

Dog is my co-pilot.

the dog culture magazine

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Have a Beer, Save a Dog

Weyerbacher Brewing Company shows its canine love, one IPA at a time

When fans of craft beer hear the name Weyerbacher—a small-batch brewery headquartered in Pennsylvania’s Lehigh Valley—their thoughts often turn to the company’s high-alcohol-volume, “huge taste” beers, famous for their often outrageous flavors. And thanks to the canine-loving husband-and-wife team who founded the brewery in 1995, dog lovers now have an extra reason to raise a pint.

Weyerbacher’s aptly named Last Chance IPA is that reason; 5 percent of the proceeds from the sale of the beer, on draft or in bottles, is donated to regional animal rescue operations. Within just two years, this charitable beer-for-dogs program has raised more than \$43,000. As co-owner Dan Weirback explains, Lehigh Valley’s severe stray-dog problem, which filled one of the region’s largest no-kill shelters to full capacity in 2012, was the main inspiration for the hop-heavy India Pale Ale. “We wanted to do something to help these needy, loving animals,” says Weirback, who has three dogs of his own, two of them rescues. “Tying it to our IPA is a good way to get the word out and get the public involved.”

—Dan Eldridge

