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Warm Up Your Northern Michigan Winter Nights with Furry

North Peak Brewing Company's Seasonal Black IPA is the ideal cold-weather brew

(TRAVERSE CITY, Mich) – As fall turns to winter, North Peak Brewing Company is ramping up to release its latest seasonal beer – **Furry**. The black IPA is a wonderful winter beer. Its hoppy character is sure to warm you up on a chilly Michigan winter night.

And just where does **Furry** come from? As with all North Peak beers, its existence is attributed to local lore. Some say that the creature evolved its thick coat to protect itself from the extreme cold of northern waters.

“The stories that we were told growing up in Northern Michigan suggest that as the weather grows warmer during the spring, the fur-bearing trout sheds its fur, only to regrow its coat as winter returns,” says Jon Carlson, who – along with Greg Lobdell, Ron Jeffries and Mike Hall – are the managing partners of Northern United Brewing Company.

This may help explain why trout with full coats of fur are so seldom encountered.

“One of our very close childhood friends, Brad Warren, is an avid fisherman. He says that he's caught so many fur trout over the years that he sewed his own pair of pants with the pelts he's collected,” says partner Greg Lobdell. “No one has ever seen these pants, but we've never forgotten his description of the fur bearing trout and decided to name our Winter Seasonal Black IPA after his fish story. “

Made with Chinook, Columbus and Cascade hops and Pilsner, C-40, Midnight Wheat and Carapils malts, this 50-barrel production beer ranks in at 7.2% IBV (72 IBUs).

Furry will be available mid December in six-pack retro-style stubbie at retail outlets statewide (complementing Siren, Diabolical, Majestic, Vicious and the summer seasonal Archangel). It is also available on tap at restaurants and bars around Michigan.

The North Peak is part of Northern United Brewing Co., which also encompasses the Grizzly Peak and Jolly Pumpkin Artisan Ales craft beer brands, as well as the soon-to-be-released Civilized line of spirits. NUBC's philosophy focuses on a dedication to conservation, inspiration and locally sustainable practices. All of the beers and spirits under these brands are produced at either the new 5600-square-foot facility on Old Mission Peninsula adjacent to Mission Table (former Bowers Harbor Inn) restaurant or at the original Jolly Pumpkin facility in Dexter.

Find NUBC products at stores, restaurants, and bars all throughout Michigan, including: North Peak Brewing Company, Mission Table and Jolly Pumpkin Brewery, all in Traverse City; Jolly Pumpkin and Grizzly Peak, in Ann Arbor.

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PHOTOS AND ARTWORK AVAILABLE UPON REQUEST

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North Peak, Grizzly Peak and Jolly Pumpkin are all proud members of the Michigan Brewers Guild (www.MichiganBrewersGuild.org).