

# SAMUEL ADAMS

# GOLDEN

## NON-ALCOHOLIC

A world-class Golden Lager for beer lovers that just happens to be non-alcoholic. Golden has subtle malt notes, a light body, and medium carbonation. Our brewing technique makes this non-alc golden crisp and clean on the palate with a dry, refreshing finish.

98  
CALs

12  
IBUs

0.5%  
ABV

GOLDEN  
STYLE

LOOK

GOLDEN,  
SLIGHT HAZE

AROMA

ORANGE PEEL

FLAVOR

SLIGHTLY SWEET,  
HINT OF CITRUS

### CATEGORY STRENGTH

NA craft (Heineken, Athletic, Samuel Adams®, and Lagunitas) are outpacing the NA category¹

NA is likely to reach 1.5-2.5% share of beer by 2028²

New NA buyers skew younger and more multicultural³

1) CIRCANA MULO - C113 THRU 02/14/24. 2) ASSUMING CURRENT GROWTH RATE HOLDS OR ACCELERATES AND NEW PLAYERS ENTER THE SPACE. 3) NUMERATOR PANEL TOTAL US DATA 12/03/23

### REASONS TO BELIEVE

After years of pursuing better and better with each brew, we finally crafted a rich-tasting non-alcoholic beer that meets our beer fanatic standards.

Golden extends the Samuel Adams® non-alcoholic portfolio and is an award-winning follow up beer style to our gold medal winning Just the Haze® Non-Alc IPA.

Golden is a top 6 style in craft domestic specialty and growing at 9%¹

1) CIRCANA + MULO + C113 data thru 01/28/24



AVAILABILITY

6pk - 12oz can

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Avg. Analysis per 12 fl. oz.: calories 98, carbohydrates 21g, protein 1g, fat 0g