

DAYPACK IS BUILT FOR EVERYDAY ADVENTURE

Inspired by the most essential item for any outdoor excursion, DayPack is a journey into the world of premium sparkling water. It's infused with hops, fruit-flavored, and remarkably refreshing. Drink it anytime, bring it anywhere, and stay hydrated wherever you roam.

STEP UP YOUR SPARKLING WATER SELECTION

19.3% INCREASE

in sparkling water sales during the 52-week period ending 3/21/21, according to research firm IRI

78% OF CONSUMERS

of sparkling water have already purchased or would buy a hop-infused version¹

49% OF CONSUMERS

of sparkling water would purchase new products that catch their eye in a store²

^{1,2} Athletic Brewing Company survey of 513 US-based sparkling water drinkers

WHY DAYPACK?

DayPack Expands the Sparkling Water Set

- DayPack offers drinkers an elevated sparkling water experience by combining refreshing fruit flavors with a burst of hop oil
- Brewery Direct customers have exclusive access to DayPack before a planned retail launch in 2022

DayPack is Produced by Award-Winning Brewers

- Athletic Brewing has won over three dozen awards for its revolutionary non-alcoholic beers. Now we're disrupting the sparkling water category

We're Growing

- We produced over 40,000 barrels of beer in 2020, and we're currently building a state-of-the-art facility in Milford, CT to support years of continued growth across multiple beverage categories
- We've sold 12,500+ cases of DayPack (DTC) through the first 9 months of 2021



DISCOVER DAYPACK



Ingredients: Carbonated Water, Natural Flavors, Hop Oil

BLACK CHERRY

Smooth, bold and bubbly, Black Cherry DayPack has piney undertones and is built for adventure. It's everything you love about black cherry, amplified.



CALORIES — 0
CARBS — 0g
PROTEIN — 0g

Single Can UPC



6-Pack UPC



BLOOD ORANGE

Crisp, clean and citrusy, Blood Orange DayPack is a fan favorite. Chinook hops highlight the acidic side of the citrus fruit, providing 12 ounces of untamed tang.



CALORIES — 0
CARBS — 0g
PROTEIN — 0g

Single Can UPC



6-Pack UPC



LEMON LIME

Light, bright and zesty, Lemon Lime DayPack strikes the perfect balance between sweet and bitter. Citrus and pine combine to provide unmatched refreshment.



CALORIES — 0
CARBS — 0g
PROTEIN — 0g

Single Can UPC



6-Pack UPC



MANGO

Rich, sweet and juicy, Mango DayPack is a trip for your tastebuds. Chinook hops pair perfectly with the tropical fruit's floral and piney undertones.



CALORIES — 0
CARBS — 0g
PROTEIN — 0g

Single Can UPC



6-Pack UPC

