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Vicious Bites into Northern Michigan “Dogman” Lore North Peak Brewing Company’s American Wheat IPA Makes Ideal Halloween Brew

(TRAVERSE CITY, Mich) – If you spend any amount of time in Northern Michigan, then you’ve likely heard the stories about sightings of ‘Dogman’ – a half dog – half man mystical figure which is said to roam the woodlands around the state, leaving waves of terror (and notable footprints) in its wake. North Peak Brewing Company pays tribute to this legacy of this legendary creature on the label of its American Wheat IPA – **Vicious**.

“**Vicious**, like all of the North Peak beer icons, is born out of Northern lore,” says Greg Lobdell, who – along with Jon Carlson, Ron Jeffries and Mike Hall, are the managing partners of Northern United Brewing Company, in Traverse City. “‘Dogman’ sightings and encounters have been reported throughout Northern Michigan over the years – especially this time of year.”

When crafting this beer, with its ferocious hop nose and body, **Vicious** seemed to embody the spirit of the ‘Dogman’ and its iconic silhouette became the inspiration for the beer’s label design. Master Brewer Mike Hall describes this American original simply as “hops unmuzzled!”

The frothy head, and pungent, piney dryhopped scent (from Cascade and Amarillo hops) of **Vicious** alerts you to this brew’s imminent attack on your senses. Next, Cascade, Perle and Willamette hops batter your palette with bitter ferocity. Finally, Pale, Crystal (30 and 75) and wheat malts converge in a cloudy, thick body, delivering a smooth kiss of sweet death that leaves you howling for more.

The Cascade hops used in **Vicious** are grown about two miles away, through the Old Mission Hop Exchange – Michigan’s first full-scale hop farm and processing facility. Situated on 10 prime acres in the heart of Northwest Michigan’s fruit and wine-grape region, the hops are matured on a high trellis system, harvested, dried and pelletized, before being sourced to North Peak.

Vicious is available in six-pack retro-style stubbie at retail outlets statewide (complementing Siren, Diabolical, Majestic 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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www.NorthPeakBeer.com
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North Peak, Grizzly Peak and Jolly Pumpkin are all proud members of the Michigan Brewers Guild (www.MichiganBrewersGuild.org).

For the complete history on the ‘Dogman’ lore, visit www.michigan-dogman.com