LAGUNITAS IPA



HIIIGHLY BALANCED, SUPER DRINKABLE.

THE WEST COAST IPA THAT STARTED IT ALL

This is the one that captured IPA-lovers' tastebuds and hearts. IPA has loads of "C" Hops balanced on a bed of fine English Crystal, Caramel & Munich Malts. Designed to pair well with food and pretty much everything else!

ABV 6.2% | IBU 51 | OG 1.059

DID YOU KNOW? Lagunitas IPA was our first seasonal release in 1995. It turned out so well, we've brewed it ever since. Cheers!

The #1 West Coast IPA. A $580 million Category in 2023, over 20% of all IPA sales.[1]

Fast Sales Rate. With a velocity 2x higher than the Standard Craft brand, Higher velocity than 93% of Craft brands.[1]

Highest consumer satisfaction, it has a 30% repeat purchase rate, while #1 Beer brand in America is 33%.[3]

#1 On Premise IPA
More sales than the #2 and #3 brand combined.[2]

Source: 1) Nielsen Discover Total US (xAOC + Conv + Liquor) Cal Yr 2023 w/e 12/30/23 2) Nielsen OPM Total US L52wks 12.30.23 3) Major National Grocer's Shopper Loyalty Data L52wks 12.30.23. "West Coast IPA" = 5 6% ABV IPA that isn't Hazy

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