



Mountain Khakis® and Catawba Brewing Co. Collaborate on Soulshine Kölsch™

Proceeds from co-branded Soulshine Kölsch will benefit Catawba Lands Conservancy

JACKSON HOLE, WY (June 26, 2018) – Just as summer BBQs and are shifting into high gear across the country, like-minded companies, [Mountain Khakis®](#) and [Catawba Brewing®](#) have joined forces to create the limited-edition [Soulshine Kölsch™](#), the perfect brew for pairing with summer fun.

With the official launch happening Friday, June 29th, the co-branded Soulshine Kölsch marks a special collaboration between the apparel and beer brands, both of whom have locations in North Carolina and embrace the *hell yeah!* lifestyle of mountain towns like Jackson Hole, Wyoming: the hometown of Mountain Khakis.

In addition to sharing great taste, the two brands are committed to quality product, celebrate outdoor adventure and are committed to protecting lands and waterways. In line with both companies' conservation stewardship, a portion of all Soulshine Kölsch sales will benefit the [Catawba Lands Conservancy](#).

"Our companies came together with such great synergy! Mountain Khakis does things authentically. Catawba Brewing does things authentically...it was a natural partnership," said Mary Mayo, Creative Director of Catawba Brewing Co. "We share pride in this delicious summer beer and that Catawba Lands Conservancy will benefit from our efforts."



SOULSHINE KÖLSCH
GERMAN-STYLE ALE

Described as light, crisp, and effervescent, Soulshine drinks like a fine German lager with hints of ale-type fruitiness. According to the Catawba brewers, "The delicate complexity is achieved through traditional fermentation methods unique to the Kölsch style. Noble hops balance the pale malt character with floral, earthy notes and provide its characteristic dry finish." They should know.

Soulshine Kolsch will be available in cans and on tap starting Friday, July 29th in the following states: North Carolina, South Carolina, Alabama, Georgia & Tennessee.

About Catawba Brewing®

Founded in 1999 by the Pyatt family, natives of Western North Carolina, Catawba Brewing operates a main production facility in downtown Morganton, NC; a boutique brewery/tasting room in downtown Asheville, NC; a tasting room in Asheville's Biltmore Village and a new Catawba brewery/tasting room in Charlotte's Plaza Midwood area. Catawba beers can be found in NC, SC, TN, AL, and GA. Catawba's footprint was extended in late 2018 from the mountains to the sea with the acquisition of the oldest South Carolina brewery since prohibition: Palmetto Brewing of Charleston, SC.

About Mountain Khakis®

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, Wyoming has become a top-performing mountain inspired lifestyle apparel brand. Established in 2003, Mountain Khakis quickly became a staple in the wardrobe of everyone from ranch

hands to golf pros, those who travel by jet, as well as those who travel by thumb. The Mountain Khakis brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life. Catch the vibe [@MountainKhakis](#) and [MountainKhakis.com](#).

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