

TO LEARN MORE ABOUT THE SALMON SUPERHIGHWAY, CHECK OUT THE PROJECT AT SALMONSUPERHWY.ORG



SUBMITTED PHOTO

The sale of Pelican Brewing's Five Fin Pilsner promotes the ambitious Salmon Superhighway project.



SUBMITTED PHOTOS

Above: The Salmon Superhighway project will restore access to almost 180 miles of blocked salmon and steelhead habitat on Oregon's North Coast.

Left: David Reid, a Fort George Brewery Magazine Mug nominee last year, put his fundraising efforts toward Clatsop Animal Assistance.



Continued from Pg. 10

since 2012 and opened their tap room in 2014. They quickly saw the importance of giving back to the friends and neighbors who have supported them from day one.

To that end, they have established the Giving Back Tap at North Jetty, which features a beer created just to recognize and support a local community group.

This year's beer will benefit the Friends of Willapa National Wildlife Refuge and their ongoing educational efforts.

Michelle Svendsen — an avid hiker — said the pairing was a natural fit. “My husband and I love to hike, love the trails here,” she says.

This past summer, the brewery held its first-ever Brews & Views Summer Hike Series, which featured a different hike in Willapa National Wildlife Refuge in July, August and September. Guides shared information

about plants, animals and current restoration efforts, and Michelle Svendsen talked about natural ingredients that can be used in brewing and cooking. The events also helped enlist interested people to sign up with the Friends program.

“It was a fun way to get people out and learning about our beautiful peninsula trails and treasures as well as getting people signed up for Friends of Willapa,” Svendsen says. “So many people didn't know what great things they are doing for the refuge and our community — not to mention the fun events they have for the members of the group.”

At the end of the hike series, the Svendsens decided to create a beer celebrating the Friends' work. The result was a light-bodied amber ale featuring pine notes from the Chinook and Western red cedar dry hop.

A big part of the fun comes in naming the brew, something that participants

worked on during the “brew day” in October.

“We had about 10 people from Friends of Willapa on hand with us, and they all came up with different names,” Svendsen says.

The brew was narrowed down to three top choices: Willapa Amber Ale, Willapa Bay Amber Ale and Willapa Refuge Red.

After much deliberation, everyone settled on calling the brew Willapa Refuge Red Ale.

“There were some pretty crazy names being thrown out,” Svendsen says with a laugh. “We wanted something that kind of rolls off the tongue.”

Released at a party on Nov. 13, this creation marks the second year of North Jetty's Giving Back Tap.

50 cents of every pint sold of the specially brewed beers goes to benefit the chosen organization. The first year's Giving Back Tap

To find out more about its Giving Back Tap, visit North Jetty Brewing at northjettybrewing.com

— Straight-A Amber Ale — was brewed to benefit Ocean Beach Education Foundation on the Long Beach Peninsula. It raised over \$700.

The money raised for Friends of Willapa will go toward the group's youth outreach programs, which teach kids about local ecosystems. And North Jetty Brewing will continue its Brews & Views Hike Series next summer too.

For the Svendsens, partnering with organizations like the Friends of Willapa National Wildlife Refuge to educate and donate is a no-brainer.

“For us, our community supports us, gets us through the winter,” Michelle Svendsen says. “We absolutely wanted to give back. This all fits in with our love of the peninsula.”



PHOTO BY DANNY MILLER

Proceeds from North Jetty Brewing's new Willapa Refuge Red Ale, a fresh-hopped Western red cedar beer, benefits the Friends of the Willapa National Wildlife Refuge.