



Contact:
Jamie Montero
Director of Marketing
504-896-9996
Jamie@nolabrewing.com

FOR IMMEDIATE RELEASE:

NOLA Brewing and Fulton Beer to Release Collaboration Brew, “Messipi”

Two different versions highlight the two breweries’ connection to the Mississippi River

New Orleans, LA (*November 9, 2015*): NOLA Brewing Co. and Fulton Beer are releasing two collaboration Amber Saisons that reflect the two breweries’ relationship with the Mississippi River. The two versions will be released to the New Orleans market on November 19th, 2015.

“We are always excited and honored to collaborate with other great breweries like Fulton,” say Kirk Coco, CEO of NOLA Brewing. “With both breweries’ mutual need and respect for the Mississippi River that connects us, we thought it would be fun to put a spin on the ‘clean’ and ‘funky’ aspect we each experience.”

Since Fulton is at the start of the river, the water there is the cleanest it will be on its journey to the Gulf. As it flows south, it picks up more sediment and water along the way, and by the time it reaches New Orleans it is “funkier”. The two different versions of the beer are meant to represent both points in the river. The first Saison is slightly dark, but crisp and clean representing the start of the river, while the second Saison started out with the same recipe, but was aged with brettanomyces in oak barrels, giving it that murky and funky vibe we associate with the “muddy Mississippi” in New Orleans. Both beers feature a 6.0% ABV.

The Messipi collaboration will be available in draught and bottles in the NOLA Brewing Tap Room on November 19th, 2105. Bottles will be available for local retailers in New Orleans, only.

Also available will be NOLA Brewing’s annual beers such as the NOLA Blonde, Hopitoulas, 7th Street Wheat, Rebirth Pale Ale, NOLA Brown, Irish Channel Stout and Mecha and their current seasonal beer, Darkest Before Dawn (Munich Dunkel).

###

Nola Brewing Company crafts beer for introductory craft beer drinkers AND the experienced craft beer lover. The company’s passion for quality and crafting beers that they themselves want to drink translates into great-tasting beers, made from choice malts and hops brewed with over 30 years of experience. However, the company goes beyond just developing great beers. Heavily entrenched as a thread in the fabric of New Orleans, NOLA Brewing Company brews a cultural experience within each glass. NOLA Brewing is located at 3001 Tchoupitoulas Street in New Orleans, LA and can be found at nolabrewing.com, and on Facebook.com/Nolabrewing and is @NOLABrewing on Instagram and Twitter.