

CONTACT:

New Belgium

megan.olson@newbelgium.com**Fruit
Smash**
· HARD SELTZER ·**Fruit Smash Super Hard Seltzer Product Imagery & Photos:**[LINK HERE](#)**Fruit Smash Hard Seltzer Introduces New Bolder High ABV Seltzer Variety Pack with Fruit Smash Super Hard***Seltzer just got stronger with this real juice, 3-flavor variety pack packing a punch at 8% ABV*

(Fort Collins, Colorado, March 16th, 2022) – New Belgium Brewing today announced the release of Fruit Smash Super Hard Seltzer – the newest variety pack from Fruit Smash Hard Seltzer following the brand’s initial 4.7% ABV variety pack launch last Spring. Fruit Smash Super Hard Seltzer features three new bold and colorful flavors, each packing a party ready punch at 8.0% ABV.

Made with real fruit juice and other natural flavors, Fruit Smash Super Hard Seltzer boasts real fruit flavor and a colorful liquid to match. Flavors include Pineapple Punch, Cherry Lime Chill, and Wild Watermelon, all delivering intense fruit juice flavor at a high ABV, perfect for those occasions where typical hard seltzers fall flat.

"Fruit Smash Super Hard Seltzer is perfect for turning up the fun and making any occasion feel like a party," said Fruit Smash Brand Manager, Michelle Robertson. "Our new Super Hard flavors deliver bold, real-fruit juice flavor and extra quirkiness to the seltzer world."

With its unapologetically playful branding, Fruit Smash Super Hard Seltzer is an unexpected and colorful alternative to basic hard seltzers. Each can is packed with fruit-fed flavor that makes you feel like you're floating on an inflatable cockatoo at 2pm on a Saturday. Now available nationwide, what are you waiting for? Grab a variety pack of Fruit Smash Super Hard Seltzer and turn up the fun.

For more information about Fruit Smash Super Hard Seltzer, visit <https://www.fruitsmasheseltzer.com/>. To find the nearest Fruit Smash Super Hard Seltzer or any of New Belgium’s other offerings, visit our [beer finder](#).

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

New Belgium Brewing 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. Over the past three decades, New Belgium has turned that ethos into a unique “human-powered” business model by establishing 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, a deep commitment to philanthropy and advocacy, and much more. With expansions to Asheville, N.C., in 2016; Denver, Colo., in 2018; San Francisco in 2021; and the 2021 acquisition of Bell’s Brewery, based in Kalamazoo, Mich., this people-centric model has led New Belgium to become arguably the most popular and fastest-growing American craft brewer today. New Belgium is famous for its flagship beer, Fat Tire Amber Ale; year-round favorites like Voodoo Ranger IPA (America’s #1 IPA brand), Dominga Mimosa Sour, and La Folie Sour Brown Ale; and an award-winning wood-aged sour program and innovative limited release beers. To learn more about New Belgium’s full beer lineup and Human Powered Business model, visit NewBelgium.com.

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