



# ALCATRAZ

## B R E W I N G

### MAKE MINE A DOUBLE

Since 2018, Alcatraz Brewing has been making bold examples of classic American craft beer. We are very fortunate to be featured in many of the best retailers and accounts in Florida, including but not limited to ABC, Total Wine, Universal Studios, and on the Walt Disney World Resort property. We currently offer both a Double IPA and a Double Cold Brew, so go ahead and double your pleasure! Why Escape?

### THE BREWING DREAM TEAM



Don Barkley is the Godfather of Craft Brewing, having brewed craft beer longer than anyone in the U.S. He started at *New Albion* – America’s first craft brewery – in 1978 and went on to become Master Brewer at *Mendocino Brewing* where he helped spark the craft beer revolution with *Red Tail Ale*.



James Costa has been brewing spectacular beers for 35 years, ever since his start at *Bear Republic* where he helped create *Racer 5 IPA*. He has judged at the Great American Beer Festival and has won many medals there, including two Golds. He has also won four Gold Medals and a Best of Show at the California State Fair.

### THIS IS PERSONAL...



Founder Steve Morgan grew up around the water – swimming, sailing, lifeguarding, and eventually playing water polo and competing in open water swims. 2022 was the 18th consecutive year he completed the *Sharkfest Swim* from Alcatraz to San Francisco. The past eight years he has completed the swim without wearing a wetsuit. In 2022 he was 3rd in his age group in 60 degree water.





# WHY ESCAPE?

**DESCRIPTION:** Alcatraz - a world renown name with over 2 million visitors a year. *Alcatraz Brewing* is named after the legendary rock in San Francisco Bay — iconic, cold, and bold.

## 2X IPA

**ABV:** 8.0%  
**IBU:** 100  
**SRM:** 12 (Copper)  
**PACKAGE:** 4-packs of 12oz. cans and draft  
**PRICING:** Approximately \$9.99 retail  
**HOPS:** Cascade, Willamette, and Columbus  
**FLAVOR:** Douglas Fir, grapefruit, refreshing, complex, and lingering

## DOUBLE COLD BREW

**ABV:** 8.8%  
**IBU:** 30  
**SRM:** 35 (Dark Espresso)  
**PACKAGE:** 4-packs of 12oz. cans and draft  
**PRICING:** Approximately \$9.99 retail  
**COFFEE:** High elevation Guatemalan beans  
**FLAVOR:** Not sweet, or dry. A complex balance in-between.



## FLORIDA ROOTS

- *Alcatraz Brewing* 2X IPA launched in Florida in 2018
- 100% of *Alcatraz Brewing* is Florida-owned
- 100% of *Alcatraz Brewing* is Florida-brewed

## GIVING BACK

- Since Alcatraz sits in the middle of one of America's premier bays and we support efforts to keep our coastal waters clean, we are dedicated to promoting new strategies and policies to protect water quality
- We sponsor *San Francisco Baykeeper* to protect the bay and its wildlife
- We also work with Florida Waterkeeper groups to protect our coastal waters



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[www.alcatraz.beer](http://www.alcatraz.beer)



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