

## Boston Lager Remastered

Samuel Adams Founder & Brewer Jim Koch Discusses the History of Samuel Adams, Boston Lager Remastered, and the Relentless Pursuit of Better Beer



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The beer that made Samuel Adams...just got better. Driven by its relentless pursuit of better beer, Samuel Adams is remastering its flagship Boston Lager to match the preferences of today's beer lovers. Recently, Jim Koch, Founder and Brewer of Samuel Adams, participated in a nationwide satellite media tour to discuss the history of Samuel Adams and what led them to remaster the classic lager.

A video accompanying this announcement is available at:

<https://youtu.be/uB1TIHD2uh8>



Samuel Adams Founder & Brewer Jim Koch Discusses the History of Samuel Adams, Boston Lager Remastered, and the Relentless Pursuit of Better Beer

For nearly 40 years, Boston Lager has been the flagship beer of Samuel Adams; it represents the heartbeat of the Samuel Adams brand and helped lead the American craft beer revolution, igniting a passion for full-flavored brews.

Since 1984, Samuel Adams Boston Lager has used the world's finest hand-selected ingredients to create a perfectly balanced and complex original brew. So, why change a classic? The recipe hasn't changed. Boston Lager Remastered still uses Koch's great-great grandfather's mid-19th century original recipe but has evolved the process to reduce filtration, incorporating a traditional German practice of biological acidification while dropping the roughness from the husks of the barley. The result is a brighter, easier-drinking beer that leaves a little more sparkle in every glass.

Boston Lager Remastered is easier-drinking and more refreshing than ever before. Its classic complex-yet-balanced flavor profile features a backbone of caramel and toffee malt notes and a distinct noble hop character with hints of pine and citrus for a crisp finish.

Samuel Adams Boston Lager has used the world's finest hand-selected ingredients to create a perfectly balanced and complex brew – and that has never changed. To this day, Jim still tastes each batch of Boston Lager to ensure it reaches the brand's high-quality standards. When drinkers pick up a Boston Lager, they know they're going to rediscover the elegance of lager and experience a rich, delicious full-flavored beer.

Jim Koch says there's a perfect Boston Lager out there, Samuel Adams just hasn't made it yet. Until then, the brand will continue chasing perfection in a glass of beer.

For more information, visit [samueladams.com](https://www.samueladams.com)

### **Jim Koch, Founder & Brewer of Samuel Adams**

Jim Koch, founder and brewer of Samuel Adams, is passionate about brewing craft beer. As a sixth-generation brewer, beer runs in his blood but the brewing business was bleak when Jim wanted to start his brewery. He attended Harvard and earned an undergraduate degree and advanced degrees in Business and Law, taught adventure skills for Outward Bound and worked for Boston Consulting Group, counseling corporations while also learning from them.

In 1984, Jim decided to pursue his dream. Following family tradition, he brewed his great-great grandfather's lager recipe. Brewing the first batch in his kitchen, he named the beer Samuel Adams Boston Lager. Unbeknownst to Jim, Samuel Adams Boston Lager would soon become a catalyst of the American craft beer revolution and serve as the flagship brand in Boston Beer Company's portfolio which also includes Twisted Tea, Angry Orchard and Truly. In 2019, Dogfish Head Craft Brewery joined the Boston Beer Company,

reinforcing Jim and the company's craft credentials and ongoing commitment to growing the category.

Jim relentlessly focuses on brewing the best craft beer possible with an obsessive eye on quality and flavor. Looking to push the brewing envelope, he pioneered the "extreme beer" movement, challenging drinker's perception of beer with complex, barrel-aged brews like Samuel Adams Triple Bock and Utopias, a beer of great unprecedented flavor and alcohol content. Over the past 38 years, Samuel Adams has become one of America's largest craft breweries but still only accounts for a fraction of the category. As the industry evolves, beer remains the backbone of the Boston Beer Company, and Jim continues to pour the same passion and commitment into each innovation as he does Samuel Adams Boston Lager. Jim is also the author of the National Best-Selling book, *Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two*.

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