

Blacklight Tapestry

Limited Release: Robust Porter

Where does Blacklight Tapestry live?

Blacklight Tapestry is our all-new limited release

Why We Launched Blacklight Tapestry

Our love of nostalgic and all things cool led us down the path to Blacklight Tapestry. We found an opening in our portfolio and realized this was the perfect fit. Dark beers are delicious and while we focus on IPA's and Lagers, we couldn't pass up the chance to get back into the darkness.

What is Blacklight Tapestry?

That familiar glow in the dark artwork can be found at flea markets, roadside rug shops, Spencer's Gift stores, record shops, some teenagers' bedrooms and head shops. Artwork that was lit up by blacklight enabled us to become our own person, our own adult, our own artistic director of the space that surrounded us. We hope that our robust porter can guide you back to a time when life was full of wonder and individual exploration. Grab some vinyl, put on some headphones and surround yourself with Blacklight Tapestry.

How is it constructed?

A robust porter with a soft, creamy finish. Rich malts are woven together to create a kaleidoscope of flavors



Color	Very Dark Brown/Black
Body	Medium Bodied
Serving Temp	40° – 50° F
Glassware	Pint or Nonic
Alc/Vol	5.0%
IBU	25
Malts	Munich, Crystal, Chocolate, Carafe
Hops	CTZ, East Kent Golding
Short Flavor Description	Chocolate, Chicory Coffee, Cascara
Availability	Winter Limited Release
Packaging Available	4/6/12oz Cans, Halves, Sixtels



Blacklight Tapestry



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Package:

6pk – 12oz cans
½ BBL, 1/6 BBL

SKU



Launch Strategy

Q1 Limited Release

Target Price

6pk Cans: \$9.99 – \$10.99 at retail

Brand Support

Tap Stickers
Sell Sheets

Retailer Support

Digital Assets
Samplings when available

Retailer Ask

Align with other year-round/Limited Release offerings on the shelf: Shower Beer and Missile IPA

Stack with other craft brands.