



For Immediate Release

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In Honor of Earth Month, New Seasons Market and Hopworks Brewery Collaborate on Carbon Farmer, Crafted with Perennially Grown Grain
Two Portland-based B Corps Release Limited-Edition, Exclusive, Sustainable Hazy IPA

Portland, Ore. (April 11, 2023) - Longtime partners - and fellow B Corps - [New Seasons Market](#) and [Hopworks Brewery](#) have collaborated on the release of Carbon Farmer, an organic hazy IPA crafted with Kernza, an ecologically beneficial, perennially grown grain. Just in time for Earth Day, the new limited-edition and sustainable beer will be exclusively available at the grocer's 19 Portland-metro area stores, as well as on-tap at the brewer's three local pubs.

"At Hopworks, we've always been very conscious of the impact that our brewery has on the environment," said Christian Ettinger, founder of Hopworks Brewery. "No-till Kernza is a real-life carbon farmer, capturing CO2 in its long roots for decades and effectively stalling global warming in the process. Drinking beer that's 'rooted' in regenerative agriculture and doing good is something we can all celebrate. Cheers to that!"

The Carbon Farmer Hazy IPA is bursting with aromas of peach and guava and flavors of grapefruit zest, with a fluffy maltiness that is washed away by a lingering bitter finish. At New Seasons Market, this certified organic beer is now available in 4-packs of 16 oz. cans for \$14.99, with a \$12.99 special running from April 19 through 25. A portion of all proceeds will benefit [Zero Foodprint](#), a non-profit organization working to reduce the environmental impact of food. Zero Foodprint connects eaters and food businesses with farmers to help them implement regenerative practices.

"As a company, we have long been committed to operating with sustainable business practices, and know that we can make an even larger impact when we partner with mission-aligned companies," said Athena Petty, senior manager of sustainability for New Seasons Market. "We are thrilled to be sharing this delicious beer in partnership with Hopworks and Zero Foodprint, and are excited to tell the story about how a hazy IPA can be a part of the solution to healing our soil and climate."

Carbon Farmer profile:

- *ABV:* 6.2%, *IBU:* 60
- *Hops:* Organic Cascade, Idaho 7, Citra, Amarillo, Mosaic
- *Malts:* Organic 2-row, Wheat, Oats, Kernza
- *Tasting Notes:* Grapefruit zest, peach, guava, softly malty, with a lingering, palate-cleansing bitterness.
- *Pairing Notes:* Robust enough to wash down a grass-fed hamburger, versatile enough to pair with a veggie and grain bowl.

Kernza is a grain grown in a perennial polyculture system, which mimics the natural prairie ecosystems and helps to improve soil health, reduce water use and provide habitat for pollinators. These systems have been shown to sequester between 300 to 1,000 lbs. per acre per year. Because Kernza's extensive root system

reaches more than 10 feet underground, it is also a sustainable crop as it does not require annual replanting.

About Hopworks Brewery

Celebrating its 15th year in 2023, Hopworks was founded by Christian and Brandie Ettinger to create world-class beer and food with sustainable business practices that protect the environment and support our community. Family-owned and operated, Hopworks sources thoughtfully, operates efficiently and minimizes waste in an effort to protect the planet. The company's 20-barrel brewery produces 10,000 barrels of beer a year for Hopworks' brewpubs and distribution throughout Cascadia. Hopworks is the first Certified B Corporation brewery in the Pacific Northwest. HopworksBeer.com | [@hopworksbeer](https://twitter.com/hopworksbeer)

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it's doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 19 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves, also receiving B Corp certification more than 10 years ago. For more information, visit www.newseasonsmarket.com.

About Zero Foodprint

Zero Foodprint (ZFP) is mobilizing the food world around carbon farming. Through small donations across the food system, ZFP funds farm projects that pull carbon from the atmosphere and store it underground, transforming greenhouse gas into healthy soil. This is bigger than just reducing one's carbon footprint – we are working with chefs, restaurants, and other food businesses to draw carbon out of the atmosphere and tackle the climate crisis through better food. For more information, please visit: zerofoodprint.org.

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