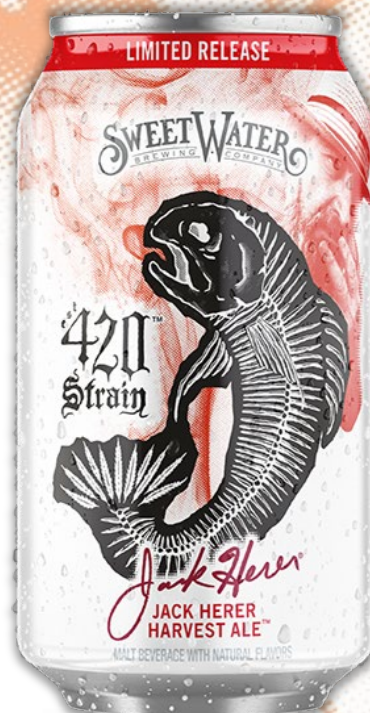
**Grains:** 2-row, Wheat, Rye, Carapils, Chocolate

**Hops:** Centennial, Cascade, Amarillo

**Dry Hops:** Centennial, Amarillo

**ABV:** 6.7% **IBUs:** 25

**Jack Herer Harvest Ale is our version of a Hoppy Red ESB, closer to an IPA, with aroma and flavor notes of pine, citrus, orange, and a hint of pepper fit for the original Emperor himself. Brewed and enjoyed in memory of Jack Herer.**



**420 Strain Jack Herer**  
**12 oz Can**  
6 31234 62112 1



**420 Strain Jack Herer**  
**12 oz Bottle**  
6 31234 60001 0



**420 Strain Jack Herer**  
**6 pk - 12 oz Bottles**  
6 31234 60002 7



**420 Strain Herer**  
**5.2 Gallon Keg**  
6 31234 68052 4

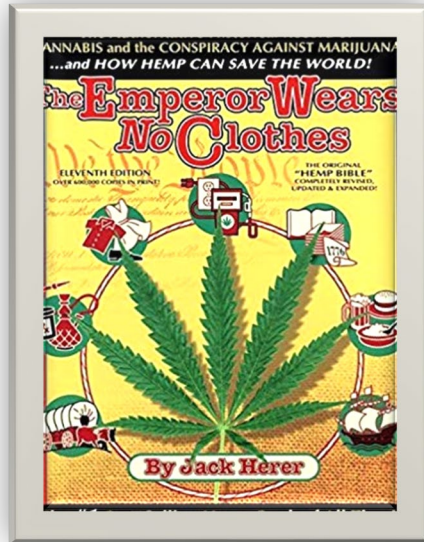
**420 Strain Herer**  
**15.5 Gallon Keg**  
6 31234 68155 2



**Our T3 seasonal is a collab with another big “420” culture icon...**

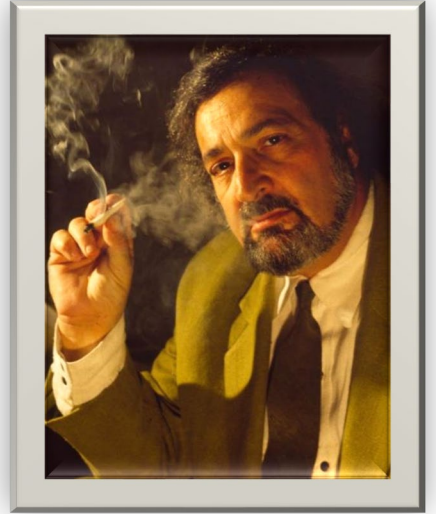


**With the help of Jack Herer’s son, Dan Herer, we went back to the lab with the Jack Herer strain, one of the top-rated cannabis strains of all-time, to develop the specific terpenes that make this collab as authentic as the real deal.**



#### About Jack Herer:

- Jack Herer and now his son Dan Herer, are famous cannabis rights activists dating back to the ‘70s.
- Jack Herer is the author of “*The Emperor Wears No Clothes*” dubbed the original “Hemp Bible”
- The Jack Herer Strain is an all-time top-rated cannabis strain and the “Jack Herer Cup” is the Premier Cannabis Awards Show hosted every year in Las Vegas.



**With IPAs still the number 1 ranked style in craft and growing at over 20% YTD, we combined the Jack Herer strain with a Hoppy Red IPA to give it aroma and flavor notes of pine, citrus, orange, and a hint of pepper fit for the original Emperor himself.**