

American Craft Beer It's Shandy Season

While last summer was a record-setting high season for French Provençal rose, all signs seem to point to a new European invasion this year; The shandy is having its moment.

Hailing from 17th century Europe, a shandy traditionally consists of beer mixed with equal parts lemonade, ginger beer or citrus soda. Originally known as the "Rich Man's Shandy Gaff," a mixture of champagne and ale, the drink evolved due to the vast majority of the general public who didn't have the means to spend for champagne, instead replacing it with ginger beer or lemonade.

While shandies and radlers have remained a public house novelty to date in Europe, stateside, the time is nigh for mainstream American acceptance. Vermont-based Traveler Beer Company is now bridging the transatlantic gap to reengineer the Old World beverage for this side of the pond — with a decidedly American craft twist.

Inspired by the old European pub classic, The Traveler Beer Company takes the traditional shandy and infuses it with American craftbeer innovation and passion. Rather than mixing ale with a citrus flavored

soda or lemonade, Traveler's craft American wheat beers are actually made with real fruit or fruit juices, such as lemon and grapefruit, making for a refreshingly approachable and sessionable craftbeer.

Rather than making Labor Day the last call for shandy-drinking season, The Traveler Beer Company releases a variety for all seasons. Jack-O Traveler, made with real pumpkin, hits shelves in the fall, and Jolly Traveler, with pomegranate, orange peel and holiday spice, hits in November, just in time for winter entertaining.

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