



FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company Releases 2023 Harvest Tripel

FRANKFORT, MI (August 16, 2023) - Stormcloud Brewing Company is celebrating the seasonal release of the brewery's Harvest Tripel. The innovative and unique beer blends the traditional Belgian Tripel beer style with freshly harvested hops grown in northern Michigan.

Released annually using a different hop variety every year, the 2023 Harvest Tripel is brewed exclusively with Comet hops grown by Hop Alliance in Omena, Michigan.

Many harvest ales are Pale Ales or IPAs—what sets Stormcloud's harvest ale apart from others is that they embrace their Belgian inspired roots and brew a Tripel. They're also not doing a typical hops, they use different ones every year.

"Belgian-style Tripel is the hoppiest traditional Belgian beer we make, so it made sense rather than putting out another Pale Ale. I decided to use the Tripel style as a way to showcase fresh hop characteristics," shares Brian Confer, Stormcloud's co-owner and head brewer.

Stormcloud always holds back a certain amount of this annual beer so that they can do a four year vertical tasting of Harvest Tripels during Frankfort Beer Week. This is a beer style that lets hops shine, and in the vertical you can really see that.

"Even though harvest beers were meant to be drunk fresh, we like the idea that Belgian Tripels can age, and it's interesting to see how fresh hop characteristics ages and develops in this beer" shares Confer.

Using fresh, whole cone hops in brewing presents a couple of uncommon challenges to Stormcloud's brewing team. First, the brewers are unaware of the hop variety they will be brewing with until the end of the growing season. The next challenge comes when the hops are harvested. It is imperative to use the freshly harvested hops as soon as possible to ensure maximum aroma, flavor, and freshness of the brew.

This year's Harvest Tripel was brewed within 24 hours of the hops being harvested. The brew day starts early in the morning with one brewer starting the mash of hot water and kilned barley, while another brewer makes the trek up the Leelanau Peninsula to the hop farm, all to ensure the beer gets the freshest possible hops.

In addition to using Michigan hops from Hop Alliance, Stormcloud uses malt from Empire Malting Company, an artisanal maltster just up the road in Empire. Harvest Tripel is truly a celebration of the northern Michigan harvest season.

The 2023 Harvest Tripel will go on tap this fall, and will also be bottle conditioned and available in 750ml bottles.

About Stormcloud Brewing Company

Stormcloud Brewing Company opened in June 2013 just two blocks from Lake Michigan in the coastal city of Frankfort, located in northwest lower Michigan. A small brewery specializing in Belgian inspired brewing, Stormcloud's downtown pub offers 16 taps in addition to a full menu. In 2018, Stormcloud expanded brewing operations with the opening of a nearly 13,000 square-foot production brewery, located on the east side of Frankfort near the gateway arch on M-115. The brewery is home to Stormcloud's Parkview Taproom, which features 12 taps, indoor/outdoor seating, and an outdoor beer garden with space to host food trucks. Stormcloud currently distributes to 50+ counties across Michigan. In 2022 they were named the USA Beer Ratings Brewery of the Year.

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