

Merrell and Dogfish Head Craft Brewery Launch Limited-Edition Trail Running Shoe

Made from sustainable materials, the Agility Synthesis x Dogfish shoe brings a fresh take on trail to tavern

Rockford, Mich. and Milton, Del. (Sept. 10, 2019) – Outdoor performance brand [Merrell](#) and [Dogfish Head Craft Brewery](#) have launched a cobranded trail running shoe inspired by two of their shared passions: the outdoors and beer. The limited-edition Merrell Agility Synthesis X Dogfish trail runner is now available in select retail stores and on Merrell.com, and will also be sold on September 29th at Dogfish Head’s annual *Dogfish Dash* in Milton, DE.

Available in a “*SeaQuench*” colorway for men and women, the design of the shoe is inspired by the most thirst-quenching beer Dogfish Head has ever brewed: *SeaQuench Ale*. *SeaQuench Ale* is now the best-selling sour beer in America, and is recognized by its signature sea-foam green can and off-centered ingredients, including black limes and sea salt, all of which are incorporated into the shoe design.

“Today’s adventurous beer drinker is seeking more from their alcoholic beverages than ever before. They’re looking for a beer that’s not only intensely flavorful, but that fits into their active lifestyle. Brewed with black limes, sour lime juice and sea salt, the thirst-slaying, citrusy-tart mashup that is *SeaQuench Ale* satisfies all those needs,” said Sam Calagione, founder of Dogfish Head. “Partnering with Merrell, leaders in the active lifestyle footwear category, to release this sweet *SeaQuench*-themed shoe is a great reminder to folks everywhere that you can ‘have your beer and drink it too.’ Maintaining an active lifestyle is all about balance – go for a trail run or a gym workout, then reward yourself with a cold can of *SeaQuench Ale*.”

Merrell and Dogfish Head, two outdoor-loving brands, both believe wild spaces urgently need to be sustained and protected. With that in mind, the cobranded shoes are made with a more sustainable choice wherever possible. They include reclaimed scrap rubber, BLOOM® algae foam instead of petroleum, recycled plastic, and more.

Alongside the launch of the Agility Synthesis X Dogfish shoe, Merrell will be donating \$10,000 to [The Conservation Alliance](#), whose mission is to engage businesses to fund & partner with organizations to protect wild places for their habitat and recreation values. Merrell is a pinnacle member of The Conservation Alliance and to date, has provided more than \$1 million in funding to assist their efforts.

“We’ve enjoyed building upon the shared beliefs of Merrell and Dogfish Head,” says Sue Rechner, President of Merrell. “We’re very proud that our partnership also provides support for The Conservation Alliance and reduces our impact through the use of recycled materials and sustainable processes.”

For high res images of the Agility Synthesis x Dogfish shoe, please visit [the Merrell newsroom](#). For additional information, please reach the Merrell or Dogfish Head contacts below.

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ABOUT DOGFISH HEAD BREWERY

Dogfish Head has proudly been focused on brewing beers with culinary ingredients outside the Reinheitsgebot since the day it opened as the smallest American craft brewery 24 years ago. Dogfish Head has grown into a top-20 craft brewery and has 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. It is a 350+ coworker company based in Delaware with *Dogfish Head Brewings & Eats*, an off-centered brewpub and distillery, *Chesapeake & Maine*, a geographically enamored seafood restaurant, *Dogfish Inn*, a beer-themed inn on the harbor and Dogfish Head Craft Brewery a production brewery and distillery featuring *The Tasting Room & Kitchen*. Dogfish Head supports the Independent Craft Brewing Seal, the definitive icon for American craft breweries to identify themselves to be independently-owned and carries the torch of transparency, brewing innovation and the freedom of choice originally forged by brewing community pioneers. Dogfish Head currently sells beer in 45 states and Washington D.C. For more information, visit www.dogfish.com, Facebook: @dogfishheadbeer, Twitter: @dogfishbeer, and Instagram: dogfishhead.

ABOUT MERRELL

Merrell® exists to give you all you really need to discover the simple yet profound power of the trail. We believe the trail is for everyone. Our goal is to provide thoughtfully designed, rigorously tested products that over-deliver on performance, versatility and durability. Because when you’ve got air in your lungs and good shoes on your feet, you’ve got everything you need. Visit Merrell.com or follow us on social at @merrell and @merrelloutside.