



Coney Island Brewery Brings Its Drinkers the IPA of New York *The Mermaid Pilsner finds her fin-man in the Merman NY IPA*

Brooklyn, NY (December 2017) – Hear that flap? Merman NY IPA has officially emerged from the shores of Coney Island. After months of development and recipe refinement, the Merman New York IPA has finally arrived to meet its thirsty drinkers. This unique style of IPA – the first of its kind – was inspired by the melting pot that is New York City. This new style of IPA is a culmination of bitter hop flavors of West Coast IPAs, the bright haze and juiciness of New England IPAs and the strong malt backbone of East Coast IPAs. Like its birthplace, this IPA brings together the best of what the country has to offer, evolved into an innovative IPA brewed with a New York State of Mind.

Creating the perfect counterpart for the Brewery's flagship, Mermaid Pilsner, was a tall order. In fact, the Brewery went through six renditions before getting it just right.

"We wanted to develop an IPA for New York City that brought together all of our favorite aspects of regional IPAs throughout the country," said Alex Wenner, Brewer at Coney Island Brewery. "It was a project that started in our Surf Avenue Brewery on Coney Island at the beginning of the summer, and after six different renditions and plenty of consumer feedback along the way, we finally landed on what we think to be a delicious, sessionable, distinct New York IPA."

Matt McCall joined Coney Island as new Head Brewer just as the brewing innovation team was getting down to the final contending batches. "It was really special to watch the evolution from afar, then arrive just as the final recipe was being realized," Matt said. "Innovation is what Coney Island Brewery is all about, and I'm excited to be a part of a team that strives to push boundaries."

Merman is currently on tap at the brewery, and will be available on draft throughout the greater New York Area as of December. Following draft launch, in mid-December, Merman will be available in 6-packs of 12oz bottles, and 12-packs of 12oz cans. In addition to Merman NY IPA, Coney Island has a variety of year-round offerings, including **Mermaid Pilsner** and **Coney Island Lager**. To find these beers near you, visit ConeyIslandBeer.com/Find.

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

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