



V I N Y L C R O W N

MEDIA ALERT:

LA RENAISSANCE DU MONDE:

Only HBCU-Owned Craft Beer Bar In New York Celebrates First Collaboration With Two Black-Owned Breweries

Harlem, NY, April 2021 – The HBCU (Historically Black Colleges & Universities)-educated partners of **Harlem Hops** (Kim Harris, Stacey Lee and Kevin Bradford) are thrilled to announce the Friday, April 9th drop of ***La Renaissance Du Monde***, a Harlem Style Tripel, brewed in collaboration with Orange, NJ's **Four City Brewing** and fellow Harlemite Julian Riley of **Harlem Blue**, with inspiration from Saint Cassius of **Vinyl Crown Records** and a label by visual artist Roosevelt "Black Rose" Taylor. A delicious, definitive springtime Tripel, this collab merges beer, beats and art through the mastery of top Black artisans in an indelible imbibe experience: golden amber with a fluffy, frothy head; classic Belgian yeast aromas followed by spicy banana notes and clove. 8.5% ABV.

It all started with a song--the very same song, "Harlem Hops", that you can download from the QR code on the beer's label. Just scan and sip. It's Cassius's jazz-inflected tribute to his favorite Harlem craft beer bar that, in three short years, has emerged as a leader in the vibrant movement to bring diversity to that craft beer world. A Black-owned business remembering and reclaiming African brewing history. "RE-presenting," as Julian Riley would say.

Harlem Hops co-owner Kim Harris reflects on the origin of the beer: "Cassius mentioned wanting to do a beer for the song, and our wheels began spinning on how to make that happen. When Kevin met Roger Apollon, Jr., and his partners Jeff Gattens and Anthony Minervino at **Four City**, he was eager to have me meet them as well. Everything flowed very organically. We brought in Julian and just kept rocking and rolling. From the style, to the flavor profile, to even the name of the beer, we all agreed." Julian says, "I jumped at the chance to work with **Four City**. This collab is the answer to: how can we collectively grow each of our brands' awareness, as we celebrate delicious beer, and the diversity IN BEING that we each bring to the table, as we broaden the category of people who enjoy great craft beer." Roger reveals the thought behind the beer's name: "***La Renaissance Du Monde*** flips the name of one of my favorite beers, a Belgian Tripel whose name means 'the end of the world'. Our thought is, especially after last year, that it was time for a rebirth, with a *Harlem-Style* Tripel. A new Harlem Renaissance."

Starting Friday, April 9th, the beer will be available exclusively at **Harlem Hops**, and at a handful of their favorite craft beer spots, who will be donating a portion of proceeds to **Harlem Hops**, the bar's educational foundation: *Bierwax* and *The Sampler*, Brooklyn; *The Local*, Nyack; *Draught Industries*, Beacon; *Beer Noggin*, Bronxville; and Mohawk Taproom, Scotia, New York. Thirsty beer fans won't want to sleep on this limited release. As Cassius declaims in his song's intro: "It feels like this could be the start of something!"

Harlem Hops

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Hours: Fri-Sun 3:00pm-10:00pm, Mon-Thurs 3:00pm-9:00pm

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In addition to being named *Imbibe Magazine's* **2019 Beer Bar Of The Year** and one of *Thrillist's* **Best Beer Bars in NYC**, and one of **USA Today's** 10Best Beer Bars 2020 and 2021, Harlem Hops' partners were amongst *SevenFifty Daily's* accomplished **2018 Drinks Innovators**. *Essence*, *ESPN's The Undeclared*, *The New Yorker*, *Grub Street*, *NY Amsterdam News*, *Fox5NY* and *The New York Times* also took notice of **Harlem Hops**.