



---

## LIFESTYLE COLLECTION

---

### **True North of 7 is a “Hell-us” Style Beer**

Helles is a noun used in the sense of "*a light one.*"

This designation refers to color only, not to the beer's caloric or alcoholic strength, which is a substantial 5.0 %ABV.

**True North of 7** rewards the drinker with the most sublime balance of subtle, rich, elegant maltiness and lingering, noble hoppiness.

Less hop flavor and bitterness than Pilsner.

The main highlight of **True North of 7** is its bready, malty character. It's malty, balanced; easy-drinking character has earned it the reputation of the "session beer" one which can be consumed at any occasion.

**True North of 7** is a beer for those with the outdoors spirit in mind.

This beer pairs perfectly with those people best described as: sociability, geniality, joviality, good nature, comfort, coziness, snugness, relaxed mood — the sort of beer drinkers that settle in over the pursuit of an unhurried good time together, over a **True North of 7** or two, of course.