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Patagonia Provisions & Deschutes Brewery release organic non-alcoholic IPA, beer brewed with Kernza perennial grain

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Patagonia Provisions and Deschutes Brewery announce the expansion of their joint, USDA Organic beer line with the release of Patagonia Provisions Non-Alcoholic Organic IPA, available in major grocery chains across the US. Brewed with organic Kernza, a perennial grain known for its soil-healing properties, as well as organic hops and barley, this citrus non-alcoholic IPA follows in the footsteps of Patagonia Provisions Non-Alcoholic Organic Golden as the second Organic non-alcoholic offering in the largest style segment in craft beer (IPA).

With a mission to shift the brewing industry toward more responsible practices, Patagonia Provisions and Deschutes are expanding the use of Regenerative Organic Certified (ROCâ?¢) and organic ingredients in beer. These practices can enhance farmers' economic stability, reduce reliance on costly synthetic inputs, and rebuild damaged soil. Whatâ??s more, the brands are expanding accessibility to organic beer for alcoholic and non-alcoholic beer drinkers, as retailer pricing is trending in line with the rest of the craft beer category.

â??At Deschutes Brewery, we are heavily reliant on how the agricultural practices of our partners in the farming community

impact the productivity of the land. If the soil that grows our grains and hops is depleted over time, we risk being unable to supply high-quality beer. Weâ??ve never felt stronger that now is the time to commit to regenerative organic farming practices,â?• expressed Peter Skrbek, CEO of Deschutes Brewery. â??We couldnâ??t ask for a better partner than Patagonia Provisions to help us extend our line of regenerative organic beer and bring more farmers on board to produce high-quality hops and Kernza that allow us to brew delicious beer and grow our impact.â?•

The global market for non-alcoholic beer is rapidly growing and is expected to reach $44 billion by 2035. From 2019 to 2024 alone, the category saw a 175 per cent rise in volumes in the United States. With the rise of non-alcoholic beer drinkers fueling the growth of the entire beer category, Patagonia Provisions and Deschutes saw an opportunity to bring IPA lovers a beer that meets a flavour profile and hop expression in line with the bright and citrus-forward beer theyâ??re used to. Patagonia Provisions Non-Alcoholic Organic IPA brings notes of grapefruit and orange zest, supported by pine and a gentle floral lift to satisfy that thirst.

â??Consumers are more mindful than ever, cutting back on alcohol and choosing cleaner ingredients. Weâ??re proud to offer beer thatâ??s better for their bodies and the planet,â?• explained Paul Lightfoot, General Manager of Patagonia Provisions. â??Deschutes continues to elevate our organic line with standout flavour and quality.â?•