

FOR IMMEDIATE RELEASE

New Holland Brewing's Dragon's Milk Teams Up with DUNGEONS & DRAGONS to Launch Limited-Edition Stout and Bourbon Whiskey

Collaboration Celebrates 50th Anniversary of the World's Greatest Roleplaying Game

HOLLAND, Mich., Sept. 4, 2024— Craft brewery and distillery, [New Holland Brewing Co.](#) today announced an expansion of its [Dragon's Milk](#) product line, in collaboration with leading toy and game company [Hasbro](#) and its Wizards of the Coast division, to celebrate the 50th anniversary of the World's Greatest Roleplaying Game, [DUNGEONS & DRAGONS \(D&D\)](#). The expansion includes a limited-edition **D20 Brew** Bourbon Barrel Aged Stout and **Origin Mead Cask** Bourbon Whiskey. Both beverages will be available at select retailers, including New Holland Brewing retail locations, and at [dragonsmilk.com/dnd](#) starting in November 2024. A merchandise pre-sale including limited wearables and glassware begins September 6, 2024, at [dragonsmilk.com/dnd](#).

"Brewed with the same passion that fuels D&D adventures, Dragon's Milk has a nationally renowned reputation as a bold, legendary beverage," said Brett Vanderkamp, CEO and founder of New Holland Brewing Company. "Not only does our work with Hasbro allow us to honor D&D's 50-year history, but it also underscores our shared values of creating savored moments and forging lasting friendships."

D20 Brew and Origin Mead Cask Bourbon Whiskey will expand New Holland's well-established Dragon's Milk product line, which currently features several year-round stouts and bourbons.

"D&D isn't just a game - it's this amazing community that's all about bringing fantasy and wonder to life, whether that's in living rooms, backyards, or wherever folks want to play," said Jess Lanzillo, Head of D&D Product and Franchise at Wizards of the Coast. "We're super excited to be teaming up with New Holland for D&D's big anniversary. Together, we're building on what makes D&D so cool - bringing people together through the shared experience of adventure."

The top selling American-made stout, Dragon's Milk has received numerous accolades over the years including Gold at the New York International Beer Competition and Silver at the Great American Beer Festival. Additionally, Dragon's Milk Origin Small Batch Bourbon received the highest honor – a double gold medal – at the 2022 New York International Spirits Competition, was recognized as the "Best in Class" bourbon at the 2023 American Distilling Institute's (ADI) International Spirits Competition and received a Platinum medal at Fred Minnick's Ascot Awards in 2023.

Additional details surrounding the product launch to follow as the release approaches. For more information on Dragon's Milk by New Holland Brewing Company, visit [dragonsmilk.com](#). For more information on D&D, visit [dndbeyond.com](#).

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About New Holland Brewing Company

New Holland Brewing Company is a nationally renowned craft brewery and distiller headquartered in Holland, Michigan. Its beverage portfolio is available across the globe and led by flagship brands including Dragon's Milk Bourbon Barrel Aged Stout, the top selling American-made stout, Dragon's Milk Origin Small Batch Bourbon Whiskey, Dragon's Milk Beer Barrel Bourbon, and Lake Life Seltzers. The brewery currently features an [online store](#), three full-service restaurants and three spirits tasting rooms located throughout West Michigan. For more information, visit newhollandbrew.com. To find New Holland Brewing beverages near you, visit newhollandbrew.com/find-our-beer.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Wizards of the Coast

Wizards of the Coast, a wholly-owned subsidiary of Hasbro (NASDAQ: HAS), develops legendary games that inspire creativity, spark passions, forge friendships and foster communities around a lifetime love of games. Wizards delivers compelling experiences for gamers across tabletop and digital gaming through its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, along with Hasbro's unparalleled portfolio of over 1,800 iconic brands.

With headquarters in Renton, Washington and studios in Austin, Montreal and Raleigh, Wizards is dedicated to fostering world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, please visit <https://company.wizards.com> or Wizards of the Coast on LinkedIn.

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