

**NEW
LOOK!**

MOOSEHEAD

CANADIAN LAGER

ESTD  1867



NEW LOOK

- Our refreshed packaging is a modern take on the classic Moosehead Lager design our consumers know and love. Drawing focus to our namesake, this bold moose becomes the hero of our brand. Placing the moose on an iconic green backdrop and reviving our Canadian maple leaf combines for a premium eye-catching new look.
- When shown amongst a list of competitors, our packaging ranked #1 and our consumers expressed our new design had a strengthened brand fit.

WHY MOOSEHEAD LAGER?

BEER DETAILS: 5% ABV | **FLAVOUR & AROMA:** BOLD / BALANCED

- Moosehead Breweries flagship beer (shipped globally)
- Iconic, multi award-winning recipe
- Brewed with the highest quality ingredients and 100% Canadian Barley

REBRAND LAUNCHING

APRIL 2023

MUST BE LEGAL DRINKING AGE. PLEASE ENJOY RESPONSIBLY.
FOR MORE INFORMATION, PLEASE CONTACT YOUR WETT SALES REPRESENTATIVE.

