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Middleton, WI

Seasoned Beer Fans of Capital Brewery in for a Mellow Surprise this Spring!

Capital Brewery of Middleton, Wisconsin, is giving fans of its popular array of high-quality beers two more reasons to look forward to spring. This May, the 26-year-old brewery celebrates the release of its newly crafted Hop Cream, a smooth-finished ale dubbed an “IPA-Notta” by Brewmaster Kirby Nelson that will appear on shelves showcased in the brewery's brand new packaging.

Hop Cream, made with Wisconsin-grown Nugget hops, will appeal to the dramatic hops lover looking for aroma and taste while also giving fans of smooth-finished flavorful beer something to enjoy, too.

“Stylistically,” said Nelson, “it is somewhat unique, the beginning of a new category called “IPA-Notta.”

The release of Hop Cream also gives the brewery an opportunity to debut its long-awaited package redesign, a look that depicts the brewery's long-standing tradition of Wisconsin beer making in a refreshed and readily identifiable way, complete with a new logo, done in script that was created especially for them. The updated packaging aims to distinguish the brewery's heritage and experience in the field of Wisconsin beer making.

Jessica Schluter, Capital's Marketing & Communications Manager, said the subtle tan-colored craft paper with a refreshed blue image of the Wisconsin state capitol building will appear on all brewery products in the future. The change will be environmentally friendly, cost effective and will make it easier than ever for Capital drinkers to find the brewery's styles on crowded shelves, she explained.

“Essentially, our designers asked what we wanted to say with the new look and I said, 'I want people to look at our packaging and know we've been around for awhile, know that we know what we're doing and that we're established.' I think this succeeds.”

Hop Cream will be on tap at the brewery and a few other select locations during Madison Craft Beer Week May 4-13 and elsewhere in the state starting in early May. The new release exemplifies Capital's commitment to fostering its use of locally grown ingredients for brewing. In the past, the brewery has used wheat grown on Washington Island in Northern Wisconsin to make its popular Island Wheat Beer. They have also used ingredients from the state's northern region in the production of a limited release this year of Manoomator—a wild rice doppelbock.

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The Middleton brewery has recently been accepted into Wisconsin's Green Tier program, a certification process supported by the Wisconsin Department of Natural Resources designed to promote corporate environmental citizenship. Involvement requires the implementation of an environmental management system. Capital is among only a handful of Wisconsin-based breweries involved in the program, which aims to encourage sustainable practices throughout an operation.

Capital Brewery offers a wide range of beer “personalities” including seven annual styles, four seasonals and up to four limited releases. The brewery pursues authentic German stylistic brewing techniques and produces beers that are known for their flavorful profiles and high drinkability. Recently Capital and its family of beers was ranked #1 in the North Central division for Up-and-Coming Craft Brewers.

Hop Cream marks Capital's first entrance into the expanding field of hop-flavored beers. Nelson said he created it after a series of trials this year. To arrive at the final result, he brewed a Cream Ale and allowed it to ferment and then begin the aging process. At two weeks, he made a hopped hot water infusion using the Nugget hops. This infusion was next pumped into the tank containing the young beer and left to age for another two weeks.

Nelson is pleased with the result. “It has a nice hoppy aroma, and initial pleasant hop flavor, finishing malty smooth and inviting. Very nice!”

“I'm not a big hops drinker myself, since I don't usually like the bitter aftertaste,” added Schluter. “But Hop Cream is amazing because while it has the smell and upfront flavor of hops, it ends with a smooth taste that I really like.”



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