

Verboten gives you A Million Reasons to try this beer

Marketing Feature by Larry Berreth, October, 2017

Verboten Brewing & Barrel Project has really outdone themselves this time. This award-winning craft brewery from Loveland, Colorado recently released A Million Reasons, a Bourbon barrel-aged golden ale with cherries and orange.

Where else would a beer inspired by the classic Old Fashioned cocktail take its name than from *Mad Men's* own Don Draper?

Draper said, "When a man walks into a room, he brings his whole life with him. He has a million reasons for being anywhere, just ask him..."



Verboten begins by taking their Golden Ale then aging it for six months in Bourbon barrels. At the end of that period, the beer is blended at cask strength and brewhouse-made Luxardo cherries and orange peel are added. The delicious end result is 8.0% ABV with 19 IBUs.

Just in time for Great American Beer Festival week, A Million Reasons is available on draft at their tasting room in Loveland and locally in bottles at better beer retailers who strive to bring you the newest releases and hundreds of options for both the beer connoisseur and the casual drinker.

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