



Contact: [kbrown@lansingbrewingcompany.com](mailto:kbrown@lansingbrewingcompany.com)  
from Lansing Brewing Company with any inquiries

FOR RELEASE  
JANUARY 9th

## Lansing Brewing Company Releases the New Mayoral Beer.

**Lansing, Mich.** – Lansing Brewing Company- known as Lansing’s Best Brewery voted by the people of Lansing - kept its tradition by releasing a new mayoral beer to honor the city’s new mayor, Andy Schor.

It started with an IPA beer named for the former mayor, Virg Bernero, labeled “Angry Mayor”, to honor his lively, bold, and colorful spirit. Angry Mayor quickly became the brewery’s most popular beer. While Lansing Brewing Company plans to keep Angry Mayor flowing, it is time for a new addition to the family to honor the new mayor.

Being released at Lansing Brewing Company, January 9<sup>th</sup>, just 8 days after Mayor Schor’s inauguration and with Mayor Schor present, the new mayor’s beer has been given the name “Schor Style.”

Schor Style’s beer narrative reads *“Our new Mayor appears to be a conventional choice in an unconventional time. But, if you pull at the collar of Mr. Nice Guy’s button-down you will find a ninja that rises and strikes when you least expect it. Kapow! Who’s your mayor? Knocking back a Schor Style, or two, it is clear that underneath the benign demeanor is a complex brew. Think Clark Kent or Bruce Wayne after they flip the switch and jump into their man-tights. Boom! Holy craft beer Batman!”*

Schor Style (5.0% ABV, 18 IBU) is a slight stretch from the classic American Cream Ale. A mild and light bodied beer that has a delicate graininess, with just a little extra “pop” from the hops. It is a dry hopped with Michigan Willamette and Cashmere hops that lend herbal and pineapple characteristics. *“We chose this style to represent Mayor Schor, because it is an approachable beer to a wide array of people with its lower alcohol content and its grainy, yet delicate malt. It is also uniquely dry hopped, which is a little stretch from the true-to-style cream ales, but adds another layer that drinkers will surely enjoy.”* – **Sawyer Stevens, Head Brewer**

*“We are proud to be a local brewery that serves beer to those that continue to build Lansing. It is our privilege to honor leaders like Mayor Schor who oversee the future of our city and what better way to do it than with a good brew!”* – **Jen Gillespie, Owner.**

The beer and new Schor Style merchandise will be available through the brewery starting January 9<sup>TH</sup>, 2018 after it’s official release party, which starts at 6pm in the Stockhouse at Lansing Brewing Company. The release is open to the general public.

For more information, call Lansing Brewing Company at 517.371.2600 or visit

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

###

*Originally opened from 1898 -1914 closed due to prohibition, Lansing Brewing Company was reopened in 2015.*