



Beer

Launches & Lagers

THE LIVE BIG GUIDE TO SPACECRAFT BEER
PAIRINGS ON FLORIDA'S SPACE COAST



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Introduction

A new reputation is brewing. A unique mix of game-changing, commercial space-exploration companies and legacy powerhouses is reinventing the one-of-a-kind flavor known as Florida's Space Coast.

Set against the backdrop of near-weekly rocket launches, legendary beaches and eclectic downtowns, a question vexes the minds of a new generation of Space Coast locals:

What beer goes best with rocket launches?

Thanks to exhaustive, highly (un)scientific research, and a flourishing local craft-beer scene, the Live Big Guide to SpaceCraft Beer Pairings has unraveled this Gordian knot for you to enjoy.

Because whether you're making history or cheering it on, why not celebrate (responsibly) with a locally-brewed cold one.



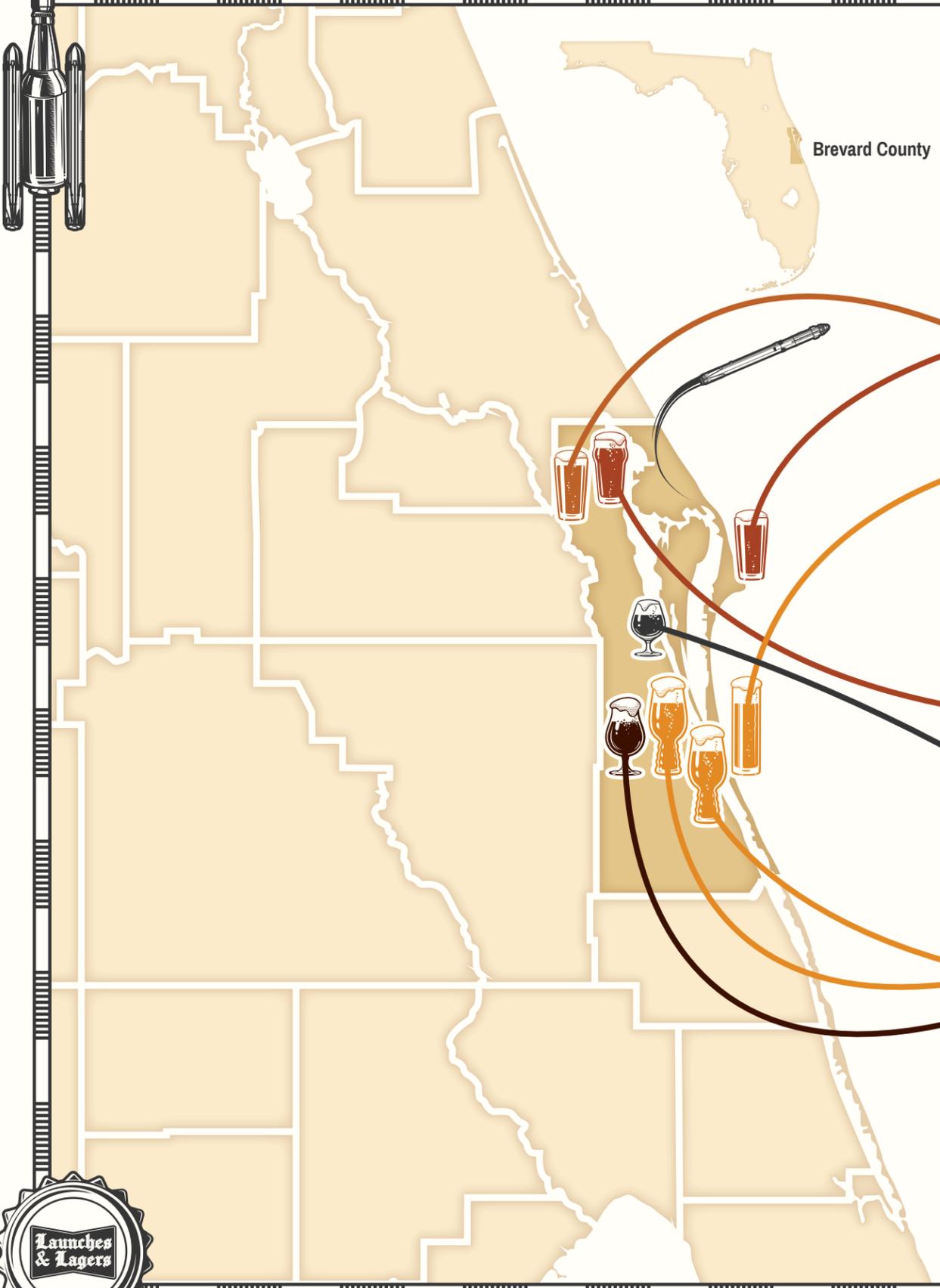
Did you try a Live Big beer pairing? Find a better one? Hashtag it with **#LaunchesAndLagers** and tag us on

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Breweries



Brevard County



Florida Beer Company
200 Imperial Blvd Cape Canaveral FL
FloridaBeer.com



BeachFly Brewing Company
1080 E Eau Gallie Blvd Indian Harbour Beach FL
BeachFlyBrewing.com



Playalinda Brewing Company - Hardware Store
305 S Washington Ave Titusville FL
PlayalindaBrewingCompany.com



Playalinda Brewing Company - Brix Project
5220 S Washington Ave Titusville FL
PlayalindaBrewingCompany.com



Intracoastal Brewing Company
652 W Eau Gallie Blvd Melbourne FL
IntracoastalBrewingCompany.com



Hell 'n Blazes Brewing Company
1002 E New Haven Ave Melbourne FL
HellnBlazesBrewing.com



Bugnutty Brewing Company
225 King St Cocoa FL
PlayalindaBrewingCompany.com





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Rocket & Beer Pairing



Lockheed Martin
Orion

Playalinda Brewing Company
Robonaut Red Ale

- Diameter: 16 ft 6 in
- Launch Payload Mass: 22,900 lbs
- Crew Capacity: 6

- Style: American Amber / Red Ale
- ABV: 5.5%



Lockheed Martin is the prime contractor building NASA's Orion, the only spacecraft designed for long-duration, human deep space exploration. Orion is the centerpiece of the agency's Artemis program to build a sustainable presence on the lunar surface and to prepare for the mission to Mars. With sights on the red planet, the Orion's perfect pairing is the Robonaut® Red Ale from Playalinda Brewing Company. Not only is it the right shade, but this craft beer is named after NASA's own robotic astronaut.



Space Coast History of Orion

The Orion is assembled and launched on Florida's Space Coast. In February 2006 the EDC of Florida's Space Coast announced Lockheed Martin's plans to locate final assembly and checkout operations of NASA's crew exploration vehicle (CVE) at Kennedy Space Center. It marked the first time the Space Coast would provide assembly and checkout services for a major human space launch program. On December 5, 2014 the Orion successfully completed its maiden orbital test flight in preparation for its first crewed flight as early as 2022.





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Rocket & Beer Pairing



Northrop Grumman
OmegA Rocket

BeachFly Brewing Company
Space Kolsch

- Height: 196.3 ft
- Diameter: 12.2 ft

- Style: Kölsch
- ABV: 4.5%
- IBU: 23



Northrop Grumman will be the first-ever commercial space company to operate in NASA's iconic Vehicle Assembly Building (VAB). Here, engineers and techs will build and prep its OmegA launch vehicle which will transport payloads to orbit starting in 2021. Iconic is a term the Space Coast can use in many areas – including to describe its world-famous beaches. Right on Eau Gallie Ave., just minutes from the beach, you will find BeachFly Brewing Company and their light and crisp Space Kolsch, the perfect pairing for this exciting stage of space history.



Space Coast History of Northrop Grumman

Northrop Grumman can trace its roots on the Space Coast back to the 1960s when the Grumman Company first arrived at Cape Canaveral to work on the Apollo project. In 2014, the EDC of Florida's Space Coast announced one of the Nation's largest economic development projects in history, in which Northrop Grumman would expand by 1,800 jobs in Melbourne, with an additional 504,000 square feet of operating space. The company continues to expand operations locally as the Space Coast moves into the 2020's.





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Rocket & Beer Pairing



**Boeing
CST-100 Starliner**

**Playalinda Brewing Company
Starliner Simcoe Lager**

- Diameter: 15 ft 16.5 in
- Launch Payload Mass: 29,000 lbs
- Crew Capacity: 7

- Style: Pale Lager
- ABV: 4.5%



This one says Space Coast local like no other. Boeing's Starliner became the first made-in-Brevard spacecraft to be built on Florida's Space Coast, reigniting the pride that was dimmed after the retirement of the Space Shuttle program in 2011. How could this spacecraft be paired with anything other than Playalinda Brewing Company's Starliner Simcoe Lager? Featuring a strong malt backbone, this astronomical beer is a single-hopped lager, which brings out subtle pine and tropical fruit aromas. Plus, with Playalinda's two prime launch-viewing locations in Titusville, this launch-day combo is perfect for watching history be made time after time.



Space Coast History of The Boeing Company

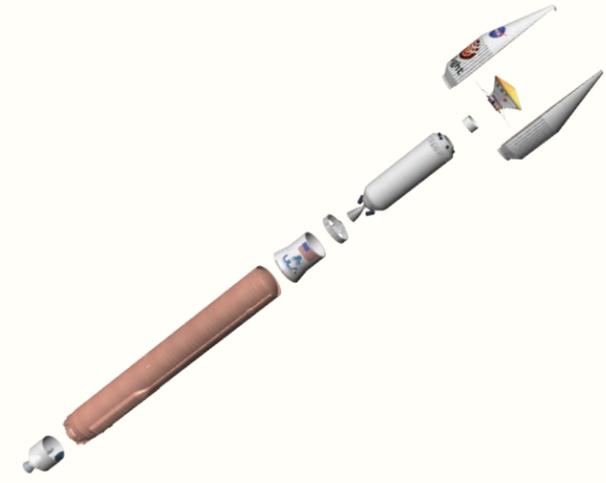
In October of 2011, the EDC of Florida's Space Coast announced that The Boeing Company's CST-100 commercial crew capsule would be developed and manufactured at Kennedy Space Center, becoming the first spacecraft to be manufactured and developed on the Space Coast. The CST-100 would later be named Starliner, a commercial crew vehicle to carry humans back to space from American soil. Boeing's impact on the Space Coast continues to flourish – in 2019 the company announced its Space and Launch headquarters would relocate to Titusville, Florida.





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Rocket & Beer Pairing



United Launch Alliance
Atlas V

Florida Beer Co.
Sunshine State Florida Lager

- Height: 200 ft
- Mass at Liftoff: 1.3 M lbs
- Lift Capacity to LEO: 41,750 lbs

- Style: Amber Lager
- ABV: 5%
- IBU: 20



The Atlas rocket family has lit up Space Coast skies since 1957, while Florida Beer Co. is Brevard's original brewer. With a flawless launch record, the Atlas V could only be paired with a beer that never fails to please. Florida Beer Co.'s Sunshine State Florida Lager is a crisp and toasted malt lager with a clean finish balanced by the subtle German and American hop profile.

This pairing is a classic combo that is tested and true.



Space Coast History of Atlas V

The Atlas V is a true Space Coast staple. More than 15 years of 100% mission success made Atlas V the choice to carry Boeing's Starliner capsule and its astronauts to the ISS. ULA's primary launch operation here on the Space Coast was a major factor in the 2011 announcement by the EDC of Florida's Space Coast that Boeing would build its Starliner at Kennedy Space Center, the first spacecraft to be built in Florida.





Space Coast History of SpaceX Falcon Heavy & Falcon 9

As early as 2005, leaders from the Space Coast traveled to California to meet with the leaders of SpaceX, including Elon Musk, about the benefits of conducting assembly, checkout, and launch operations on Florida's Space Coast. Fast forward nearly two decades later and SpaceX launches light up the night sky on the regular from Cape Canaveral.



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Rocket & Beer Pairing



SpaceX Falcon 9

- Height: 229.6 ft
- Mass: 1,207,920 lbs
- Payload to LEO: 50,265 lbs



Hell 'n Blazes Causeway IPA

- Style: American IPA
- ABV: 7.4%
- IBU: 65



SpaceX Falcon Heavy

- Height: 229.6 ft
- Mass: 3,125,735 lbs
- Payload to LEO: 140,660 lbs



Bugnuttu Brewing Company Orbital Burn

- Style: English Porter
- ABV: 4.86%
- IBU: 20



The SpaceX Falcon 9 and Falcon Heavy are a dynamic duo with the Heavy bringing the Falcon 9 rocket to the astonishing next level from landing one booster to three. The Falcon family has become a mainstay on the Space Coast, especially the Falcon 9 which performs near monthly launches from the beaches of Cape Canaveral. Another mainstay on Florida's Space Coast are the major causeways connecting 72 miles of beaches and islands to mainland. So what better beer to pair with the Falcon 9 than the Causeway IPA from Hell 'n Blazes Brewing Co., a delicious deep-golden unfiltered IPA.

Like the Falcon Heavy, Bugnuttu Brewing Company's Orbital Burn kicks it up a notch with delicious heat provided by a mix of Habanero, Anaheim and Serrano peppers without compromising the smooth booster-landing finish. The brewery's owner, a former NASA engineer, found the right equation for a perfect formula; almost as perfect as two booster's landing at once, making these two Space Coast locals a perfect pair.



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Rocket & Beer Pairing



SpaceX
Dragon

Intracoastal Brewing
Company Dragon Point IPA

- Diameter: 13 ft
- Height: 26.7 ft
- Launch Payload Mass: 13,228 lbs
- Crew Capacity: 7

- Style: American IPA
- ABV: 6.5%
- IBU: 75



SpaceX Dragon is the spacecraft capable of returning significant amounts of cargo back to Earth. Its versatility brings to mind the west-coast style Dragon Point IPA from Intracoastal Brewing Company, which fits the Space Coast's easy-going lifestyle. Dragon Point's ingredients come from only the finest quality sources, matching well with the modern interior of the Crew Dragon capsule, which is as easy on the eyes as Dragon Point is easy to drink.



Space Coast History of SpaceX Dragon

The first spacecraft to deliver American astronauts to space from American soil since July 2011, SpaceX Dragon is taking its place in the Pantheon of American-made rides to space. SpaceX Dragon continues to make history from Florida's Space Coast since its March 3, 2019 flight where it became the first American spacecraft in history to autonomously dock with the International Space Station, launching from Cape Canaveral.



Rocket & Beer Pairing

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Blue Origin
New Glenn



Intracoastal Brewing Co.
Blueberry Porter Canaveral

- **Diameter:** 23 ft
- **Height:** 270 ft
- **Launch Payload Mass:** 99,000 lbs to low-earth orbit

- **Style:** American Porter
- **ABV:** 6%
- **IBU:** 33



Seven reusable BE-4 LNG/LOX engines thrust Blue Origin's New Glenn rocket- the largest rocket since the Saturn V. With two times the payload volume of any existing launch vehicle, this is one BIG spacecraft. Something so big called for a pairing of adequate proportions. Bring in Blueberry Porter Canaveral from Intracoastal Brewing Company. This robust porter is brewed for BIG flavor with fresh blueberries, notes of roasted grains (coffee and cocoa) and sweet malts (caramel and toffee) that finishes clean and roasty with a balanced hop bitterness. It's name not only rings of Blue Origin, but it also pays homage to the Space Coast's own Port Canaveral, one of the top launch-viewing spots on the coast.



Space Coast History of Blue Origin

In 2015, the EDC of Florida's Space Coast announced that Blue Origin, LLC would design, manufacture, and launch from Exploration Park at Kennedy Space Center. This marked the first time all aspects of commercial spacecraft development and launch would be completed within the Space Coast. Since the announcement, Blue Origin has built a 650,000 square foot complex to build and integrate rocket stages, payload fairings and adapters only 9 miles from the launch pad. The complex is also home to their launch and mission control centers.





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