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**Fruit
Smash**
· HARD SELTZER ·

Fruit Smash Imagery & Photos:
[Fruit Smash Assets](#)**NEW BELGIUM BREWING ENTERS THE HARD SELTZER MARKET WITH NEW CHALLENGER BRAND FRUIT SMASH**

The new hard seltzer offers a bold, fresh alternative to “basic” options on the market

Fort Collins, CO., April 2021 — New Belgium Brewing Company, the craft brewer behind beloved beers including Fat Tire and Voodoo Ranger, has officially launched Fruit Smash hard seltzer, the company’s first-ever hard seltzer product.

Made with real fruit juice and no artificial flavors, colors or preservatives, Fruit Smash hard seltzer is a fresh alternative to “basic” seltzers on the market, with only 100 calories, 1-2 grams of carbs, zero added sugar, and an alcohol content of 4.7% ABV.

Launching in a 12-can variety pack (RRP: \$14.99 - \$15.99 USD) with three refreshing flavors – Berry Blast, Pink Lemonade and Tropical Punch – each 12 oz. can of Fruit Smash is beer sleeve friendly and available nationwide.

Steve Fechheimer, New Belgium Brewing Company’s Chief Executive Officer, is excited for the craft brewer to continue to evolve to address consumer preferences. He said, *“New Belgium is thrilled to expand into the growing hard seltzer category with the launch of Fruit Smash. Our first-ever hard seltzer offering addresses the need for a seltzer that stands for ingredient transparency and bold, natural flavor—something we know consumers are looking for and excited to enjoy.”*

To celebrate the launch of Fruit Smash, New Belgium Brewing partnered with boy band legend Lance Bass of NSYNC to allow consumers to “say bye” to everything basic in their life—including their previous hard seltzer options—with the “Say Bye to Basic” hotline.

To find your closest retailer or online delivery options and get smashing, head to fruitsmasheseltzer.com.

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About Fruit Smash

[Fruit Smash Hard Seltzer](#) is a ridiculously refreshing seltzer made with real fruit juice, which means real color *and* bold fruit flavor, while still just 100 calories to prove that low cal doesn’t need to be basic. Produced by New Belgium Brewing and weighing in at 4.7% ABV each, Fruit Smash Hard Seltzer is here so you can say bye to your basic seltzer and *Smash* instead.

About New Belgium Brewing Company

[New Belgium Brewing](#) is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$29 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Sour IPA and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers.