

NORMAL BEER

BEER GOT COMPLICATED. WE MADE A NORMAL ONE.

A crisp, clean American Light Lager brewed in Normal, Illinois.



4%

ALCOHOL BY VOLUME

99

CALORIES PER 12 FL OZ

12 × 12 OZ

CANS PER PACKAGE

EASY TO UNDERSTAND. EASY TO SELL. EASY TO DRINK.

Normal Beer brings an independent point of view to the high-volume light lager occasion: a memorable name, a familiar drinking experience, and a package that reads from across the aisle.

BROAD APPEAL

A straightforward lager for craft and domestic drinkers alike.

CLEAR POSITIONING

The name, style and package make the proposition immediate.

EVERYDAY OCCASIONS

Built for coolers, cookouts, ballgames and normal Tuesdays.

ORDERING INFORMATION



12-PACK • UPC 8 60015 53782 9



12 OZ CAN • UPC 8 60015 53781 2

AMERICAN LIGHT LAGER • 4% ABV • 12 × 12 FL OZ CANS

AVERAGE ANALYSIS PER 12 FL OZ: 99 CALS, 5G CARBS, <1G PROTEIN, 0.0G FAT

BREWED IN NORMAL, ILLINOIS • GETNORMALBEER.COM