



Mountain Khakis® & Catawba Brewing Co. Limited Release Soulshine Kölsch™ Raises Over \$6K for Catawba Lands Conservancy

JACKSON HOLE, WY (NOVEMBER 14, 2018) – Earlier this year, [Mountain Khakis®](#) and [Catawba Brewing®](#) joined forces to create the limited release [Soulshine Kölsch™](#), just in time for summer BBQs and parties. The co-branded Soulshine Kölsch marked a special collaboration between the brands as both are known for celebrating outdoor adventure and are committed to protecting lands and waterways. In-line with their conservation stewardship, the two brands pledged to donate a portion of the Soulshine sales to the [Catawba Lands Conservancy](#) (CLC). All summer, people loved the light crisp Soulshine Kölsch and \$6,803.60 was raised and donated to the Catawba Lands Conservancy.

“We were thrilled to present the Catawba Lands Conservancy with their check recently. Our friends at CLC can protect one acre of land for every \$500 raised, so Soulshine Kölsch was directly responsible for protecting almost 14 acres of land from development,” said Mary Mayo, Creative Director of Catawba Brewing.



The limited release Soulshine Kölsch has sold out for the year, but it had a good run from June through September in four Catawba Brewing tasting rooms with a 5-state distribution (draft and 6-pack cans). Soulshine sold particularly well in the Asheville, North Carolina area, where it was perfectly suited for outdoor summer fun in the mountains. Stay tuned for future collaborations between Mountain Khakis and Catawba Brewing Company.



Pictured from left to right:

Noah Robertson (Director of Product Development, Mountain Khakis), Mary Mayo (Creative Director, Catawba Brewing Company), Tom Okel (Executive Director, Catawba Lands Conservancy), Victoria Payne (Director of Finance and Administration, Mountain Khakis), Jeremy Hale (President, Mountain Khakis), Cameron Gadd (Dealer Services Manager, Mountain Khakis)

About Catawba Lands Conservancy

Catawba Lands Conservancy (CLC) is a land trust – a nonprofit, community-based conservation organization that permanently conserves and manages land for public benefit in the Southern Piedmont of North Carolina. We are dedicated to saving land and connecting lives to nature. More information at: <http://catawbalands.org>

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. More information at: <https://catawabrewing.com/>

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 premium 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 quality apparel with the rugged outdoors. @MountainKhakis and MountainKhakis.com.

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