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**Imagery & Photos:**

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New Belgium Brewing and @SubparParks Launch Collab Beer; Invite Fans to Celebrate Earth Day by Throwing Shade at Nature

Limited release brew pokes fun at the idea that similar to beer, our greatest natural treasures “aren’t favored by all”

(Fort Collins, Colorado – April 12th, 2023) – New Belgium Brewing and the satirical Instagram account @SubparParks are wishing fans an Earth Day sweating with irony with the release of Subpar Pale Ale – a limited release beer with floral, citrus, and pine resin notes reminiscent of the “heavy-handed number of trees” you’ll find in our national parks. Subpar Parks, an illustration project from artist Amber Share that juxtaposes natural wonders around the world and the one-star reviews people have left online for them, has become a beloved following with more than 400,000 followers.

With the Instagram caption: “real bad reviews of parks: apparently America's best idea wasn't that great,” Amber created [Subpar Parks](#) in 2019 to poke fun at the idea that some people just miss the point when it comes to appreciating Earth’s natural wonders. New Belgium, knowing the same can be said for even its most beloved craft beers, saw an opportunity to collaborate with Subpar Parks on a special release that celebrates Earth Day by throwing shade at nature – and in turn, reminding consumers of the importance of standing up for our planet against threats from climate change.

In the lead up to Earth Day, New Belgium and @SubparParks will activate fans to get out and review their favorite local outdoor hangs – drawing on their most brutal critiques, of course. The partnership also includes a giveaway of a public lands pass, custom New Belgium bicycle, signed copy of Amber’s book, and additional @SubparParks and New Belgium swag.

“Our passion for brewing world class beer is equal to our dedication to inspiring environmental stewardship,” said Shaun Belongie, Chief Marketing Officer at New Belgium. “Collaborating with Subpar Parks for this year’s Earth Day release was a natural fit to promote the enjoyment of two National wonders, parks, and beer. We hope this collaboration reminds consumers, through a lens of irony, to pause and remember why we celebrate Earth Day.”

New Belgium is no stranger to celebrating Earth Day as the company’s commitment to environmental accountability starts at the foundation of their corporate structure. Prior to even brewing their first beer, New Belgium’s Co-Founders took a hike in Rocky Mountain National Park back in 1991 to determine a set of core values that the company would adhere to. Born that day was a key core value honoring Earth’s natural resources - used not only to brew beer, but to power us as humans – “we inspire environmental change.” In the 32 years since that famous hike, New Belgium has done just that. A certified B Corporation since 2012, New Belgium was the 1st wind powered brewery in the United States, developed the 1st carbon neutral footprint study for beer, released the country’s first certified carbon neutral beer, and remain vocal advocates for policy change in the arena of climate action. Coworkers even receive Earth Day off each year as a paid holiday and are encouraged to get outside and enjoy the many natural resources available to them.

Subpar Pale Ale will be [available](#) for online orders through direct-to-consumer shipping in applicable states beginning April 20th. Retail purchases will also be available on April 20th at New Belgium’s liquid centers in Fort Collins, Colo, Asheville, N.C., and San Francisco, CA. New Belgium will donate \$1 for every Subpar Pale Ale sold to benefit environmental organizations in New Belgium’s home states of Colorado and North Carolina through [Rocky Mountain Conservancy](#) and [Friends of the Smokies](#). Fans will also get the chance to meet Amber Share at New

Belgium's Fort Collins Liquid Center on April 22nd, as well as in the Asheville Liquid Center, on April 29th, where she will be signing copies of Subpar Pale Ale posters as well as her book, Subpar Parks, which will be available for purchase on site. For more information about Subpar Pale Ale, visit newbelgium.com.

About New Belgium Brewing

New Belgium Brewing was founded in 1991 in Fort Collins, Colo., by Kim Jordan, a social worker, who built her company the only way a social worker would: People first. Over the past three decades, New Belgium has turned that ethos into a unique Human-Powered Business model through practices that were and still are rare in the business world: fully paid healthcare premiums for many coworkers, paying a living wage, open-book management, renewable energy sourcing, a free onsite medical clinic and physician, a deep commitment to philanthropy and advocacy, and much more. With expansions to Asheville, N.C., in 2016; Denver, Colo., in 2018; San Francisco in 2021; and the 2021 acquisition of Bell's Brewery, based in Kalamazoo, Mich., this people-centric model has led New Belgium to become arguably the most popular and fastest-growing American craft brewer today. New Belgium is famous for Fat Tire Ale and Voodoo Ranger IPA (America's #1 IPA brand), along with year-round favorites like Dominga Mimosa Sour, La Folie Sour Brown Ale, an award-winning wood-aged sour program, and the addition of Bell's iconic brands including Two Hearted IPA and Oberon Ale. To learn more about New Belgium, visit newbelgium.com.

About Amber Share of @SubparParks

The creator of [Subpar Parks](#), Amber Share is a designer, illustrator, and hand lettering artist with a passion for the outdoors. Her colorful, often punny work is inspired by her interests: spending time outside any way she can, building a creative business, the ups and downs of owning far too many house plants, and, as a major introvert, spending time recharging at home. After years working as a professional graphic designer for non-profits and small businesses, in 2020 she took the leap and began working for herself full-time, when her passion project, Subpar Parks, went viral, and went on to become a New York Times Bestselling book. Now she spends her time creating greeting cards, stickers, prints, and other products featuring her artwork.

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