



*For immediate release*

**Riverbend Malt House announces partnership with New Belgium Brewing**  
*Old Tuffy Premium Lager now Craft Malt Certified beer*



Asheville, NC - April 15th. Riverbend Malt House has partnered with New Belgium Brewing on Old Tuffy Premium Lager, which now includes a portion of Southern Select, a flavorful base malt produced with 2-row barley grown in North Carolina.

Old Tuffy was originally conceived as a partnership between NC State University and New Belgium Brewing, with a portion of the proceeds directed towards the university's academic, sustainability, and innovation programs.

"As a fourth generation alumni, I've wanted Riverbend to be a part of this beer since it was released", says Brent Manning Riverbend's co-founder, "so it was really gratifying to have our malt included in the recipe."

This beer is the first Craft Malt Certified release for New Belgium Brewing, which attests to a minimum of 10% Craft Malt utilization in the recipe. This program was designed and implemented by the North American Craft Maltsters Guild as a mechanism to drive consumer awareness around locally-sourced, flavorful malts.

"This is an exciting opportunity for New Belgium to support our core values, said Christian Holbrook, Brewmaster for New Belgium, "building relationships with local farmers, businesses and purveyors just down the road from our second home in Asheville."

### **About Riverbend Malt House**

Riverbend Malt House, founded in 2010 and headquartered in Asheville, NC, is one of the original craft malting facilities in the US. Utilizing grain sourced from local, family owned farmers, Riverbend malt fuels high quality, unique beverages produced by hundreds of North America's finest craft breweries and distilleries. [www.riverbendmalt.com](http://www.riverbendmalt.com)



### **About New Belgium Brewing**

New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% For The Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit [NewBelgium.com](http://NewBelgium.com)

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### **About Craft Malt Certification**

<https://craftmalting.com/craft-malt-certified-seal/>

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