

# Hatchback Lyfe

## Hazy IPA Series – Variety 1

### Where does Hatchback Lyfe fit?

Hatchback Lyfe is the flagship brand of our all-new hazy series.

### Why We Launched Hatchback Lyfe

Champion has been an advocate of hand-crafted lagers since our inception in 2012. However, we will never forget our first love, the IPA. Hatchback Lyfe is an extension of our foray into double IPAs and hazy IPAs.

### What is the Hatchback Lyfe?

We long for the life where everything we own can fit in the back of our vehicle. Picking up and going somewhere could mean a weekend trip or a lifetime adventure. We want for the Hatchback Lyfe and all of the experiences that it brings. This is an homage to our youth and our wild side.

### How is it constructed?

Zippy and a compact 6.3% ABV, we loaded Hatchback Lyfe with fluffy oats and three charges of hops in the whirlpool and two dry hops. Citra, Azacca, and Idaho Gem come together to impart an electrifying combo of crystallized pineapple, white grape, lemon curd and mango.



Color	Pale Gold
Body	Medium Bodied
Serving Temp	40 – 45 F
Glassware	Tulip
Alc/Vol	6.3%
IBU	50
Malts	Pils, Maris Otter, Oats, unmalted Wheat
Hops	Citra, Azacca, Idaho Gem
Short Flavor Description	Crystallized Pineapple, White Grape, Mango, Lemon Curd
Availability	Series, Year Round
Additional Info	



# Hatchback Lyfe

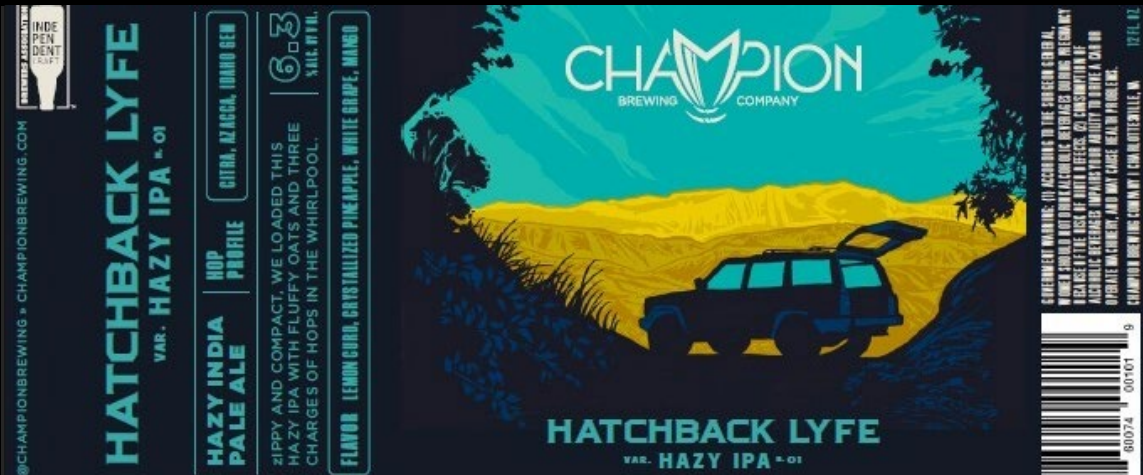


## Hazy IPA Series

### Package:

6pk – 12oz cans  
½ BBL, 1/6 BBL

### SKU



### Launch Strategy

Year-Round Hazy IPA series

### Target Shelf Price

6pk Price to Consumer: \$9.99 to \$10.99

### Brand Support

Tap Stickers  
Sell Sheets

### Retailer Support

Digital Assets  
Samplings when available

### Retailer Ask

Align with other year-round offerings on the shelf: Shower Beer and Missile IPA