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Piano Keys Product Imagery & Photos:

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New Belgium Brewing x Ale Sharpton collaboration, *Piano Keys* returns to Atlanta

Piano Keys Imperial Stout celebrates economic empowerment for marginalized communities in craft beer

(Fort Collins, Colorado- November 23rd, 2020)– Piano Keys Imperial Stout will debut for the first time in 4-pack 16oz cans exclusively in Atlanta, Georgia, this week. The chocolate and vanilla Imperial Stout is an ongoing collaboration between New Belgium Brewing and Dennis Malcolm Byron, aka [Ale Sharpton](#), Atlanta based craft beer ambassador.

Ale initially presented the concept for Piano Keys during a visit to New Belgium’s Fort Collins brewery back in November 2018 when the brewery hosted a group of beer influencers and experts to talk about racial diversity and inclusion in craft beer. Originally debuting on draft, Piano Keys is now available for a limited time in cans at select retailers across Atlanta. Smooth and decadent, this Imperial Stout undergoes a proprietary recirculation method to infuse XOCOLATL Ugandan cocoa nibs and vanilla beans with the beer.

Piano Keys supports BIPOC vendors and suppliers ranging from raw materials to content creation including [Black Brew Culture](#), [The Sweetest Bean](#), [Xocolatl](#) and [Cork Bros Studios](#), working in affiliation with Ale’s AllWays open creative solutions. A portion of proceeds will support BrewGether, whose mission is to provide support and resources to steadily increase awareness, access and economic opportunity for Black people and other underrepresented communities in the beer industry. Visit www.brewgether.org to learn more.

"Creating Piano Keys Stout has been a dream of mine," said Ale Sharpton, co-creator. "The draft introduction came out phenomenal, and I couldn't wait for it to debut again in cans, which I helped design. It's time for everyone to enjoy what we worked so hard for and serve a great purpose at the same time with BrewGether and ongoing diversity initiatives. I truly appreciate New Belgium's commitment to think outside the box and realize my concept. This is only the beginning."

As teased, Ale and New Belgium Brewing have additional plans for a third launch of Piano Keys in Spring 2021, with wider national distribution. In the meantime, lucky consumers in Atlanta can grab a 4 pack while supplies last. For more information about Piano Keys follow [@pianokeysstout](#) and [@realalesharpton](#) on Instagram. To view New Belgium’s full product list visit www.newbelgium.com.

Piano Keys was brewed and canned with the following characteristics:

- **Alcohol** 10% ABV
- **Style:** Imperial Stout
- **Visual:** Deep black opaque color with a strong hazelnut brown foam and lacing
- **Flavor and aroma:** Strong chocolate, moderate coffee and roasted malt, slight vanilla red berries. Moderately sweet beginning that remains throughout with a slight bitter middle that builds to a smooth finish.
- **Availability:** Select retailers in Atlanta, GA
- **Suggested Retail Price:** \$13.99/ 4 pack – 16oz cans

About New Belgium Brewing

New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Sour IPA and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium’s Human Powered Business model, visit NewBelgium.com.