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NINKASI BREWING COMPANY PARTNERS WITH ACCLAIMED BARTENDER JEFFREY MORGENTHALER TO LAUNCH ELEVATED CANNED COCKTAIL LINE

Famed Bartender Creates Cocktails With Real Spirits and Real Ingredients Specifically for Cans



EUGENE, OR. - (Jan.13, 2022) – [Ninkasi Brewing Company](#), the nation’s 33rd largest craft brewery and Oregon’s second largest independent craft brewery, in collaboration with renowned bartender, [Jeffrey Morgenthaler](#), will launch a new line of high-end canned cocktails later this month.

Morgenthaler is an award-winning bartender and mixologist from Oregon, with seven James Beard Award nominations for his bar program at Clyde Common and the highly celebrated Pepe Le Moko. He has been named “Top 10 Most Influential Bartenders of the Past Decade” by Food & Wine, a “Top 10 Mixologist Nationally” by Playboy Magazine, and has judged many prestigious cocktail competitions, including the San Francisco World Spirits Competition.

Morgenthaler, in partnership with the Ninkasi team, has designed three cocktails specifically to be canned, launching this month, including:

- Gin Rickey, a gin cocktail with cooling mint and a splash of lime with 8.6% alcohol by volume (ABV)

- Bourbon Renewal, a bold spin on a bourbon classic with zesty lemon and sweet black currant with 8.4% ABV
- Agave Paloma, a mezcal paloma with tangy grapefruit and crushed jalapeno at 9% ABV

Ninkasi's new canned cocktails can be located through the company's cocktail search tool located at <https://ninkasibrewing.com/cocktails>. Additional cocktails will be added to its lineup in the coming months, including a tiki-style rum punch and a ginger-honey vodka collins.



“We have taken a unique approach to create cocktails that are specifically designed to be delicious in a can,” said Morgenthaler. “Through my partnership with the Ninkasi team, I’ve designed these portable, high-end and authentic cocktails with the can in mind first, using real spirits and ingredients. The cocktails range from 8.4% to 9% alcohol by volume, and it’s been challenging to maintain the integrity of the base spirits while still being under that proof, but I think we’ve pulled it off.”

Ninkasi is the second-largest independent brewery operator in Oregon and the nation’s 33rd largest craft brewery (Brewers Association, 2020). The company was founded by Jamie Floyd and Nikos Ridge and has been innovating and crafting world class beer in the Pacific Northwest for over 15 years. As one of the most established craft breweries on the west coast, Ninkasi’s approach to innovation and the development of quality driven processes to deliver the best beverage experiences are second to none. Based in Eugene, Ninkasi is independently owned and community-driven.

Ninkasi opened its newest restaurant and tasting room, the Ninkasi Better Living Room, in 2020, located in Eugene’s Whiteaker neighborhood. The Ninkasi Better Living Room is a gathering space celebrating beer, food, art and community, with locally-sourced ingredients and flavors of the region designed to complement its craft beers and canned cocktails.

“Jeffrey has been a friend and supporter since the beginning of Ninkasi, and we’re excited to bring these incredible cocktails to our customers for a refreshing classic anytime, anywhere,” said Jamie Floyd, co-founder of Ninkasi. “Our partnership embodies our shared commitment to creating experiences that bring people together to slow down, enjoy the present moment and, as always, the beauty of the Pacific Northwest that we call home.”

About Ninkasi Brewing Company

Ninkasi Brewing Company founded in 2006 by Jamie Floyd and Nikos Ridge is the nation’s 33rd largest craft brewery and Oregon’s second largest independent craft brewery (Brewers Association, 2020). Ninkasi continues to grow from its first batch of Total Domination IPA to three brewhouses, with 55-barrel, 90-barrel brewhouses, and a 5-barrel pilot

program located in Eugene, Oregon. Ninkasi's Flagship beers are sold throughout Alaska, Arizona, California, Colorado, Idaho, Hawaii, Nevada, Oregon, and Washington. The independently owned brewery is committed to community support and giving. Ninkasi's Beer Is Love program offers in-kind donations and support for organizations throughout its distribution footprint. A team of two in 2006 has increased to over 100 employees who operate Ninkasi's Better Living Room (Ninkasi's first restaurant, opened in its Eugene campus in February 2020), production and lab facilities, sales force, marketing teams, and donation program.