

HARD SELTZER CRAN SLAM

7.0% 0.0 IBU

CRANBERRIES ARE ONE OF NATURE'S SUPER FRUITS, AND WE PACKED A BOATLOAD OF THEM INTO OUR HARD SELTZER. THIS DRINK IS A LITTLE BIT OF WONDERFUL AND JUST PLAIN FUN, WITH LOTS OF BUBBLES THAT NOT ONLY DANCE IN YOUR GLASS, BUT ALSO POP AND FIZZ IN YOUR MOUTH. IF YOU WANT BOOZY CRANBERRY JUICE WITH A TWIST OF LIME FOR BRIGHTNESS, THEN THIS IS FOR YOU.

TASTING NOTES

This is a wonderful representation of the fruit in its fresh form and is vibrant on the nose and eye-clenchingly astringent on the palate – just like the real thing.

FOOD PAIRINGS

Turkey, rice, farro, quinoa, walnuts, almonds, hazelnuts, pecans, oats, beef, chicken, pork, a variety of mild cheeses, including brie, mild cheddar, and cream cheese.



HISTORY

In 1993, South Australian brewer Duncan MacGillivray was having a beer with some friends who owned a lemon farm, and they mentioned they didn't know what to do with all the lemons they couldn't sell because of their size. To which MacGillivray responded, "I'll try brewing them." Not much later, a truckload of lemons was delivered to MacGillivray's brewery, and he went to work. It wasn't long before he had a drink that customers absolutely loved, but he still needed a name. All he could think of was the punch line – two dogs – to a joke he once heard, and Two Dogs alcoholic lemonade was born. The bottle even included the question, "Why do you ask?" which was part of the joke, and because it was a rather crude joke, we'll let you discover the joke for yourself.

Two Dogs was widely claimed to be the "world's first brewed alcoholic lemonade," despite the drinks such as Sima coming to market years before. Still, Two Dogs paved the way for similar offerings, including Hooper's Hooch and Mike's Hard Lemonade (known as alcopops in the United Kingdom and maltervatives in America).

Twenty years after MacGillivray introduced the world to Two Dogs, Nick Shields developed Spiked Seltzer, in Westport, Connecticut. The hard seltzer category saw a spike in U.S. popularity around 2018, with White Claw dominating the commercial market, especially among health-conscious consumers.

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