

\*\*\*FOR IMMEDIATE RELEASE\*\*\*



## NEW YORK CITY BREWING COMPANY LAUNCHES ITS FIRST TWO BEERS FOR SPRING 2026

*A Downtown Manhattan Love Letter, Written in Malt, Hops, and Booze*

**New York City – April 20, 2026** — Brewed with the kind of confidence and creativity that celebrates lower Manhattan, New York City Brewing Company arrives this spring with two beers custom built for the City that inspired them: Mulberry Pilsner and Washington Square Park Hazy IPA.

Both cans are illustrated with the characters and character of downtown New York City - Handheld murals that capture the culture, spirit, and kinetic energy of streets that belong to everyone who walks them. Locals, visitors, city adventurers. New Yorkers who have called the City home for decades and generations, together with new friends who arrived this season and already can't imagine living or being anywhere else. Designed in collaboration with The Morris Project, these aren't just beer cans, they're invitations to be part of the celebration.

New York City Brewing Company was founded by three veterans of craft beer and hospitality who know the City's bars, tastes, and attitudes from the inside. Starting with two classic styles, a Pilsner honoring global brewing heritage combined with local New York State ingredients, and a Hazy IPA tuned for New York's barstools and back patios, stoops and outdoor dining.

### THE BEERS

**Mulberry Pilsner** — Crisp, clean, crushable – the perfect pairing with elevated neighborhood cuisine and beloved street food favorites. The can captures the full spirit of Mulberry: families on the block and fashionistas with Birkin bags sharing the streets and sidewalks with roller skaters, and card players outside the barber. New Yorkers will

spot the Pizza Rat making his signature move with a full slice. Mulberry Pilsner serves up a fresh and contemporary New York craft brewing take on this iconic international style, blending New York State malts and hops with the finest classic pilsner ingredients.

**Washington Square Park Hazy IPA** — Hazy, hoppy, luscious and juicy – everything craft beer lovers are looking for in a new school, sweet spot IPA. And like the park itself, open to everyone, from hardcore IPA hop heads to curious dabblers. The labels span the theater scenery full of details regulars and the intrepid explorers will certainly recognize and appreciate. Tourists settling in for a speed chess lesson while local musicians conduct the daily soundtracks. Artists, dancers, skaters, movement in every direction. The arch's traditional laurels have been swapped out for hops, a triumphant monument to the success and influence of craft beer in New York City.

## THE CREW

**Fee Bakhtiar**, Le Cordon Bleu Paris-trained chef, past hospitality manager at Jajaja Hospitality Group, and previous F&B director at Gelso & Grand and Rosewood Hotels.

"For me, hospitality has always been driven by a deep passion for flavor and human connection, it's a platform for community as much as it is an industry. I love flavors as much as I love people. This venture is a beautiful way to bring together everything I've learned and share that passion with my neighbors and the city I call home."

**Nick Marshall**, NYC hospitality and guest experience professional, with a background in the arts, including acting and writers' credit for an engaging NYC memoir.

*"I walk through these downtown neighborhoods every day and there's always a new discovery. These beers are truly love letters to the people who make this city so alive – all my neighborhood locals, as well as every wide-eyed visitor and hard working commuter who turns up the energy on the street. The early enthusiasm we're hearing for these new releases tells me people feel that excitement."*

**Jeremy Cowan** has spent many years in craft beer, most notably founding and building Coney Island Brewing, Shmaltz Brewing, and 518 Craft from the ground up.

*"Especially in this wild craft beer world today, it's so fun and meaningful to be able to create new experiences and connect with New Yorkers through these incredible labels and super tasty beer styles. Can't wait to share this new project with friends across NYC and beyond. And there's so much more to come!"*

## THE DESIGN: THE MORRIS PROJECT

Amy Morris, James Beard Award-winning designer, approached these cans the way she approaches every project, as something that should say and mean something, not just look good. The illustrations give the team a canvas to celebrate their connection to this world-class city. Every can is packed with hyperlocal details, inside jokes, and

visual nods that will make New Yorkers smile and make anyone else want to know the story. The Morris Project has created identities for Union Square Hospitality, Hilton Hotels, and Mic Drop Karaoke.

*"We treat each can design like a cultural artifact, because in New York, it kind of is." --- Amy Morris*

## **THE LOGO**

Even the logo knows the assignment - a downtown pigeon dressed in kicks and shades, walking with the confidence of someone who knows where they belong, and is always exploring for more delights.

## **EVENTS**

- NYU Taste of Stern: Tuesday, April 28 - 5:30-8:30pm (40 W 4th St.)
- Industry Launch Party: April 30 @ 5pm, Gelso and Grand (186 Grand St.)
- Sunday Fun Day, West Village soiree: May 3 @ 3pm, Seiren (94 7<sup>th</sup> Ave)

## **LAUNCH DETAILS – Wholesale and Retail**

- **Where:**
  - Available at select Manhattan bars and restaurants that share the craft vibe including Tom and Jerry's, City Winery, Coopers, Alfie's, Half Pint, White Horse Tavern, Gelso and Grand, Jajaja, Barcade and more.
  - Exclusive NYC Wholesale distributor: S.K.I Beer [718.821.7200 / [info@skibeerusa.com](mailto:info@skibeerusa.com)]
- **When:** April 27, 2026
- **Website:** <https://newyorkcitybrewing.com/>

## **MEDIA CONTACT**

- Nick Marshall, NYCBC [nickamarshall@gmail.com](mailto:nickamarshall@gmail.com)
- Amy Morris, The Morris Project [amy@themorrisproject.com](mailto:amy@themorrisproject.com)

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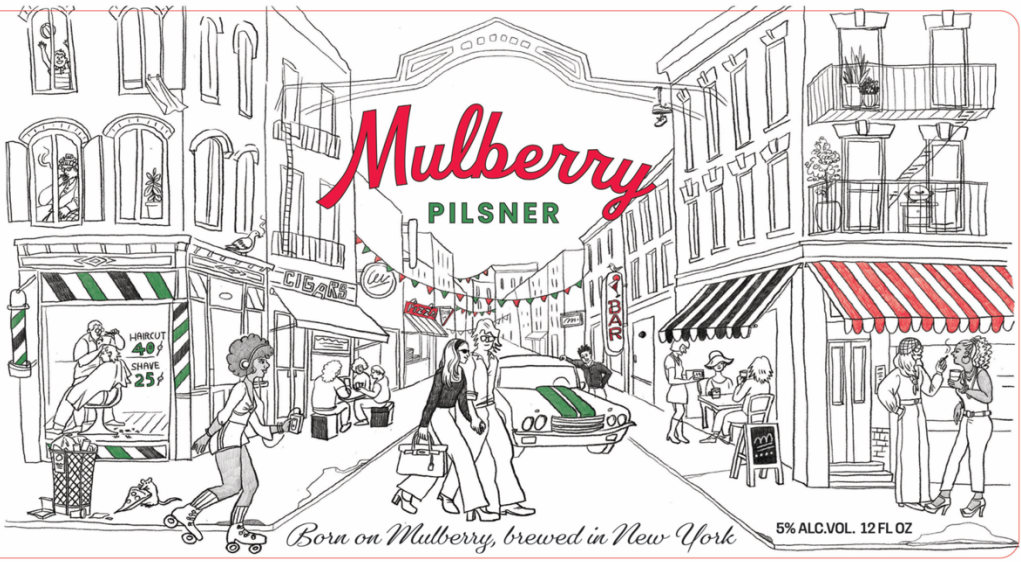
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



BREWED BY NEW YORK CITY BREWING COMPANY, ELMSFORD, NY  
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Born on Mulberry, brewed in New York

5% ALC.VOL. 12 FL OZ

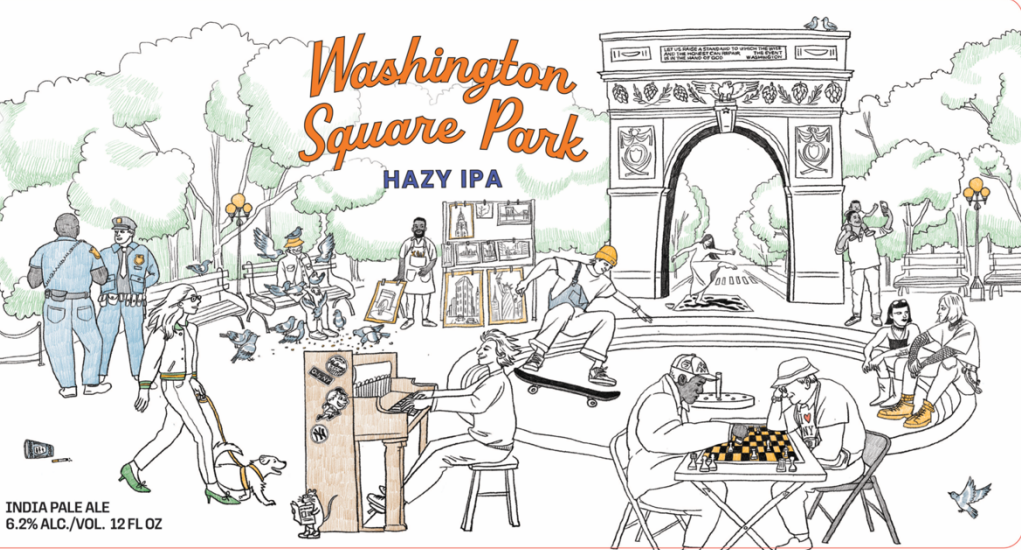
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8 67437 00002 3



INDIA PALE ALE  
6.2% ALC./VOL. 12 FL OZ







