

ATHLETIC LITE

NON-ALCOHOLIC BREW (YEAR-ROUND)



Athletic Lite is your everyday brew – refreshing, low on calories, and low on carbs. It's classically simple yet expertly crafted, with a crisp, dry finish. Brewed specifically for the sport of life, it's the perfect choice for any occasion, or no occasion at all.



CALORIES

25

CARBS

5

INGREDIENTS

Water, Organic Malt, Organic Rice, Organic Wheat, Hops, Yeast

CERTIFIED ORGANIC GRAINS

Certified Organic by Baystate Organic Certifiers

PAIRS WELL WITH

A universal brew crafted to complement any flavor, Athletic Lite pairs well with just about everything: light fares, hefty mains, salty sides or sweet treats. It's extra crisp and beautifully bright, never heavy or distracting. Enjoy it alongside classic dishes like burgers and pizza, or with fine (or refined) flavors like in salads, hors d'oeuvres, or tapas.

Single Can (12 fl. oz.)



6-Pack



BEER, FIT FOR ALL TIMES™

At Athletic Brewing Company, we are pioneering a craft revolution. We believe you shouldn't have to sacrifice your ability to be at your best to enjoy great beer – so, we created our innovative lineup of refreshing, non-alcoholic craft brews.



ATHLETICBREWING.COM

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© Athletic Brewing Company, Stratford, CT and San Diego, CA. Near beer <0.5% alc./vol. Average Analysis per 12 fl. oz. - Calories: 25, Carbohydrates: 5g, Protein: 0g, Fat: 0g.

ATHLETIC LITE LOW CALORIE. LOW CARB. LIGHT BREW.

Athletic Lite is your everyday brew – refreshing, low on calories, and low on carbs. It's classically simple yet expertly crafted, with a crisp, dry finish. Brewed specifically for the sport of life, it's the perfect choice for any occasion, or no occasion at all.

STEADY GROWTH OF LIGHT BEER AND THE N/A MOVEMENT

1. The global market for light beer is driven by the changing consumer preference towards beverages with lower alcohol content, owing to the increasing inclination of people towards health and fitness. (1)
2. "Globally, 22% of consumers are drinking less alcohol, while 55% of mindful drinkers are consuming low-ABV drinks. (2)
3. In 2019, 40% of drinking-age adults said they're drinking less than they were five years ago, and 43% of the public doesn't drink. (3)
4. Millennials are driving the mindful drinking movement, in 2019 66% said they were making efforts this year to reduce their alcohol consumption—well above the average 47% among all U.S. consumers 21 and older. (4)

WHY ATHLETIC LITE?

COMPLIMENTARY PORTFOLIO DRIVER

Athletic Lite is the perfect fit to round out our innovative portfolio: Run Wild IPA, Upside Dawn Golden and Free Wave Hazy IPA

OPENS NON-ALCOHOLIC BEER TO A WIDER AUDIENCE THAN EVER BEFORE

Beer drinkers have traded up USD \$22.0 million from alcoholic to our non-alcoholic beers YTD. With the addition of Athletic Lite to the portfolio, Athletic Brewing will complement the light beer consumer category by driving the incremental buy, increasing more \$ to the set and increasing basket size.

#1 REQUESTED STYLE FROM OUR DISTRIBUTORS AND RETAILERS

You asked and we listened! Athletic Light was the #1 requested style across surveys conducted directly to retailers and distributors.

ZERO HANGOVER? NOW THAT'S REFRESHING

NON-ALCOHOLIC LIGHT BREW, FIT FOR ANYTIME AND ANYWHERE

25
CALORIES

5
CARBS

0
HANGOVER

CERTIFIED ORGANIC GRAINS



(1) <https://www.expertmarketresearch.com/reports/light-beer-market>

(2) The Bacardi Global Brand Ambassador Survey

(3) <https://morningconsult.com/2019/08/08/people-are-drinking-less-but-dont-blame-millennials/>

(4) <https://nielseniq.com/global/en/insights/analysis/2019/many-americans-are-looking-for-a-bar-experience-without-the-buzz/>