



## NOVEMBER NEWSLETTER

### Indiana Pale Ale: The Next Generation



We've been brewing beer in New York City for the past 15 years. During this time there's been a flat-out revolution in the popularity of craft beer in the U.S. Moreover, Americans' taste in beer has changed dramatically. Consumers are now excitedly embracing more complex, intensely flavored beers that only five years ago they might have found overwhelming. The IPA category, in particular, has surged in popularity as imbibers realize that it's overly simplistic to describe hop-driven beers as simply "more bitter" than other brews. In recognition of this shift in taste, we've just rolled out our next generation Indiana Pale Ale. For starters, it's made with a nutty, rich English pale ale base malt, a touch of caramel malt for more depth of color, and an unmalted flake barley for textural roundness. Brewmaster Kelly Taylor also uses four hop varieties, each at different stages, which gives the finished beer a bold, resinous mouth feel. Each of the hops also adds a different flavor component: Chinook (bitterness and background spice), Amarillo (floral citrus), Cascade (grapefruit), and Simcoe (pine). Finally, this beer is unfiltered, resulting in a richer, more complex finish. We're confident you're going to love it. We want your feedback, so send your comments to us at [info@heartlandbrewery.com](mailto:info@heartlandbrewery.com).

### Old Red Nose is Coming to Town This Holiday Season... in Four Great Versions



Old Red Nose Ale is such a warm Heartland holiday classic that this year Brewmaster Kelly Taylor has made four versions of the orange and ginger-infused beer: the **classic Old Red Nose Ale** (5.75% abv), a **special edition version** (8.25% abv), a **keg-conditioned special edition** (8.25% abv), and a **bottle-conditioned special edition** (8.25% abv) for holiday gifts. All of these beers will be released around Thanksgiving. While the classic Old Red Nose Ale and the bottle-conditioned special edition will be available at all Heartlands, the special edition will only be on tap at the Union Square, Times Square, and Empire State Building Heartlands, plus HB Burger. The tiny quantity produced (just three kegs) of the keg-conditioned special edition Old Red Nose Ale will only be on tap at Union Square -- and for a short time. To find out the exact night when it will be tapped, click on the links to "Fan" us on [Facebook](#) and "Follow" us on [Twitter](#).

### New Specialty Burgers Now on Tap at HB Burger

The burgers at HB Burger have been so well-received by critics and customers that we've added a whole new category of specialty burgers, which come with fries. If you love our standard burgers, you're going to be blown away by these additions. To view the new menu, [click here](#).

### Thanksgiving at Heartland Brewery

This Thanksgiving, the Union Square, Empire State Building, and Chophouse Heartlands will all be featuring a delicious four-course prix fixe for only \$29.50 (\$14.95 for kids 12 and under). Highlights include **Butternut Squash Soup with Toasted Almonds and Chive Oil; Roasted Turkey with Sage Stuffing, Candied Sweet Potatoes and Green Beans; and Pumpkin Pie**. To view the complete menu, [click here](#). Our warm environs, welcoming staff, gut-pleasing Traditional American food and award-winning beers make us a perfect place to celebrate the holiday. (Just be sure to make reservations beforehand.) Please note, the Radio City locale will be closed for a private party, and the Seaport and HB Burger will feature their regular menus (though the latter will have turkey specials).

### Heartland Brewery Locations

1285 Sixth Avenue (at 51st Street); 212-582-8244  
127 West 43rd Street (bet. Sixth Avenue & Broadway); 646-366-0235  
350 Fifth Avenue (at 34th Street); 212-563-3433  
35 Union Square West (at 17th Street); 212-645-3400  
93 South Street (at Fulton Street); 646-572-BEER  
HB BURGER: 127 W. 43rd Street (bet. Sixth Avenue & Broadway); 212.575.5848

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

[www.twitter.com/heartlandbrew](https://www.twitter.com/heartlandbrew)

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