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Beer Gets Macabre: Narragansett Launches H.P. Lovecraft Line of Ales

By Jim Vorel

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Everyone's favorite anglophile cosmic horror author will finally be immortalized in the one way guaranteed to echo through the ages: A series of beers. H.P. Lovecraft, the celebrated author of numerous short, influential horror stories in the 1920s-1930s, will be the subject of a line of brews from New England brewers Narragansett.

"We're celebrating our 125th anniversary here and this is kind of an extension of what we've been trying to do at the brewery, bringing back this great brand through a historical lens and local authenticity," said Narragansett Beer President Mark Hellendrung to [Boston Magazine](#). "One of our 'Gansett Girls is actually a librarian and she had this idea, knowing that Lovecraft's birthday was in 1890, the same year our brewery was founded. We thought it was a great way to give Sean Larkin, our brewmaster, a platform to really experiment with different styles of beer."

The first beer in the series is titled Lovecraft Honey Ale, which seems like a bit of a questionable choice for an author known for bleak, depressing prose and stories that so often ended in the insanity of their narrators. The recipe, however, is based on the description of what 'Gansett refers to as a "space mead consumed by a winged creature" in the Lovecraft story "The Festival." They go on to describe it as a hop-forward ale with Summit and currently trending El Dorado hops, honey and five varieties of malt that include the sweetness-inducing honey malt. At 7% ABV, it sounds to us like a simultaneously hop-fruity and malty-sweet brew. It also features a rather awesome label, which you can see below.

The second beer in the series sounds significantly more appropriate to the tone of Lovecraft's writings—"Innsmouth Old Ale," which will be released in April. Inspired by one of Lovecraft's most famous stories, "The Shadow Over Innsmouth," it will also be in cans and "explore our darker side," according to Hellendrung. We look forward to tilting back both brews with a battered copy of a Lovecraft novella—perhaps *The Case of Charles Dexter Ward* or *At the Mountains of Madness*.

