



NEW HAMPSHIRE, April 16, 2020

Our partners Great North Aleworks, Woodstock Inn Brewery, Moat Mountain Brewing Company, Smuttynose Brewing Company and Great Rhythm Brewing Company have collaborated on a new beer in order to support the New Hampshire Hospitality Employee Relief Fund (NHHERF).

100% of the proceeds from this beer will be donated to the NHHERF so they can continue supporting our On Premise retail partners.

The collaboration will be named Gratuity and it will be a Pale Ale featuring Galaxy, Amarillo and Lemon Drop hops.

Due to current COVID-19 guidance, an in-person collaboration was off the table. Great North will brew the beer and all five brewers have donated the needed supplies and ingredients. Gratuity will be ready to ship to our warehouse in the next few weeks and we could not be more proud to sell/deliver this beer to our licensed retail partners. The opportunity to say thank you to the On Premise partners who helped us all build our business is something we cherish.

Cheers to creative thinking, community support and teamwork!

A special thank you as well to Amherst Label, Wyeast Labs and D Coco Studios for their generosity and support in the making of Gratuity.

About the New Hampshire Hospitality Employee Relief Fund

The New Hampshire Hospitality Employee Relief Fund (NHHERF) was built by the New Hampshire Lodging & Restaurant Association (NHLRA) and the New Hampshire Lodging & Restaurant Association Education Foundation to support employees of the hospitality industry who have been impacted by COVID-19. As the philanthropic foundation of the NHLRA, the New Hampshire Lodging & Restaurant Association Education Foundation enhances the industry's service to the public through education, promotion of career opportunities, and community engagement.

To learn more/donate please visit NHHERF.ORG

