



# 3XIPA

3X HOPS. 3X FLAVOR.

Imperial India Pale Ale • QI • 9.5% ABV

We have a history of making big IPAs and 3XIPA takes it to the next level. This is a high gravity, double dry hopped, bitter Imperial India Pale Ale, beyond IPA, past 2XIPA, into rarified world of...3XIPA.

ALC/ VOL	IBU	MALT	HOPS	PRICING
9.5%	90	2-row, Superior Pale, White Wheat	Columbus, CTZ, Cascade, Simcoe	Imperial

#### FLAVOR

Piney, resinous hops, with lingering hop bitterness and some malty sweetness.

## CATEGORY DYNAMICS

IPAs hold 41% Market Share of Craft Beer and have grown +15% vs LY. <sup>1</sup>

Our IPA grew for 17 straight years and 2XIPA has grown 9 straight years since its launch. 3XIPA takes our flagships IPA & 2XIPA to the next level – with even more hops & flavor.

#### AVAILABLE FORMATS:



12 oz bottle



12 oz bottle  
4 pack carrier



1/6, 1/2 BBL  
draught



3XIPA  
12 oz. Bottle



3XIPA 12 oz. Bottle  
4pk carrier



3XIPA 12 oz. Bottle  
24pk case



#### SOURCES:

Source 1 - IRI, Total US Multi Out + Conv, Craft, IPAs, 52 wks thru 8/11/2019



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BREWED & BOTTLED BY SOUTHERN TIER BREWING COMPANY LAKEWOOD, NY USA

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