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**Juice Force Product Imagery & Photos:**

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**Voodoo Ranger's Juice Force IPA Is Your Newest Wingman**

*Highly drinkable 9.5% Hazy Imperial IPA combines the fastest growing craft styles to produce a powerhouse IPA*

(Fort Collins, Colorado, March 1<sup>st</sup>, 2022) – Voodoo Ranger today announced the release of Juice Force IPA – a fruit forward, highly drinkable 9.5% ABV Hazy Imperial IPA. Yes. They. Did. Juice Force IPA joins the Voodoo Ranger lineup as a year-round, permanent addition to the brand family. Talk to me juice.

America's most popular and #1 craft IPA brand introduces a newer style of IPA, which merges the two fastest-growing craft styles - Hazy and Imperial - to create a game changing IPA. Juice Force combines the strength and punch of a 9.5% ABV beer with the drinkability and amazing flavor expected from a much lighter IPA.

Off to a soaring start, Juice Force is already a top five selling beer for the Voodoo Ranger brand, and the highest rated for the brand ever on Untappd. Voodoo Ranger expects Juice Force to become a top five single serve craft item within just a few months of the launch. "The feedback we've received on Juice Force so far has been nothing short of incredible," said Dave Knospe, Voodoo Ranger Brand Manager. "Beer drinkers, retailers, and distributors are hitting us up daily demanding more. It's well exceeded even our highest expectations."

The secret behind this highly successful sauce? High drinkability meets high ABV. The two typically don't coexist, nor exist in general, for that matter. Juice Force fills the void for beer drinkers longing for both. This American-Style Imperial IPA features aromatic hops, fruit forward flavors, and low bitterness. Brewed with Mexican orange, mango, and passion fruit, Juice Force boasts a remarkably light body given the ABV. "When the brand team asked the brewing team to deliver a highly drinkable IPA at 9.5% ABV, I knew we were in for a challenge," said Dave Glor, Brewer and Raw Materials Specialist. "But after some initial trial and error, we delivered an absolutely fantastic powerhouse Hazy Imperial IPA that we aptly named Juice Force."

Buckle up America, this 9.5% ABV blast of Hazy meets Imperial will have fans buzzing the tower in no time. 6 pack, 12 oz cans of Juice Force IPA are now available nationwide, along with 19.2 oz cans available in select convenience retailers. Time to break out the aviators. With Juice Force IPA, Voodoo Ranger fans can officially bring back that hazy feelin.' The bottom line - this juice is absolutely worth the squeeze.

For more information about Voodoo Ranger Juice Force IPA, visit [newbelgium.com](http://newbelgium.com). To find the nearest Juice Force IPA or any of New Belgium's other offerings, visit our [beer finder](#).

**Juice Force IPA was brewed and canned with the following characteristics:**

- **Alcohol:** 9.5%
- **Style:** Hazy Imperial IPA
- **Hops:** Chinook, Mosaic, Pahto, Galaxy, Lotus, Sabro, and Strata
- **Flavor and aroma:** Tropical fruit aromas of mango, pineapple, guava, citrus, and peach. Light fruity aroma, with a slightly sweet finish
- **Availability:** Retailers nationwide

**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 nearly 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](http://vootique.com), or follow @voodooranger on Instagram and Twitter. To learn more about the Voodoo Ranger portfolio visit [newbelgium.com](http://newbelgium.com).

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