



Narragansett Brewing Company Up 45 Percent

Posted on 1/31/2011 12:04:22 PM

PROVIDENCE, R.I. - Narragansett, the historic New England beer company originally founded in 1890, is experiencing major growth over the past five years because of new President and Owner Mark Hellendrung.

In 1919 Narragansett was the number one beer in New England. In the 1940's it was the first beer company ever, to do a major sports sponsorship with the Boston Red Sox.

Over time however, the brand lost significant market share and became an after thought in the minds of many beer drinkers.

When Hellendrung took over the brand five years ago, they were producing just 6,000 barrels. In 2010, Hellendrung grew the brand 45 percent and broke the 30,000 barrel mark.

The lager, which won a bronze medal at the World Beer Cup and a gold medal at the International Beer Festival, has developed somewhat of a cult following among New Englanders.

Hellendrung is looking to churn out 50,000 barrels in 2011 and hopefully open a new brewing facility for their draft beers by 2012.

Check Brewbound's exclusive interview with Hellendrung below.





http://www.brewbound.com/News/2011-1-31-President_Mark_Hellendrung_optimistic_about_2011