

Cosmic Little Thing



SIERRA NEVADA®

LIMITED HAZY SERIES

COSMIC LITTLE THING®

HAZY DOUBLE IPA

A WAVE OF FLAVOR
Cosmic Little Thing Hazy Double IPA packs a tropical nebula of Comet, Strata®, and Helios™ hops.

HAZY IPA FANS LOVE LIMITED EDITION BEERS
In a Hazy IPA drinker study we found the #1 thing this consumer wants is "Limited Edition" Hazy IPAs.*

HAZY LITTLE THING: THE #1 IPA IN THE COUNTRY
Cosmic Little Thing is brought to you by the most popular Hazy IPA brand in the country!

Ride an interstellar wave of tropical flavor in this Cosmic Little Thing, a hazy nebula glowing with Comet, Strata®, and Helios™ hops for notes of citrus, berries, and lychee. Head into orbit before the next hazy IPA rotator hits.

FAMILY OWNED. OPERATED & ARGUED OVER

SIERRA NEVADA®

COSMIC LITTLE THING®

IPA

HAZY DOUBLE IPA 8% ABV

SIERRA NEVADA BREWING CO., CHICO, CA & MILLS RIVER

*Numerator Hazy IPA drinker study

WHY COSMIC IN YOUR STORE?

- **THE LITTLE THINGS ARE THE BRAND FOR HAZIES!**
Hazy Little Thing has continued to grow since its launch 5 years ago. 76% of Hazy IPA drinkers (who do not currently drink SNBC) expressed purchase interest in a Little Things Limited Hazy Series.
- **VALUABLE CONSUMERS**
The average Little Things brand Hazy IPA drinker** purchases more frequently and 27% more beer annually than non-Little Things brand hazy drinkers.
- **CURATED FOR THE HAZY IPA DRINKER***
We did a study on Hazy IPA drinkers and designed our Limited Hazy Series to meet their needs: new, unique Hazy variations in the most requested flavor profiles with fun, eye-catching packaging.

*Numerator Hazy IPA drinker study

**Numerator Shopper Comparison Report

BEER SPECS



APPEARANCE
Golden Hazy



HOPS
Comet, Strata™, Helios™,
Eureka, Simcoe

8%

ALCOHOL BY VOLUME

40

BITTERNESS UNITS

MALT: Two-row Pale, Oats, Wheat, Munich
YEAST: Ale

17.8°: Original Gravity
3.7°: Finishing Gravity

COSMIC LITTLE THING CANS



0 83783 67535 1



12 oz. Can



Enclosed 6-Pack
(12 oz. Can)



0 83783 22862 5

SIERRA NEVADA BREWING CO.

Since our founding in 1980, we've been brewing quality beer we love to drink. Our Pale Ale introduced a generation to the glory of hops and inspired a craft beer revolution in its wake. We keep pushing boundaries—whether that's in the brewhouse, in sustainability, or in our everyday adventures. All while staying 100% family owned, operated, and argued over.



SIERRA NEVADA BREWING CO.
CHICO, CA & MILLS RIVER, NC
WWW.SIERRANEVADA.COM

FOR MORE SPECIFIC INFORMATION



SCAN HERE

SUPPORT TOOLS

DIGITAL ASSETS AVAILABLE ON BYNDER:
POSTERS, TAP INSERTS, SELL SHEET, ETC.

PHYSICAL POS: HALF CASE STACKER,
EASEL BACK POSTER, SELL SHEETS &
KANGAROO HEADER CARD

Contact your Sierra Nevada rep to
check availability and place an order.

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Please drink responsibly.