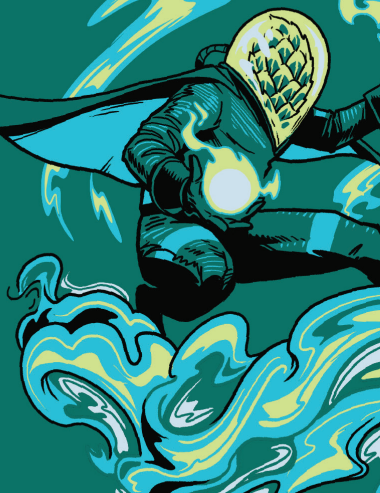




PROUDLY BREWED ONLY IN CHICAGO

HAZY HERO

HAZY INDIA PALE ALE



GAZE INTO THE MIST AND DISCOVER THE SUPREMACY OF MODERN AMERICAN HOPS IN A HAZY IPA. A DOUBLE DOSE OF FRUIT-FORWARD HOPS SET THE STAGE FOR A SMOOTH, VELVETY BODY AND AN EXPLOSION OF TROPICAL MANGO, PINEAPPLE AND CITRUS SWEETNESS. THE TRANSCENDENTAL FLAVOR AND BALANCED FINISH KEEPS THIS BEER REFRESHING UNTIL THE LAST SIP.



- #1 HAZY IPA 6-PACK IN ILLINOIS
- #7 IPA IN ILLINOIS (ACHIEVED WITH JUST 6 PK & 19.2 OZ)
- #8 CRAFT SINGLE
- #1 IPA BRAND FAMILY IN ILLINOIS
- #8 IPA BRAND FAMILY IN MIDWEST (+8%)

SOURCING: 152 WK NIQ IL FMCG +C AND CHICAGO FMCG +C

7.3%
ALC/VOL

YEAR-ROUND
AVAILABILITY

PACKAGING
12oz 6-pack, 19.2oz Can,
Draft (1/6bbl. 1/2bbl)



HAZY-HERO 6 PACK



HAZY-HERO 19.2 OZ CAN

HERO IPA

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REVOLUTION BREWING, 3340 N KEDZIE AVE, CHICAGO, IL 60618



FLAVOR + INGREDIENTS

APPEARANCE

DEEP YELLOW
WITH HEAVY HAZE

FLAVOR

TROPICAL WITH PINEAPPLE,
MANGO, AND PASSIONFRUIT

YEAST

BRITISH ALE V (HAZY)

HOPS

IDAHO 7, SULTANA, CASHMERE,
MOAIC, CITRA, CENTENNIAL,
AMARILLO

MALT

2-ROW, OAT MALT, CARAPILS,
FLAKED OATS, FLAKED WHEAT

PROUDLY...

THE HAZY IPA STYLE THRIVES ON ROTATION AND DIFFERENTIATION, BUT HAZY-HERO HAS MANAGED TO KEEP IT'S PLACE AS A TOP SELLING REVOLUTION BREWING BEER FOR SIX STRAIGHT YEARS THANKS TO ITS APPROACHABILITY AND WELL-ROUNDED HOP PROFILE.

ABOUT HAZY-HERO

HAZY-HERO WAS THE RESULT OF A CONSIDERED AND MUCH-TESTED APPROACH TO BREWING A THEN-NEW IPA STYLE. OUR GOALS WERE BIG HOP-DERIVED FRUIT FLAVORS AND AROMAS THAT MAINTAINED BALANCE, AS WELL AS A SHELF-STABLE HAZE AND COLOR. HAZY-HERO WAS OUR FIRST YEAR-ROUND HAZY IPA AND CONTINUES TO FEEL CONTEMPORARY AND FRESH BECAUSE OF THE INTENTIONAL CHOICES IN OUR HOP SELECTION, MOUTHFEEL, AND BREWING PROCESS.



SCAN THIS CODE FOR MORE INFORMATION + GRAPHIC ASSETS

PROUDLY BREWED ★ ★ ★ ★ ONLY IN CHICAGO