

NEW LAUNCH



HOOCH Howler

Since 1997 Hooch has seen it all and stayed true, surviving trends and anti-trends big and small. Amidst the pretense of the current craft phenomenon, Hooch shines like a rainbow beacon. It's the brightly coloured beverage that isn't afraid to be itself...

NOW AVAILABLE in all NEW Hooch Howler, Hooch is back on the scene with a great tasting 750ml liqueur that you can **MIX, SHOOT & DASH**

THE PRODUCT

Hooch Howler Grapefruit.

TASTE

Sweet, soft citrus flavours with an almost gummy-like candy finish.

COLOUR

Moderately cloudy, with soft pink & orange hues.

SERVING SUGGESTION

With Howler, you serve it YOUR WAY. Mix it with sparkling water to make your very own Hooch. Enjoy it as a fruit ice-cold shot or dash it into your favourite drink.

ABV
20%

SHELF LIFE
36+ MONTHS



BRING THE MIXA

f @HOOCHSA