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Ballast Point Introduces Fathom IPA

Attendees of the 'Great American Beer Festival' can enjoy an advanced taste

SAN DIEGO, Oct. 03, 2017 (GLOBE NEWSWIRE) -- [Ballast Point Brewing Company](#), a pioneer in the craft beer industry and one of the nation's leading craft breweries known for high-quality, award-winning and innovative beers, today announced the launch of new Fathom IPA, a refreshing spin on the brewery's signature West Coast-style IPAs.



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Photos accompanying this announcement are available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/7c516574-b79a-4aa1-b335-75e85391eedc>

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Ballast Point is the brewery behind the award-winning Sculpin IPA, the flagship beer in the brand's portfolio. While brewing Fathom IPA, Ballast Point took the same dedication to the craft that produced Sculpin.

"We've always tried to innovate by making what we like to drink, and that approach has struck the right chord with beer drinkers," said James Murray, vice president of brewing. "At Ballast Point, we love hops and we love IPAs. We saw an opportunity to brew an easy-drinking, lower-ABV version that we and our customers can enjoy on any occasion, while still getting the quality and flavor Ballast Point IPAs are known for. Fathom IPA checks all those boxes."

NEW FATHOM IPA: JUST THE RIGHT AMOUNT OF DEPTH

Highlighting Ballast Point's favorite characteristics of a West Coast-style IPA, Fathom IPA is a crisp-and-clean brew that features a touch of malt on the surface with an ocean of zesty orange and piney hops below. Ballast Point looked to research showing a consumer shift toward preference for lower alcohol levels in craft beer. At six percent ABV, Fathom IPA appeals to this trend and drinks smoothly with just the right amount of depth.

To distinguish Fathom IPA from other Ballast Point beers and make it easier for beer lovers to find on shelves, the brewery has introduced bold new packaging and graphics that stay true to its nautical theme. A number of the brewery's brands that feature more sessionable ABVs and flavors—including Bonito Blonde and Mango Even Keel—will take on this new look as well.

The new Fathom IPA packaging in bold blue, showcases a deep-sea diver submerged in water based on a popular original painting by resident artist [Paul Elder](#).

"Much of our success comes from constantly pushing the boundaries to stay ahead of the ever-changing craft beer industry, especially as consumers' tastes and preferences evolve. We love the Fathom artwork and name, and think it encapsulates the sense of adventure, new discovery and depth of flavor that defines Fathom IPA," said Greg Gallagher, senior marketing director of the Craft and Specialty Division at parent company Constellation Brands. "The new packaging will also make it easier for more people to discover Ballast Point."

The brewers at Ballast Point are also foodies at heart – they even have [tasting rooms and kitchens](#) in Southern California and Virginia – and recommend pairing Fathom IPA with unique dishes such as Smoked Mozzarella & Heirloom Tomato Salad, Seared Tuna and Black Truffle Ravioli, Blue Spruce Ice Cream, Mimolette Cheese and Soft-Shell Crab Sandwich.

QUALITY FIRST

Ballast Point ensures it delivers high-quality beer from coast-to-coast by taking each of its brews through a system of 300-plus quality touchpoints from grain to glass. Fathom IPA joins the robust portfolio of [Ballast Point beers](#), including Bonito Blonde, Mango Even Keel Session IPA, Longfin Lager, Manta Ray Double IPA and the signature Sculpin family: Sculpin, Grapefruit Sculpin, Unfiltered Sculpin, and more.

ENJOY FIRST TASTE OF FATHOM IPA AT GREAT AMERICAN BEER FESTIVAL

To celebrate the launch of Fathom IPA, Ballast Point will offer beer enthusiasts tastings of the new beer at the Great American Beer Festival in Denver, Oct. 5-7. Attendees can be among the first to try new Fathom IPA by visiting Ballast Point's booth G15.

Fathom IPA will be available in stores nationwide Oct. 9 in six- and 12-pack cans. Californian beer drinkers can also enjoy Fathom IPA in bottles.

For more information, visit www.BallastPoint.com.

About Ballast Point Brewing Company

Started in 1996 by a small group of home brewers in San Diego, Ballast Point has a 20-plus-year history of supporting the art of home brewing and developing high-quality, innovative and award-winning beer. Ballast Point has become one of the nation's leading craft breweries by exploring new tastes and techniques to create the perfect balance of taste and aroma. At Ballast Point, a culture of quality persists from selection of raw materials to the brewing process to the finished product and beyond. From developing a proprietary yeast for our amber ale to creating a breakthrough gold medal-winning IPA, Ballast Point is dedicated to the craft of brewing beers for all to enjoy.

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