

Press Release

San Diego, CA – July 20th 2019.

NEW ENGLISH brewing company officially announces the release of its 12oz six pack can format. “Today marks the start of a new era for New English, allowing us to package our most popular beers in 12oz cans, a format our fans have been asking for”, said Simon Lacey, founder and President of the company.

Utilizing a Cask Canning fully automated canning line, the initial run of cans will feature many of the award winning beers offered by New English. “We believe our fans desire our best beers in cans – and we want them to have it first. The initial offering will include the popular Whole Lotta Hazy IPA, a New England style IPA, fan favorite Blueberry Blonde Ale and Por Favor Pils a crushable Pilsner lager. These first three beers will be followed by the flagship Pure & Simple West Coast IPA, Zumbar Imperial Stout and Brewers Special Brown Ale.”

Environmentally, the introduction of cans helps to reduce packaging and overall package weight. Given the endless recyclability of aluminum cans and lower overall transportation costs the move to cans will also be beneficial long term.

The New English can initiative is part of a company-wide rebranding effort reflected in the design of the new labels. After 12 years the company decided to undergo a clean and modern makeover. New fonts and colors reflect an aesthetic combining modern design with a desire to simplify and convey the company values of respect for artisanal brewing methods, innovation and pushing boundaries. Front and center on the new labels the beer names are emblazoned on a bold X motif signifying that success comes at the intersection of a desire to learn, adapt, be bold and fearless yet remain inclusive, listen to many viewpoints while having a clear vision and focus on a commitment to quality and customer satisfaction.

See the new packaging and designs plus enter to win a ball cap with the new logo at the tasting room, 11545 Sorrento Valley Rd, Ste 305, Saturday July 20th starting at 2pm. Tasting room open noon to 10pm.

About New English Brewing Company: Founded in San Diego in 2007 and currently operating a packaging microbrewery with tasting room and event space out of 9000 square feet in Sorrento Valley in North Coastal San Diego County, New English has been producing award winning ales for 12 years. Focused on American and English style beers, New English is known for high quality and innovative beers using only the finest ingredients. In 2017 the company committed to making all its beers with Clarity Ferm™, an enzyme that removes all detectable traces of Gluten from the finished beer becoming one of only a couple of local brewers to commit to gluten reduction across their entire range. Local and independently operated New English Brewing distributes to craft beer bars, restaurants and liquor stores throughout San Diego County.