



CODE	ITEM	PACK/SIZE
BESOB001	SOBER CARPENTER BLOND ALE N/A	12/473 ML
BESOB002	SOBER CARPENTER IRISH RED N/A	12/473 ML
BESON003	SOBER CARPENTER WHITE N/A	12/473 ML
BESOB004	SOBER CARPENTER IPA N/A	12/473 ML
BESOB005	SOBER CARPENTER ORGANIC SESSION IPA	12/473 ML



specialty  
food  
distributors

## Sober Carpenter –Blonde Ale

- Blonde Ale –will be the most accessible style
- Malts: 2 Rows, Cara
- Hops: HallertauTradition, Saaz
- IBU: 20
- Calories: 60

## Sober Carpenter –Irish Red

- Red Ale brewed in the traditional Irish style
- Malts: Roasted Barley, Crystal Dark, Pale
- Hops: Easy Kent Golding, Fuggle
- IBU: 24
- Calories: 60

## Sober Carpenter –IPA

- West Coast Style IPAs are known to be fruity, floral, and hoppy
- Malts: Pale Malt, Carafoam, and CarafaSpecial 3
- Hops: Citra, Cascade, Simcoe
- IBU: 42
- Calories: 65

## Sober Carpenter –White

- Belgian style white beers are refreshing, fruity, and use a significant amount of wheat
- Malts: Toasted Wheat, Oat Flakes, Carafoam
- Hops: HallertauMittelFruh
- Spices: Bitter orange peel and coriander
- IBU: 8
- Calories: 55

## New –Organic Session IPA

- First Organic Non-Alcoholic Beer in North America
- Session IPA's are designed smoother and less hoppy than traditional IPA's
- Malts: Pale, Crystal, Cara
- Hops: Galaxy
- IBU: 30
- Calories: 80



- Attractive and trendy 355 ml “slim can”
- Clean, yet colourful and vibrant packaging
- Packaging is unmistakably non-alcoholic: we are proud of it, we don’t hide it!
- 0% clearly mentioned on front label
- Mocktail mentioned within the logo
- “Clever” branding, without being “in your face” enlightens what the product is to consumer
- Less than half of the calories contained in the traditional alcoholic recipes
- Ontario-Made
- Gluten-Free
- Slightly Pasteurised to maintain a 12 month shelf-life while preserving flavour profile without the addition of chemical preservatives

CODE	ITEM	PACK/SIZE
BECLE001	CLEVER MOJITO N/A	12/355 ML
BECLE002	CLEVER G & TONIC N/A	12/355 ML
BECLE003	CLEVER PINK G & TONIC N/A	12/355 ML