



**FOR IMMEDIATE RELEASE**

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**BROOKLYN-BASED CONEY ISLAND BREWERY EXPANDS DISTRIBUTION OF THEIR MERMAID PILSNER TO PARTS OF THE MID-ATLANTIC REGION**

(BROOKLYN, NY, October 2018) – Coney Island Brewery has its sights set on new horizons. Starting this October, the brewery will be launching its Mermaid Pilsner in parts of the Mid-Atlantic Region, including Washington, DC, Arlington, VA, Baltimore, MD, Albany, NY, Northern New Jersey, and beyond. The crisp and refreshing flagship is a light lager with a heavy hand of rye malt, which adds a mild spiciness, balanced by a fruity, floral hop aroma. Mermaid will be available for sale in 6-packs of bottles and 12-packs of cans, as well as on-tap in select bars and restaurants.



**Mermaid Pilsner: Ingredients & Stats**

Malt: 2-Row Brewers Malt, Pilsner, Rye, Malted Wheat  
Hops: Warrior, Tettnang, Amarillo, Centennial  
ABV: 5.2%

According to IRI Worldwide, within the craft beer category, Pilsners and Craft Pale Lagers have steadily gained momentum over the past four years. Included in that moment has been Mermaid Pilsner within the New York Metro, climbing to the #1 local craft Pilsner poured throughout the city since arriving to market in 2014. Depletions for Mermaid Pilsner have nearly doubled in recent years, with a 10% increase from 2016 to 2017, then 18% from 2017 to 2018 YTD. This growing popularity based on consumers' desire for a light, easy-drinking craft beer has laid the groundwork for Mermaid furthering their reach in existing markets and finding a place in new markets.

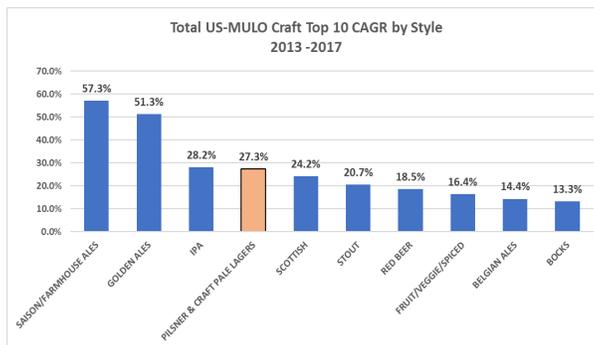


Figure 1. US MULO Craft Top 10 CAGR by Style 2013-2017.



“American Craft Pilsners are having a serious moment in the beer world right now.” said Michael Bowes, Head of Sales for Coney Island Brewery. “The percentage of category growth has steadily doubled since 2013, and for good reason – Pilsners are light, refreshing and sessionable, which is what consumers are looking for. We are proud to thrill more tastebuds with Mermaid Pilsner, and continue to sustain that trend into 2019 within the craft category by launching into new markets.”

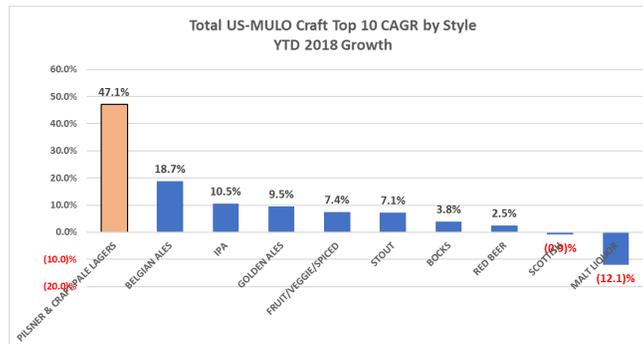


Figure 2. US MULO Craft Top 10 CAGR by Style 2018.

**Coney Island Brewing Company** was originally founded in 2007. Its original location – inside Coney Island USA’s Freakatorium – was known at the time as the “smallest brewery in the world.” When Hurricane Sandy hit in 2012, the brewery was destroyed. In 2015, a new brewery was built at 1904 Surf Avenue, Brooklyn, NY, just steps away from its original location. The innovation brewery is open year-round, with daily tours, signature events and an ever-rotating list of eight Coney-brewed beers on tap.

Although Mermaid Pilsner is the brewery’s leading lady, they also have a distinct portfolio. In addition to Mermaid, year-round offerings in the Metro NY area include Merman NY IPA and Coney Island Lager. Their more limited styles are inspired by the spirit of Coney Island, which include styles like Freaktoberfest, a pumpkin and espresso ale brewed with espresso beans from Brooklyn’s own Café Grumpy and The Plunge, a Belgian-style strong ale brewed with ginger, orange peel and fennel seed.

To learn more about where you can find Coney Island’s [Mermaid Pilsner](http://coneyislandbeer.com/beers/find/) in these new areas, visit the beer finder: <http://coneyislandbeer.com/beers/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 in the summer, and Wednesday-Sunday in the fall and winter months. For more information, visit us online at: [www.coneyislandbeer.com](http://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.

*Coney Island Mermaid Pilsner and Merman NY IPA are registered trademarks of Coney Island Brewing Company.*

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