

## **Dogfish Head Craft Brewery, The Exclusive Beer Sponsor of the “Not-So” Big Game** *Brewery teams up with Tudor Games to host Electric Football World Championships*

**MILTON, Del., Jan. 5, 2023** – [Dogfish Head](#) sprints into the New Year as exclusive sponsor of [Tudor Games](#)’ Electric Football World Championships. Taking place **Saturday, Feb. 4, and Sunday, Feb. 5, at Dogfish Head’s Tasting Room & Kitchen in Milton, Del.**, this [tournament](#) draws passionate and elite coaches from across the country to battle for the optimum prize, a swag package from Dogfish Head, a Tudor [Ultimate](#) (48 inches by 24 inches) Electric Football Game and of course, a year’s worth of bragging rights. *Who will take home this year’s title?*

Kickoff happens each day at 8 a.m., sharp! Spectators are encouraged to don their teams’ colors and cheer on their favorite players in-person. Those unable to make the trek to tailgate in coastal Delaware can **tune-in to a live stream broadcast** of the event’s most anticipated moments via [Dogfish Head’s YouTube](#) channel. *That’s right!* During the only weekend of the football season with no live games, fans can get their fix with Dogfish Head and Tudor Games Electric Football World Championships.

To get in on the action, join the [Electric Football Nation](#) and start training for next year’s World Championships tournament. To set new off-centered players up for success, Dogfish Head is dropping a custom, beer-themed edition of Tudor Games’ iconic Electric Football game. Team 60 Minute IPA and team 90 Minute IPA go head-to-head on the vibrating battlefield, competing for the title of best continually hopped beer. More on where to purchase is coming soon! Stay tuned to [www.dogfish.com](#).

“The epitome of off-centeredness, this partnership is very close to my heart,” said Dogfish Head Founder & Brewer, Sam Calagione. “Back when I first started brewing, I used a Tudor Electric Football game to [MacGyver the first-ever continual hopping machine](#). That machine birthed one of Dogfish Head’s most well-known beers, 90 Minute Imperial IPA, and it now sits in the permanent collections of the Smithsonian Museum.”

Dogfish Head’s original continual hopping device was built from a pickle bucket, an Electric Football game from Tudor Games and a boatload of hop pellets. Picture this ... Calagione drills holes around the base of a pickle bucket and duct tapes it to an Electric Football game. He then rigs the game at a 45-degree angle above his beer’s boil kettle. After adding hop pellets to the pickle bucket, he turns on the game and its vibrations allow the hop pellets to shimmy-shake their way through the holes in the pickle bucket, down the field and into the boiling beer for a touchdown. By adding small, consistent increments of hops to his brew throughout the entirety of its boil, Calagione created a pungently hoppy yet balanced beer.

Dogfish Head’s proprietary brewing method of continual hopping is still in use today, albeit on a much larger, more industrial-sized scale. It is responsible for two of the Dogfish Head’s best-selling beers, [90 Minute Imperial IPA](#) and [60 Minute IPA](#), both of which can be found in the brewery’s *NEW* [Continually Hopped Variety Pack](#). Rounding out the variety pack’s lineup are two exclusive brews, Shelter Pale Ale, a continually hopped version of Dogfish Head’s original pale ale, and Dogfish Head Un’Ora, an Italian pilsner continually hopped for one hour (or “un-ora”). Dogfish Head’s unique process of continual hopping gives each of these beers elegant and fragrant hop aromas and tastes, without making them overly bitter.

“Just like brewing, the art of Electric Football requires time, practice and technique to perfect,” said President of Tudor Games, Doug Strohm. “Many people think Electric Football is random and uncontrollable, but we know better. Through our partnership with Dogfish, we can introduce

more people to the fun of coaching, collection and customizing Electric Football and expanding our great gaming community.”

To celebrate the Electric Football World Championships coming to coastal Delaware, Dogfish Head will host a weekend full of football festivities at its hospitality locations, including a myriad of exclusive beer releases at the brewery’s Milton Tasting Room & Kitchen and Rehoboth Beach brewpub. Click [HERE](#) for more on the weekend’s events. To learn more about Dogfish Head and Tudor Games, see [www.dogfish.com](http://www.dogfish.com) and [www.tudorgames.com](http://www.tudorgames.com), respectively. To track down Dogfish Head’s continually hopped off-centered ales, check out the brewery’s [Fish Finder](#).

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**Digital Assets:** [Images of Dogfish Head x Tudor Games Electric Football Game](#)

**About Dogfish Head:**

Dogfish Head has proudly focused on brewing beers with culinary ingredients outside the Reinheitsgebot since the day it opened as one of the smallest American craft breweries more than 27 years ago. Dogfish Head has grown into a top-20 craft brewery and won numerous awards throughout the years, including Wine Enthusiast’s 2015 Brewery of the Year and the James Beard Foundation Award for 2017 Outstanding Wine, Spirits, or Beer Professional. A Delaware-based brand with Dogfish Head Brewings & Eats®, an off-centered brewpub and distillery, Chesapeake & Maine®, Dogfish Head’s seafood and cocktail spot, Dogfish Inn®, a beer-themed inn on the harbor, and Dogfish Head Craft Brewery®, a production brewery and distillery featuring the Tasting Room & Kitchen and Dogfish Head Distilling Co. ®, Dogfish Head is a supporter of the Independent Craft Brewing Seal, the definitive icon for American craft breweries to identify themselves to be independently-owned and carry the torch of transparency, brewing innovation and the freedom of choice originally forged by brewing community pioneers. Dogfish Head currently sells beer in all 50 states and Washington D.C. For more, visit [www.dogfish.com](http://www.dogfish.com), Facebook: @dogfishheadbeer, Twitter: @dogfishbeer, and Instagram: @dogfishhead.

**About Tudor Games:**

Since 1949, Tudor Games has sold over 40 million Electric Football games, igniting the imagination of football fans young and old. Since buying the company in 2012, we have been re-imagining and re-designing Electric Football. Our amazing new products bring kids and adults of all ages together for healthy play. What could be more fun than that?

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