



DOGFISH HEAD 30 MINUTE LIGHT IPA SRS

Description

Introducing **Dogfish Head 30 Minute Light IPA!** This beer has all the flavor & tropical aromas of a world class IPA but with only 95 calories & 3.6g carbs. It's continually hopped for 30 Minutes for a less bitter, more aromatic & easier drinking Light IPA. It's hoppy, crisp, and crushable!

(We are discoing Slightly Mighty and replacing it with 30 Minute Light.) The liquid will be similar, but with a slight modification to the brewing process to accommodate continual hopping and the removal of monk fruit . This will give this style a more contextualized home within the Dogfish Head portfolio/as a member of the continually hopped Minute IPA Series.

The goal is to increase trial for both the 60 Minute and 90 Minute IPA. This change will also help reduce drinker confusion around the term "Hopping" and the story behind the Minute Series.

Style Profile

Style	Light India Pale Ale
Special Ingredients	Flaked oats
IBUs	30 IBUs
Alcohol + Calories	4.0% ABV; 95 Calories
First Brewed	2024
Availability	6pk 12oz Cans, 12pk 12oz Cans, Keg 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





DFH 30 MINUTE LIGHT 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 lbs	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
2 12pk Can Tray	16.25"	10.75"	5.125"	21 lbs	100 cases per pallet, 10 cases/layer, 10 layers high

Suggested PTC: 12pk: \$17.99; **Draft:** Line Priced with 60 Minute Shelf Life: 6 months (best-by date on pack)
In Market: 03/03/2025

Item Numbers

Product	SKU	UPC
30 Minute Light 12oz Can		638489008073
30 Minute Light 6-Pack	DBCT6641	638489008097
30 Minute Light 12-Pack	DBCT6341	638489008103
30 Minute Light Keg 1/2 BBL	DBCT9099	638489008080



Wrap, 6x12oz Can



Can, 12oz, 30 Minute
Light



Wrap, 12x12oz Cans



Keg 1/2 BBL