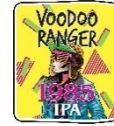


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**Voodoo Ranger 1985 IPA Imagery & Photos:**

[LINK HERE](#)

New Belgium Brewing's Voodoo Ranger invades Chicago to deliver 1985 IPA in gigawatt time machines

Innovative craft beer brand partners with Minibar to deliver '80s themed IPA to Chicagoans in true '80s style

(Fort Collins, CO- June 17, 2020)– New Belgium Brewing's Voodoo Ranger IPA will take over the streets of Chicago today to deliver the brand's newest rotating IPA release, 1985 IPA. In true Voodoo Ranger fashion, deliveries won't be made in just any standard vehicle. The brand is taking it to the next level and transcending time, 35 years back in time, to be exact. Today, Chicago beer fans in select neighborhoods will have the chance to order 1985 IPA with Minibar Delivery service and have their beer delivered to them in a gigawatt time machine. Righteous!

The delivery approach is consistent with the bold and sometimes outlandish content featured on the @voodooranger Instagram handle that has become a fan favorite of beer drinkers everywhere. Voodoo Ranger debuted in 2017 and the brand has since catapulted in popularity. 1985 IPA is the newest rotating release and is bursting with juicy mango, pineapple and guava flavors, just in time for summer. This bright, fruit-forward IPA showcases a refreshing flavor and slightly lower ABV for bodacious drinkability.

"More people are utilizing beer delivery service than ever before," said Dave Knospe, Brand Manager for Voodoo Ranger. "So, we thought, how can we bring a bit of fun to that experience? We're excited to unveil 1985 IPA in such a nostalgic way. What's better than beer delivery? Beer that's delivered in a time machine!"

Seems like no better time than the present to go back to 1985. For a chance to participate in this one-day-only event, beer and '80s fans alike can sign up with Minibar Delivery and place an order for 1985 IPA today, available between the hours of _____. A selection of lucky fans will receive their delivery via a gigawatt time machine, contact free of course. Bust out those neon sunglasses and buckle up Chicago!

Voodoo Ranger 1985 IPA was brewed and canned with the following characteristics:

- **Alcohol** 6.7% ABV
- **IBUs:** 30
- **Style:** Hazy, Juicy India Pale Ale
- **Hops:** Citra, Simcoe and Cascade
- **Malt:** Pale Malt, Oats and Wheat
- **Visual:** Medium-Heavy Sheen
- **Flavor and aroma:** Aromas of Mango, Pineapple, Guava. A slightly sweet juicy mango flavor fades to moderate bitterness that lightly lingers.
- **Availability:** 1985 IPA is now available in 12 oz cans through September 2020
- **Suggested Retail Price:** \$10.99 for a 6-pack

For more information on Voodoo Ranger 1985 IPA, visit [HERE](#). To find the nearest Voodoo Ranger 1985 IPA or any of New Belgium's other offerings, visit the [beer finder](#) or download New Belgium's [Beer Mode](#) app.

About Voodoo Ranger

Voodoo Ranger, made by New Belgium Brewing, is among the fastest growing IPA brands 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, Voodoo Ranger Juicy Haze IPA, along with recent releases Voodoo Ranger American Haze, the Xperimental IPA, and 1985 IPA. For more information or to see the Voodoo-inspired iconic art and design, follow @voodooranger on Instagram and Twitter. To learn more about the Voodoo Ranger portfolio, visit newbelgium.com.

About New Belgium Brewing

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 \$26 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, Mural Agua Fresca Cerveza, 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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