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St. John Brewers to Launch 'Love City' Premium Hard Seltzer in February

Business / **Published On January 27, 2021 04:56 PM /**

Staff Consortium **January 27, 2021**

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ST. JOHN — In February, St. John Brewers — a well-established craft brewery in the Virgin Islands — will launch the "Love City Hard Seltzer", which aims to deliver a “Tropical Kind of Tippy”.

The [hard seltzer](#) will come in four flavors: Watermelon Dragonfruit, Mango Mandarin, Hibiscus Pomegranate, and Passion Fruit. The new product is scheduled to hit resorts, bars, and restaurants across the Virgin Islands in the coming weeks, including the St. John Brewers Tap Room in Mongoose Junction, Cruz Bay, according to a release issued Wednesday afternoon. Mix 12-packs will be available in grocery and convenience stores throughout the islands.

St. John Brewers cofounders Kevin Chipman and Chirag Vyas have spent over fifteen years building the company's reputation for great craft beers, friendly vibes, and a strong commitment to the island they call home, the release stated. It says the founders' new hard seltzer line complements the brand's broad portfolio of craft beers and sodas created and released in the Virgin Islands and mainland market over the years.

"Moving into the hard seltzer category has been an exciting challenge for us," said Mr. Chipman. "We've poured our heart and soul into the whole process, from flavor profiling and ingredients to branding and packaging, not to mention navigating the logistics in these unpredictable times. Who knew aluminum cans would be such a hot commodity?"

The premium hard seltzer brand, dubbed "Love City" after the island of St. John's nickname, looks to lay claim to the Virgin Islands market, going toe-to-toe with national brands that have recently entered it.

"We've been perfecting our filtration processes and testing recipes at the Tap Room for over a year, constantly consulting our staff and patrons for their feedback and hosting tasting panels to craft our unique Caribbean flavor," said Mr. Vyas. "Now, we can't wait to share the finished product."

According to the release, while Love City is launching exclusively in the Virgin Islands to start, the St. John Brewers team is certainly open to the idea of expanding distribution throughout the U.S.

"We think the tropical flavors, vibrant packaging, and a much-needed dose of positivity would be a winning combination for those on the mainland who want to enjoy a taste of the Caribbean," stated Mr. Vyas.