

# Newport Parade Lager

By Coastal Extreme Brewing

Front page of Newport Daily News 2/9/11

## Storm brewing for parade

### Parade Lager to benefit Newport St. Patrick's Day event

By James J. Gillis  
Daily News staff

NEWPORT — If people are going to drink beer on the day of the Newport St. Patrick's Day Parade, the committee organizing the annual event figures the parade should benefit.

Gearing up for the 55th annual parade on March 12, the committee is teaming with Coastal Extreme Brewing Co., the brewers of Newport Storm, on a project called Parade Lager Beer. The beer will be sold locally a week before and a week after the parade, with partial proceeds going to its support services.

"We won't use any money on the parade itself," Parade President Dennis Sullivan said. "It will be for hospitality services such as putting up Porta-Johns and signage on the route. We'll also have barricades on lower Thames Street this year, to keep some people back."

Coastal co-founder Brent Ryan and publicist Laura Blackwell approached the committee earlier this year about a special beer for parade time, Sullivan said. Blackwell said the brewery will produce 60 kegs this year, possibly more in 2012, to be sold in local liquor stores and bars. After brewery expenses are met, the parade committee could net about \$40 a keg.

"We're hoping to raise \$2,000 or more for the parade," Blackwell said. "We're going to try it this year and see how it works."

Parade committee members helped Coastal co-owner Derek Luke get a batch of the beer going Monday afternoon. It takes about a month from start to finish to brew the beer, Blackwell said.



David Hansen ♦ Daily News staff

Derek Luke, second from left, of Coastal Extreme Brewing Co. speaks to members of the Newport St. Patrick's Day Parade Committee as the group brews Newport Parade Lager on Monday in Newport. Committee members are, from left, Glen Cardinal, Joe Titus, Bob O'Neill and Chas Donovan.

## Brewing

Continued from A1

On hand were Sullivan, Glen Cardinal, Chas Donovan, Bob O'Neill, Dan Titus and Joe Titus.

"We rely on businesses to help us fund the parade," Sullivan said. "This year has been a little slow so far. Money from the beer will help with some of the things the city has asked us to do, like the Porta-Johns."

The parades have struggled with crowd control and rowdy drunkenness over the years. The city has cracked down on drinking in public, citing violators and hitting them with big fines in Municipal Court.

The irony of supporting the parade with beer proceeds is not lost on Sullivan. "A few people have mentioned it," he said. "But most people who go to the parade don't go to get drunk and get into fights. They come to see the parade and catch up with people they haven't seen in a while. Most people will have one or two beers and that's it. And if they're going to drink beer, we hope it's the beer that we're going to get some money from."

Donovan, 81, has marched

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**CHAS DONOVAN**

St. Patrick's Day Parade Committee member

in every parade since 1980, after he returned to Newport after years living out of state. The lager sales will be a plus for a good event that needs all the support it can get, he said.

"You have no idea what this means to us," Donovan said. "We have to always ask the business people for help to run the parade, and it's never easy. This will help with some of the things we need."

Sullivan said spectators may not see the results of the beer sales this year, since it remains to be seen how it will sell. "But in 2012 we hope to be able to do more on the parade route," he said. "We hope this becomes a local tradition."

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