



Dogfish Head Slightly Mighty Lo-Cal IPA

Description

Slightly Mighty has all of the flavor & tropical aromas of a world class IPA but with only 95 calories & 3.6g carbs. It's brewed with a touch of Monk Fruit that delivers body and complexity but adds zero calories or carbs.

95 Calories, 3.6g Carbs, 1g Protein, 0g Fat.

Style Profile

Style	Lo-Cal IPA
Special Ingredients	Monk Fruit
IBUs	30
Alcohol	4.0% ABV
First Brewed	2018
Availability	12oz Cans: 6pk, 12pk 19.2oz Cans: 12pk Draft: 1/6 bbl, 1/2 bbl

Tasting Steps

Color: Golden

Aroma: Tropical, pineapple, coconut, mango & citrus

Taste: Fruity with a balanced hop profile

Mouthfeel: Light bodied & crisp

Product Images:





Slightly Mighty Reasons to Believe

91% of Better-for-You Beer Drinkers changed their alcohol consumption in the past two years for New, Healthier options, Higher Quality & Better Tasting Products

1

#1 distributed brand in Dogfish portfolio* (13.0 ACV)

#2 volume brand in Dogfish portfolio (#1 60 Minute)*

2

POS & Healthy Lifestyle Programming



3

Competitive Pricing + Year-Round Media Campaign

Package is now priced against leading brands

\$9.99 6-Packs
\$17.99 12-Packs
\$2.49 19.2 oz





Slightly Mighty Product Information

Product Dimensions

Package Type	Length (in.)	Width (in.)	Height (in.)	Weight (lb.)	Pallet Info
6pk Can Carton	7.781	5.094	4.844	5.25	See mother carton
4-6 Can Tray	16.25"	10.75"	5.125"	21 lbs	108 cases per pallet, 12 cases/layer, 9 layers high
12pk 12oz Can Carton	10.38	7.75	4.84	10.5 lbs	108 cases per pallet, 12 cases/layer, 9 layers high
12pk 19.2oz Can Carton	10.38	7.79	7.41	16 lbs	144 cases per pallet, 24 cases per layer, 6 layers high
1/6 BBL Keg	9.5"	9.5"	23.25"	57.7 lbs	40 kegs per pallet, 20 per layer, 2 layers high
1/2 BBL Keg	15.75"	15.75"	23.25"	162.5 lbs	16 kegs per pallet, 8 per layer, 2 layers high

Suggested PTC: \$9.99 / 6pk
\$17.99 / 12pk

Shelf Life: 6 months (best-by date on pack)

In Market: 2/1/2021

Item Numbers

Product	SKU	UPC
Slightly Mighty 12oz Can		638489003603
Slightly Mighty 19.2oz Can		638489003801
Slightly Mighty 6-Pack	DB076601	638489003641
Slightly Mighty 12-Pack (12oz)	DB076301	638489003634
Slightly Mighty 12-Pack (19.2oz)	DB075401	638489003818
Slightly Mighty 5.17G	DB0760	638489005348
Slightly Mighty 15.5G	DB0790	638489005355



12oz Can



6-pack



12-pack, 12oz Cans



19.2oz Can



12-Pack, 19.2oz Can