

What even is a Beer Launch? And what is an IPA?

Space Cadet - Hazy IPA

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~~Recently~~, on the 10th of July, the Rascals Brewing launched a new beer called *Space Cadet - Hazy IPA*. Quoting from their website, the beer is a hazy IPA with tasting notes of pale ale malt, wheat malt and oats. This might not mean much to the average drinker, since some could say beer is just...beer, but demand for craft beers has increased tremendously throughout the past decade, with sales skyrocketing in most of Europe and the US.

IPAs, or India Pale Ales (not from India, but from England), are a type of craft beer that date back to the 1700s in London. The main difference compared to other beers is the added hops in the brewing process, which gives them a more bitter taste and a higher ABV. Due to many possible ratios that can be used, many varieties of IPAs have surfaced over the years, such as New England IPAs, West Coast IPAs, and Hazy IPAs. The latter is the type of beer that Space Cadet is, characterized by a hazy appearance and a juicy taste.

Space Cadet has an ABV of 5.8% and was brewed with Australian hops called Luna and Galaxy (fitting names), ~~and~~ is described as "~~delivers~~ a juicy burst of mango, passionfruit and peach, layered with zesty citrus and a subtle berry softness", which certainly lives up to the reality of the beer. At the launch event for the beer, held at the brewery in Dublin 8, there was a space themed quiz (featuring appropriate Star Wars references), some space snacks and a tasting of the Space Cadet, alongside a great starter beer before the launch.

Events such as these pop up more and more often, ~~and~~ are a great way to meet other beer enthusiasts, while also learning about the brewing process and experiencing new beers. Marketing motivations also play a role, since a beer launch increases the likelihood of social media buzz and people buying cases of the beer on launch day.

Other events centered around beer and wine are also becoming more popular in Ireland, even though younger generations are drinking less alcohol. Reasons as to why could include the unaffordability to go for a quick pint, or increased health concerns and fitness movement (although Dublin features the best of both worlds, with a run club with pints included after).