





WARRPIES

BREWING



CPH

USA

MIKKELLER • 3 FLOYDS

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# A collaboration brewery

## *3 Floyds & Mikkeller*

When 3 Floyds Brewing Co. joined forces with Danish gypsy brewer Mikkeller to open Warpigs Brewpub in Copenhagen in 2015, it became one of the first American craft breweries to establish a beachhead in Continental Europe.

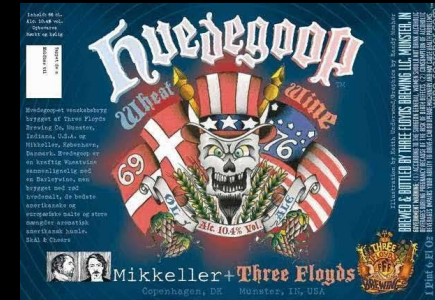
Now the two internationally ranked breweries are launching WarPigs Brewing in the States. Warpigs Lazurite, Salmon Pants and Foggy Geezer were created for Warpigs Brewpub and embody 3 Floyds' in-your-face metal-punk ethos and Mikkeller's innovative style.



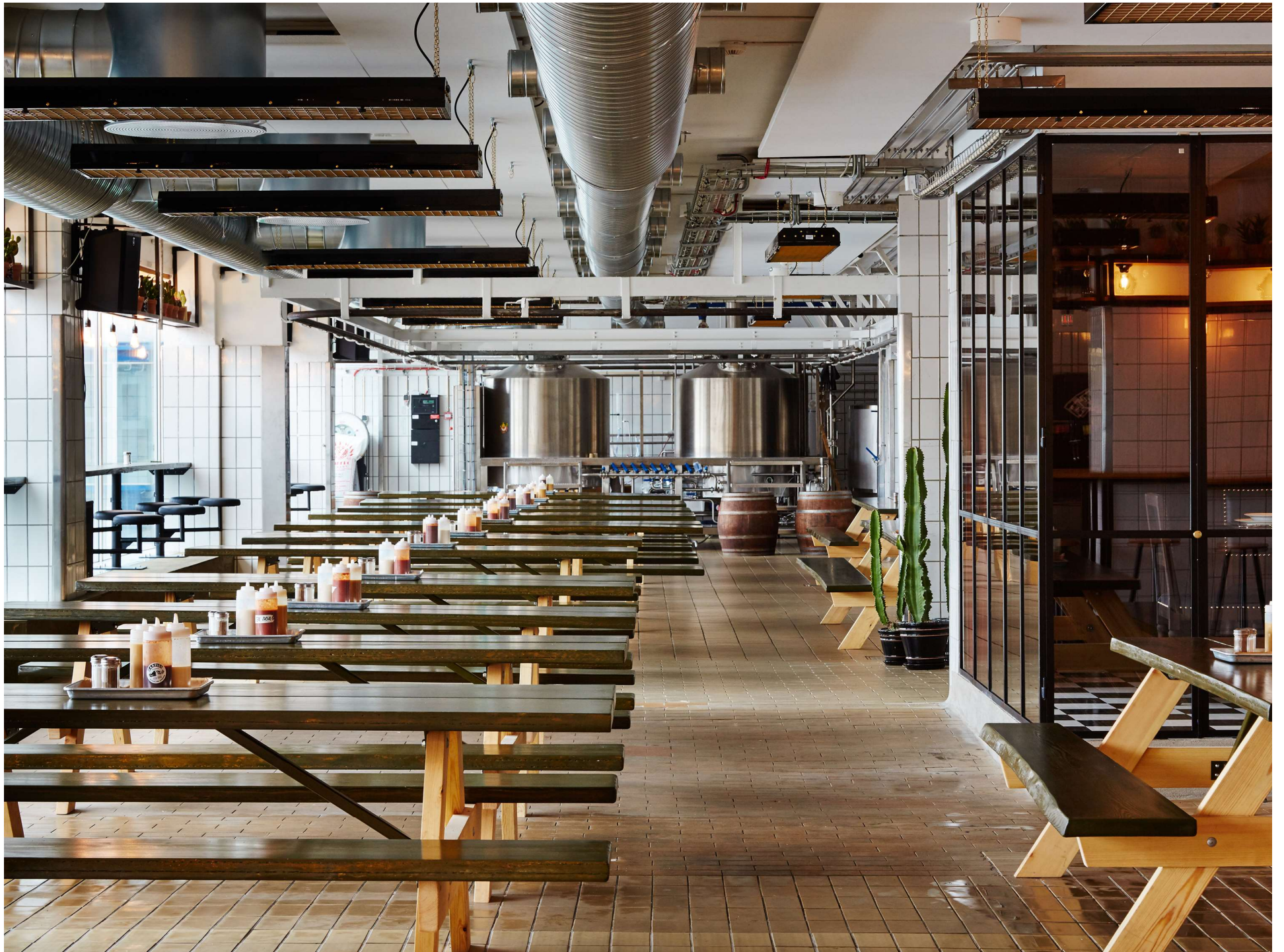
# A collaboration brewery

*3 Floyds & Mikkeller collaborations since 2007*

- Hvedegoop (Wheat) - 2007
- Oatgoop (Oats) – 2008
- Ruggoop (Barleywine) - 2010
- Boogoop (Buckwheat) - 2011
- Risgoop (Rice) - 2012
- Majsgoop (Corn) - 2014
- Bla Spogelse (Blueberry Wild) – 2014
- Black Flame (Imperial Stout) – 2015
- Lazurite (IPA) - 2015





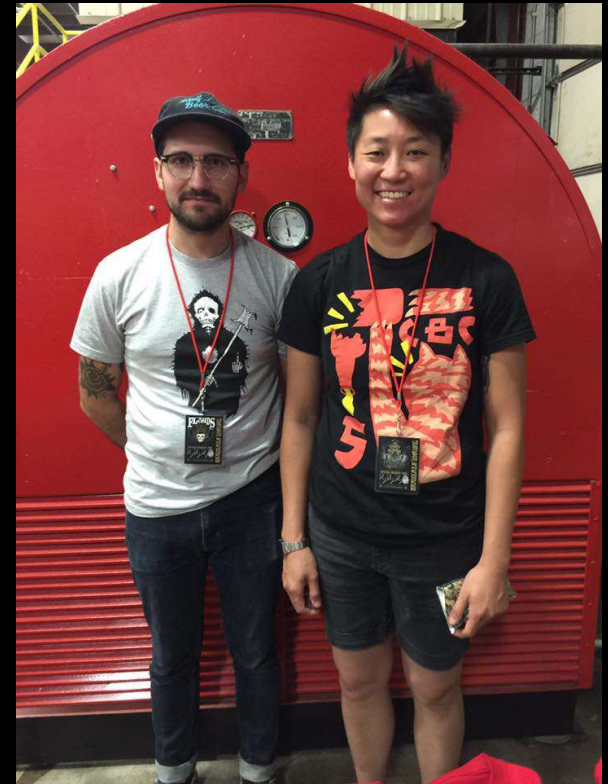




# A collaboration brewery

## *Copenhagen brewpub genesis*

- The WarPigs Brewpub opened in Copenhagen, Denmark in April 2015
- 3 Floyds sent one of their brewers, Kyle Wolak, to Copenhagen to become the head brewer and to bring aggressive in your face IPAs to Europe for the first time
- In the Summer of 2017, Lan Xin took over as Head Brewer after over five years brewing for Mikkeller









# A collaboration brewery

*Copenhagen brewpub TX BBQ / American food staples*









# Warpigs USA

## *Invading the states*

- In June, 2017, Warpigs launched Chicago and quickly built out stateside distribution across the Midwest. Indiana, Wisconsin & Minnesota were online within 3 months.

KNOWLEDGE-BASED PUBLICATION

### CRAFT BUSINESS DAILY

NEWS. NUMBERS. MOTIVE.

June 5, 2017

#### Three Floyds and Mikkeller Bring "WarPigs" Brand Stateside

Dear Client:

Indiana's Three Floyds Brewing and the famed gypsy brewer of Denmark, Mikkeller, are ready to give the U.S. a taste of what they've been cooking up overseas.

Recall that back in 2015, Three Floyds Brewing and Mikkeller joined forces to open a brewpub in Copenhagen, Denmark, dubbed WarPigs. Now, two years later, the two are bringing the WarPigs label here to the states. The stateside operation, entitled WarPigs Brewing, will launch in Chicago this week, [per](#) Chicago Tribune.

But the U.S. venture is not a brewpub, or their own production brewery. And they're not importing the beer, either. So...

WHERE WILL THE BEER COME FROM? The two brewers currently have no plans to bring the WarPigs beer over from Denmark, and they have no capacity to brew the beer here in the states, so where will the beer come from?

Well, two places: WarPigs is contracting production out to Great Central Brewing Co. in Chicago and Wisconsin Brewing Co. in Verona, Wisconsin. Three Floyds founder Nick Floyd and brewmaster Chris Boggess will oversee production at these two facilities, according to the Tribune.

WINDY CITY TO DISTRIBUTE. All of that production, for now, will be handed off to Windy City Distributing to supply the Chicago area. WarPigs is also hoping to make moves into Indiana, Minnesota, Ohio and Wisconsin in the near future.

CHICAGO BREWPUB "COULD HAPPEN." Pressed on whether they'll open up a WarPigs brewpub in Chicago, a brewery spokeswoman replied, "It could happen."

WARPIGS INITIAL LINEUP. WarPigs will start off with three beers: Lazurite IPA, Salmon Pants Lager, and the "it" style, a hazy IPA dubbed Foggy Geezer. All "have previously been available" at the brewpub in Denmark, per report. The brews will debut on draft this month, and are expected to make their way into 12-oz. cans by September.

# Warpigs USA

*Erik Ogershok: Master of brewing*





# Warpigs USA

*Erik Ogershok: Master of brewing*

- 10 years as the brewmaster for Real Ale Brewing in Blanco, TX
- In 2014, he collabed with 3 Floyds and Todd Haug, then of Surly now of 3 Floyds, on the legendary BLAKKR Imperial Black Ale
- Began brewing career in 1995 as an apprentice at Commonwealth Brewing in NYC
- Went on to brew at Copper Tank and Live Oak in Austin, then Poor Henry's and Victory in Philly where he worked his way up to head brewer
- He will lead daily operations for WarPigs, splitting his time among Great Central Brewing in Chicago (where Salmon Pants is brewed), Wisconsin Brewing near Madison (where Lazurite and Foggy Geezer are brewed), and 3 Floyds in Munster, IN
- Recently traveled to Copenhagen to meet the WarPigs Brewpub and Mikkeller teams and will be working closely with them
- 3 Floyds brewers Nick Floyd, Chris Boggess and Todd Haug continue to drive WarPigs, and are excited to add Erik's deep brewing and operational experience to the team







# Premier brand

## Flagship brands

### ■ Foggy Geezer Hazy India Pale Ale

- *All the sickest LDAC's dig this crazy new style. Super fruity and dank with a firm bitterness. Citrus, peach and tropical fruit aromas.*
- *Style: A hazy, fruity and heavily dry hopped IPA*
- *ABV: 6.8%*
- *IBU: 70*
- *Availability: ½ bbl & 6pk 12oz cans*



### ■ Lazurite India Pale Ale

- *One of Warpigs Brewpub's flagship beers created by 3 Floyd's Nick Floyd & Chris Boggess, Mikkeller's Mikkel Borg Bjergso, & Kyle Wolak, who started as a dishwasher at 3 Floyds and worked his way up to head brewer at Warpigs Copenhagen. Grapefruit, stone fruit, citrus and herbal aromas. A full malt body to balance the long-lasting bitterness*
- *Style: A bright and juicy American IPA*
- *ABV: 6.8%*
- *IBU: 70*
- *Availability: ½ bbl & 6pk 12oz cans*



### ■ Salmon Pants Lager

- *Grainy malt aromas mixed with floral, citrus and melon notes. A light body and a dry finish.*
- *Style: A full flavored and hoppy Premium Lager*
- *ABV: 5.3%*
- *IBU: 45*
- *Availability: ½ bbl & 6pk 12oz cans*







THANK YOU