

## **Post**: "Torched Earth" beer tastes like climate change



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- Article
- Environment, Branding & Marketing

## Content

"Torched Earth" is a wake-up call for consumers. Instead of clean water, it is brewed with the smoke-tainted version. High-quality hops are replaced with climate-resilient dandelion root, and barley gets swapped for buckwheat.

New Belgium is aware that beer pales in comparison to the deadly impacts of climate change already impacting the planet. The brewery is trying to do its part by powering much of its operation with solar panels.

https://finance.yahoo.com/news/belgium-creates-torched-earth-beer-165439902.html

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