Dog Tag Brewing Launches Beer Honoring Fallen Warriors

Rexam

CHICAGO (PRNewswire) — With the continuation of the craft beer boom, new breweries open up all the time across the U.S., but few have a mission as important or meaningful as Dog Tag Brewing.

With a tagline of "Enjoy your beer. That's an order," Dog Tag Brewing was created to provide quality beers that deliver a message of gratitude for the selfless sacrifice of the nation's military. The company works with families who have lost a loved one in the line of duty and details their personalized stories on its beer cans. In addition, a portion of its proceeds are donated to organizations selected by each family to individually honor their fallen hero.

Dog Tag Brewing turned to Rexam to make this mission a reality. Using Rexam's Standard Editions™ printing technology, different graphics can be produced on a single pallet of cans. As a result, the company can tell the story of 12 different fallen warriors on its IPA and Lager packages.

"Our fallen warriors who have paid the ultimate sacrifice are not just nameless and faceless statistics, but great Americans with stories of courage and inspiration," said Seth Jordan, United States Marine Corps veteran and president and founder of Dog Tag Brewing. "We wanted to create a product that would convey gratitude to those who have made the ultimate sacrifice and to the families they have left behind. We turned to Rexam and they have been fantastic from the beginning. Working closely with them, we were able to utilize their Editions printing technology to bring this idea to fruition. The cans look great and are the perfect vessel for our beer and our message."

Dog Tag Lager is created with Munich and crystal malts for a rich, complex beer that is light in body, clean and refreshing. Dog Tag IPA uses even more Munich and crystal malts to convey a slightly sweeter and malty flavor. The addition of American hop varieties provides the signature floral and citrus aroma of a seasoned pale ale. Both are packaged in 12 oz. Rexam cans with a camouflage design.

The company's initial production will honor the following courageous servicemen who died while defending their country: Sergeant Andrew J. Baddick, US Army; Specialist Thomas J. Barbieri II, US Army; Staff Sergeant Christopher Falkel, US Army; Staff Sergeant Joseph Gage, US Army; Sergeant Brian St. Germain, US Marine Corps; Captain Ryan K. Iannelli, US Marine Corps; Lance Corporal Eric Herzberg, US Marine Corps; Major Michael D. Martino, US Marine Corps; Sergeant Jeremy R. McQueary, US Marine Corps; Major Leon F. Morand, US Army; Lieutenant Colonel Mark Taylor, MD, US Army; and, Sergeant Matthew J. Sandri, US Army.

Dog Tag Brewing chose aluminum cans for its brews because of the many advantages they deliver for beer including durability, complete protection from light and oxygen to preserve freshness and beverage integrity, and portability. Cans are often allowed in places where glass is not. They are also the most sustainable beverage package in the world, as they are recycled at more than double the rate of any other beverage package.

Rich Grimley, president and CEO, Rexam BCNA, commented on how Rexam is helping Dog Tag with its mission. "Our innovative Editions printing process makes it possible for this customer to achieve its goal of telling the story of individual military personnel who died in the line of duty on its beer cans," he said. "At the same time, the cans deliver the best in environmental considerations with the highest recycle rate, as well as excellent filling, distribution and retail display economics. It's the perfect package to help build their brand and business."

Dog Tag beers are currently available at select retailers in Montana, Wyoming and Pennsylvania, with plans to expand nationwide.

About Dog Tag Brewing
Dog Tag Brewing is combat-veteran owned. We are profoundly grateful to our nation's military families and will ensure that their loved ones are not forgotten through our unique can design, community outreach and charitable giving. Please remember these great Americans, salute their sacrifice and enjoy our beer. For more information, visit www.dogtagbrewing.com *[1].*

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