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Brewing for Hunger Relief at New Holland, July 29

Holland, Michigan — July 19, 2016 — On Friday, July 29, New Holland Brewing Company will create a very special beer at their Pub on 8th Street. The beer itself is pretty special — a rare German-style ale brewed with all-Michigan ingredients — but here’s the real reason to take notice: Every pint will send four meals to people struggling with hunger right here in West Michigan.

That’s because New Holland will donate \$1 to Feeding America West Michigan for each glass sold during the month of September. It’s part of [Hunger Action Month](#), a series of events designed to get people to take a stand against hunger, many of them for the first time.

“New Holland is stepping up to support local hunger relief in a big way,” said Feeding America West Michigan CEO Ken Estelle. “Their commitment to our community is genuine. We’ve seen that again and again, and I love that they’re making it so easy for people, particularly in the craft beer community, to get involved.”

Head Pub Brewer Steve “Bert” Berthel has invited a dozen Feeding America West Michigan staff members, volunteers and supporters to brew with him on July 29. The beer, dubbed The Grateful Grain, is a recipe Berthel developed from the German [Sticke Alt style](#). Berthel will put his own spin on it by using only Michigan-grown barley, hops and yeast.

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“In Duesseldorf, brewmasters made a regular ‘Alt’ (old) beer and twice a year made a ‘Sticke Alt’ (old secret),” Berthel explained. “This special beer was slightly higher in alcohol content and hop bitterness and was made for special guests and for special events in the community.

“I think it is the perfect style choice for Feeding America’s event and it is really exciting to debut the first-ever 100 percent Michigan-grown version of this beer style.”

The Grateful Grain will be featured during [Rocktoberfest](#), a multi-course dinner featuring food, drink and music pairings taking place on Sept. 26. Last year’s event showcased dishes from New Holland’s Chef Dale Beaubien and other chefs from West Michigan and Chicago. The event raised the equivalent of 4,800 meals for Feeding America West Michigan.

Brewing will take place from 8:30 a.m. to 3 p.m. on July 29. While only invited guests may take part in the brewing process, the taproom will be open as usual. Media are welcome to attend.

New Holland patrons can expect to see The Grateful Grain on tap in early September. Information about Hunger Action Month can be found at FeedWM.org.

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About Feeding America West Michigan. Serving local families in need since 1981, Feeding America West Michigan reclaims safe surplus food from farmers, manufacturers, distributors and retailers. That food is distributed through a network of more than 1,100 food pantries, youth programs, and other hunger-relief agencies in 40 counties from the Indiana border through the Upper Peninsula. Each year, an estimated 492,100 people receive food from Feeding America West Michigan. For more information, visit FeedWM.org.

About Hunger Action Month. September is Hunger Action Month, a time when people all across the country will be taking a stand against hunger. This September, Feeding America West Michigan will be painting our communities orange — the color of hunger — to raise awareness of the startling fact that 1 in 8 people struggle to get enough to eat in West Michigan and the Upper Peninsula. Find out how you can take action against hunger. Visit FeedWM.org/HAM.