

Press Release: More Details on Steve Austin Launching “Broken Skull IPA”

October 29, 2015



As noted, Steve Austin has teamed up with El Segundo Brewing Company to launch a new “Steve Austin’s Broken Skull IPA” beer.

Below is the full press release from El Segundo:

Steve Austin & El Segundo Brewing Present Broken Skull IPA

(El Segundo CA) – WWE Hall of Famer, Steve Austin, and El Segundo Brewing Company, one of LA’s premier craft breweries, have teamed up to create what Austin describes as “one bad ass beer”. Known around the world for his intense in-ring style, trash talking, and beer swilling antics, Austin has embraced the craft beer world with a hands on approach.

After meeting with ESBC founder, Rob Croxall, it was clear they had a lot in common. Austin, who knows good beer when he tastes it, was already a fan of ESBC’S Citra Pale and Mayberry IPA. Over a table of beer, conversation shifted to a collaborative effort utilizing ESBC’s expertise in brewing and Steve’s vision of the ultimate India Pale Ale. Austin described in detail the characteristics he loved in a great IPA. The resulting recipe, churned out by Rob, created a beer that boasts a big mid palate flavor from ample use of Cascade, Chinook, and Citra hops. The finish is wonderful with hops fading quickly and a polite bitterness that trails off easily. This is the ultimate IPA designed for the working man and woman who love great beer. The work is done. Time to enjoy a cold one.

El Segundo Brewing, located at 140 Main St, El Segundo, will launch BROKEN SKULL IPA on lucky Friday, November 13th. Steve Austin will be behind the bar serving up this tasty brew from 1pm-8pm. Tickets are REQUIRED. tinyurl.com/brokenskull. Come on down, enjoy a Broken Skull IPA, and shake Steve’s hand for a job well done.