



## Heritage Brewing Co. Announces 2018 Company Brand and Product Update



**FOR IMMEDIATE RELEASE:**

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## **2018 COMPANY UPDATE**

Since 2013, Heritage Brewing co. has consistently sought to improve their company and products in every way possible. Their initial offerings provided an introduction to their craft brewing ability, but by no means the limits of their capability.

They have taken their lessons learned in their 5 years in the industry and made impactful changes to their processes and recipes. With their continuing desire to improve their company in everything they do, they have also decided to make changes to their brand and product lineups to reflect the company they are today and the company they feel they have always been at heart.

This year, they are taking their brands forward in a big way. They have refined their products inside and out to meet craft beer drinker's demands. With expertly tuned recipes, and fresh new flagship offerings, Heritage Brewing co. has never been more ready to serve the craft beer community.

Over the coming months they will be updating their company to reflect these changes, to include a new flagship lineup available March 10th. Updates to their existing taproom will follow in the next few weeks and updates to their Arlington brewpub throughout the course of the year. They expect to be complete with this update by the end of 2018.

Heritage Brewing Co has always taken every effort possible to create and design everything that they make, in look, feel, and taste. They hand craft their own brews from start to finish and design our aesthetics, logos and products themselves, typically by hand.



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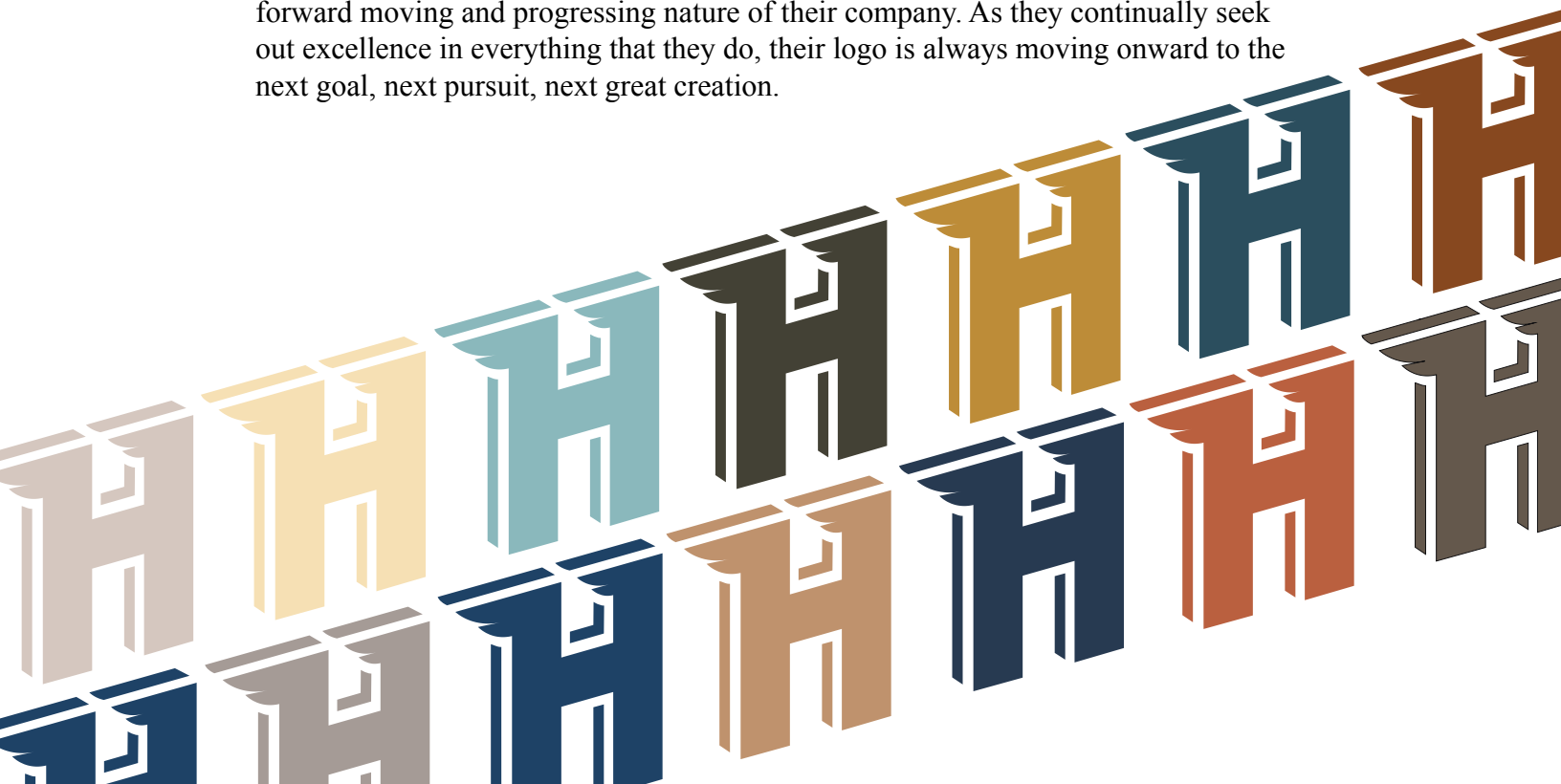


## **NEW LOGO**

With the arrival of 2018 Heritage Brewing co.'s founders and veteran brothers Ryan & Sean Arroyo are at last working full time, side by side in the brewery.

Ryan has just recently honorably finished his service with U.S. Army where he served for 10 combat deployments, and received the Purple Heart, and 4 Bronze Stars amongst many other awards.

Their new brand and logo gives a nod to the two veteran founders of their company with its subtle stars side by side. The "H" in the center is meant to indicate the ever forward moving and progressing nature of their company. As they continually seek out excellence in everything that they do, their logo is always moving onward to the next goal, next pursuit, next great creation.



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## **FLAGSHIP SERIES UPDATE**

Heritage Brewing co. has always paid close attention to consumers pallettes and desires, over the years lining up adjustments to their products to improve them inside and out.

As a company Heritage Brewing co. feels that change should not be feared as long as its for the better. They have been testing and reviewing, and testing and reviewing to make sure that in 2018 they putting our best foot forward.

Their new flagship series will be removing some of their older classics and bringing in new fresh flavors. Their classics will still be available just no longer as year-round offerings.

Here is a taste of whats coming from Heritage Brewing co. this year!



### **OUR LEADING FLAGSHIP IPA JUST GOT EVEN BETTER**

Now with a newly refined hop profile to accentuate hop aromas, increase citrus flavors, and reduce lingering bitterness. The end result is a bright and floral, citrusy pale ale with a medium to light body and a crisp malt finish.

[Learn More >](#)

Freedom Isn't Free IPA

## FOR IMMEDIATE RELEASE



Kings Mountain Scotch Ale

### THE CATEGORY LEADER GETS A NEW LOOK

Our award winning and richly flavored Kings Mountain Scotch Ale will be maintaining its year round position in our flagship lineup, bringing loads of smooth bodied malt and caramel sweetness.

[Learn More >](#)



Force Multiplier Double IPA

### FOR THE HOP LOVER IN ALL OF US

Force Multiplier is one of the two newest additions to our flagship lineup. A bigger bolder version of our flagship IPA. With a sleek golden appearance and resinous thick hop flavors, it is a harmonious balance of hops and malt.

[Learn More >](#)

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**THE NEW CLASSIC  
LAGER**

Civil Works is easily our cleanest and most approachable new offering. With a refreshing and smooth body, it rolls across your taste buds with subtle honey sweetness and leaves you with a light malt aroma. Civil Works will be taking the place of American Expedition in our flagship lineup.

[Learn More >](#)

Civil Works Honey Lager



**IT'S JUST THE START**

Heritage Brewing co. has just launched their new website at:

[www.HeritageBrewing.com](http://www.HeritageBrewing.com)

Their new site showcases additional details on their new brand, product lines, locations and upcoming events. Keep up to date with Heritage Brewing co. on social media to find out whats coming next in 2018.



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