



## **MEDIA ADVISORY**

January 14, 2020

### **Arizona and Mexico Women Brewers Release New Beer**

*Las Hermanas (The Sisters) Available at Borderlands Brewing Company, Jan. 17*

Women brewers from Arizona and Mexico have worked together on a new beer, which will be released in Tucson at Borderlands Brewing Company, 119 E. Toole Ave., on Friday, Jan. 17, 2020, from 5 p.m. to 7 p.m. The first toast is at 5:30 p.m.

Las Hermanas (The Sisters) is the name of the new beer, which is a hazy, tropical and juicy IPA. This collaborative brew has brought together two nations in the spirit of diplomacy, a shared passion for craft beer and the empowerment of women. The release event will highlight these themes:

- Las Hermanas beer is the first-ever partnership between all-female brewers from Arizona and Mexico.
- Borderlands Brewing Company is the first all-female beer production facility in Arizona.

The Las Hermanas beer release event is open to the public, and members of the news media are invited to attend. Admission is free. Food will be available for purchase.

**Las Hermanas Beer Release**  
**Friday, January 17, 2020 @ 5 p.m. – 7 p.m.**  
**First Toast @ 5:30 p.m.**  
**Borderlands Brewing Company**  
**119 E Toole Avenue, Tucson, AZ 85701**

#### **About the Las Hermanas Brew Project**

This U.S.-Mexico women's brewing collaborative project was initiated by Visit Tucson and the Consulate of Mexico in Tucson with the support of Craft Tucson, Yakima Chief Hops, Country Malt Group, White Labs, Difusa, and many other craft beer-fans in the Southwestern border region. As a result of the generous donations of ingredients and up-front costs that these organizations have contributed, proceeds from each beer sold will be donated to nonprofit groups that support women in need on each side of the border and will go toward the professionalization of more women in the brewing industry.

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