



PROUDLY BREWED ONLY IN CHICAGO



HAZY IMPERIAL IPA

#1 IPA BRAND FAMILY IN ILLINOIS

#8 IPA BRAND FAMILY IN MIDWEST (+8%)

#1 GROWTH CATEGORY IN ILLINOIS (+28%) & MIDWEST (+29%)

50% OF THE TOP MIDWEST CRAFT SINGLE SKUS ARE +9% ABV

SOURCING: L52 WK NIQ IL FMCG +C AND CHICAGO FMCG + C

JUMP INTO THE EXTREME, FRUIT-FORWARD FLAVORS OF X-HERO THROUGH A BOLD NEW SERIES OF 10% ABV IPAS FROM REVOLUTION BREWING. JUICY RUSH IPA SHOWCASES AN INTENSE SURGE OF CANDIED ORANGE AND JUICY PEACH FLAVOR THAT GUIDES THE HIGH GRAVITY THROUGH THE HAZE, TOWARD A SMOOTH, EASY LANDING.

HITS THE SPOT



10%
ALC/VOL

YEAR-ROUND
AVAILABILITY

PACKAGING
12oz 6-pack and 19.2oz Can



X-HERO 6 PACK



X-HERO 19.2oz Can



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REVOLUTION BREWING, 3340 N KEDZIE AVE, CHICAGO, IL 60618



FLAVOR + INGREDIENTS

APPEARANCE

DEEP ORANGE HAZE

FLAVOR

BOLD AND INTENSE
WITH CANDIED ORANGE
AND JUICY PEACH

HOPS

MOSAIC, AMARILLO

MALT

2-ROW, OAT MALT, FLAKED OATS,
FLAKED WHEAT, RED WHEAT

YEAST

BRITISH ALE V (HAZY)

PROUDLY...

ILLINOIS' LARGEST INDEPENDENTLY OWNED BREWERY

*SOURCING: BREWER'S ASSOCIATION

REVOLUTION BREWING IS A LEADER IN INNOVATIVE
IPAS WITH THEIR HERO IPAS REPRESENTING 70%
OF TOTAL PRODUCTION.

ABOUT X-HERO

REVOLUTION BREWING IS NO STRANGER TO EXPLORING AND PUSHING THE LIMITS OF FLAVOR AND ABV IN THEIR FIFTEEN YEARS OF MAKING AWARD-WINNING BEERS. X-HERO AIMS WIDER BY BRINGING A BOLD, INNOVATIVE APPROACH TO CRAFT BEER'S FASTEST GROWING CATEGORY. JUICY RUSH WILL BE THE FIRST IN A SERIES OF X-HERO IMPERIAL IPAS, EACH PUSHING THE EXTREMES OF FRUIT-FORWARD FLAVOR AT 10% ABV. FOR THE FIRST TIME AT REVOLUTION BREWING, THE BRAND WILL BE LAUNCHED AS A 19.2OZ CAN WITH THE TRADITIONAL SIX-PACK OF 12OZ CANS TO FOLLOW IN WINTER 2025.



SCAN THIS CODE FOR MORE INFORMATION + GRAPHIC ASSETS

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