

Hi-Neighbor!

Narragansett

THE

2017

SUMMER GUIDE

**HOW TO PACK
YOUR COOLER**

**SUMMERTIME
RECIPES**

**TIPS FOR
TACKLING SUMMER
LIKE A PRO!**



Rhode Island might be the smallest state in the union, but we've been doing summers right since your great-great-great grandmother was in diapers. Safe to say that we know a thing or two about seafood, beach days, summer partying, and, yeah... beer.

Nervous you'll let us down? Follow this guide and you'll sail through the season like a Sunfish in Narragansett Bay.



| | |
|---|----|
| HOW TO PACK YOUR COOLER..... | 2 |
| HOW TO GET A PRIME SPOT ON THE BEACH..... | 6 |
| HOW TO CRUSH IT LIKE QUINT..... | 7 |
| HOW TO SURVIVE A SHARK ATTACK..... | 8 |
| TOP EAST COAST SURF SPOTS..... | 9 |
| TALE FROM THE DEEP..... | 10 |
| COOKING WITH 'GANSETT..... | 11 |
| KNOW YOUR CLAMS!..... | 23 |
| HOW TO SHUCK AN OYSTER..... | 25 |
| THE 'GANSETT MICHELADA..... | 26 |
| PARTY LIKE A NEW ENGLANDER..... | 27 |
| HOW TO BE A GOOD NEIGHBOR..... | 29 |
| YOU DON'T KNOW 'GANSETT..... | 30 |



HOW TO PACK YOUR COOLER

How are you going to get your summer started without beer?

Well considering you're reading the Official Beer of the Clam's Summer Guide, we'll straighten you out right quick!

LAGER

The New England classic. Crisp, clean, refreshing, flavorful and the perfect pairing for everything seafood. Keep your eyes peeled for our 12oz 1975 throwback can- as seen being crushed by Captain Quint in that famous movie about a big ass shark.



LIGHT

Setting up shop on the beach or in the boat for a day? In it for the long haul? Trying to watch your love handles? Play it smart and grab a Light. Lower calories and lower ABV without sacrificing flavor.



DEL'S SHANDY

The ultimate summertime refresher. The Del's Shandy has the perfect balance of malty sweetness from our Lager with a clean, welcoming kick from all-natural lemons. It's practically a New England Summer in a glass.



SUMMERTIME CITRA ALE

The summer beer that has it all. It's an easy-drinking blonde ale that's crisp, has a low ABV for long days in the sun, and a touch of tropical and citrus flavors and aromas from Citra hops.



TOWN BEACH IPA

An easy-drinking IPA that was made for a day of drinking in the sand. With notes of grapefruit, lemon, and a touch of pine.



AMERICA'S CUP BERMUDA STYLE PILSNER

The Official Beer of The America's Cup is a crisp, island-style pilsner with a kick of Hallertau hops for a spicy, flowery finish. This beer was made for a day on the boat.





CLAM SHACK VARIETY PACK

We made it easy for you. We took our classic Lager, Del's Shandy, Summertime Citra Ale, and the Town Beach IPA and put them all in one 12-pack for you.

Dump it into a cooler with some ice, and you're on your way. No thought necessary.

Narragansett

How to Get a **PRIME** Spot on the Beach

No real secrets here - you just need to get there early. If you get to the beach between 8 and 9am your chances of parking and getting your towel down where you want it are much higher. For locals, there's nothing nicer than enjoying a quiet beach at the start of a day.

On the flip side, go at sundown after the beach starts to empty out. Nothing like swimming in the ocean as the sun sets.

PRO-TIP: Check the tide schedule! If it's low-tide when you get there, your chances of having to find a new spot in the middle of the day are pretty good.

PRO-TIP: Don't be that guy holding your sandwich up in the air trying to keep it from the sand. Trust us, you'd rather a grain or two of sand than an angry, hungry seagull coming after you.

PRO-TIP: Don't bring a boombox to the beach. As much as you like to play 50 Cent on repeat for everyone to hear while you're face-down dead asleep, we'd all like to hear the waves crashing and gull squawking. Heard of headphones?

PRO-TIP: Get a room, stay out of "the dunes". Yeah, we've all wanted to sneak off into the dunes for a little action, but those protected mounds of sand around the beach are more important for the eco-system than your mid-day romp.

HOW TO:

CRUSH IT LIKE QUINT

In Steven Spielberg's *JAWS*, Captain Quint sacrifices his own life to help catch the big ass shark that has been terrorizing Amity Island. His beer of choice? Narragansett Lager. Honor the man and crush it like the legend himself.

1. OPEN

2. DRINK

3. CRUSH

HOW TO:

SURVIVE A SHARK ATTACK!

The best way to avoid a shark attack is to **STAY OUT OF THE WATER! THERE ARE \$\$%@ING SHARKS IN THERE!** But let's face it. It's hot, you're at the beach, and you're brave enough to risk it.

AVOIDING AN ATTACK:

THE BUDDY SYSTEM - Sharks typically only attack when they think their prey is unprotected and defenseless. Swim in as large of a group as you can as sharks are more likely to attack individuals. So buddy up!

STAY CLOSE - The closer you are to shore, the shallower the water and the less isolated you become.

NO NIGHT SWIMMING - Sharks are most active at night, so if the sun is down, get to shore!

DON'T BLEED - Sharks can smell blood from a long way off, so don't get in the water if you're bleeding!

DON'T WEAR SHINY JEWELRY - Shiny jewelry can look like fish scales to a shark, and they might want to check it out. So leave your jewelry on the beach!

DON'T FLOAT - Avoid floating on the surface as you may appear like defenseless prey. The more you move, the less defenseless you look.

SURVIVING AN ATTACK:

While shark attacks are extremely rare and almost always unexpected, there's really one main thing you can do to increase your chance of survival. **GO FOR THE EYES.** Use whatever you can to hit the shark's eyes or gills. These are the most sensitive areas of a shark. While it may help, aiming for a shark's nose is a common misconception as it is far less sensitive, but when under attack, strike back wherever you possibly can. The less defenseless a shark views you, the more likely they will be to cease the attack and leave you alone.



OUR 21 FAVORITE SURF SPOTS ON THE EAST COAST



There are a ton of beautiful places up and down our side of the country to catch a great wave, but these are some of our favorite spots!

A TALE FROM THE DEEP

There was nothing we could do. It was just after 2pm on June 28th when we heard the explosion from the engine room. We were across enemy lines and we could do nothing but sink quietly to the ocean floor. Helpless and incapacitated, our submarine drifted for days - weeks. That's when we found it aboard the ship - a very odd and seemingly ancient ivory medallion. As the men started to pass it around the ship for inspection, their minds began to fill with darkness and visions of those lost to the deep, floating by the portholes of the ill-fated vessel in which we were trapped.

League by league, we fell into black nothingness, and with every league another member of my crew was stripped of his sanity. "MERCY!" they would begin to cry. Over and over. One by one they would turn. There was nothing else we could do... what else could we do? It needed to stop!

Today is August 9th. I have been resting on the ocean floor for nearly 3 weeks now alone and in complete darkness... except for... My mind has been tainted by hallucination. I swear it. Outside of the porthole lies a temple with a lone light shining over it's door. The voices of my men have been chanting, pushing me to explore the impossible structure. I fell to their temptations, put my diving suit on, and stepped out onto the pitch black ocean floor and headed for the inconceivable glow. Once I arrived on the steps a voice hissed, "What do you seek?"

- K. Heinrich



Gansett

IT'S NOT JUST FOR DRINKING.



Want to eat like a true New Englander? Here are a few of our favorite summer recipes for your BBQ, Clambake or Fish Fry.

SUMMERTIME CITRA ALE BATTERED FISH & CHIPS

Know what's awesome in the summer? Fish and chips. To do it right, you've got to use beer in the batter... preferably our beer. You can use any of our summer offerings, but we love the way the Citra hops in the Summertime Citra Ale adds a little pop of flavor to the batter.

WHAT YOU NEED:

| | |
|---|---------------------------|
| 4 TO 6 COD FILLETS (OR OTHER WHITE FLAKY FISH) | 1 TBSP PAPRIKA |
| 1 12oz CAN OF 'GANSETT SUMMERTIME CITRA ALE | 2 TSP GROUND BLACK PEPPER |
| 1 CUP ALL-PURPOSE FLOUR | 2 TSP SALT TO TASTE |
| 1 TSP BAKING POWDER | 1 EGG, BEATEN |
| | VEGETABLE OIL FOR FRYING |

THE KNOW HOW:

1. Mix together the flour, baking powder, paprika, pepper, salt and beaten egg in a large mixing bowl.
2. While mixing, slowly add Summertime Citra Ale until a thick liquid batter forms. If there is any beer left, drink up!
3. Pre-heat your pan or deep fryer so the vegetable oil reaches about 325 degrees.
4. Rise the cod fillets and pat them dry.
5. Dip the fillets in the batter, coating them on each side.
6. Gently put the fillets in the hot oil. Flip when golden brown.
7. Once both sides are evenly cooked, remove from pan and let rest on paper towels to drain and dry.
8. Serve with coleslaw, french fries, tartar sauce and a lemon wedge.

HOW TO PICK FRESH FISH

LOOK FIRST. If purchasing fillets, the flesh should be bright, vibrant, firm and smooth. If the fish appears pale or if the flesh is flaking, no need to move to the next step! When purchasing a whole fish, check the eyes. They should be clear, not cloudy or milky. The gills should be bright red, not pale.

TRUST YOUR NOSE. The fish should not smell like fish! It should smell clean and perhaps a bit like the ocean, but not fishy.

TOUCH IT. The fish should be firm and springy, not spongy or soft. It should also not feel slimy. If there is any moisture, it should be clear and not milky.



DEL'S SHANDY BEER CAN CHICKEN

Today we're going to make some mean, lemony beer can chicken. What the **** is "beer can chicken"? Well, our nervous little friend, here's the premise: We're going to stuff an open can of Del's Shandy in the chicken and sit it on the grill. As the Del's Shandy starts to steam and boil, it will work its way into the chicken and infuse it with sweet, lemony beautifulness. Trust us on this one.

WHAT YOU NEED:

| | |
|------------------------------------|---|
| 1 WHOLE CHICKEN (ROUGHLY 4 LBS) | 1 12oz CAN OF DEL'S SHANDY (OR ANY OF YOUR FAVORITE 'GANSETTS) |
| 1 TBSP SALT | 2 TBSP OF YOUR FAVORITE RUB |
| 2 TBSP VEGGIE OIL | 2 TSP GROUND BLACK PEPPER |

THE KNOW HOW:

1. Preheat your grill to about 375 degrees
2. Remove neck and giblets from the chicken and discard.
3. Pat the bird dry, then rub it with the oil, salt, pepper and your rub of choice.
4. Crack open a Del's Shandy and take a few swigs. It's good for ya.
5. When you're down to about half of a can, remove the tab and place the can on a flat surface. Place the bird on top of the open can so that the can sits upright inside of the bird. Move the bird (with the can inside) to the grill so that it sits up in the same position. Try positioning the legs so they act as a tripod with the can.
6. Grill chicken in upright position on mid-high indirect heat (do not place coals or activate burner directly under the chicken).
7. Beer will steam and foam from can while cooking, forcing flavor and moisture through the chicken.
8. Grill until internal temperature reaches 165 degrees in the breast and 180 degrees in the thigh.
9. Let rest for 15 mins, remove the can, and serve it up!



THE RUB

(THERE'S ALWAYS A RUB):

What goes better with a clean fresh lemon flavor than clean fresh herbs and spices?

See what we're doing here?

3 TBSP FRESH THYME
5 CLOVES MINCED GARLIC
2 TSP OF LEMON ZEST

Combine the above with salt and black pepper and rub all over the bird.

Simple, right?

'GANSETT BOILED BRATS

WITH 'GANSETT BEER CHEESE SAUCE & 'GANSETT ONIONS

We get it. You want beer with your beer and your beer to pair with your beer. We do too. So we're going to help you work 'Gansett into just about every aspect of your next BBQ. You're welcome.

WHAT YOU NEED: FOR THE ONIONS

| | |
|----------------|-------------------------------|
| 12oz OF LAGER | 2 LARGE ONIONS, THINLY SLICED |
| 2 TSP OF SUGAR | 1oz OF UNSALTED BUTTER |
| 1 TSP OF SALT | |

WHAT YOU NEED: FOR THE CHEESE SAUCE

| | |
|---------------------|---------------------------------------|
| 12oz OF LAGER | 1/4 TSP GROUND CORIANDER |
| SALT TO TASTE | 1/4 TSP GROUND CAYENNE PEPPER |
| 3 TBSP FLOUR | 1 DASH WORCESTERSHIRE SAUCE |
| 2 TSP PAPRIKA | 1 TSP GROUND BLACK PEPPER |
| 1 CUP HEAVY CREAM | 2 CUPS SHARP CHEDDAR CHEESE, SHREDDED |
| 1 TSP ONION POWDER | 1 CUP JACK OR COLBY CHEESE, SHREDDED |
| 1 TSP GARLIC POWDER | 1/2 CUP CREAM CHEESE |
| 1/4 TSP CUMIN | 3 TBSP UNSALTED BUTTER |

WHAT YOU NEED: FOR THE BRATS

| | |
|----------------------|---------------------------------------|
| 10-12 BRATWURSTS | ABOUT 48oz OF LAGER |
| 1 TSP SALT | (THAT'S 4, 12oz CANS OR 3, 16oz TALL) |
| 1 ONION, DICED | 1 TSP GROUND BLACK PEPPER |
| 1 TBSP MINCED GARLIC | 1/2 CUP APPLE CIDER VINEGAR |



THE KNOW HOW:

FOR THE ONIONS

1. Melt butter in a pan, add onions and cook on medium-low heat until the onions are tender.
2. Add beer, salt and sugar to the pan. Simmer for approximately 15-20 minutes while stirring occasionally until the beer has cooked down and the onions brown.
3. Set aside while you cook the cheese sauce and brats.

FOR THE BEER CHEESE

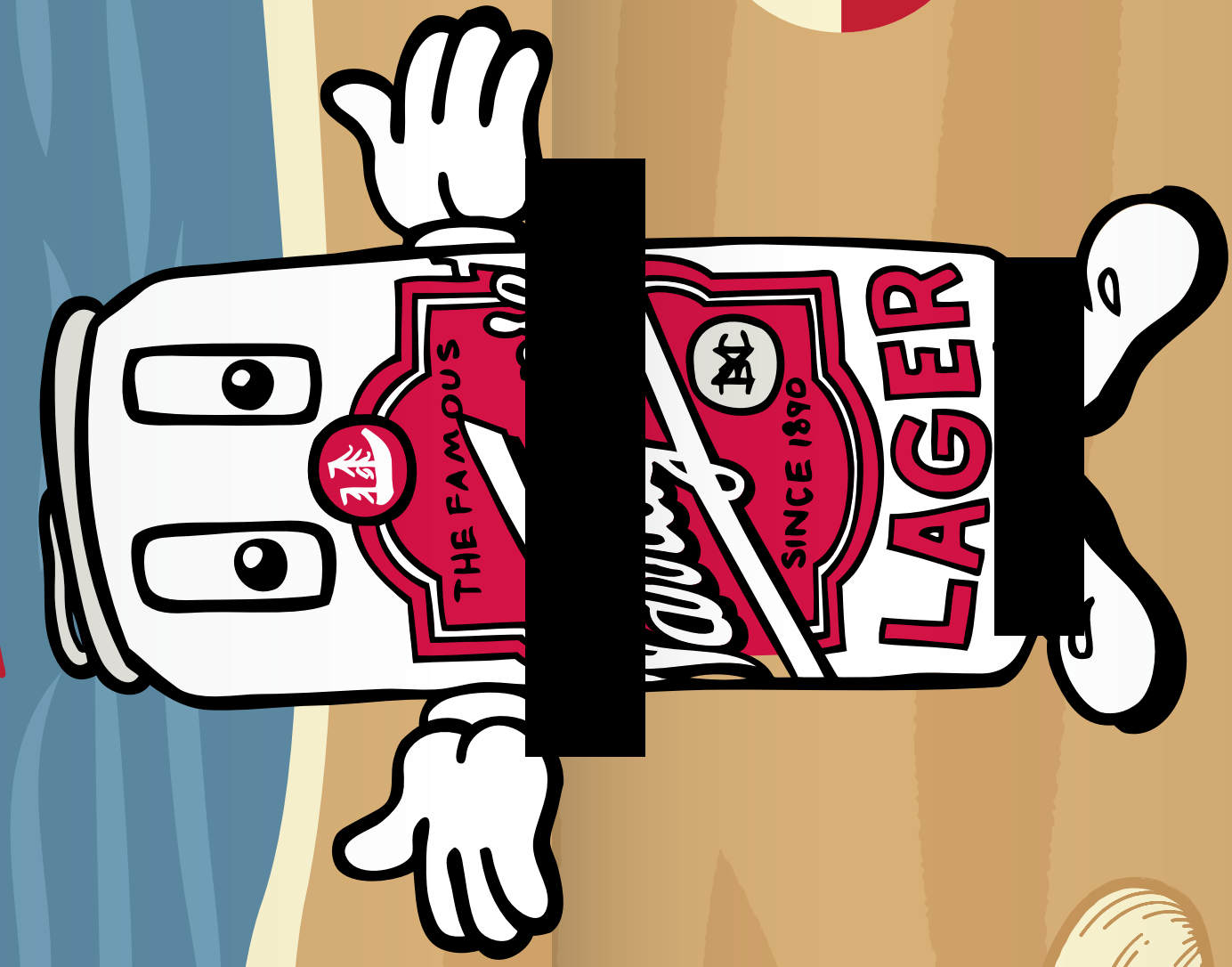
1. In a large saucepan, melt butter over medium heat.
2. While constantly stirring, add flour and stir until a thick, creamy paste forms.
3. Add beer, remaining spices, Worcestershire sauce, and salt. Stir until well-blended.
4. Add heavy cream and stir until well-blended.
5. Reduce heat to low. Add cheeses and stir until fully melted & blended. Keep warm, stirring occasionally until ready to serve.

FOR THE BRATS:

1. Put the beer, vinegar, onions and garlic in a large pot and bring to a boil.
2. Once boiling, add salt and pepper and give it a quick stir.
3. Fully submerge brats, reduce heat to a simmer and cook for 15 minutes.
4. While the brats are simmering, preheat your grill to 300 degrees
5. Remove your brats from the pot and place them straight on the grill. Grill for 2-3 minutes per side or until they brown with nice grill markings on each side.
6. Serve on bun (lightly toasted if that's your thing), spread the beer onions on top, and smother with the beer cheese sauce. Enjoy!



THE **SEXIEST** CAN



YOU'LL LAY EYES ON THIS SUMMER!

THE 'GANSETT CLAMBAKE

Aaaaah. A classic. Every New Englander knows that you haven't had a real clam bake until you've made it with Old Reliable, 'Gansett Lager. Follow the 'Gansett family recipe and you'll be cooking like a true New Englander in no time.

WHAT YOU NEED:

2 QTS FRESH SOFT CLAMS
1 12oz CAN OF 'GANSETT LAGER
(VERY IMPORTANT)
4 SMALL RED POTATOES
1/2 lb CHOURICO SAUSAGE, SLICED
4 BREAKFAST SAUSAGES, SLICED

2 EARS OF SWEET CORN,
SHUCKED & BROKEN
2 BAY LEAVES
3 TBSP CHOPPED GREEN ONION
3 TBSP CHOPPED PARSLEY
SALT, PEPPER, & CRUSHED
RED PEPPER TO TASTE

THE KNOW HOW:

1. Combine potatoes, sausages, onions, corn and bay leaves in a large pot.
2. Cover with 3 quarts of cold water and 'Gansett Lager.
3. Season to taste with salt, pepper and crushed red pepper.
4. Bring to a boil and reduce to a simmer for 20 minutes.
5. Add clams, cover and cook until they open (about 15 mins).
6. Serve from the pot and garnish with chopped green onions and parsley.





KNOW YOUR CLAMS!

QUAHOGS

First things first, pronounce it right. It's coe-hog. They're also known as hard-shell clams. Depending on how much they've grown, we throw some other names into the mix.

LITTLENECKS - These are small and you get about a dozen per pound. We like to shuck them and eat them raw like an oyster, but you could also steam them in nothing but 'Gansett and dip them in melted butter before you eat them. To each their own.

TOP NECKS - A little larger than littlenecks. You get about 6-8 per pound.

CHERRYSTONE - Larger and a bit tougher than top necks. You get about 3 or 4 per pound. We usually chop these up for clam cakes and baking.

CHOWDERS - The big guys. In Rhode Island we just affectionately call them Quahogs (even though they are all quahogs... don't ask questions). Like cherrystones, we chop these these up for clam cakes and baking but, you guessed it, these are prime choice for New England clam chowders. Quahog shells are usually what are used to bake and serve "stuffies" in.

PRO-TIP: Order a stuffie. Thank us later.

SOFT-SHELL CLAMS

Yeah, we call them steamers... longnecks if we're feeling fancy. Unlike their name, their shells really aren't soft - they're more brittle. We don't eat them raw like we would littlenecks, we like to... uh... steam them. Chances are when you see fried clams in a clam shack, you're eating steamers. Take a look at our clambake recipe!

MUSSELS

Everyone can spot a classic, black mussel. Again, you don't eat these raw, but like our clambake recipe, cook these down in some 'Gansett, fresh herbs, and maybe some bacon and you'll be golden.

RAZOR CLAMS

These funny looking guys look like old-school straight razors, hence the name. We like them steamed or grilled if you can find them.

HOW TO PICK FRESH SHELLFISH

When purchasing clams, mussels or oysters, they should smell briny like the ocean, but not at all fishy.

Unlike fish, shellfish needs to be purchased live. The first indicator is that they should be tightly closed. If they are slightly opened, tap on their shell and they should close right up. If not, you should pass.

The last step is up to you - keep them cold and moist with a wet towel in the refrigerator. Always check that they are still alive before you cook them!



HOW TO SHUCK AN OYSTER:

We recently partnered up with R. Murphy, a Massachusetts knife maker originally founded in 1850 in Boston, to produce the Narragansett Beer Oyster Knife. They have been producing oyster knives for over 150 years, so when we wanted to learn how to properly shuck an oyster, we went to the masters.



1. Using a glove or towel for protection, hold the oyster flat side up with the narrow end toward you. Insert the tip of the oyster knife into the small opening at the hinge of the oyster. Work the blade in by wiggling side-to-side, then twist it to pop open the shell.



2. Slide the knife blade along the underside of the top shell to sever the muscle that connects the oyster to the shell.



3. Remove the top shell and cut the muscle that attaches the oyster to the lower (cupped) shell. Be careful not to spill the “liquor” or pierce the flesh. Serve or eat. Repeat.

Source: The Joy of Oysters



GRAB YOUR OWN AT SHOP.GANSETT.COM

THE RIGHT OYSTERS FOR YOU

Here in Rhode Island, and most spots up and down the coast, you can find plenty of fresh oysters grown in local oyster farms. Some are small and sweet, some are larger and briny. Talk to your server or fish monger to pick out a variety that you'll like! Want something special? Try grilling them, baking them or making an oyster stew. Us at 'Gansett, we'll eat them raw all day long.



THE 'GANSETT MICHELADA

Need a cocktail to spice up your summer brunch?

Our Michelada recipe is what you're looking for.

WHAT YOU NEED:

12oz 'GANSETT LAGER

2oz TOMATO JUICE

2-3 DASHES OF HOT SAUCE
(WE USE LOUISIANA ORIGINAL)

2 DASHES WORCESTERSHIRE SAUCE

1 PINCH OF KOSHER SALT TO TASTE

1oz FRESHLY SQUEEZED LIME JUICE

1 DASH SOY SAUCE

THE KNOW HOW:

1. Add all ingredients except beer to a pint glass filled with ice.
2. Give it a quick stir, top with 'Gansett, and stir once more. Enjoy!

*Optional (but not really): Salted/chili spiced rim.

PRO-TIP: Try a Michelada and use a Del's Shandy in place of a Lager and the lime juice.

FOR MORE RECIPES, VISIT GANSETT.COM

PARTY LIKE A NEW ENGLANDER

YOU KNOW WHAT? DON'T HURT YOURSELF. LEAVE THIS ONE TO THE PROS. WE'RE THROWING PARTIES ALL OVER THIS SUMMER. FIND US, AND WE'LL SHOW YOU HOW IT'S DONE.

6/15 at 6pm

CLASSIC 'GANSETT FISH FRY
THREE SHEETS
372 Elm St.
New Haven, CT

6/23 (All Week Long!)

'GANSETT SHARK WEEK
CABO FISH TACO
3201 N Davidson St.
Charlotte, NC 28205

6/24 at 2pm

SUMMER THUNDER
UNION POOL
484 Union Ave.
Brooklyn, NY

6/25 at 5pm

OFF THE BEACH SHANDY SUNDAY
FINS BAR & GRILLE
142 Decatur St.
Cape May, NJ

6/30 at 5pm

JAWS ON D
LAWN ON D
420 D St.
Boston, MA
(Movie starts at sundown)

6/30 at 9pm

'GANSETT PRESENTS
MALLETT BROTHERS BAND &
THESE WILD PLAINS
PORT CITY MUSIC HALL
504 Congress St.
Portland, ME

7/5 at 9pm

'GANSETT PRESENTS
THE HIGH DIVERS &
THESE WILD PLAINS
ROYAL AMERICAN
970 Morrison Dr.
Charleston, SC

7/6 at 7:30pm

WATCH JAWS
THE THIRSTY PIG
37 Exchange St.
Portland, ME

7/9 at 3pm

'GANSETT PRESENTS
RIVERSIDE BBQ WITH DJ
RUAN BROWN, HAYLEY
THOMPSON-KING
& TIGERMAN WOAH!
HARRY PARKER BOATHOUSE
20 Nonantum Rd.
Brighton, MA

7/15 and 16

NARRAGANSETT SUMMER
RUNNING FESTIVAL
STONEHILL COLLEGE
320 Washington St.
North Easton, MA
More info at Gansetttrun.com

7/15 at 3pm

'GANSETT CORNHOLE
TOURNAMENT
NORTH SEA TAVERN
1271 North Sea Rd.
Southampton, NY

7/18 at 7pm

BANCROFT UP OR
DOWN ALE RELEASE PARTY
BRICK ALLEY PUB
140 Thames St.
Newport, RI

7/22 at 7pm

WATCH JAWS
LORRAINE
1502 Brown St.
Philadelphia, PA

7/22 at 9pm

'GANSETT PRESENTS
TIGERMAN WOAH! &
HAYLEY THOMP-
SON-KING
THE BEACHCOMBER
1120 Cahoon Hallow Rd.
Wellfleet, MA

7/23 at 5pm

OFF THE BEACH SHANDY
SUNDAY
FINS BAR & GRILLE
142 Decatur St.
Cape May, NJ

7/23 at 10pm

WATCH JAWS
L.A. BAR AND GRILL
2530 Columbia Pike
Arlington, VA

7/26 at 6pm

NEW ENGLAND STYLE CLAMBAKE
IZZY'S FISH AND OYSTER
2282 First St.
Fort Myers, FL

7/28 at 7pm

WBRU SUMMER CONCERT
SERIES WITH DREAMERS
WATERPLACE PARK
1 Financial Way
Providence, RI

7/28 and 29 at 8pm

5TH ANNUAL NEWPORT NIGHTS
JIMMY'S SALOON
37 Memorial Blvd.
Newport, RI
*The Ultimate Folk Fest afterparty

7/29 at 5pm

'GANSETT BLOCK PARTY
UPSTATE CRAFT BEER CO.
400 Augusta St.
Greenville, SC

8/4 at 7pm

WBRU SUMMER CONCERT
SERIES WITH MARIAN HILL
WATERPLACE PARK
1 Financial Way
Providence, RI

PLENTY MORE EVENTS
COMING! VISIT GANSSETT.COM

HOW TO BE A GOOD NEIGHBOR



PRO-TIP:

Drink Del's Lemonade like a true Rhode Islander - crush, shake, and reposition the classic waxy cup to shuffle out every last drop. Ask for a straw or a spoon and you're likely to get laughed at.



10 THINGS YOU DIDN'T KNOW ABOUT

'Gansett

We've seen and done a whole lot since we first opened our doors in 1890. Here are a few things you may not have known about us:

1

WE'RE NEW ENGLAND'S OLDEST BEER!

Yep. No one in New England has been brewing longer than we have!



2

PROHIBITION WAS TOUGH!

Just prior to prohibition, the original 'Gansett brewery was one of the early producers of artificial ice and soda. When prohibition hit, we ramped up production of both to help get us through the tough times.

3

A 'GANSETT A DAY...

Prohibition didn't completely halt our beer production. The US government actually deemed our Porter to possess medicinal properties. So, your doctor could actually prescribe you 'Gansett Porter for various ailments!



4

DR. SEUSS ILLUSTRATED ADS FOR US

As Prohibition started to come to a close, 'Gansett needed to modernize their image and turned to a young artist by the name of Theodor Seuss Geisel to help. You probably know him as Dr. Seuss. Geisel was hired to design an icon for the company and the beloved Chief 'Gansett was born.



5

BATTER UP

Bet you didn't know that Narragansett was the first beer company to sponsor a professional sports team. It all started when we sponsored the Boston Braves in 1944, then the Red Sox for 30 years from 1946 to 1976. In 1951 legendary sportscaster Curt Gowdy became the voice and face of the Red Sox, for 15 years every broadcast would start with his famous greeting, "Hi Neighbor! Have a 'Gansett!"



6

IT'S CALLED A BUBBLAH

At the original brewery in Cranston, Rhode Island the hubblers (a.k.a water fountains) actually poured flowing beer.

8

CRUSH IT LIKE QUINT

In 1975 Steven Spielberg released his first blockbuster hit, Jaws. In the movie Captain Quint pops open a can of 'Gansett Lager, slugs it in one gulp, and crushes it in his hand to intimidate Hooper. Want to see how it's done? See page 7.

7

THE 'GANSETT TRIBAL ROCK FESTIVAL

In the late 60's and early 70's 'Gansett was feeling the peace, love and music. We threw the "'Gansett Tribal Rock Festival" in various locations around New England where we featured acts like Led Zeppelin, The Band, Taj Mahal, Dr. John, Crosby, Stills, Nash & Young, and a bunch of others. Maybe you've heard of them.

9

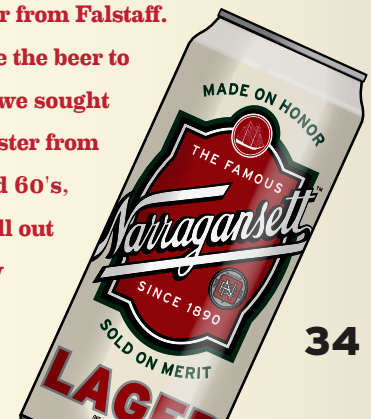
THE DARK DAYS

In 1975 the sale of Narragansett Beer to Fallstaff Brewing Company was finalized. Fallstaff changed the beer's recipe for the worse, and eventually moved production of 'Gansett to their home brewery in Indiana. By 1983 Falstaff had laid off the majority of Narragansett workers and shut the doors to the original Cranston brewery for good.

10

THE ORIGINAL LAGER

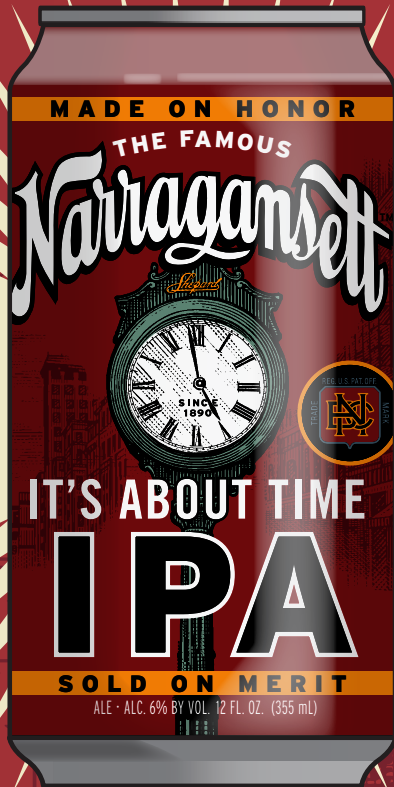
In early 2005, lifelong Rhode Islander Mark Hellendrung, along with a group of New England investors, purchased the rights to Narragansett Beer from Falstaff. The first agenda item? Restore the beer to its original recipe. To do this we sought out 'Gansett's former brewmaster from our glory days of the 50's and 60's, Bill Anderson. We brought Bill out of retirement to show us how it's done. The rest is history.



Hi-Neighbor!

INTRODUCING

THE FIRST NARRAGANSETT BEER BREWED
AT HOME IN RHODE ISLAND IN OVER 35 YEARS...




...AND IT'S ABOUT TIME!

AVAILABLE NOW

DRANK YOUR PART

Gansett.com

 /Narragansettbeer

 @Gansettbeer

 /Gansettbeer

MUST BE 21 OR OLDER TO ENJOY. PLEASE DRINK RESPONSIBLY.