**Callaway CB Wedge**

Product Name: Callaway CB Wedge

One liner: Versatility Has Never Played Easier

Subhead: Maximum forgiveness with enhanced feel and aggressive spin

Intro:

The new Callaway CB Wedge is built to deliver short game forgiveness with incredible spin and feel. From player-friendly shaping, premium feel technologies, and the most aggressive groove in golf, this profile is designed for players who want maximum confidence from their short game.

**Features & Benefits**

**Confidence and Forgiveness from Player-Friendly Shaping and Design**

The cavity back design delivers a friendlier shape at address to benefit playability on all types of wedge shots. The larger head size and grooves across the face add confidence at address. On the sole, a pre-worn leading-edge acts like a skid plate to avoid digging, and it’s paired with higher bounce for even more forgiveness.

**Premium Feel from Game Changing Construction**

Callaway CB is the first Callaway Wedge to feature our Urethane Microspheres. They’re strategically placed behind the striking area of the face to enhance feel and sound, making the Callaway CB an incredible feeling cavity back wedge.

**Aggressive Spin & Enhanced Control from Jaws Grooves**

Featuring Jaws grooves, the most aggressive groove in golf, Callaway CB is an absolute Spin Machine. These grooves have been treated with a face blast to enhance surface roughness on the face, helping to provide spin on short shots around the green. These grooves extend across the face to enable groove to ball contact at every impact location.

*\*full face grooves on 54°- 60°*

**Premium Shafts and Grips**

The True Temper Elevate 95 is the stock steel shaft, while graphite options are available from Project X Catalyst in 65g, and UST F1 in a WMS flex. We have partnered with Golf Pride to develop a special wedge grip that is longer than normal. This longer grip allows players the option to choke down on the club for enhanced distance control.

**Cut Down Copy:**

**Confidence and Forgiveness from Player-Friendly Shaping and Design**

A deep cavity back, slightly larger head and thicker topline create confidence, while a leading-edge chamfer helps to fight digging.

**Premium Feel from Game-Changing Construction**

Urethane Microspheres help to make the Callaway CB our best-feeling cavity back wedge ever.

**Aggressive Spin and Enhanced Control from JAWS Grooves**

Jaws Grooves extend across the face on 54°- 60°, with Standard length grooves on 48°- 52°.

**Premium Shafts and Grips**

Elevate 95 steel shaft, and graphite options from Project X & UST F1, with a longer 11.5” Golf Pride tour velvet grip.

**Key Word**

Cavity Back, Premium Feel, Forgiving Wedge, Anti-Dig, Easy Launch Wedge, Full Face Grooves, Incredible Feel, Forgiving Design, Spin on the Green