



AT THE BAR WITH BOWDITCH

A Legal Blog for the Craft Brewing Community

Beer: The Most Important Meal of the Day?

BY ROBERT G. YOUNG • JANUARY 22, 2019

One brewery in England has decided to take the headline of this post to heart. Seven Bro7hers Brewery has teamed up with Kellogg's to put unwanted Corn Flakes (e.g., those that do not fit Kellogg's standards to be sold as cereal) to use in brewing beer. The first bowl — er, beer — to roll off the line is the delightfully-named “Throw Away IPA,” using a reported 130 pounds of Corn Flakes per batch.

This partnership not only helps Kellogg's reduce its food waste, but also provides support for a local food distribution charity (according to news reports, Seven Bro7hers [will donate](#) approximately 13 cents per can sold to the charity). Now that's a great way to start the day!