

★ ★ OSKAR BLUES BREWERY ★ ★



THE ORIGINAL CRAFT BEER IN A CAN

- ★ Pairs well with hiking, mountain biking and generally hitting the trail. Pack it in, Pack it out.
- ★ Pale ale sales have increased about 5.5% year over year
- ★ Dale's Pale Ale is currently up in chain 20% year over year
- ★ Dale's Pale Ale is up nationwide about 19% vs last year (YTD), and the Pale Ale category is only up 1% vs last year (YTD)

Dale's Pale Ale is our defiant, proud, voluminously hopped mutha of a pale ale. If you're looking for a fistful of flavor, look no further than this hopped-up trail ride. It delivers a hoppy nose and assertive-but-balanced flavors of pale malts and citrusy floral hops from the first sip to the final swig (6.5 % ABV and 65 IBUs). Dale's Pale Ale is the beer that started it all.

In 2002, our funky little Colorado grown brew-pub started stuffing our huge, voluminously hopped mutha of a pale ale in a can (Dale's Pale Ale). Cans keep beer fresher, longer by eliminating the damaging effects of light and ingressed oxygen while being infinitely recyclable and portable . . . taking them where your next soul saving adventure takes you.

#OSKARBLUES #DALESPALEAR

FROM THE CREATORS OF



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