

Subject: Ninkasi Brewing Company Introduces Three New Canned Cocktail Flavors Including Two Innovative Malt-Based Options

Media Contact

Broussard Communications

Melissa Broussard, 503-702-4620

Melissa@broussardcommunications.com <mailto:Melissa@broussardcommunications.com>

NINKASI BREWING COMPANY INTRODUCES THREE NEW CANNED COCKTAIL FLAVORS INCLUDING TWO INNOVATIVE MALT-BASED OPTIONS

Rum Punch, Grapefruit Refresher (Malt-Based) and Ginger Honey Press (Malt-Based) are the Latest Creations from Famed Bartender

Jeffrey Morgenthaler, and they're available to try at The Ninkasi Better Living Room's Palm Springs themed cocktail party September 10th.

EUGENE, OR. -

(Aug. 29, 2022) – Jamie Floyd, Co-Founder of Ninkasi Brewing Company <<https://ninkasibrewing.com/>>,

the nation's 33rd largest craft brewery and Oregon's second largest independent craft brewery,

in collaboration with renowned bartender, Jeffrey Morgenthaler <<https://jeffreymorgenthaler.com/>>,

have added three new flavors to their line of high-end canned cocktails, including two innovative malt-based options that will give Oregon

consumers the convenience of purchasing canned cocktails in grocery stores.

Creating malt-based canned cocktails that are the same quality as the rest of their already well-regarded canned cocktail line was extremely important

to the team as they moved to create this entirely new category of beverage for the Oregon market. Their new malt-based flavors, Grapefruit Refresher and Ginger Honey Press, were created in the spirit of the cocktail they're inspired by, tasting just like their

liquor-based counterparts and coming in at 9% alcohol by volume (ABV). The Grapefruit Refresher is a

citrusy blend of fresh grapefruit and a touch of lime, and the

Ginger Honey Press is a

refreshing blend of ginger, honey, and a twist of lemon.

A bracing Rum Punch with pineapple, sweet almond, and a dash of spice

with 9% alcohol by volume (ABV)

is the third exciting new addition to the already popular line of Ninkasi canned cocktails released earlier this year, which currently includes their Gin Rickey, Bourbon Renewal, and Agave Paloma.

To celebrate, they are hosting a Palm Springs themed cocktail party on September 10th at The Ninkasi Better Living Room, 155 Blair Blvd, Eugene,

OR from 12-5p. The Ninkasi Better Living Room opened in 2020 and 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.

12-3pm – Sample all 6 canned cocktail flavors and visit their touring RV

2pm – Palm Springs themed poolside chat with Jamie Floyd and Jeffrey Morgenthaler complete with

kiddie pools and yard flamingos

3pm – Live music with Natsukashii Soul

Free entry, 21&#43;

The new flavors will be available in stores starting the first week of September. All of Ninkasi's canned cocktails can be

located through the company's cocktail search tool located at

<https://ninkasibrewing.com/cocktails> <<https://ninkasibrewing.com/cocktails>>.

About Jeffrey Morgenthaler

Jeffrey Morgenthaler is an award-winning bartender and author from Portland, Oregon. He is the co-owner of Portland's newest

cocktail bars, Pacific Standard and The Sunset Room. Prior to this, he managed the seven-time James Beard Award-nominated bar program at

Clyde Common <[https://en.wikipedia.org/wiki/Clyde\\_Common#Reception](https://en.wikipedia.org/wiki/Clyde_Common#Reception)>,

and the highly celebrated Pepe

Le Moko <<https://www.bonappetit.com/city-guides/portland/venue/pepe-le-moko>>. He is the head judge of the prestigious

San Francisco World Spirits Competition <<https://www.sfspiritscomp.com/>>,

and regularly judges cocktail competitions such as the Heaven Hill Bartender of the Year competition and Diageo World Class.

He has been writing about his experience with bartending and cocktails for several years at his website,

jeffreymorgenthaler.com <<http://jeffreymorgenthaler.com>>, has been a regular columnist for Playboy Magazine <<https://www.playboy.com/read/tequila-horchata-southbound-suarez>>, and contributes to a myriad of other publications, including Imbibe <<https://imbibemagazine.com/tag/jeffrey-morgenthaler/>>, Fine Cooking <<https://www.finecooking.com/author/jeffrey-morgenthaler>>, and Punch <<https://punchdrink.com/tag/jeffrey-morgenthaler/>>.

He is the best-selling author of the world's first book devoted entirely to cocktail technique, "The Bar Book: Elements of Cocktail Technique <<https://www.chroniclebooks.com/products/the-bar-book>>". His recipes and wisdom have appeared in The New York Times, The Wall Street Journal, and Wine Enthusiast and Wired magazines, and immortalized in classic cookbooks such as The New York Times Cookbook and The Joy of Cooking.

Playboy magazine named him one of the top ten mixologists in the United States, Food and Wine Magazine named him one of the

ten most influential bartenders of the past decade, Drinks International voted him the 9th most influential bartender in the world, and Thrillist named him one of the 15 most influential bartenders of the past hundred years.

## 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.