

FOR IMMEDIATE RELEASE

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UNM AND KELLYS BREW PUB COLLABORATE TO CREATE “LOBO RED” ALE

Indianapolis. Cheers! The University of New Mexico and local Albuquerque brewery Kellys Brew Pub have joined together to release “Lobo Red,” a special medium body red ale.

Distinctively New Mexican, Lobo Red features hints of sweet caramel balanced with mellow hoppiness and a “breezy high desert aroma,” as stated in the tasting notes included on the custom-designed packaging. The can, emblazoned with the official UNM Lobos logo, describes the beer as “like a buzzer-beater got together with a Hail Mary to run a flea flicker on (the drinker’s) taste buds.”

Patrons will get their first taste of Lobo Red at the Lobo Club Cherry & Silver Scholarship Gala on Friday, August 18. In addition to Kellys, Lobo Red will be available on tap at Chama River Brewing in Albuquerque, Draft Station (located in Santa Fe) and at select Lobo athletic events. Preliminary plans are also in place for Lobo Red to be available for purchase in grocery and liquor stores statewide.

“It has been a great experience working with Kellys Brew Pub to develop Lobo Red,” said Brad Hutchins, deputy athletic director for external operations at New Mexico. “This venture allows us to take our brand into an entirely new product category, and responsibly and respectfully create a unique touchpoint for fans both in-game and with great businesses throughout the state of New Mexico.”

“We are thrilled to be partnering with UNM to create a beer for the Lobos that is not only a custom brew for the school but that also brings out the spirit of the team through the packaging” said Hans Sundquist, marketing director Santa Fe Dining. Robert Griego, vice president of operations at Santa Fe Dining, added “the Lobo brand is one of the most popular brands in the State of New Mexico and we feel that we can further solidify that brand with this crowd pleasing style of beer.”

Santa Fe Dining is a partner of New Mexico Athletics and advertising for Lobo Red will be included both in-game and during the Lobos Coaches Show, which is broadcast live from Kellys Brew Pub. Learfield Licensing Partners, New Mexico’s exclusive licensing partner, worked with all parties to execute the licensing agreement and will provide assistance in marketing the product on behalf of UNM.

About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors' Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.