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Voodoo Ranger Fruit Force Assets:

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**Voodoo Ranger Announces Major Fleet Expansion with Fruit Force IPA**

Fruit Punch IPA Lands at Highly Drinkable 9.5% ABV; Follows Voodoo Ranger's Record-Breaking 2022 Launch of Juice Force IPA

(Fort Collins, Colo. – Jan. 9, 2023) – Voodoo Ranger today announced the launch of Fruit Force IPA, a high flying, fruit punch IPA coming in for a landing at a highly drinkable 9.5% ABV. Fruit Force introduces an all-new flavor profile, pushing the limits of craft beer – and the most likely cadet to produce another stratospheric sonic boom for America's #1 IPA brand family.

Fruit Force follows last year's release of Voodoo Ranger Juice Force IPA, craft beer's #1 launch of all time. Just as Juice Force redefined what a juicy Imperial IPA could taste like, its wingman, Fruit Force, is pushing flavor boundaries even further, while staying equally drinkable.

Demand for Hazy Imperials has skyrocketed over the past year as the fastest growing style of IPA, driven by last year's launch of Juice Force, beer's #2 launch of 2022. Voodoo Ranger, the number one IPA brand in the country, continues to show growth and innovation in the IPA space with highly drinkable, high ABV IPAs, leaving fans thirsty for more.

Fruit Force takes key features of the American-Style Hazy Imperial IPA with a fruit forward hop aroma and flavor, and a fruit punch twist. Fruit Force boasts a lighter body compared to most hazy imperials, with a hint of fruity sweetness.

"People love Juice Force. But even that unique and highly sought-after creature – the highly drinkable, Hazy Imperial IPA – needs a wingman," said Dave Knospe, Director of Core Brands. "Fruit Force is a natural addition to expand the Voodoo Ranger family with a new, unexpected flavor, and we can't wait to see how fans respond."

Prepare for take-off and hold on to your aviators, Fruit Force is ready for departure. For more information about Voodoo Ranger Fruit Force IPA, visit <https://www.voodoo ranger.com/>. To find the nearest Voodoo Ranger products, visit <https://www.voodoo ranger.com/beer/finder/>.

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 over 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 Ranger-inspired iconic art, design, and exclusive merch, visit vootique.com, or follow @voodoo ranger on Instagram and Twitter. To learn more about the Voodoo Ranger portfolio visit voodoo ranger.com.

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