



FOR IMMEDIATE RELEASE

Limited Beer Returns in Honor of One of New York's Craziest Pastimes

Brooklyn, NY (November 2017) – Every January, thousands gather on the shore of Coney Island, bathing suit clad with nothing but courage between them and the icy cold Atlantic. Then they jump in. No, this is not some obscure form of punishment, it's the ever-popular New Year's Day Plunge hosted by the Coney Island Polar Bear Club, and the inspiration behind Coney Island Brewery's annual limited release beer – aptly named The Plunge – now available.

This limited release Belgian-style ale is back in its fourth year to pay tribute to those brave New Yorkers who kick off their year with an icy-cold splash. The Plunge has a medium bodied, spiced character and glows with a golden haze. Brewed with ginger, orange zest and fennel, the aroma is complex array of citrus, spice and fruity esters and coming in at 6.9% ABV, this wintry brew's slightly warming finish is a perfect tribute to the season. The Plunge is available November and December at the Brewery and throughout the greater metro area on draft and in 6-packs of bottles.

"There are a few telltale signs that it's winter in Coney Island: bigger, darker beers coming out of our tanks and the Polar Bear Club coming out of hibernation are certainly my favorites." says Devin O'Brien, Assistant General Manager of Coney Island Brewery.



A few polar bears with their Plunge at Coney Island Brewery.

The Coney Island Polar Bear Club is the oldest winter bathing organization in the United States. The members-only club swims off the shore of Coney Island weekly between November and April. On New Year's Day, the Club hosts a New Year's Day swim, open to the public. This year's event will benefit the Alliance for Coney Island, a local nonprofit bringing together Coney Island businesses, community organizations and residents to work towards a better future for the residents and visitors of Coney Island. And the best

way to warm up from post-plunge chills? A pint from one of the 8 rotating taps at Coney Island Brewery, including The Plunge, to really bring things full circle.

New this year, Coney Island Brewery will be supporting the New Year's Day Plunge and the Alliance for Coney Island with a donation program throughout November and December. Leading up to the big dip Coney Island Brewery will donate \$0.25 from every pint sold and \$0.50 from every 6-pack sold to The Alliance for Coney Island.*

In addition to The Plunge, Coney Island has a variety of year-round offerings, including **Mermaid Pilsner and Coney Island Lager**. To find The Plunge and other Coney Island beers near you, visit ConeyIslandBeer.com/Find.

**Donations are from the Coney Island Brewing Company to Alliance for Coney Island. For more information on Alliance for Coney Island, visit <http://www.allianceforconeyisland.org>. Maximum total donation is \$2500. Offer valid only at participating locations displaying this offer between November 1-December 31, 2017.*

About Coney Island Brewing Company:

The mission of Coney Island Brewing is to brew craft beer that captures the spirit, flavor and romance that is Coney Island. The company's home brewery, located on Surf Avenue in Coney Island, is open seven days a week. For more information, visit us online at: www.coneyislandbeer.com, like us on [Facebook](#) and follow us on Twitter and Instagram [@coneyislandbeer](#). Coney Island Brewing Company is an A&S Brewing Collaborative brand, a subsidiary of the Boston Beer Company.

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