

# WEST MEETS EAST COAST IS COAST 2021 IPA TOUR



Recognized as one of the first West Coast-style IPAs brewed here in the Northeast, Ithaca Flower Power is joined by hazy and juicy Every Day Haze, a fresh new East Coast-style IPA. Enjoy the complement and contrast of these two great styles as East meets West.

## *Classic Fruity West Coast Style*

Tapped as one of "The 25 Most Important American Craft Beers Ever Brewed" by Food & Wine Magazine. Flower Power captured the true power of the hop flower (the origin of the name) with its clover honey hue, lush floral flavor and robust fruity aroma from numerous primary hop additions as well as from secondary dry-hopping. First introduced as a seasonal in 2004, Flower Power brought the West Coast style IPA to the East.

The West Coast-style is noted for its bold, piney hop aromatics and citrus and tropical notes. Gold to copper in color with comparative clarity to the East Coast-Style, a subtle malt character and dry finish complement their intense floral aromas and fruity flavors.

## *Hazy & Juicy East Coast Style*

The newest member of Ithaca's diverse brand portfolio, Every Day Haze is a juicy, fruity and deceptively smooth hazy IPA. Brewed with a dynamic combination of complex aromatic hops, Every Day Haze boasts a uniquely tropical citrus depth. True to style, soft and creamy on the palate, Every Day Haze gets its light haze and silky mouthfeel from healthy additions of wheat and oats.

East Coast-style IPAs recently exploded onto the craft scene, originating from small independent breweries throughout New England. Cloudy with a straw to deep gold color, the East Coast style is less bitter and slightly sweeter than its West Coast counterpart. This style typically packs a punch of fresh orange or grapefruit juice.

### *Brand Specifications*



**HOPS**  
Simcoe, Centennial, Cascade, Ahtanum

**DRY HOPS**  
Chinook, Simcoe, Amarillo

**MALTS**  
2-Row Pale, Honey Malt

**ABV**  
7.2%

**IBU**  
70

### *Brand Specifications*



**HOPS**  
Citra, Mosaic, Lotus

**MALTS**  
2-Row Pale, Oats, Wheat

**ABV**  
6.6%

**IBU**  
22

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NEW  
RELEASE**

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