



DFH Lemon & Lime Gin Crush

Style/Product	Lemon & Lime Gin Crush
Description	Inspired by the Sun, Surf & Beaches of Dogfish Head's seaside home, we've crafted our uber-refreshing and unique take on this regionally dominant drink: the Crush Cocktail. Our off-centered twist is both citrus-forward and CRUSH-able. Built on our bright and citrusy gin, then blended with lemon & lime juice. Citrus & herbaceous, a real palate cleansing refresher!
Pack Size	4 Pack x 12 oz Slim Cans
Reasons to Believe	• Ready to Drink category has evolved quickly in last 12 months up +85% • High-End, full proof gin is growing 8% ahead of Spirits, with Gin based cocktails growing +50% as consumers seek more flavorful profiles as base in their cocktails
Launch Timing / Shelf Life	Nov 1, 2021 / 9 Months
Pricing	PTC \$13.99
Launch Support	Paid Digital through DFH Social Channels PR Point of Sale tools: 8 Case Bin Stacker



Call Out :
"Two Full Proof Shots
in Every Can"



Carrier Top



4 Pack



Slim Can