

# WOOFHA



Brewed in the Scottish Highlands



# WOOHA

## Welcome to the World of WooHa!

WooHa Beers are brewed in the Scottish Highlands from the same cool, clear water that go into some of Scotland's most famous whiskies.

We combine this fresh water with the best quality ingredients from around the world to create delicious, balanced, flavoursome beers. We bottle condition our brews to ensure their freshness and give a natural fizz, arriving with consumers ready to enjoy!





# WOOHA

## The Brand

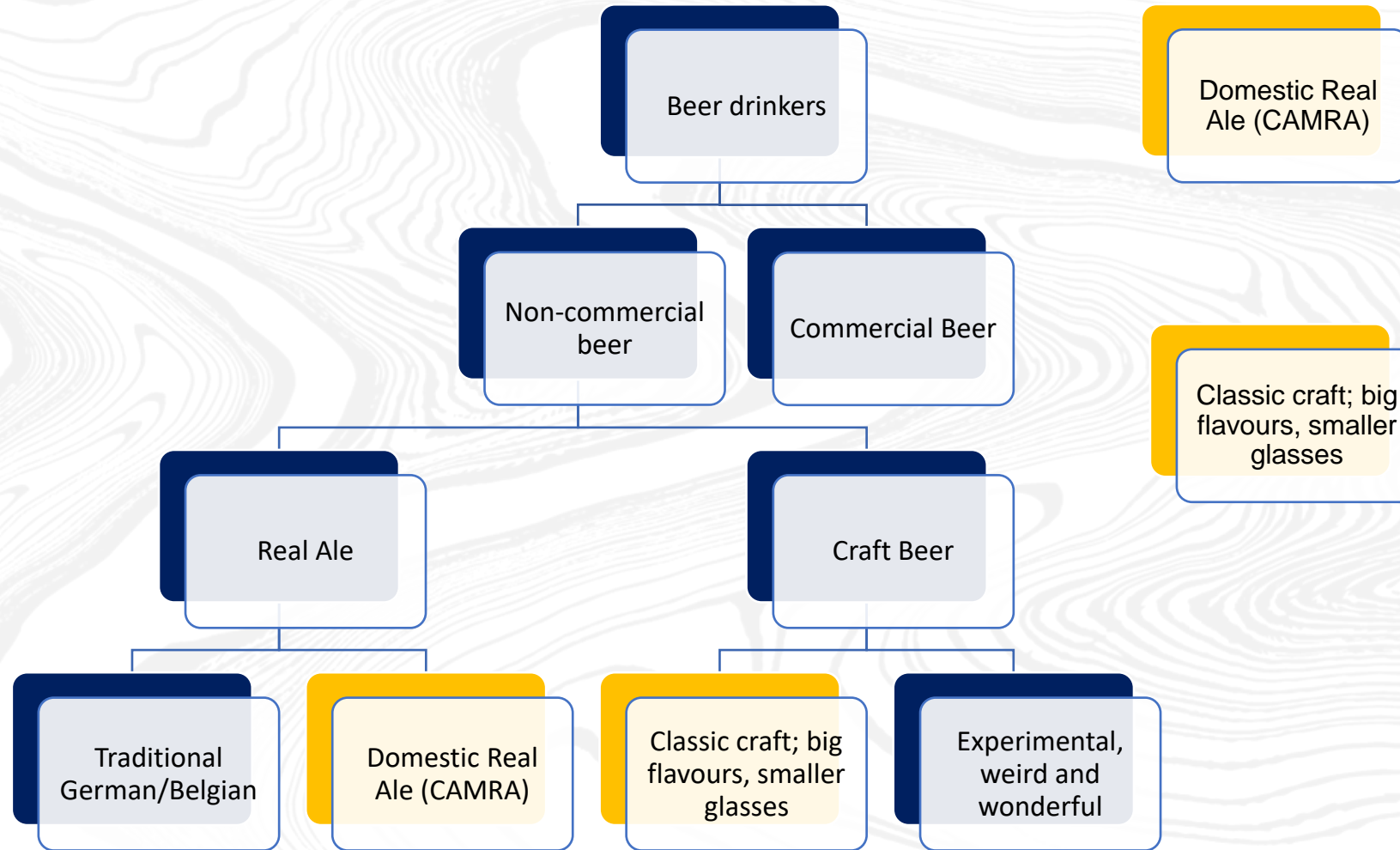
WooHa in 2020 is the beer of the “wee guy with big ambitions”, reflecting our own modest beginnings in the highlands and our ever present drive to bring our beers to new consumers around the world.

- Vibrant, eye-catching packaging
- Playful, friendly brand persona
- Strong brand identity on social media
- Full range of branded POS and merchandise
- WooHa has its own unique Tartan, registered with The Tartan Register of Scotland



# WOOHA

## Positioning



Domestic Real Ale (CAMRA)

WooHa cask range and core bottle range; traditional styles, typically 4-5% ABVs.

Classic craft; big flavours, smaller glasses

WooHa keg range and seasonals; more varied ABVs, focus on interesting and unusual beer styles





# WOOF

## The Beers

Traditionally made; we use time and precision to make our beers, avoiding chemical additives for a truly craft product.

We source premium ingredients from around the world; from the Rauch malt that goes into our Rauch'n'Roll Porter, to the Mandarina Bavaria hops in our Hello Friday.

All our bottled beers have a **24 month shelf life** and are vegan friendly.



# WOOFHA

## 330ml Core Range





# WOOLHA

## 500ml Core Range



# WOOHA



## Wooha Hello Friday

Refreshing, easy to drink pale ale, a fruity and herbaceous hop on the nose and palate with a crisp clean finish. Dry-hopped really creates this fresh hop flavour.

**Malts:** Pale Ale, Crystal and Wheat

**Hops:** Mosaic, Chinook, Mandarina Bavaria

**ABV:** 3.8%

**IBU:** 35

**EBC:** 15





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## WooHa Hop Pinata IPA

A bold strong malt bill balancing the spicy hop flavor, creating an easy to drink bottle conditioned real ale. A punchy, fruity slam on the taste buds!

**Malts:** Pale, Crystal, Carapils, Vienna

**Hops:** Pilgrim, Summit, Mittlefruh, Chinook

**ABV:** 6.2%

**IBU:** 39

**EBC:** 26



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## Wooha Rogue Clan Scotch Ale

Inspired by a traditional Scottish recipe, rich malt flavours are met with light hops and a smooth, clean finish in this moreish amber ale.

**Malts:** Pale, Munich, Crystal

**Hops:** Bramling Cross

**ABV:** 6.0%

**IBU:** 15

**EBC:** 40





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## Wooha Rauch n'Roll Rich Smoky Porter

Lightly hopped using Phoenix hops from the UK. Rich chocolate and coffee flavours which are wrapped in a mouth filling smokiness provided by the German Rauch malt. Dark as night, with a smooth aftertaste.

**Malts:** Pale, Rauch, Chocolate, Amber

**Hops:** Phoenix

**ABV:** 5.0%

**IBU:** 25

**EBC:** 65



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## Wooha Northern Mischief Scottish Craft Lager

Bright and effervescent in true lager form. Not overly hopped, there is still a strength to the spicy aroma and flavour provided by the three hop varieties used. The robustness of the hops is matched by a strong grain bill to give full round mouthfeel.

**Malts:** Lager, Wheat, Carapils, Vienna, Aromatic

**Hops:** Pilgrim, Perle, First Gold

**ABV:** 5.0%

**IBU:** 20

**EBC:** 7





# WOOHA

## Upcoming Seasonals



# WOOHA

## Jenny from the Bock

*A traditional bock beer with deliciously smooth mouthfeel – sweet malt hit is quick followed by rich pepper and tannin notes from the mittlefruh and perle hops.*

**ABV:** 7.0%

**EBC:** 14

**IBU:** 15

**Available:** 330ml bottle, 30L Keg

**Malt:** Pilsner, Munich, Vienna, Wheat

**Hops:** Mittlefruh, Perle

**Available in:** 330ml Bottles





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## Ivory Oatmeal Stout

*A rich, chocolate and vanilla scented oatmeal stout in the body of a pale ale*

**ABV:** 6.0%

**EBC:** 20

**IBU:** 10

**Available:** 330ml bottle, 30L Keg

**Malt:** Extra pale, Rauch, Oats and Rye

**Hops:** Pilgrim

**Available in:** 330ml Bottles and 30L KeyKeg



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Thank You

