

FOR IMMEDIATE RELEASE

MEDIA ASSETS

New Belgium Wishes You a Subpar Earth Day

Limited release collab with @Subpar Parks illustrates bad reviews of wildlife

(FORT COLLINS, C.O.) – New Belgium Brewing and Subpar Parks have partnered this Earth Day to bring back the popular limited-release Subpar Pale Ale. The satirical Instagram @SubparParks blends illustrations of global natural wonders with the one-star reviews they've garnered online, but this Earth Day, the partnership turns a spotlight on the critters within them. Featuring the one-star review, “The Lack of Wildlife is Alarming,” taken from a real Yosemite visitor, Subpar Pale Ale intends to remind consumers to get outside and have a ~~superb~~ Subpar Earth Day.

Frank Lloyd Wright famously said, “nature will never fail you” well, Subpar Pale Ale highlights the outdoor “enthusiasts” who seem to think otherwise. Inspired by the wild berries within the parks, this year’s limited-time beer is brewed with red currant, raspberries, and Mosaic hops to create a balanced Pale Ale that’s slightly sweet and a little bitter, just like your favorite one-star reviews. In honor of the “uninspiring” wildlife, New Belgium is proud to support the National Wildlife Federation’s conservation with the release of Subpar Pale Ale.

On Earth Day, New Belgium and Subpar Parks will offer fans the opportunity to win beer, bikes, Subpar Park merch, and more. To enter the giveaway, fans will need to follow @NewBelgium and @SubparParks, like the Subpar Pale Ale post, and tag a friend or two in the comments. The giveaway will run from April 22 – 29, and the winner will be announced on April 30. Follow @NewBelgium and @SubparParks to learn more.

“Our passion for brewing world-class beer is equal to our dedication to responsible stewardship of our environment and our resources” said Shaun Belongie, Chief Executive Officer at New Belgium. “Our commitment to the planet’s wellbeing is integral to how we make beer. This collaboration with Subpar Parks and The National Wildlife Federation for a special Earth Day release is a lighthearted way to remind consumers why we celebrate Earth Day.”

New Belgium’s commitment to [environmental accountability](#) starts at the foundation of their corporate structure. Before brewing their first beer, New Belgium’s Co-Founders took a hike in Rocky Mountain National Park in 1991 to determine a set of core values the company would adhere to. Born that day was the mantra [we inspire environmental change](#), honoring Earth’s natural resources to brew beer and power us as humans. Keeping to that promise, New Belgium became a certified B Corporation in 2012, 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 remains a vocal advocate for policy change in the arena of climate action. Each year, coworkers enjoy Earth Day as a paid holiday, encouraging them to get outside and, this year, maybe even enjoy the wildlife in their natural habitats.

Subpar Pale Ale will be available for online orders <https://www.newbelgium.com/beer/subpar-pale-ale/> or by calling 828-333-6900 through direct-to-consumer shipping in applicable states beginning March 27th, 2024. Parcel alcohol shipments are prohibited in Alabama, Utah, Rhode Island, Mississippi, Oklahoma, Delaware, New Hampshire, and North Dakota. Retail purchases will also be available on

March 27th, 2024, at New Belgium's liquid centers in Fort Collins, Colo, and Asheville, N.C. 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, 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 houseplants, and, as a major introvert, spending time recharging at home. After years of 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. Her second book, Subpar Planet, featuring iconic sites around the world, will be out on October 1 and is now available for preorder!