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Vote Voodoo Assets:

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**Voodoo Ranger Gives Fans the Power to Choose Its Next IPA with “Vote Voodoo”**

Campaign democratizes the brewing process & allows fans to sample competing brews before placing their vote

(Fort Collins, Colorado, September 12th, 2022) – Voodoo Ranger IPA today announced the launch of Vote Voodoo, an epic beer battle that pits two competing Voodoo Ranger IPAs against each other, giving consumers full authority to choose the outcome. The victorious IPA will reign as the brand’s next commercial launch available in 6-packs beginning January 2023. For the first time, this year’s poll allows consumers to taste the competing brews by picking up a Voodoo Ranger Hoppy Pack, the company’s most distributed 12-pack, before placing their vote. Now that’s a campaign to rally behind.

America’s #1 IPA brand is anything but conventional within the craft beer space. With a witty skeleton as the “spokescreature” of the brand, Voodoo Ranger has broken through with a deep relationship with an ever-growing fan base that extends well beyond typical craft beer drinkers. This approach is paying off in dividends. Voodoo Ranger holds the #1 selling IPA in America with Voodoo Ranger Imperial IPA, the #1 craft launch ever with Juice Force IPA, and the #1 craft variety pack in the country with the Voodoo Ranger Hoppy Pack. The brand has expertly crafted a deeply loyal fan base that’s engaged and eager for Voodoo Ranger innovation. With Vote Voodoo, consumers have a direct voice in the next style of IPA that shows up on shelf.

“Voodoo Ranger fans are especially interested in innovation and sampling our newest beers,” said Dave Knospe, Voodoo Ranger Senior Brand Manager. “Everything we do with Voodoo Ranger is focused on our relationship with our fans and building a community, and that translates to the beers we release. In years prior, Vote Voodoo has been well received by our fanbase, but we were unable to get the competing beers into drinker’s hands. This year we’re thrilled to be bringing Vote Voodoo tasting experiences to every corner of the country through the Voodoo Ranger Hoppy Pack.”

Enter Danger Beach IPA and Voodoo Vice IPA, the candidates vying for your vote. Hailing from Hawaii and armed with tropical POG flavor, Danger Beach IPA is a 7.1% bright, tropical, Hazy IPA, arrested by flavor, with an undercover bitter finish. Danger Beach’s competitor is a (south) Florida man, Voodoo Vice IPA. At 7.1% ABV and strapped with orange & citrus flavor and concealed sweetness, Voodoo Vice is ready to get to the bottom of this IPA.

To sample Voodoo Vice IPA and Danger Beach IPA, drinkers can pick up the latest Voodoo Ranger Hoppy Pack and cast their vote via the QR code found on the packaging or by visiting <http://www.votevoodoo.com>. The winning beer will be available at select retailers nationwide beginning January 2023. May the best IPA win.

For more information about Vote Voodoo, visit <http://www.votevoodoo.com>. To find the nearest Voodoo Ranger products, visit <https://www.voodoooranger.com/>.

About Voodoo Ranger IPA

Voodoo Ranger, made by New Belgium Brewing, is the fastest growing and #1 IPA brand in craft beer. Initially launched as three beers in 2017, Voodoo Ranger has released over 20 beers in the past few years including the flagship Voodoo Ranger IPA, Voodoo Ranger Imperial IPA, and Voodoo Ranger Juicy Haze IPA, along with recent releases like Xperimental IPA, 1985 IPA, and Voodoo Ranger Juice Force IPA. To view Voodoo-inspired iconic art, design, and exclusive merch, visit vootique.com, or follow @voodoooranger on Instagram and Twitter. To learn more about the Voodoo Ranger portfolio visit newbelgium.com.

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