



HIGH LIGHT™

LO-CAL EASY IPA

Never sacrifice flavor for drinkability. We brewed this session 4% IPA with sticky Hop Hash to keep the hop chop high, the calories low, and the ABV mellow. Crisp, crushable – the High Light of your day. 4% ABV, 100 cal, 5g carbs.

Don't Float the Main Stream!



High Light Lo-Cal Easy IPA is part of our year-round lineup.

Easy-drinking session-style IPA with intensely hoppy notes of grapefruit, watermelon, pear, and floral. Low bitterness and reduced alcohol, carbs, and calories make it easy to have more than one of these.

Grains: 2-row, Wheat

Hops: El Dorado, Crystal, Bravo, Simcoe, Lupulin Powder Blend

ABV: 4% **IBU's:** 30

FEATURES	BENEFITS
Key Proposition Elements Call Out	Bold callouts on packaging showcasing “4% ABV, 5g carbs, 100 calories and Full Throttle Hop Chop”
100 cal, 5g Carbs	Less filling proposition and aligns with consumer trends
Infused with Hop Hash	Gives this Easy IPA a full throttle hop chop
“3 Bonus Beers” Call Out	Value 15pk size and +45% YTD
New Packaging Renovation	Bright and bold green with full size logos to pop on the shelf
“High Light” Name	On brand name while also up front about the light lo-cal easy IPA style
Conversion Copy	All about the beer and branding for a clear description of the brew and proposition

Drinking Options:	High Light Draft 15.5 gal 6 31234 69155 1	High Light Draft 5.2 gal 6 31234 69052 3	High Light 12oz. Can 6 31234 67111 9	High Light 15-Pack 12oz. Can 6 31234 67112 6
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