

# Adidas Golf Limited-Edition Crossknit Boost

Unwrap Fresh Comfort



To celebrate the first Major of the year, adidas Golf looked for inspiration throughout the historic azalea-filled course to develop a limited-edition shoe reflective of the venue and time-honored tradition... and decided to take inspiration from one of the most iconic menu items, the pimento cheese sandwich. Available on April 3, the Limited Edition Crossknit Boost takes design cues from the iconic sandwich and infuses them with one of adidas' newest Spring golf shoes. The all white shoe, symbolic of the sandwich's white bread, features minimalistic pops of green on the heel and sole, and a pimento cheese designed sockliner paying homage to the \$1.50 concession stand staple. The footwear also comes with a Limited Edition green footwear bag to mimic the plastic wrapper that covers the savory sandwich.



The Crossknit Boost footwear was built on the adidas Ultra Boost last, and takes its inspiration from the iconic running shoe, but built for a golfer. The CIRCLEknit upper was engineered specifically to provide breathability and stretch comfort, perfect for those humid Georgia days. A full-length BOOST™ midsole, consisting of thousands of TPU pellets fused together, provides unrivaled cushioning, responsiveness and energized comfort. The spikeless adiwear™ sole offers grip and increased traction for the golf course as well as the versatility to be worn just about anywhere.



Available on April 3 only at [adidasGolf.com](https://www.adidasGolf.com), the Limited Edition Crossknit Boost footwear retails for \$180.

#CrossknitBOOST





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## ABOUT ADIDAS GOLF

### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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