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New Belgium Brewing Launches Wildly Innovative Alcoholic Beverage With Wild Nectar Hard Juice

Wild Nectar Hard Juice debuting in three slightly sweet and lightly carbonated juicy flavors

(Fort Collins, Colorado – March 14th, 2023) – New Belgium Brewing today announced their entrance into an emerging new beverage category with the launch of Wild Nectar Hard Juice. Slightly sweet and lightly carbonated, Wild Nectar is the perfect option for consumers looking for a more flavorful hard beverage. Wild Nectar is debuting in three juicy flavors: Passionfruit Lime, Strawberry Guava, and Passionfruit Orange Mango.

Made with real fruit juice, Wild Nectar introduces a new option to the alcoholic beverage category outside of traditional RTD's, FMB's, and Hard Seltzers. Featuring a light viscosity, Wild Nectar is reminiscent of a fresh squeezed juice. Compared to hard seltzers that feature just a hint of flavor, drinkers can expect a more fruit-forward and flavorful experience with Wild Nectar. At 5% ABV, gluten free, only one gram of added sugar, and 130 calories or less, Wild Nectar offers a new hard beverage made with ingredients elevated to a higher standard.

“Consumers are looking for more options in the hard beverage space, so we created an exciting new product in this new category that delivers a unique flavor experience,” said Jared Spagnola, Brand Manager at New Belgium Brewing. “Wild Nectar is incredibly easy drinking without sacrificing on big, fresh fruit flavor.”

Wild Nectar is packed with real fruit juice and other natural flavors that impart a unique but subtle viscosity and pulpiness. For an optimal pour, it's recommended to turn the can over to evenly distribute the pulp as natural settling will occur. Launching in slim, 12 oz cans, Wild Nectar is available in two pack options. Find Passionfruit Orange Mango in a 4-pack, and Strawberry Guava and Passionfruit Lime in an 8-pack.

Available now, Wild Nectar Hard Juice can be found at select retailers in Colorado, North Carolina, Pennsylvania, and Illinois. Nectar up hard beverage fans, this juice is wild. For more information about Wild Nectar, visit newbelgium.com. To find the nearest Wild Nectar Hard Juice or any of New Belgium's other offerings, visit our [beer finder](#).

About New Belgium Brewing

New Belgium was founded in 1991 in Fort Collins, Colo., by Kim Jordan, a social worker, who built her company the only way a social worker would: People first. From the beginning, New Belgium established norms that were and still are rare in the business world: fully paid healthcare premiums for all coworkers, paying a living wage, open-book management, renewable energy sourcing, a free onsite medical clinic staffed by a doctor trained in trans medicine, and much more – practices that, all together, represent a unique 'human-powered' business model that has expanded over the years, especially in advocating for human-powered business practices among larger companies. New Belgium is a certified B Corp with a 2030 Net Zero goal, maintains TRUE Zero Waste certification and was the first brewery to join 1% for the Planet. The company expanded to Asheville, N.C., in 2016; Denver, Colo., in 2018, and San Francisco in 2021, and is currently the fastest-growing craft brewer in America. The company is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA (America's #1 IPA brand), Dominga Mimosa Sour, and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit NewBelgium.com.

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