

ATHLETIC
BREWING CO.®



**IT'S THAT
LIGHT**

Athletic Lite Campaign



OVERVIEW

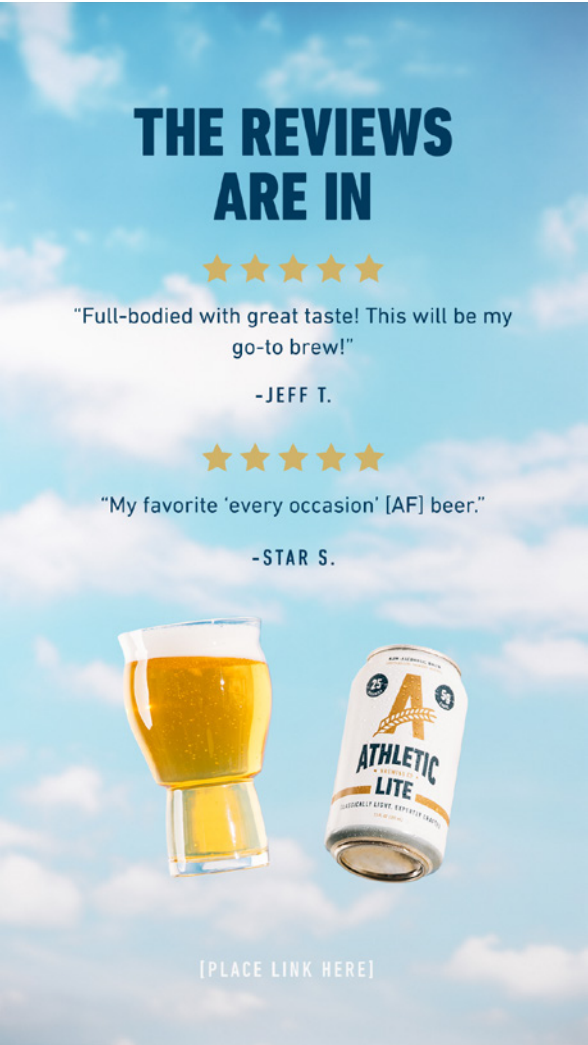
Athletic Lite is a light brew, reimagined. Classically light and expertly crafted, it doesn’t sacrifice on flavor. With only 25 calories, 5g carbs, and premium grains, Athletic Lite is crushable on any occasion.

But just how light is Athletic Lite? While we can’t physically depict calories and carbs, we *can* bring Athletic Lite’s “unbelievably” light attributes to life by making it appear lighter than air. So, for this digital/online campaign, we literally elevated the beer and made it weightless — It’s that light.

CAMPAIGN PHOTOGRAPHY



SOCIAL: ORGANIC




*Animated components have been uploaded to CADC submission form.

SOCIAL: PAID



*Animated components have been uploaded to CADC submission form.

EMAIL: CAMPAIGN LAUNCH



IT'S THAT LIGHT

Athletic Lite is your everyday brew — refreshing, low on carbs, and low on calories. It's the perfect choice for any occasion, or no occasion at all.


AWARD WINNING

ONLY 25 CALORIES

5g CARBS

FULL FLAVOR


Stock Up on Athletic Lite



Classically Light, Expertly Crafted

Dreaming up this light brew was no small feat. Learn more from Co-Founder, John Walker, about the almost two-year process to make Athletic Lite a reality.

Learn More



Find it Nearby

25 Calories. Full Flavor. Zero Hangover. Find Athletic Lite at a store near you.

Find Athletic Lite

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Athletic Brewing Company LLC, Milford, CT and San Diego, CA. Beer Brewed 100% in USA.

Average Analysis of Athletic Lite per 12 fl oz - Calories 25, Carbohydrates 5g, Protein 1g, Fat 0g.

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No longer used for vintage labels: [Guinness](#)

75 Calories (Brew 100000, CT 10000)





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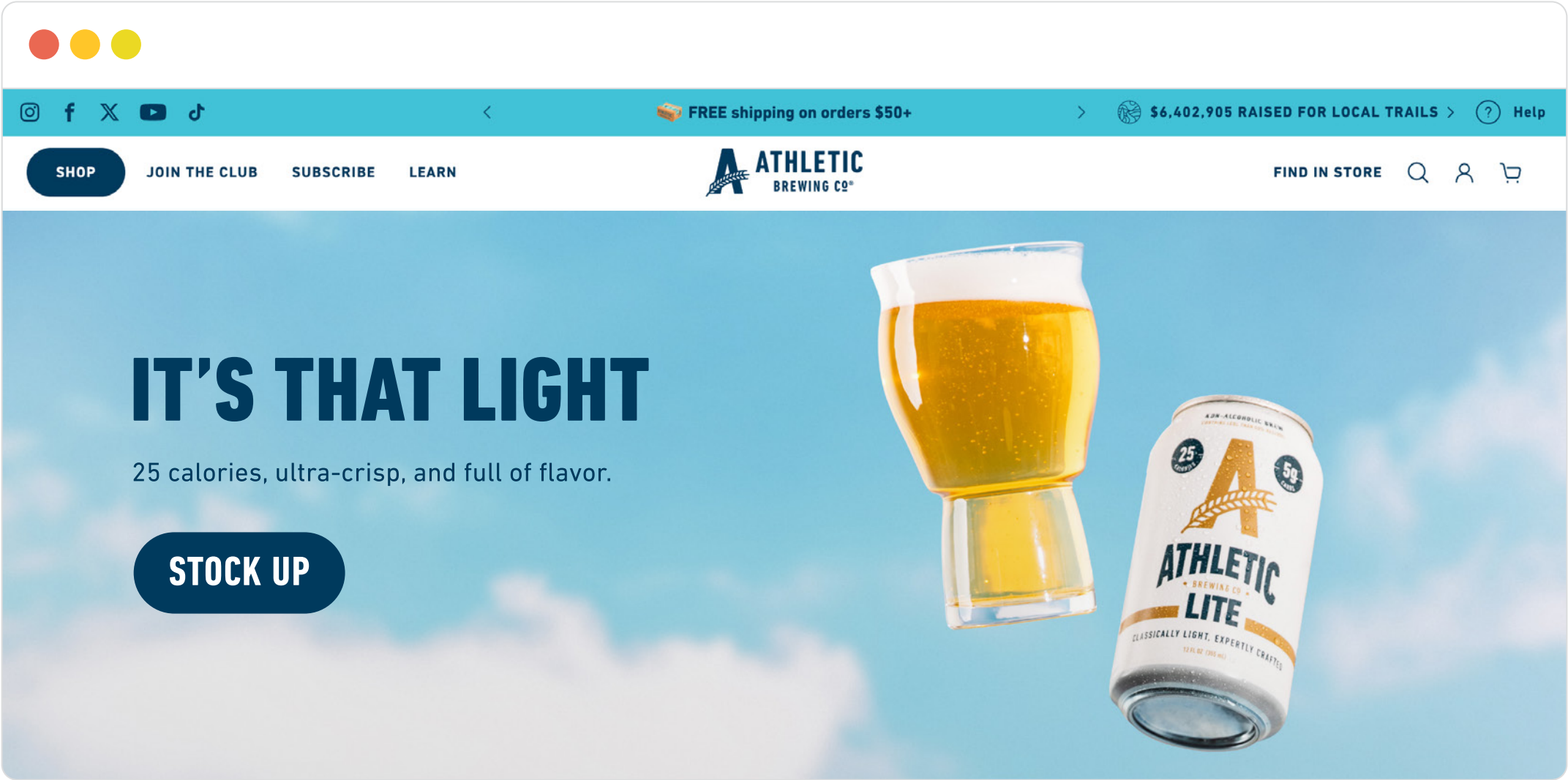
25 Calories. Full Flavor. Zero Hangover. Find Athletic Lite at a store near you.

Find Athletic Lite

The image shows a 6-pack box and a single can of Athletic Brewing Co. Light Brew. The box is white with orange and blue accents. It features the Athletic Brewing Co. logo, the text "LIGHT BREW", "BREWING CO.", "CLASSICALLY LIGHT. EXPERTLY CRAFTED.", and "6 PACK (12 FL OZ (355 mL) CANS) BOTTLED IN THE USA". The can is white with orange and blue accents, featuring a large "A" logo, "ATHLETIC BREWING CO.", "LIGHT", "CLASSICALLY LIGHT. EXPERTLY CRAFTED.", and "25 CALORIES 5g CARBS". To the right of the can is a smartphone displaying a map with blue location pins, representing nearby stores.

The image shows a can of Athletic Lite beer, a box of Athletic Lite beer, and a smartphone displaying a map of the United States with location pins. The can and box are white with orange and blue accents. The can features a large orange 'A' logo and the text 'ATHLETIC LITE'. The box also features the 'ATHLETIC LITE' logo and the text 'LIGHT BREW'. The smartphone screen shows a map of the United States with several blue location pins placed across the country.

WEBSITE: HOMEPAGE BANNER



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CREDITS

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CHEERS!