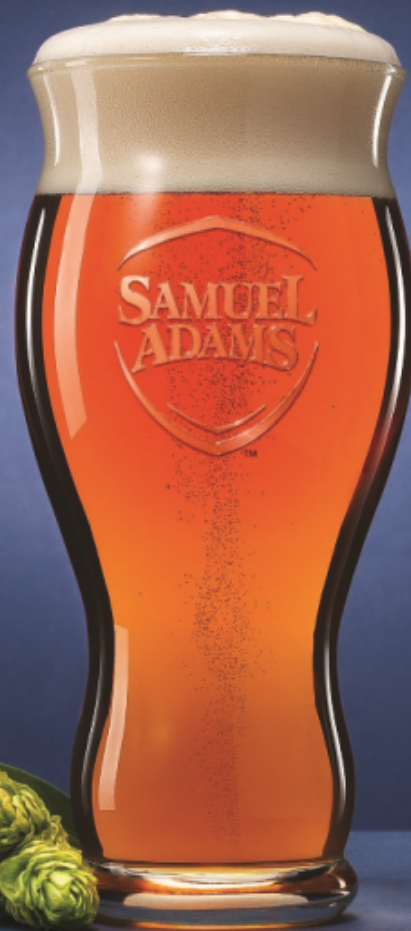




Utopias 2021
In-market 10/11/21





UTOPIAS 2021

Utopias 2021 is a blend of multiple batches of our extreme beers, held in reserve for years. In fact, some of the beer dates back nearly three decades. We age this beer in charred oak bourbon casks from Buffalo Trace Distillery and then finish the blend in a combination of Carcavelos, Madeira, Ruby Port, Scotch and Sherry Oloroso barrels. This year, for the first time we also aged a portion of the blend in Sauternes French oak wine casks which brings subtle notes of honeyed apricot and caramel to the rich layers of flavor.

For this year's release, we aged the finished blend on Balaton Cherries which are unique to Michigan. Balaton Cherries are appreciated for their slightly sweet and tart taste. This additional step enhances the 2021 Utopias, creating a rich flavor of black cherry, dark fruits, with hints of maple and vanilla. This full-bodied Utopias has moderate sweetness balanced by wood tannins.

Style	A blend of aged ales
Malt Varieties	Samuel Adams two-row pale malt blend, Munich and Carmel 60 malts
Hop Varieties	Spalt Splalter, Hallertau Mittelfrueh, Tettnang Tettnanger
Barrels	We age this beer in charred oak bourbon casks from Buffalo Trace Distillery and then finish the blend in a combination of Carcavelos, Madeira, Ruby Port, Scotch and Sherry Oloroso barrels. This year, for the first time we also aged a portion of the blend in Sauternes French oak wine casks which brings subtle notes of honeyed apricot and caramel to the rich layers of flavor.
Appearance	Ruby black, no carbonation
Yeast Strain	Several strains of brewers' yeast, a proprietary "Ninja Yeast," and a special yeast generally reserved for Champagne
Special Ingredient	Michigan Balaton Cherries
Alcohol	28% ABV
First Brewed	2002
Availability	Limited release, 25.4oz custom bottle (24 fl oz) Currently illegal in: AL, AR, GA, ID, MO, MS, MT, NH, NC, OK, OR, SC, UT, VT, and WV





PRODUCT INFORMATION

Product Information

Carton Dimensions: 5.6" W x 5.6" D x 7.5" H

Mother Carton Dimensions: 20.88" W x 14.75" D x 8.88" H (6-units/ mother carton)

Pricing

PTR: \$179/bottle

Suggested PTC: \$240/bottle (assuming 25% mark-up)

SKU Number

SA7531

UPCs

Utopias Bottle: 087692762355

Utopias Mother Carton: 087692762218



Bottle, 750ml



Carton, 6 x 750ml Bottles



HAVE YOU SEEN UTOPIAS IN THE NEWS?!

As of 9/21, we have 1,048 placements, 1,037,377,979 total UMV & 33,751,488 social media impressions! Perhaps a BBC record!

- Cheddar (Viewership: TBC): [HERE](#)
- CNN (UMV: 151.4M): [Samuel Adam's new beer is so strong it's illegal in 15 states](#)
- Eat This, Not That (UMV: 19M): [This Major Beer Brand's New Product Is So Strong, It's Outlawed in 15 States](#)
- Food & Wine (UMV: 7M): [Samuel Adams' New Limited-Edition Beer Is Illegal in 15 States](#)
- Fox Business (UMV: 13M): [Sam Adams releases beer that's illegal to sell in 15 states](#)
- Headline News (Viewership: 194K): [HERE](#)
- InsideHook (UMV: 1.5M): [Why Is This Sam Adams Beer Illegal in 15 States?](#)
- Inside Edition (UMV: 1M): [Samuel Adams' Limited-Edition Utopias Beer Is So Strong It's Banned in 15 States](#)
 - Facebook: [HERE](#) | Twitter: [HERE](#)
- Maxim (UMV: 1.5M): [Here's Why Samuel Adams' New 'Utopias' Beer Is Illegal in 15 States](#)
- The Takeout (UMV: 1.7M): [Sam Adams brews beer so good it's actually illegal](#)
- The Tonight Show with Jimmy Fallon (Viewership: 12.3M): [HERE](#)
 - Facebook: [HERE](#) | Twitter: [HERE](#), [HERE](#) | YouTube: [HERE](#)
- Thrillist (UMV: 7.3M): [Sam Adams' \\$200 Beer Is Back and Still Illegal in Over a Dozen States](#)
- TODAY.com (UMV: 14.9M): [New Samuel Adams beer is so strong, it's illegal in 15 states](#)
- USA Today (UMV: 57.2M): [Samuel Adams set to release its 2021 Utopias beer. At 28% ABV, it's illegal in 15 states](#)
- American Craft Beer (UMV: 28K): [Samuel Adams Now The Official Beer Of All-Civilian Spaceflight](#)
- Beer Connoisseur (UMV: 43K): [Samuel Adams Announces Launch Date of 2021 Utopias](#)
- CBS Boston (UMV: 1.9M): [Sam Adams' Latest 28% 'Utopia' Beer Is \\$240, Illegal In 15 States](#)
- CBS News (UMV: 21.7M): [Samuel Adams releases beer so potent it's illegal in 15 states](#)
- Fortune (UMV: 5M): [Samuel Adams Utopias, illegal in 15 states, goes on sale next month](#)
- NBC 10 Boston (Viewership: 35.6K): [HERE](#)
- WBZ (Viewership: 50.3K): [HERE](#)
- WHDH (953.6K): [Strength of potent beer that Sam Adams is releasing makes it illegal in 15 states](#)