



IPA IS DEAD

4 single hop india pale ales

MOTUEKA

HBC

GALAXY

CHALLENGER

- At BrewDog we are selfish, we only brew beers that we want to drink.
- We are dedicated to making bold, full flavour and progressive craft beers - all with an innovative twist and customary BrewDog bite.
- All of our full flavour beers are made from fresh natural ingredients; we use no preservative, additives or pasteurisation.
- BrewDog beers are listed by Tesco, ASDA, Sainsbury's, Waitrose and are available in 27 Countries worldwide.
- www.brewdog.com receives over 350,000 hits per month.
- We have an army of over 7,000 craft beer loving Equity for Punks investors who all own part of our company.
- Punk IPA is the fastest growing alternative beer brand in the UK.
- BrewDog's beers are the epitome of pure punk. We brew uncompromising, bold and irreverent beer, beer with a soul and a purpose.

At BrewDog we are insanely passionate about hats, rock 'n' roll penguins, avoiding ghosts and hops. We bloody love hops. We felt it was time hops went solo and got their own prime-time show. IPA is dead showcases 4 killer hops varieties from 4 different continents. The result is 4 radically different single hop IPAs.

Each IPA contains the same malt backbone and is brewed to be 75 IBU and is enthusiastically kettle hopped and dry hopped with HBC, Challenger, Galaxy and Motueka.

To appreciate the true character, flavour, power and aroma of our favourite hops you need them in their purest, undiluted form.

Can you say you've ever experienced 100% pure hop awesomeness?

IPA is Dead is brewed and bottled to do just that.



Brew Sheet

- ABV:** 6.7%
- OG:** 1069
- IBU's:** 75
- Malts:** Maris Otter, Crystal Malt, Caramalt
- Hops:** Single hopped with Motueka, HBC, Galaxy or Challenger
- Twist:** Hopped then double dry hopped

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