

NEW!



BEEAH
AS SMOOTH AS A
BAWSTIN ACCENT





**SAMUEL
ADAMS®**

WICKED easy

Appearance:

Light golden and hazy

Aroma:

Light citrus hop aroma with hints of tropical fruit

Taste:

Delicate bright citrus hop flavour balanced with a slight sweetness, and without bitterness, for a uniquely crisp and refreshing combination

Mouthfeel:

Light-bodied and smooth

Finish:

Clean, crisp finish

Key Ingredients:

Cascade, Citra, Mosaic, Simcoe, White Wheat, Samuel Adams Ale and Lager Yeast

TASTES LIKE A DAY OFF.

Samuel Adams Wicked Easy combines satisfying flavour with smooth, easy-drinking refreshment. It has bright citrus and tropical fruit notes, a light body, and a clean, crisp finish.

4.7% ABV | 12 IBUs | 5 SRM

REASONS TO BELIEVE:

Why are we different? Wicked Easy is a hybrid style of beer that combines the flavour of an ale with the smooth finish of a lager.

How do we satisfy a larger demographic? The lighter body and clean finish of Wicked Easy, combined with a citrus hop aroma and flavour impression, satisfies both easy drinking lager and full flavoured ale drinkers

Reasons to believe! Wicked Easy sources volume from mass domestic, imports, and sub-premium beers. Selling Wicked Easy will lead to higher basket rings and increased profits as customers trade-up from lower priced domestic beers.

	SKU	PRICE
473ml:	39239	\$3.13
6 x 355ml:	39255	\$14.35
20L Keg:	39329	\$106.00



MUST BE LEGAL DRINKING AGE. PLEASE ENJOY RESPONSIBLY.