



**The #1 IPA in the U.S. Unleashes 21-Foot Tallboy on Wheels**  
*Voodoo Ranger Rolls Out Giant Juice Force Tanker to Buy Fans a Tallboy*

**(FORT COLLINS, CO – September 17, 2025)** – Voodoo Ranger, America’s #1 IPA, is hitting the road with a massive 21-foot tanker of Juice Force IPA on a rangersous four-state tour. From California to Texas, fans lucky enough to spot the rolling tallboy can help empty it one Juice Force at a time.

Kicking off tailgate season, the Voodoo Ranger Juice Force Tanker is making pit stops at major football games, festivals, and concert venues across the Southwest. Fans who catch it in action can scan the giant can’s QR code for an instant shot at \$5 toward their next tallboy. A live beer gauge on the side of the tanker tracks Juice Force levels in real time, counting down every pour until the tank runs dry.

Why the oversized tallboy on wheels? Because Voodoo Ranger is impossible to ignore. Of the top five IPA brands in the U.S., only two are experiencing growth, and both are from Voodoo Ranger: Juice Force IPA and Imperial IPA. The brand now commands more than a third of craft beer singles sold in convenience stores, fueled by five consecutive years of double-digit growth. In real time, every 1.3 seconds, someone in the U.S. cracks open a Voodoo Ranger. When it comes to the beer aisle, no craft brand shows up or stands out like Voodoo does.

“Juice Force is a rocket ship within our portfolio right now, and the Tanker is the perfect way to give it the attention it deserves,” said Michelle Robertson, Senior Brand Manager at Voodoo Ranger. “The Juice Force Tanker Tour turns crushing beers with friends into a larger-than-life experience. Whether it’s a bar crawl, the tailgate before a game, or just catching sight of a tanker-sized tallboy barreling down the highway, it’s about serving up the wild antics Juice Force was made for.”

The tour includes stadiums, festivals, and tailgates across California, Colorado, Arizona, and Texas. Key market dates are listed below and check out [emptythetanker.com](https://emptythetanker.com) for the full list of events.

- **Los Angeles: 9/17-9/21**
- **Front Range (Colorado): 9/24-9/30**
- **Dallas/Fort Worth: 10/3-10/6**
- **Austin: 10/9-10/12**
- **Phoenix: 10/15-10/18**

Fans can follow along at [emptythetanker.com](https://emptythetanker.com) and Voodoo Ranger’s [Instagram channel](#) to see where the tallboy rolls up next. Must be 21+ to purchase. Live rangersously, not recklessly. Never drink and drive."

**About Voodoo Ranger**

Crafted by New Belgium Brewing, Voodoo Ranger is the fastest growing craft beer brand in the country. Launched in 2017 with just three beers, Voodoo Ranger has since expanded its lineup to include over 20 distinct brews including the flagship Voodoo Ranger IPA, Voodoo Ranger Imperial IPA, and Voodoo

Ranger Juicy Haze IPA, along with recent record-breaking releases like Juice Force IPA, Tropic Force IPA, and Hardcharged Tea.

For a rangerously good time, follow [@voodooranger](#) on Instagram, learn more at [voodooranger.com](#), and discover the official merch of epic beer at [www.vootique.com](#).