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Coney Island Brewery Launches Pride 365 in Collaboration with The NYC Gay Craft Beer Lovers Meetup Group

Brooklyn, NY (July 9, 2018) – For [Coney Island Brewery](#), Pride celebrations didn't stop at the end of June. This July, the seaside brewery has partnered up with the [NYC Gay Craft Beer Lovers Meetup Group](#) to bring the city [Pride 365](#), a hazy, New England-style IPA .

45 members of the NYC GCBL Group joined Head Brewer Matt McCall at Coney Island Brewery on Surf Avenue in Brooklyn, bright and early on Sunday, July 8 to brew the beer.

“It was really nice to see this whole vision come to fruition today,” said Head Brewer Matt McCall on Sunday. “We started talking about this collaboration months ago, and having the group here brewing the IPA today, the energy was electric. We can't wait to get this into cans and draft out into the market, into people's hands. And hopefully start or continue some important conversations!”

The idea for the collaboration was originally hatched at a local brewery in Brooklyn, where the NYC GCBL meetup group was hosting one of their routine get-togethers. A mutual acquaintance introduced the groups' co-founder, [Bill Thomas](#), and Coney Island's head brewer, [Matt McCall](#). It was there, over beers, they started discussing making a collaboration beer together. As the conversation went on, the duo determined there was really no better way to keep the dialogue going around LGBTQ Pride every day, than brewing a beer together, aptly naming the beer **Pride 365**.

“After hosting a successful Brooklyn Pride event at the brewery in 2017, we were thrilled when a casual conversation with CIB about working together turned into this amazing collaboration on Pride 365 IPA.” Remarked NYC GCBL Co-founder, Bill Thomas. “By allowing NYCGBL to be involved in the planning and brewing of the beer, and participate in the development of the iconic



can design by our very own **Michael Arden** – not to mention using funds from sales to support SAGE – CIB is helping support the three core values of the group – fellowship, philanthropy and beer education. This opportunity to work with a local brewery in our community is definitely one of the highlights of our six-year existence.”

The beer is made with **Super Pride**, Mosaic, Galaxy and Loral hops, giving way to a **Hazy-Style IPA** with tropical notes like guava and melon. Sunday’s brew day was just the beginning. It still needs to go through the fermentation and dry-hopping processes, and of course, canning and kegging.

The beer will launch at the [Pride 365 Release Party](#), on **Saturday, July 28**, from **1:00PM-6:00PM** at Coney Island Brewery, with 16 oz. 4-can packs available exclusively at the brewery. In addition to the beer release, there will be performances by drag superstar [Candy Samples](#) at 3pm, giveaways, a live DJ set and other surprises. Proceeds up to \$500 of brewery sales from July 28th-August 28th of Pride 365 will benefit SAGE, the country’s largest and oldest organization dedicated to improving the lives of LGBT older people.*

For those who can’t make it for the launch party, Pride 365 be available on draft at select locations throughout the NYC Metro area the first week in August. Proceeds up to \$500 at the brewery sales and up to \$2000 from in-market draft sales of Pride 365 will benefit SAGE, the country’s largest and oldest organization dedicated to improving the lives of LGBT older people.* For more information about Pride 365 and the launch party, visit coneyislandbeer.com. Proceeds up to \$2000 of in-market sales up to \$2000 of Pride 365 will benefit SAGE, the country’s largest and oldest organization dedicated to improving the lives of LGBT older people.**

*Coney Island Brewery will donate \$1 from every pint and 4-pack of Pride 365 sold and \$1 from every flight sold at the brewery to SAGE from July 28th to August 28th, 2018. Donations are from the Coney Island Brewing Company to SAGE. For more information on SAGE, visit <https://www.sageusa.org/>. Maximum donation is \$500. Offer valid only at participation locations displaying this offer.

**Coney Island Brewery will donate \$1 from every pint of Pride 365 sold at participating locations in the State of New York to SAGE from July 28th to August 28th, 2018. Donations are from the Coney Island Brewing Company to SAGE. For more information on SAGE



visit <https://www.sageusa.org/>. Maximum donation is \$2,000. Offer valid only at participating locations displaying this offer.

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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