

# Rhode Island

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# Pairings: Football and beer

Homefield Advantage BY: Dana Slone

Troy Brown is a sports icon in New England. Having had a wildly successful career playing his entire 15 years with the New England Patriots, earning three Super Bowl rings with the team and a list of prolific stats far too long to mention here, Brown retired as the franchise leader in career receptions in 2007. Today, Brown is focused mainly on his kids, redefining the role of soccer mom, transporting his children to and from sports practices and coaching teams of youth athletes.

Brown has also partnered up with Rhode Island's Narragansett Beer to support the brand's major revitalization initiative to regain its standing as the beer of choice for the region. Though Narragansett Beer has over 100 years of history on Brown, the two icons teamed up when Brown became an investor in the company in 2009 after it was bought back from Pabst Brewing Corp. Understanding the power of celebrity endorsement and sponsorship, Brown has also played a major role in the brand building initiatives of Narragansett over the past year.

His involvement includes package store tastings and regional events celebrity photo opportunities with local audiences, TV and radio spots, sporting events and golf tournaments and word-of-mouth while sporting 'Gansett Gear when out and about. 'Gansett is now sold in all six New England States, including Massachusetts, in which Brown has a home. The Beverage Journal asked Brown a few questions about his transition.

**Why'd you choose to work with Narragansett?**

Narragansett Beer is a brand with a long, rich New England heritage. Also, 'Gansett has been supporting regional

sports teams and players for generations. My own ties to New England, having played for 15 years with the New England Patriots, and passion for the unique character of our region were strong drivers in my decision to partner with Narragansett.



One of the brand's slogans is "If you're not drinking 'Gansett, you're not from New England." It was the top selling beer of New England for decades, one of the most popular drinking options for everyday locals. The opportunity to help the company revive the beer brand and reclaim the title of New England's beer of choice was the biggest factor for me when choosing to join the 'Gansett team.

**Who is the 'Gansett beer drinker?**

The answer to this question could take a million directions as we've seen tremendous response to 'Gansett from audiences ranging from 20-something hipsters to boomers who remember their grandfather's drinking the beer in the good ol' days, so it is hard to define the 'Gansett drinker.

However, across all these diverse groups of 'Gansett lovers we've gotten the same response when we ask why they choose it over other beer options: good quality, good value, tastes good and has cool

character. Plus, I think a lot of people think the tall boy cans look cool.

**What do you hope to achieve in your role as celebrity spokesperson?**

My professional career playing for the Patriots is behind me now, however I still love getting out there for events and happenings. My role with Narragansett allows me endless opportunities for connecting with communities throughout New England. I also hope to leverage my role as a sports celebrity to make a significant impact in supporting the efforts of Narragansett to revive the historic brand, build a new brewery in New England, add jobs and boost our local economy.

**Congratulations on signing to do a weekly Sunday morning radio show on WEEI, Boston. What can listeners expect?**

It is going to be a fun show. I'll be offering good, insightful commentary on the ins and outs of football with my unique perspective of the game and hopefully I will break down the game in a way that the average fan can understand. Also, as one would expect, a bunch of guys on a sports radio show...there will be plenty of humor as well.

**You a lager or a light guy?**

Light. Though I love the craft offerings as well - Bock, Fest and Porter.

**Favorite kind of events to do with 'Gansett?**

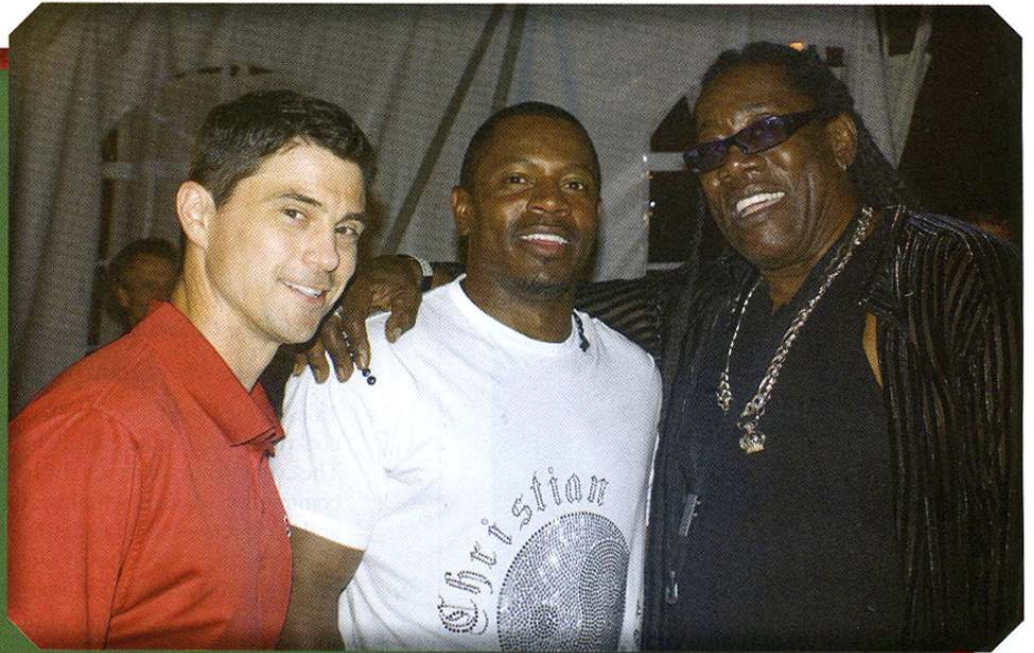
You probably won't be surprised by this answer...the sports-oriented ones. I love doing the charity golf tournaments

**Last question: Misquamicut, Hammonasset or Cape Cod?**

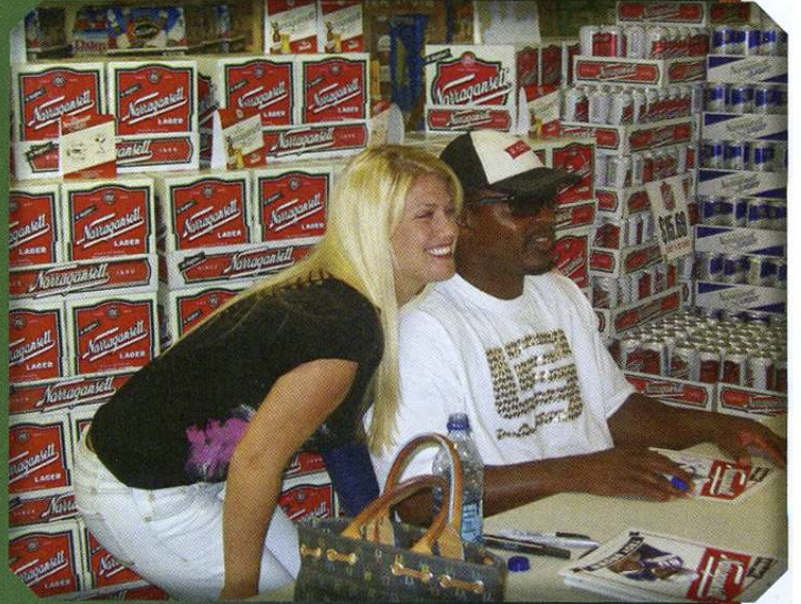
All of the above...I don't discriminate when it comes to beautiful New England vacation spots. And, now that I am done playing, I've been upping the get-away quotient, exploring all the cool and unique corners of New England.



Former New England Patriots player, Troy Brown pictured alongside Narragansett's VP Sales/Marketing, Jim Crooks (born and raised in RI, still a resident), and the E-Street Band's tenor sax player Clarence Clemens. The trio attended the 2010 Rock 'N Jock charity concert at the Crown Plaza in Warwick. Steve Smith & The Naked's headlined the show which benefits The Matty Fund charity for children with epilepsy. The following day all attended the Potowomut Country Club for the Rock 'N Jock golf tournament.



Troy Brown hosted a weekend-long fun series of tastings this past summer at RI package stores, including Gaebbers, Wakefield Liquors and Sweeney's.



Narragansett at the Mohegan Sun

