

NEW BELGIUM BREWING COMPANY PRESENTS



HARDCHARGED TEA

HARD ICED TEA

BRAND STORY

Voodoo Ranger is always on the quest for their next rangerous adventure to seek out the bold and flavorful. Finally, there's a more rangerous twist on hard tea! Introducing, Voodoo Ranger Hardcharged Tea. Hang onto your tea bags... this 7% hard tea is the hardest tea on the shelf. Hardcharged Tea is here! Hard tea with more bite.

STYLE EXPECTATIONS

• HARD ICED TEA WITH FLAVOR •

Hard ice teas are under the category of flavored-malt beverages that utilizes real tea, typically black tea, and other natural flavors found in the popular everyday beverage iced tea. Hard teas have the distinct flavor of an iced tea but with a little kick of boozy due to the alcohol content. Ranging anywhere from 4-7% on the market, hard teas have become extremely popular to the alternative seltzers and other RTDs.

STATS

7%
ABV



BREWING PROCESS AND INGREDIENTS

INGREDIENTS

Kenyan Black Tea Powder - Kenyan grown black tea powder is steeped down to deliver a refreshing iced tea flavor

Natural Fruit Flavoring

- Lemon
- Peach
- Raspberry

Sugar

BREWING PROCESS

The black tea powder is steeped to deliver the refreshing iced tea flavor. Sugar and malt bases, like how beer is brewed, are added and the sugars are fermented by yeast converting the sugars into alcohol. To balance the bitterness of the tea, natural flavorings and a touch of sugar are added back in to deliver a refreshing, balanced sip.

SENSORY EVALUATION

VISUAL - Voodoo Ranger Hardcharged Tea pours a brilliant amber color, like iced tea, that is bright and clear.

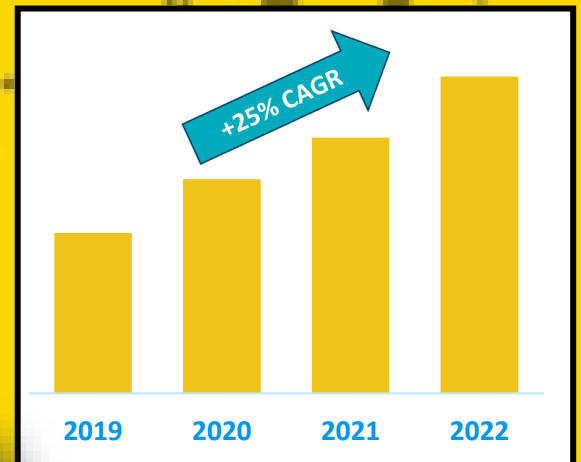
AROMA - Voodoo Ranger Hardcharged Tea has aromas of freshly brewed iced tea. Depending on the flavor variety, you can also smell essences of lemon, peach, or raspberry.

TASTE - Voodoo Ranger Hardcharged Tea is balanced with a touch of bitterness, slight sweet backbone and refreshing sweet and tart from the various natural flavors added.

MOUTHFEEL/BODY - Voodoo Ranger Hardcharged Tea is a light to medium bodied hard tea that slightly coats the mouth from the residual sugars that is balanced by the mild astringency and bitterness.

BRAND FEATURES

- Hard Teas are bigger than the two top craft breweries and continue to grow each year!
- Voodoo Ranger Hard Charged Tea is bolder, more flavorful and has the highest ABV compared to other hard teas.
- Voodoo Ranger Hardcharged Tea showed a huge performance in our test markets for the first year in 2023!



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