

SAY
BYE TO
BASIC

Fruit Smash

· HARD SELTZER ·

LOW CAL DOESN'T
NEED TO BE LAME.
INTRODUCING
FRUIT SMASH
HARD SELTZER
MADE WITH REAL
JUICE, A BOLD &
GREAT TASTING
NEW SELTZER
THAT KNOWS
HOW TO PARTY.

HARD SELTZER WITH REAL JUICE

BERRY BLAST

TROPICAL PUNCH

PINK LEMONADE

HARD SELTZER MADE WITH REAL JUICE & NATURAL FLAVORS

Fruit Smash™ and New Belgium Brewing™ are trademarks of New Belgium Brewing Company, Inc. ENJOY NEW BELGIUM RESPONSIBLY ©2021 New Belgium Brewing Co.

Fruit Smash

HARD SELTZER WITH REAL JUICE



RIDICULOUS. AND REFRESHING.

Say bye to basic with Fruit Smash Hard Seltzer. Made with real juice and weighing in at 4.7% ABV with just 100 calories, Fruit Smash Hard Seltzer is a bold and refreshing alternative to your mom's hard seltzer.

OCCASIONS

Best enjoyed when floating on a giant inflatable cockatoo at 2pm on a Saturday afternoon

SUGGEST FRUIT SMASH TO

Gen Z & Millennial drinkers who want a fresh, new seltzer made with real ingredients, without that artificial aftertaste

FRUIT SMASH IS A VARIETY PACK WITH THREE FLAVORS

Berry Blast • Pink Lemonade • Tropical Punch

FRUIT SMASH
VARIETY
12oz CAN 12 PACK



7 54527 01120 8

FRUIT SMASH
BERRY BLAST
12oz CAN



7 54527 01135 2

FRUIT SMASH
TROPICAL PUNCH
12oz CAN



7 54527 01121 5

FRUIT SMASH
PINK LEMONADE
12oz CAN



7 54527 01136 9

HARD SELTZER MADE WITH REAL JUICE & NATURAL FLAVORS

Fruit Smash™ and New Belgium Brewing™ are trademarks of New Belgium Brewing Company, Inc. ENJOY NEW BELGIUM RESPONSIBLY ©2021 New Belgium Brewing Co.