

CRITICAL HIT

Critical Hit DIPA

A vintage-inspired video game beer for actual nerds, nostalgic millennials, and those of us old enough to remember 8-bit gaming (or have just been to Barcade on a Saturday night).

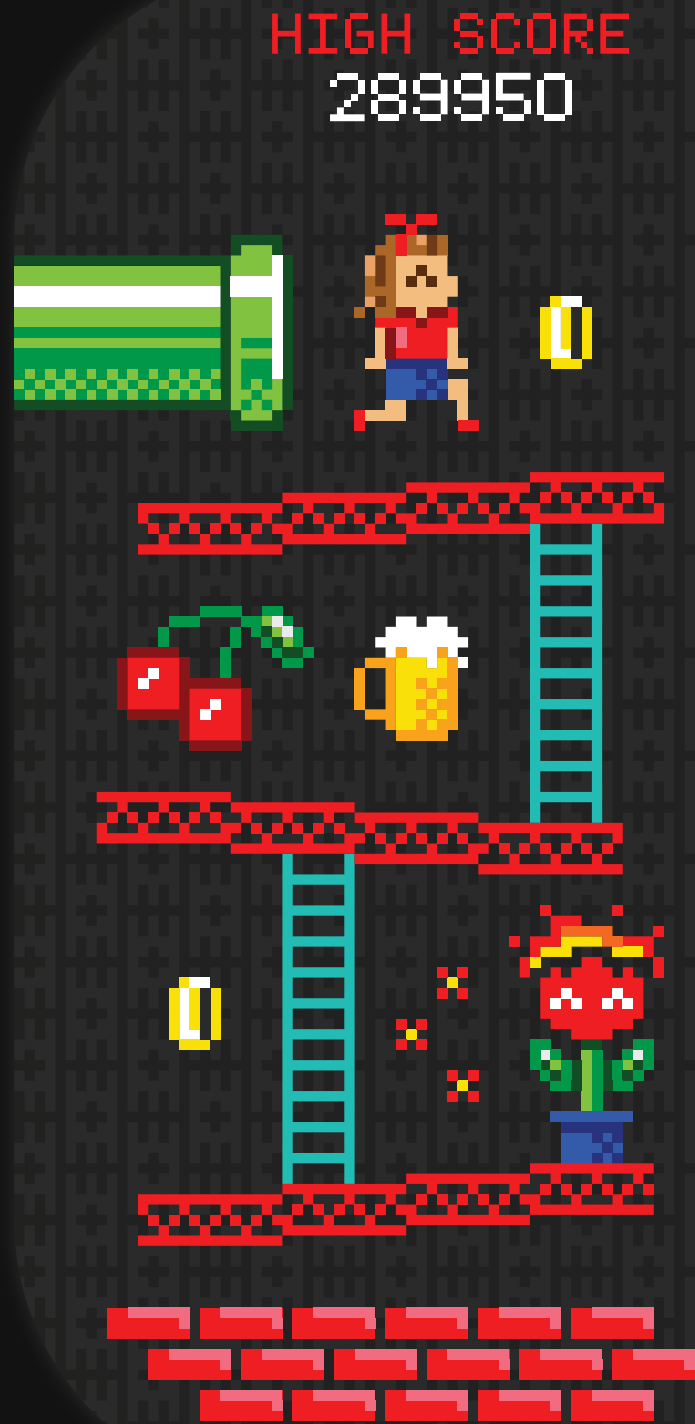
This beer was inspired by my love of video games, and the fond memories I have from my childhood of staying up all night with my older brothers in our basement playing our Nintendo 64. If you're curious, yes, I did eventually beat them.

Embracing the novelty of 8-bit gaming, this label was designed on a square grid with each element being composed entirely of individual squares. It flips Hanging Hill's traditional label system by pixelating everything, even the logo. For the real ones, there's several hidden easter eggs, but almost anyone could pick up this beer and feel that rush of nostalgia and the smell of victory (or more likely, defeat).



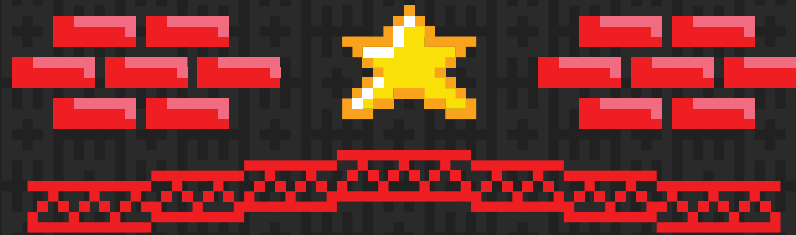


This beer is for Joe Sargent, world record holder for Paper Boy on NES and for everyone out there who's found joy in a game.
 BREWED AND CANNED BY HANGING HILLS BREWING COMPANY, NEW HAVEN, CT.



HIGH SCORE
289950

HANGING HILLS
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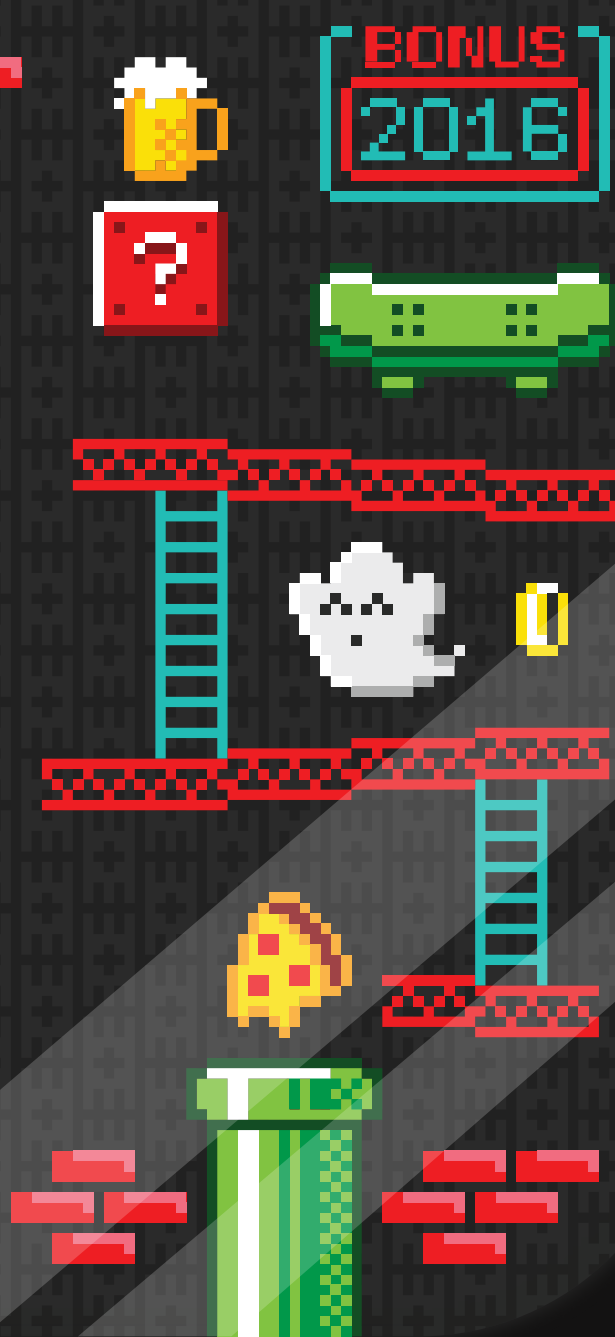


CRITICAL
HIT®

DOUBLE INDIA PALE ALE

ONE PINT 16FL. OZ. 473ML
8% ALC. BY VOL.

1UP 000151 2UP 000072

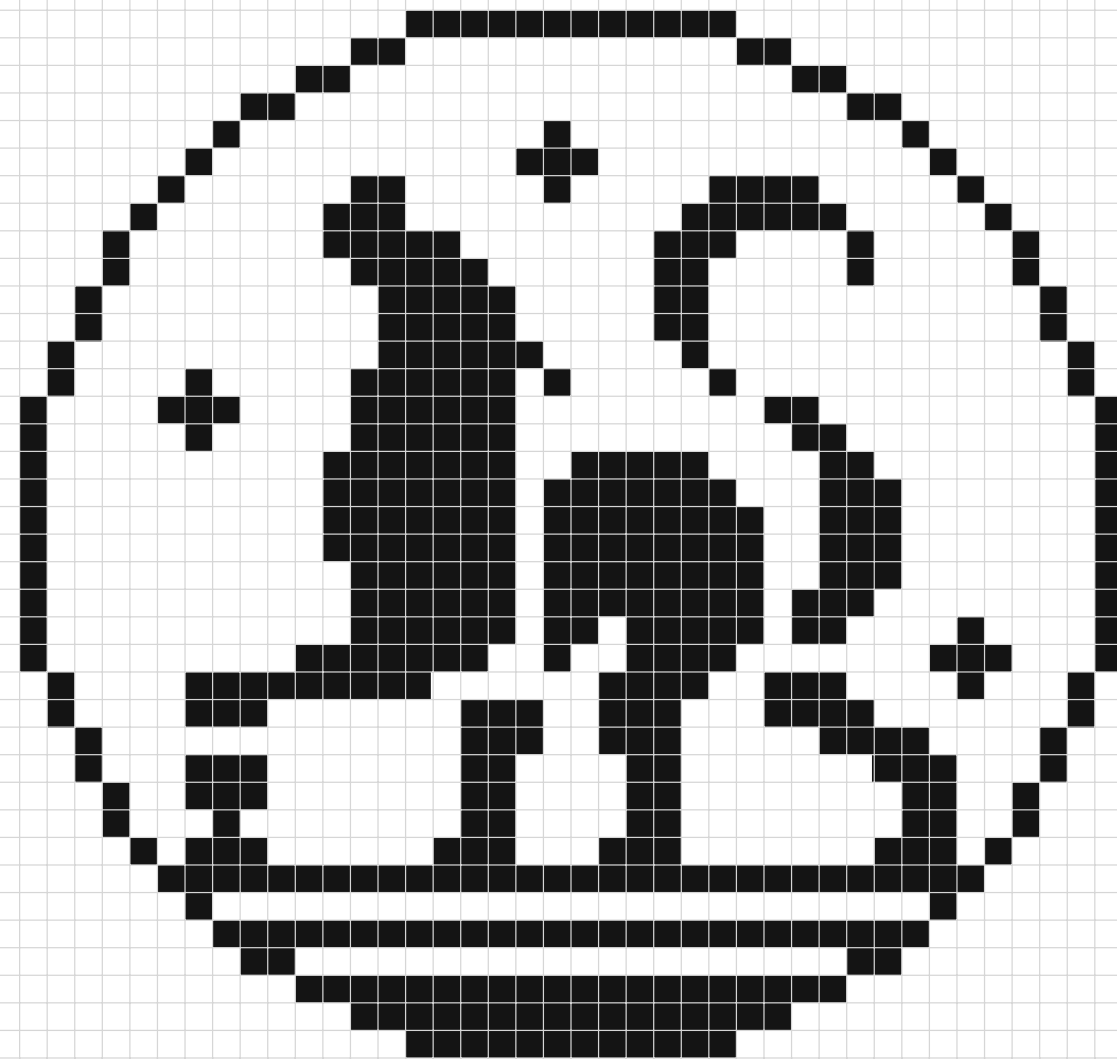


BONUS
2016

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.











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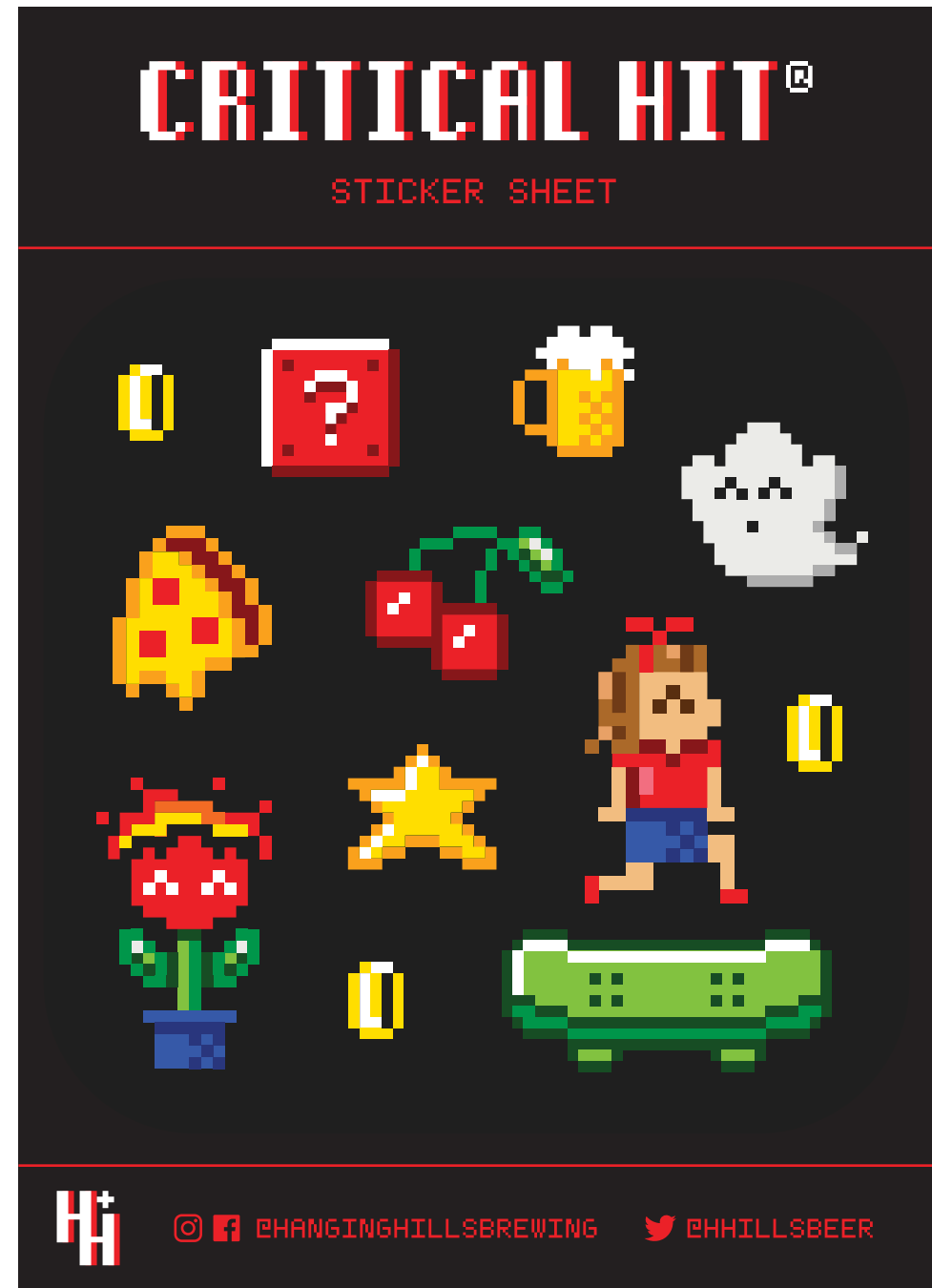
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THANK YOU :3

