

NEW BELGIUM[®]

FAT TIRE[®]

AMBER ALE

BRAND STORY

After a trip to Europe, New Belgium's co-founder returned to Colorado from Belgium with a handful of ingredients and an idea. Two years later, Fat Tire - named in honor of his inspired bike ride across the Belgian countryside - pedaled its way into the hearts of beer drinkers. Now considered an iconic centerpiece of the craft beer movement, Fat Tire represents the American spirit of brewing ingenuity and an irresistible imagination that reminds us all to rediscover our playful side.

STYLE EXPECTATIONS - AMBER ALE

Fat Tire's unique flavor profile originates from the late 1930s, when local Belgian breweries aimed to satisfy the tastes of visiting British soldiers. English floral hops, subtle malt sweetness and spicy, fruity notes from Belgian yeast made for a balanced yet magical combination. These same characteristics are at the heart of Fat Tire. Classified as an Ameri-Belgo style ale by the revered Great American Beer Festival and World Beer Cup competitions, Fat Tire blends a fine malt presence, fresh herbal hop balance and a touch of fruity yeast to offer drinkers everywhere a timeless craft beer experience with a rare blend of balance and complexity.

RAW MATERIALS

GRAIN BILL

BASE MALT

PALE: Delicate malty flavor

SPECIALTY MALTS

CARAMEL-80: Adds bittersweet caramel flavor and a reddish hue.

HOP BILL

TARGET: Bittering hop. Slight herbal character

WILLAMETTE: Aroma hop. Mild spicy, herbal, fruity.

GOLDING: Aroma hop. Light herbal, floral note.

MUNICH: Toasty, like the crust on fresh-baked bread with amber color.

BREWING YEAST

ALE YEAST: Clean, bright, green apple and herbal notes.

VICTORY: Nutty and biscuity flavor with amber orange hues.

SALES STRATEGY

- Fat Tire Amber Ale is the second largest true craft brand in the US*. With the explosion of choice in the beer market, consumers are getting overwhelmed and are turning to trusted beers they know and can rely on.
- As a well-balanced craft beer with just a hint of complexity, Fat Tire has broad appeal:
 - Welcomes new entrants to the craft category who are attracted to more approachable craft beers
 - Offers domestic and import drinkers a more interesting beer profile.
 - Gives craft consumers a break from more overwhelming beer styles when the occasion calls for a more drinkable craft beer
- The easy drinking profile and approachable brand lends itself to repeat purchases in the on-premise environment and larger pack purchases in off-premise retail accounts.



STATS:

ABV 5.2% IBU's 22

BRAND CONFIDENCE