

A BEER-WINE HYBRID CRAFTED FOR CURIOUS DRINKERS

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Vermont – **Magic Hat Brewing Company** has created Duvine, pushing the boundaries of what is typically considered beer.

The drink is comprised of 51% beer and 49% wine, and is available in both white and red varieties. To create Duvine, the brewers add grape must – the juice and skins of the grape – to the wheat beer base, co-fermenting and resulting in a 7% ABV blend. According to Magic Hat, the drink is refreshing like a beer, but complex and aromatic like wine.

With more American consumers drinking wine – according to Gallup, more than a quarter of drinkers listed wine as their preferred beverage in 2018 – Magic Hat is diversifying to capture the attention of younger consumers. ‘They are into exploration, they want to be surprised, they’re willing to try everything,’ says Mark Hegedus, the brand’s general manager.

Magic Hat joins a number of alcohol brands experimenting with tipples that transcend categories, creating a new breed of **Post-category Spirits**.