



## For Immediate Release

### **Jetty Brewing Co. partners with Double Nickel for its "Second Session"**

**Manahawkin, NJ, Friday, May 03, 2019** - Jetty has entered into its 17th season of manufacturing outdoor apparel and will also continue brewing beer. Jetty Session, an American Pale Ale that Jetty came up with a unique recipe for, will now be brewed in the company's home state of New Jersey at Double Nickel Brewing Company in Pennsauken, NJ. Jetty was forced to leave 3rd Rock Brewing in Trenton, North Carolina when Hurricane Florence flooded and ultimately shut down the operation. A storm relief initiative that Jetty popped up last Fall featuring the sale of a specialty Florence T-shirt sent \$10,000 South to assist with rebuilding efforts in the Carolinas. The new brewing partnership allows Jetty to alleviate inventory issues that arose due to the long shipping route from NC to NJ. With the brewing change also comes a new distributor, Ritchie & Page, which will handle distribution in Ocean, Monmouth, and Mercer counties as well as in parts of Hunterdon and Burlington counties. Ritchie & Page Distributing Company purchased the distribution rights from Shore Point Distributing Co., Inc. this April.

"We're keen on growing the beer, but the first few years were tough and definitely a learning experience," says Jetty CEO and partner in Jetty Brewing Co. Jeremy DeFilippis. "We dealt with some obstacles including a driver's union strike, inventory problems and even a bad batch of brew, but we're really excited with the partners that we have lined up for 2019 and beyond." Jetty Session will be available before Memorial Day 2019 and on a year-round basis in the aforementioned counties. Jetty plans to execute a second type of beer before the end of 2019 as well. "We're going to grow the beer division just like we've grown our apparel business for the better part of the last 20 years...slow, smart and steady," said Jetty CMO and partner in Jetty Brewing Co. Cory Higgins. Look for Jetty's official mascot, Otis the gull, on cans and tap markers at your favorite watering holes and package stores. It will also be available at Jetty's 6th Annual HopSauce Festival on June 1, 2019, at Veteran's Memorial Park in Beach Haven, NJ. The event is a fundraiser for Jetty's nonprofit arm, the Jetty Rock Foundation, and funds will benefit Jetty's Oyster Recycling Program. An entirely new offering of beer brands will grace the event due to the distribution change. The story on the back of Jetty Session cans, perhaps, explains best why the coastal lifestyle clothing company with a conscience will continue to brew

## Who is Jetty?

We started Jetty Apparel Co. in 2003 to create a line of clothing that embodied our passions: surf, travel, fishing, art, and a love for adventure. Our story has always revolved around the water and the feeling that we get gliding over it, diving through it, and pulling fish from it. After every adventure with our crew, we still enjoy cracking a beer while toasting another epic experience. Our American style Pale Ale is perfect for reliving your most recent session and planning your next one.

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