



ATTENTION: MIKE DAVIS

2027 CATEGORY PLAN

Kroger Spring 2027 New Item Review — Go Brewing

TOP 10 KROGER NA SUPPLIER

SALES L52W

\$1.16MM

Total dollar sales, L52W

TREND L52W

+244%

Fastest growing NA brand

RANKING VS. ALL NA

#10

Top 5 NA craft brand.

MARKET SHARE

1.4%

2X+ market share.

KROGER SALES TRENDS • 1,733 OUTLETS SELLING

TIME FRAME	UNITS	U % CHG	\$/OUTLET/WK	UNITS/OUTLET/WK
52WK	105,742	+252%	\$41.39	3.8

FASTEST-GROWING NA CRAFT BRAND IN GROCERY

+81%

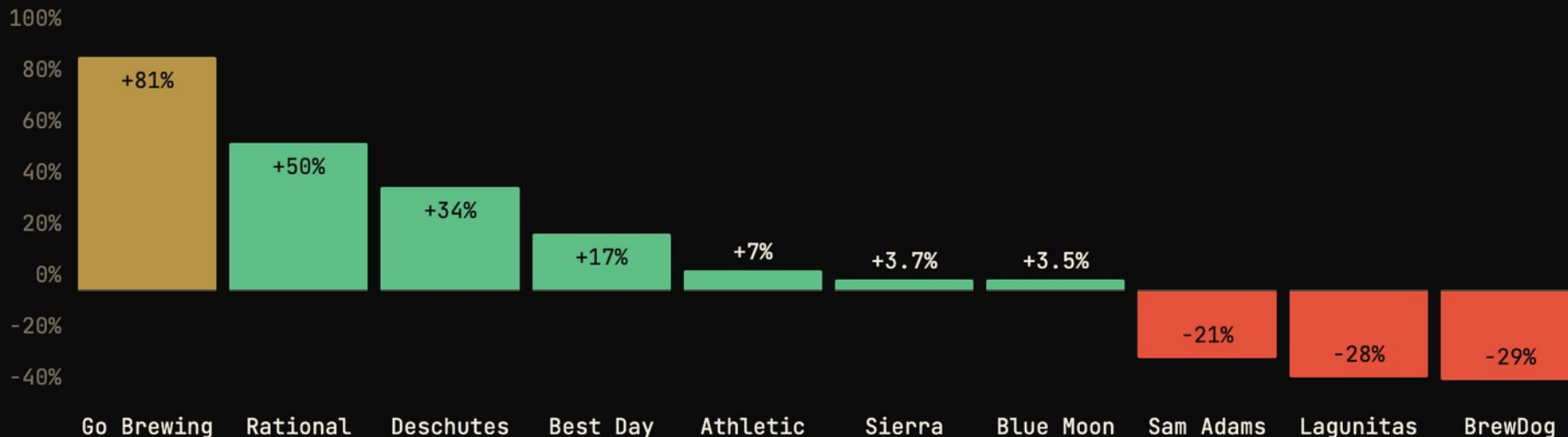
12x the craft subsegment. A top-10 growth driver.

\$3.2MM+

7th largest NA craft brand and the fastest growing of the top 10.

9.8%

Athletic runs 61.5%.
Go is a top 7 brand on 1/6th the distro



Trends Of The Top 10 NA Craft Brands Across TUS Grocery L52W

L52W Total US

TOTAL NA BEER • \$263.8MM AT +9.3% • TOTAL US GROCERY



ONE AISLE. THREE STORIES.

✓ PREMIUM NA LAGERS

MICHELOB ULTRA ZERO

+93%

TOTAL LAGERS

+12.4%

THE EVERYDAY NA LAGER DRINKER
HAS ARRIVED

Domestic is the growth engine.

✗ CRAFT LINE EXTENSIONS

SHARE OF CRAFT-NA \$

33%

\$ GROWTH VS. YEAR AGO

-3.1%

82 CRAFT NA EXTENSIONS
CREATED NOISE NOT GROWTH

Sierra Nevada NA -3.2%. Sam -24.8%.

✓ NA-ONLY BRAND FAMILIES

SHARE OF CRAFT-NA \$

67%

\$ GROWTH VS. YEAR AGO

+8.9%

NOT JUST AN ATHLETIC STORY

Ex-Athletic, 7 NA-only brands hold
~89% of the segment. Go is #3

Per point of distribution, NA-only brands return **\$5,835** vs **\$4,349** for extensions — and domestic premium is growing the trip that brings both shoppers in.

TOTAL US GROCERY • NIQ
L26W W/E 8/8/26

THE PLAN

Go Brewing
NON-ALCOHOLIC BEER

THREE BETS FOR 2026



01

DRIVE GROWTH

Expand into high-share NA markets with flagships (Disarm + The Story) & introduce Cold Standard American Lite Brew



02

DIGITAL EXPERIENCE

Retail media, shoppable content, and first-party data we hand back to you. Backed by \$250K budget



03

GO * KROGER COLLAB

Utilize Go Brewing DTC insights to generate a product designed for the Kroger shopper.

SEASONAL MIX 6PK

40% of NA consumers shop flavor and variety — this pack delivers both, built entirely from Go's best-selling DTC items.



SPRING / SUMMER

Honey Crisp Apple, Berry Shandy



FALL

Pumpkin and Oktoberfest — best sellers



WINTER

Chester's Coffee Stout and Toasty aF Winter Warmer

REASONS TO BELIEVE

\$26.95

Per store per week — highest of any Go SKU.
Core 6-packs run \$19.60–\$22.60.

+41%

Variety packs are the fastest-growing non-alc format at \$11.6MM, vs +7.6% for craft.

+32%

Seasonal + variety together: \$18.1MM, more than 4x the craft segment.

DISARM HAZY IPA

Hazy IPA is the #2 NA craft style at \$43.3MM and +4.9%, while standard IPA declines -4.3%. Disarm velocity already matches the hazy segment median.



DISARM • HAZY IPA • 6PK / 120Z

\$450K

New — TUS Grocery L52W

#9

NA hazy SKU on 6% ACV

\$22.56

Per store per week — 30% above the NA craft median

Top 20%

Of 275+ NA SKUs at Kroger

KROGER TRENDS — DISARM • 52WK

\$	UNITS	OUTLETS	\$/OUTLET/WK
\$321,774	29,144	753	\$22.86

THE STORY DIPA

Limited Craft SKUs clear \$1MM in US Grocery. This one does it on 9.8% ACV — a margin-accretive item at a premium price point, not a trial item.



THE STORY • DIPA • 6PK / 120Z

\$1.07MM

Go Brewing's #1 brand
(9.8% ACV)

+103%

YOY trend with momentum:
+68% 26W / +56% L4W

\$22.04

Per store per week — 30%
above the NA craft median

Top ~50

Of 275+ NA items at Kroger

KROGER TRENDS — THE STORY • 52WK

\$	UNITS	OUTLETS	\$/OUTLET/WK	\$ TREND
\$415,904	37,683	775	\$22.59	+223%

INTRODUCING COLD STANDARD

The NA beer that just drinks

Classic American Lite Brew with a modern sense of humor: classic at the core, laid-back in attitude, dry and understated — and open to the occasional weird surprise.

FORMAT
2/12pk

RETAIL
\$15.99

CALORIES
45 cal

+31.4%

\$200MM 12-PACKS

Growth is in the 12-packs

+1695%

\$61.7MM LIGHT LAGER

Fastest growing style in non-alc

\$52

PER STORE PER WEEK

Mich Ultra Zero's 12pk is the category's most productive item



THREE WAYS WE DRIVE THE TRIP

Go Brewing
NON-ALCOHOLIC BEER



THE MAGICAL CAN.

THE CRAZIEST SWEEPSTAKES
EVER.

10

WEIRD CANS OUT
THERE

1-100

CANS WITH A QR
CODE



NON-O-INFLUENCERS.

NOT NANO. BUT NOT NOTHING.

5k

FOLLOWERS OR
FEWER

12-pack

ON US, FOR
SHARING



LAUNCH EMAIL.

NOW AVAILABLE AT KROGER.

200K+

CUSTOMERS
REACHED

Banner

LEVEL
TARGETING

★ EVERYMAN WITHOUT SAYING IT

Go Brewing
NON-ALCOHOLIC BEER

SOMEBODY HAS TO WATCH.

Cold Standard represents the normal person's point of view in a world that keeps getting more extreme. Dan is the exaggeration. Lindy is the audience.

DAN

Climbs the Ferris wheel.

Runs on a cement truck.

Does something objectively impressive.

LINDY

Eats funnel cake.

Sits under an umbrella with a beer.

Gives him credit... and has absolutely no interest in joining him.

Good for them.

THE EVERYMAN IS THE OPPORTUNITY— AND NOBODY IS TALKING TO THEM.



DAN CHURCHILL, CHEF & ATHLETE & LINDY,
NORMAL DUDE WHO KEEPS SEEING DAN DO CRAZY
THINGS, YET DAN NEVER SEES LINDY.

HOW WE ATTACK IT.

TRADE

BREWBOUND
BEER BUSINESS DAILY
CRAFT BREWING
BUSINESS

THE ANGLE

A non-alc brewer launching a full-strength
lite brew, and where it lands on shelf.

AD & MARKETING

AD AGE
ADWEEK
MARKETING BREW

THE ANGLE

The campaign story. An everyman brand
that never says everyman, and the
character work behind it.

CONSUMER & LIFESTYLE

FOOD & WINE
MEN'S HEALTH
THRILLIST

THE ANGLE

Dan and Lindy, the magical cans, and
45 calories.

★ LAUNCH TIMELINE

TIMELINE.

All Kroger banners — first to market opportunity for Jan. 1st
(Dry Jan)

AUG - OCT
BUILD

SEP 15
**EMAIL
TEASE**

OCT 1
**DTC & PR
SOFT**

JAN 1
**KROGER
1ST TO
MARKET
LAUNCH**

JAN - DEC
**MONTHLY
DAN +
LINDY**

SPRING
**RESET
COLD SETS**

Can be
merchandised
with Go craft or
NA domestic
premium

CORRUGATED 12PK CASE
STACKER



BUILT AND FUNDED BY
GO BREWING
SHIPS WITH THE LAUNCH ORDER

American Lite Brew

FIRST TO MARKET • ENJOY RESPONSIBLY. 21+.

SPEED TO MARKET

GO X KROGER COLLAB

This is your pillar, and we listened. We invested in our own production facility for this moment.

100%

PRODUCTION IN HOUSE

4x

WORLD BEER CUP
WINNER

200K+

DTC CUSTOMERS

All

KROGER DIVISIONS



COLLAB MOCKUP · CONCEPT

Go Brewing
NON-ALCOHOLIC BEER

MARKETING SUPPORT • DIGITAL, SAMPLING, POS

360 MARKETING

Go Brewing
NEW ALCOHOLIC BEER

GO ALL IN BUDGET

\$250,000

DIGITAL — GEO TARGETED
ADS

\$30,000

A horizontal progress bar with a red segment representing 30% of the total budget.

INMAR + VESTCOM

\$40,000

A horizontal progress bar with a red segment representing 40% of the total budget.

IN-STORE DEMOS
[SAMPLING]

\$40,000

A horizontal progress bar with a red segment representing 40% of the total budget.

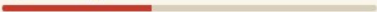
DTC NEW MARKET
REBATES

\$20,000

A horizontal progress bar with a red segment representing 20% of the total budget.

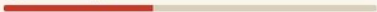
KROGER GATEWAY +
SYNDIGO

\$20,000

A horizontal progress bar with a red segment representing 20% of the total budget.

NEPTUNE

\$20,000

A horizontal progress bar with a red segment representing 20% of the total budget.

NEW MARKET LAUNCH
ACTIVATIONS

\$40,000

A horizontal progress bar with a red segment representing 40% of the total budget.

AMBASSADORS, UGC,
INFLUENCERS

\$40,000

A horizontal progress bar with a red segment representing 40% of the total budget.

BET 03

DIGITAL EXPERIENCE

01 Geo-targeted social ads — Go Brewing + Cold Standard, now available at Kroger, Ralphs, King Soopers, etc.

02 UGC — ambassadors and influencers in-store, posting across social channels.

03 Cold Standard Dan + Lindy CTV commercials — Hulu, YouTube, etc.



UGC or CTV video frame — creator content
or [browse files](#)

ALEXI PAPPAS • 175K IG

Go Brewing
NEW ALCOHOLIC BEER

DEMAND GENERATION

INFLUENCERS & AMBASSADORS

Athletes, chefs, and musicians who already drink it. Every activation is geo-targeted to your doors and tracked back to sales.



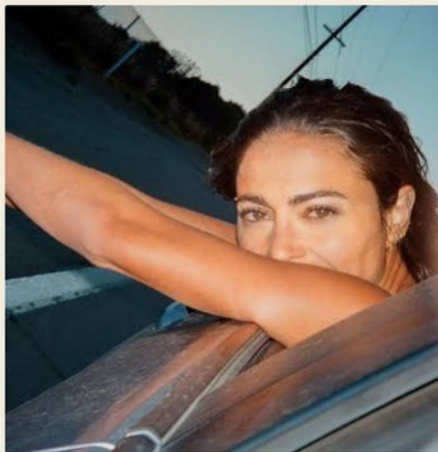
RICH ROLL

ENDURANCE ATHLETE &
AUTHOR • 1.6MM IG



DAN CHURCHILL

CHEF & ATHLETE • 240K IG



ALEXI PAPPAS

OLYMPIAN & AUTHOR • 175K
IG



HUNTER MCINTYRE

HYROX WORLD CHAMPION •
245K IG

KEY SPONSORSHIPS

Go launches with beer already in the toolboxes of the athletes and events shaping performance culture.



HYROX USA

Official NA beer partner • fitness racing's fastest-growing series



RICH ROLL PODCAST

One of the world's leading health and wellness podcasts, reaching over 1MM+ monthly listeners



DIPLO'S RUN CLUB

Music-led run club putting the brand in front of a mass, non-athlete audience

SPONSORSHIP • MARKET OVERLAP

DRIVING CUSTOMERS TO KROGER

Event specific rebates and promotions to drive participants to your stores.



12

Events in Kroger banner markets

2MM+

HYROX athletes projected

100K+

Run Club participants last season

HYROX	MARKET	BANNER
Feb 11-15	CHICAGO	Mariano's
Feb 25-28	PHOENIX	Fry's
Mar 12-14	LAS VEGAS	Smith's
Apr 1-4	HOUSTON	Kroger
Apr 23-25	ATLANTA	Kroger
May 13-16	SAN DIEGO	Ralphs
May 21-23	PORTLAND	Fred Meyer

RUN CLUB	MARKET	BANNER
Jan 23	PHOENIX	Fry's
Jul 12	DENVER	King Soopers
Sep 12	SEATTLE	Fred Meyer
Oct 3	CHICAGO	Mariano's
Nov 8	LOS ANGELES	Ralphs

ON AIR RICH ROLL PODCAST GO BREWING READS — NOW AVAILABLE ACROSS KROGER AND KROGER BANNERS
NATIONWIDE

EXPANSION MARKETS

8 new market opportunities, 2 existing market expansions — each with full 360 marketing support behind the launch.

Div. 11

NEW

**ALABAMA • SOUTH
CAROLINA**

CRMA • Whole Foods

Div. 21

EXPAND

INDIANA

CRMA • Meijer,
Whole Foods, Total
Wine

Div. 24

EXPAND

KENTUCKY

CRMA • Whole
Foods, Total Wine

Div. 25

NEW

ARKANSAS

Div. 35

NEW

DFW TEXAS

CRMA • HEB, Whole
Foods

Div. 615

NEW

KANSAS

CRMA • Whole
Foods, Total Wine

Div. 660

NEW

ARIZONA

CRMA • Safeway
Southwest

Div. 701

NEW

**WASHINGTON •
OREGON • SEATTLE**

CRMA • Safeway
Seattle, Whole
Foods, Haggens,
New Seasons

Div. 705

NEW

**WASHINGTON •
OREGON**

CRMA • Safeway
Seattle, Whole
Foods, Haggens,
New Seasons

Div. 706

NEW

**UTAH • NEVADA •
IDAHO • NEW MEXICO •
WYOMING**

CRMA • Safeway
Mountain West,
Safeway Southwest,
Whole Foods

THE ASK

WHAT WE'RE ASKING FOR



COLD STANDARD IN THE COLD SET

Added to cold sets with first-to-market launch support.



WESTERN & SOUTHERN EXPANSION

WA, OR, AK, AZ, UT, NM, NV, SC, AL, KS, AR with our core flagships — Disarm, The Story, Seasonal Mixed 6pk.



KROGER NA COLLAB CONSIDERATION

If an NA collab is on the table, consider us. We brew our own beer, we have speed and scale to market, and quality is at the forefront.

WHY BET ON GO BREWING



01

TOP NA SUPPLIER AND GROWING

+81% at Kroger on 9.8% ACV, in the only growing part of craft NA. Bolt-on extensions are -3.1%.

02

WITH ROOM TO GROW AND EXPAND

Eleven states West and South, sized market by market — with items that already out-ring the craft median.

03

WE ARE BRINGING INNOVATION

Cold Standard: craft liquid at domestic pricing, first to market Jan 1 for Dry January — ahead of resets.

04

WE WILL WORK FOR THE PLACEMENT

\$250,000 behind the launch, funded by us. If this underperforms it is existential to us — not a rounding error.

THE ASK • Keep your mainstream anchors. Give the next open craft NA facing to the brand the data points to — and to the partner investing to bring new customers in and drive rate of sale.



THANK YOU



Missing image — taproom, crew, or cans on ice
or [browse files](#)

WILL PARKER

419.783.8748

will@gobrewing.com

WHO BUYS GO BREWING



KROGER SHOPPER PROFILE

GENDER	58% MALE / 42% FEMALE
ETHNICITY	95% ENGLISH / 5% HISPANIC
HOUSEHOLD AGE	35-44 PRIMARY RANGE
HOUSEHOLD INCOME	\$80,000+

BRAND CREDENTIALS

200K+	3.5K+	4x
ONLINE CUSTOMERS	ACTIVE BEER CLUB SUBSCRIBERS	WORLD BEER CUP WINNER
#1	#1	70K
MOST WISHED FOR BRAND ON AMAZON	RATED NA BRAND ON UNTAPPD	BARRELS ACROSS 2 OWNED FACILITIES

ALL PRODUCTION IN HOUSE · TRADITIONAL BREWING METHODS & INGREDIENTS · NO COMPROMISES, NO SHORT CUTS ·
NAPERVILLE, IL · ESTABLISHED 2023

COLD STANDARD

American Lite Brew, 2/12pk 12oz. Every store below is incremental — current count is zero across the board.

1,752

Stores requested

40

State & division combinations

0

Current store count today

AK-701	+11	GA-11	+146	KY-25	+4	OH-16	+93	TX-35	+89
AL-11	+2	ID-701	+11	KY-26	+3	OH-21	+1	UT-620	+1
AL-26	+5	ID-706	+3	KY-29	+2	OH-29	+2	UT-706	+54
AR-25	+15	IL-531	+35	MI-16	+1	OR-701	+43	VA-29	+58
AZ-660	+110	IN-21	+64	MI-18	+91	OR-705	+4	WA-701	+54
AZ-706	+1	KS-615	+45	NM-706	+16	SC-11	+13	WA-705	+54
CA-703	+172	KY-14	+15	NV-706	+30	TN-26	+59	WI-534	+79
CO-620	+140	KY-24	+71	OH-14	+69	TX-34	+80	WY-706	+6

DISARM

Hazy IPA 6-pack. Every store below is incremental to current distribution.

998

Stores requested

36

State & division combinations

571

Current store count today

AK-701	+11	ID-701	+11	KY-26	+3	OR-701	+43	WA-701	+54
AL-11	+2	ID-706	+3	KY-29	+2	OR-705	+4	WA-705	+54
AL-26	+5	IL-531	+5	NM-706	+16	SC-11	+10	WI-534	+79
AR-25	+15	IN-21	+64	NV-706	+30	TN-26	+59	WY-706	+6
AZ-660	+110	KS-615	+45	OH-14	+5	TX-35	+89		
AZ-706	+1	KY-14	+4	OH-16	+30	UT-620	+1		
CA-703	+49	KY-24	+65	OH-21	+1	UT-706	+54		
CO-620	+4	KY-25	+4	OH-29	+2	VA-29	+58		

THE STORY

Double IPA 6-pack. Every store below is incremental to current distribution.

728

Stores requested

30

State & division combinations

770

Current store count today

AK-701	+11	ID-701	+11	KY-25	+4	OH-16	+29	UT-620	+1
AL-11	+2	ID-706	+3	KY-26	+3	OR-701	+43	UT-706	+54
AL-26	+5	IL-531	+7	KY-29	+2	OR-705	+4	VA-29	+39
AR-25	+15	KS-615	+45	NM-706	+16	SC-11	+10	WA-701	+54
AZ-660	+110	KY-14	+1	NV-706	+30	TN-26	+14	WA-705	+54
AZ-706	+1	KY-24	+62	OH-14	+3	TX-35	+89	WY-706	+6

SEASONAL MIX 6PK

A focused ask — nine divisions where the seasonal program has the strongest fit.

473

Stores requested

9

State & division combinations

0

Current store count in these doors

AZ-660	+110	IL-531	+19	OR-705	+4
CO-620	+137	OH-16	+41	WA-701	+54
ID-701	+11	OR-701	+43	WA-705	+54