

East Coast Beer Narragansett Coming to Wisconsin

👤 Nick Brown 📅 08/03/2012

Rhode Island-based **Narragansett Brewing Company** is bringing its beer to Wisconsin, marking the first time it has been directly available outside the East Coast.

Partnering with Beechwood Distributing and Specialty Beverage of Wisconsin, the beer maker says its move into Wisconsin is in large part due to the state's thriving beer and brewing culture.



The beer is being made available to bars, restaurants and retail stores. Narragansett currently offers four seasonal beers (Fest, Bock, Porter and Summer) along with its year-round staples (Lager, Light and Cream).

"Narragansett's expansion into Wisconsin is an exciting step for our company as we continue to accelerate the growth momentum we've built over the past six years," CEO Mark Hellendrung said in a press release. "For more than a century, the state has been home to a great number of beer brands, and we can't think of a better place to take our first steps beyond the East Coast."

John Sheehan, General Manager of Beechwood and Specialty Beverage said the brewer's "Hi, neighbor! Have a Gansett!" tagline is "a great fit with the friendly and social Wisconsin culture."

Narragansett, based in Cranston, was once the largest brewer and top selling beer in New England, producing almost two million barrels per year and employing roughly 850 workers. After losing its market share over a period of decades, the company has experienced growth, restructuring and rebranding since it was purchased in 2005 by a group of investors led by the former president of Nantucket Nectars.



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