

For Immediate Release

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Brewery Passport Program Brings New Customers To Hunterdon County Craft Breweries

Seasonal Passports ‘encourage people to explore our county’

Sept 15, 2022 - Flemington, NJ - The Hunterdon Beer Trail (hunterdonbeertrail.com) recently launched their third seasonal (Summer/Fall) Brewery Passport promotion, and the craft brewers of Hunterdon County couldn't be happier.

“People are discovering our little brewery because of the passports - we are meeting new customers from all over the state, and we're excited to introduce them to our beers,” explained Adam Juncosa, co-owner of the Stockton micro-brewery Odd Bird Brewing.

“People love the passports. Some couples have told us they visit a different brewery each weekend, and make a day of it exploring each town, explained Braun Kiess co-owner of Readington Brewery and Hop Farm.

The Brewery Passport is a seasonal promotion which invites guests to visit each of the seven Hunterdon County craft breweries on the “beer trail” over a few weeks, get their passport stamped, and be awarded with a commemorative glass. The colorful passports contain facts about each brewery, a space for each stamp, and a QR code which links to the daily beer menu at each location.

People enjoy the passports in different ways. “Some folks are really into the collectible glasses while others gather a group of friends or co-workers and visit a different brewery each week. The serious craft brew folks ask a lot of questions and love to sample – we love meeting them all!” added Kiess.

The promotion is sponsored by the Hunterdon Beer Trail (hunterdonbeertrail.com), a partnership between local brewers and the Hunterdon County Department of Economic Development & Tourism. Launched in 2021, Hunterdon Beer Trail is an online guide to Hunterdon County's seven craft breweries including maps, tap lists, and special events.

The Hunterdon Beer Trail is comprised of [Odd Bird Brewing](#) (Stockton), [Lone Eagle Brewing](#) (Flemington), [Conclave Brewing](#) (Raritan Township), [Highrail Brewing](#) (High Bridge), [Descendants Brewing Company at the Old Ship Inn](#) (Milford), [Sunken Silo Brew Works](#) (Lebanon), and [Readington Brewery & Hop Farm](#) (Readington).

“This program is a great fit with our new tourism initiative - explorehunterdonnj.com. Passports encourage people to explore our county, including our breweries, but also our countryside, vineyards, farms and historic towns,” explained Marc Saluk, Director of the Hunterdon County Department of Economic Development & Tourism.

This Fall, each brewery will create “Trail Mix 2” in a friendly brewing challenge that began with the release of the Winter passport. For this challenge, the brewers will begin with the same base recipe, then add their own unique flavor(s) and spin to create something that inspires their brewery. “We all had so much fun with the first Trail Mix, and the beer fans really enjoyed it,” explained Bob King, co-owner of Lone Eagle Brewing in Flemington. The Trail Mix 2 brews will be available in late Fall.

Program details include:

- Summer/Fall 2022 Brewery Passports can be picked up participating Hunterdon County craft breweries during regular business hours.
- Passports will be given out through December 2022, or while supplies last.
- To complete the passport and earn a prize, visit each of the seven breweries and get the passport stamped.
- Redeem passports and pick up your collectible glass at any of the seven participating breweries by December 31, 2022.

News and updates from the Hunterdon Beer Trail are available by signing up for the monthly email newsletter on hunterdonbeetrail.com, or by following on social media. Other Hunterdon County tourism initiatives include ExploreHunterdonNJ.com, Hunterdon579Trail.com, HunterdonMainStreets.com, and BikeHunterdon.org.

Photo Caption:

Lone Eagle Brewing team members Dylan Kearney of Ringoes and Lindsay Zengel of Stockton are pictured with Summer/ Fall Hunterdon Beer Trail Brewery Passports at the brewery in Flemington, NJ. Brewery Passports are free and can be picked up at any of the seven Hunterdon County craft breweries on the “beer trail” during regular business hours.

[Photos Here](#)

Courtesy Photos