



## FOR IMMEDIATE RELEASE

### **SeaWorld San Diego and Mike Hess Brewing Create a New Limited Release Emperor Hazy IPA to Celebrate California's Newest, Tallest and Fastest Dive Coaster, Emperor Opening March 12**

- *Emperor Hazy IPA available only at SeaWorld San Diego*
- *A portion of Emperor Hazy IPA proceeds will be donated to Penguins International*
- *Dive into pineapple, mango and citrus hop flavors that will throw your senses for a loop*
- *Emperor is the tallest, fastest, and longest dive coaster in California, as well as the only floorless dive coaster in the state*
- *One of the most anticipated rides of 2022 by USA Today*
- *Pass Members Can Experience Emperor Dive Coaster and Enjoy Emperor Hazy IPA as early as March 2*

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**SAN DIEGO, CA (March 2, 2022)** SeaWorld San Diego and Mike Hess Brewing are tapping into something refreshing by creating a custom IPA that celebrates one of the most anticipated coasters of 2022 by *USA Today*, Emperor, the tallest, fastest, and longest dive coaster in the state, set to open at SeaWorld San Diego to the public on Saturday, March 12. The all-new limited release beer will be available only at SeaWorld San Diego to the public starting March 2, the same day that Pass Members can start previewing the ride before it opens to the general public. In addition to the great taste, guests can feel good about their beverage selection. Through SeaWorld's continued partnership with Penguins International to focus on penguin awareness and the conservation needs of this special aquatic bird, a portion of the proceeds from Emperor Hazy IPA will be donated to Penguins International.

"I am excited for the opportunities that partnerships like this can do to enhance the experience for our guests, and what a better time as we launch California's first floorless dive coaster, said Jim Lake, SeaWorld Park President. "This partnership allows us to spotlight the ride, the amazing species it is named after and support a cause focused on penguin conservation, education and research efforts. Mike Hess is a great friend of SeaWorld and we look forward to our continued relationship."

Emperor Hazy IPA is a 7.0% ABV delicious and citrus-forward Hazy India Pale Ale, a relatively new style of IPA in which the vast majority of the hops added to the beer are added at the very end of brewing, leaving all the bitterness out, and causing two desirable effects: first, a massive, citrusy aroma from the

beer and, second, an interaction between the hop's lupulin compounds and the beer's grains creating a smooth haziness appearance to the beer. Emperor Hazy IPA is crafted with water, barley, wheat, and oats, as well as Citra, Mosaic and Cascade hops. And, like all Mike Hess Brewing's beers, Emperor Hazy IPA is crafted to reduce gluten, so even guests who are gluten-intolerant may enjoy this ale.

SeaWorld and Mike Hess Brewing have partnered on custom brews for the park since 2015. The first, a fruit-forward IPA was created with the addition of real grapefruit juice to their popular Solis IPA brand. The beer, SeaWorld Solis, was an instant hit with guests and after its limited time at SeaWorld, and due to its popularity, the beer hit bars and grocery stores later that Summer. Grapefruit Solis was the number one brand for the brewery for over two years.

“It’s such an incredible opportunity to partner with an organization like SeaWorld, simultaneously an iconic San Diego brand as well as one so focused on their incredible work in protecting and preserving marine species, said Mike Hess, Founder and Chief Brewing Officer of Mike Hess Brewing. “The Mike Hess team is thrilled to be not only a part of the new coaster’s launch but to be aligned with another organization also doing much good. We’re very proud of this beer and hope it only enhances what’s sure to be an amazing day at the park.”

In addition to creating custom beers for SeaWorld, Mike Hess Brewing has been an active beer supplier at the park for over six years, participating in events such as Seven Seas Food Festival and the new Craft Beer Festival that debuted in 2021.

SeaWorld has brought back the popular SoCal Pass for only \$10 per month for a limited time. Not only will guests receive unlimited admission for 12 months\* and discounted parking but they will also take advantage of all the hops and drops with early access to floorless coaster thrills on the all-new Emperor Dive Coaster starting on March 2 followed by a refreshing gulp of Emperor Hazy IPA.

For more information about Mike Hess Brewing, visit [www.mikehessbrewing.com](http://www.mikehessbrewing.com). For more information, park hours and to purchase tickets, visit [www.seaworldsandiego.com](http://www.seaworldsandiego.com). Follow SeaWorld on [Facebook](#) and [Instagram](#) for the latest park details and information.

### **SeaWorld Parks & Entertainment, Inc.**

SeaWorld Entertainment, Inc. (NYSE: SEAS) is a leading theme park and entertainment company providing experiences that matter, and inspiring guests to protect animals and the wild wonders of our world. The Company is one of the world's foremost zoological organizations and a global leader in animal welfare, training, husbandry and veterinary care. The Company collectively cares for one of the largest zoological collections in the world and has helped lead advances in the care of animals. The Company also rescues and rehabilitates marine and terrestrial animals that are ill, injured, orphaned or abandoned, with the goal of returning them to the wild. The SeaWorld® rescue team has helped more than 39,000 animals in need over the last 55 years. SeaWorld Entertainment, Inc. owns or licenses a portfolio of recognized brands including SeaWorld, Busch Gardens®, Aquatica®, Sesame Place® and Sea Rescue®. Over its more than 55-year history, the Company has built a diversified portfolio of 12 destination and regional theme parks that are grouped in key markets across the United States, many of which showcase its one-of-a-kind zoological collection. The Company's theme parks feature a diverse

array of rides, shows and other attractions with broad demographic appeal which deliver memorable experiences and a strong value proposition for its guests.

### **Mike Hess Brewing**

Mike Hess Brewing is one of the premier craft breweries in California, whose beers are distributed across the state of California. Originally established in 2010 as San Diego's first nano-brewery, the company has expanded to include 6 locations and is now the 35th largest craft brewer in the Golden State. Their tasting room and brewery locations are family and dog-friendly including California's largest beach-side biergarten, "Mike's Yard", in Imperial Beach, the waterfront brewpub in Seaport Village across from the Navy's carrier turn basin and their spacious satellite tasting room in the Bay Area's Walnut Creek. They built their reputation through amazing teammates, by brewing a broad array of award-winning beers and purpose to bring people together over great beer around great causes. Their philanthropic efforts have raised almost a quarter-million dollars for worthy foundations just in the past three years. For more information, visit [www.mikehessbrewing.com](http://www.mikehessbrewing.com).

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