

## Narragansett Says Enough Already & Releases Summer Brews Early



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Patios [are opening](#), food trucks [are gassing up](#) and weather-weary locals the state over are eyeing their shorts/sundress/Birkenstock collections with anticipation. Warmer temps are coming, Boston, and there might be no truer indication than the booze inventory available at your local packie.

Sam Adams has their Cold Snap. Harpoon prefers The Long Thaw. The next seasonal offering to hit shelves near you: [Narragansett's Del's Shandy](#) and Summer Ale. Both brews will become available throughout the week in Massachusetts. And yes, they know it's not summer yet.

"We're ready to let summer begin by rereleasing Del's Shandy and our top notch Summer Ale after the record-breaking winter we had this year in New England," said Mark Hellendrung, president of Narragansett Beer, in a release. "The response to Del's Shandy last year was so unbelievable."

An account executive with Marlo Marketing, who represents Narragansett Beer, told me via email Del's Shandy was released in mid-May last year, with the summer ale coming in April-May.

"It's becoming a trend in the industry to release seasonals earlier and earlier (e.g. pumpkin beers in August) but 'Gansett traditionally waited a little longer," she said. "So while the release aligns with the industry, 'Gansett sped it up after the crazy winter."

I'm all for ushering in spring and summer one beer at a time, but let's enjoy the thaw before turning to fall, [shall we?](#)